



## MD & D.C. SUBSCRIBERS COMMITTEE & BOD MEETING

### Board of Directors (BOD)

**Chairman**, Scott Brown (Gas Representative)

**Angela Johnson** (Communications Representative)

**Kevin Woolbright** (Water/Sewer Representative)

**Brian Sahm** (Government Representative)

**Marc Haines** (Electric Representative)

Secretary, Dora Parks (Miss Utility Representative)

Joe Shelton (Contractor Representative)

Juan Vogel (Locating Representative)

### Minutes of the Committee Meeting April 11, 2019

Hosted by Columbia Gas of Maryland (Cumberland Office)

Minutes Prepared by Dora Parks & Susan Sullivan

### WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Scott Brown at 10:07am.

Customary attendee introductions were made.

A motion to approve the January 11, 2019 minutes was made by Scott Brown (Chairman) and seconded by Kevin Woolbright (Board Member) the motion carried by approval.

### OLD BUSINESS

Next Gen (NG) Update reported by Brian Simmons (OCC); The Business and Split-Rules for Next Gen are complete. Programing will continue through April and added into Sandbox shortly thereafter.

Ticket Check Enhancement; Ticket Check Discrepancy and Dispute enhancements include comments limited to 200 characters, excavator attachments and No-Response transmission delivery to the affected member. Enhancements are currently being finalized with programming to follow.

New Ticket Field, Trenchless Excavation; The committee has agreed to the language that will be used to indicate Trenchless Excavation on a ticket.

CGA Conference Update reported by Dora Parks (OCC); Maryland was well represented with 15 people attending. Tom Hoff (OCC, CEO) was inducted into the CGA Hall of Fame Award in recognition of his service within the industry, which includes generating incredible public awareness of 811 through the commissioning his trio of 811 vehicles. OCC held its own private networking event. There were multiple industry-specific breakout sessions and additional opportunities for networking throughout the conference. Next year's CGA Event will be held March 24 - March 26, 2020 in Palm Springs, California.

- Regional Partners Committee reported by Kevin Woolbright (Committee Member); This committee is made up of representatives and participants from our 70 regional partner organizations throughout the United States and Canada. The committee focuses on supporting CGA programs locally and increasing communication between local and national damage prevention efforts. The meeting's agenda included:
  - A review of CGA resources available for Regional Partners.

- Finalizing a schedule for newsletter contributions. Last year MGH submitted an article about Miss Utility's Touch-A-Truck Event.
- Documenting content requests/proposals for two Regional Partner webinars to be held in 2019.
- Best Practices Committee reported by Scott Brown (WGL); This committee's objective is to ensure best practices remain the definitive guide for underground safety/ damage prevention through continued identification and publication of consensus-based practices.
  - Maryland submitted cross-bore practices to develop a program designed to prevent cross-boring. This best practice submission was accepted and will be included in 2020's Best Practice's guidebook.
  - Other best practice topics submitted include: Excavators wanting abandoned lines located (some municipalities require this already) and excavators wanting depth of a utility noted (which owner-members are against).
  - In Washington, D.C. owner-members must mark SP (shallow pipe) indicating utilities are buried at a shallow depth.

Matt Ruddo (OCC) reminded attendees of the upcoming OCC Users Group Meeting to be held September 24-26, 2019 in Portland, Oregon. This event offers continued networking opportunities, presentations and discussions on a variety of industry related topics.

### **NEW BUSINESS**

Carvertise (vehicle wraps promotion) reported by Dora Parks; As a possible alternative to billboard advertising, Dora shared the following information about Carvertise:

- The company has been in business for five years.
- There are a variety of wrap options and advertising campaigns available at varying costs.
- There are two local car wrapping locations: One in Frederick and one in Beltsville.
- Wrapped cars and drivers must meet requirements.
- Drivers are able to give out company brochures.
- Drivers must travel a minimum of 900 miles per month.
- Due to the high number of facility damages, Montgomery and Prince George's Counties, as well as Washington D.C. will be targeted areas of advertising.

After various input from attendees, Scott Brown proposed wrapping Dora Parks' car as a first step in car advertising. Dora was willing to have her car wrapped and a consensus followed. MGH will be moving forward with design proposals

### **WEBSITE ANALYTICS** Reported by Dora Parks

- Data collection date range: February 3 - April 9, 2019.
- 179,000 pageviews.
- 32,692 total users.
- 38.4% of all users are going directly to the Miss Utility site using the URL.
- 54.1% of users are coming from a search engine.
- 7.7% of users are being referred by other pages.
- The top 4 pages by number of views:
  - Homepage – 38.1%
  - Excavators – 16.41%
  - Maryland – 11.64%
  - Homeowner – 4.87%

## **ADVERTISING/PUBLIC AWARENESS** Reported by Kelly Cahill

- NSDM Campaigns: There were multiple earned media campaigns that included the following:
  - Governor Hogan proclaiming April, National Dig Safe Month.
  - A CGA press release sharing new statistics indicating that 42% of homeowners who plan on digging this year will be putting themselves and others at risk by not first calling 811.
  - Outreach to Baltimore and Washington D.C. via local TV stations in partnership with Washington Gas (and UtiliQuest) and BGE.
  - Eight (8) Miss Utility cake drops were made throughout the region to local radio stations which resulted in thirty-seven (37) 811 on-air mentions.
  - CGA's 811 Video Challenge-put together by Dora Parks with the help of local Boy Scout Troop 874- available at missutility.com.
- Spring Advertising Launches:
  - Radio ads launched on March 25 throughout Maryland and Washington D.C.
  - MASN's 'Who Dug Deeper' campaign sponsored by Miss Utility of MD, DC and DE for April and May.
  - Minor League Promotional Outreaches with Bowie Baysox; Hagerstown Suns and Frederick Keys.
  - Touch-A-Truck Event is August 3<sup>rd</sup> at the Bowie Baysox Stadium.
  - New partnership with Aberdeen Iron Birds was suggested. If BGE is able to support the 2-day outreach at the stadium, the BOD agrees to move forward.
- Excavator Research:
  - Last conducted in 2012.
  - The survey was previewed and content agreed upon.
  - The survey will be emailed to professional excavators using the Miss Utility user database.
  - Individuals who complete and submit the survey will be entered into a drawing. Prizes include a GCDPTC registration and gift cards.

## **REPORTS**

### Maryland Authority Reported by Michael Jewel (Columbia Gas)

- 20 Notices of Probable have been submitted in 2019 to date.
- 25 Notices of Probable Violations from 2018 were reviewed.
- Those 25 NPV's were fined a total of \$34,575 after training deductions and matrix discounts.
- \$16,495.50 Fines Collected in the first quarter of 2019.
  - The Education & Outreach Fund had a balance of \$67,708.53 at the end of March.
  - \$35,000 was approved to be paid to the Miss Utility March, April, May & June Media Campaign.
- The Authority's CGA Governmental Membership for 2019 was renewed.
- Derek Shreves (Town of Sykesville, DPW) was seated in the Maryland Municipal League Seat replacing Jeff Garner (Town of LaPlata, DPW) who completed two 2 year terms.
- Charles McCadden, who retired from BGE April 1, was recognized for his service.
- Approval of a \$1,000 Silver Sponsorship for the 811 Digger Balloon set to fly in the 2019 Preakness Balloon Festival in May.

The next Authority meeting is Wednesday, May 1, 2019.

### Title 12 Rewrite Committee

The Maryland Title 12 Re-Write will be submitted to the Maryland Legislature during the 2020 Legislative Session.

Documents on the Re-Write can be downloaded from the Authority Website by clicking the State Capital Dome at [www.mddpa.org](http://www.mddpa.org)

Board of Directors Reported by Scott Brown, Chairman

Next meeting is today, April 11, 2019.

Call Center Reports Reported by Brian Simmons (OCC)

The following reports were reviewed and discussed with committee attendees;

**Damage Reporting for 2018:**

- Transmitted Tickets; 4,951,777
- Reported damages; 1,042
  - No call or tickets; 311
  - Hit a marked line; 327
  - Utility marked wrong; 290
  - Other root causes; 114

**Ticket volume for the month of March 2019**

- Inbound ticket volume; 71,268, a monthly increase of 3.55% compared to 2018
- Outbound volume; 397,643, a year to date increase of .65% compared to 2018

**ITIC Percentages for the month of March 2019**

- Professional excavators; 85%
- Homeowner's ITIC Lite; 42%

The committee reviewed the Schedule of Advertising report and budgetary items.

Construction Angels

Kevin Woolbright, MD/DC Board Representative

Construction Angels is a non-profit offering financial aid, grief and financial counselling to families who have suffered the death of a loved one during a construction related accident while employed by a contract company. The goal is to raise a minimum of \$10,000 a year to fund Maryland's CA Chapter. Last year's 1<sup>st</sup> Annual Golf Event raised an outstanding \$11,082.92 donation. This year's golf event will again take place at Waverly Woods Golf Club. The event date will be finalized at a future meeting.

Vince Healy (Construction Angels) added that a cornhole event is likely to take place as well. Committee attendees were encouraged to attend fundraising events, share fundraising ideas, learn more about sponsorships and to volunteer as events are planned.

Please contact Kevin Woolbright for more information about CA or if you are interested in volunteering.

## Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

This year's conference is October 22-25 and will take place at the Clarion Resort Fontainebleau Hotel in Ocean City, Md. Content programming is complete. The keynote speaker will be Gary Norland who survived an accident as an industrial electrician. The conference will again offer golf, cornhole, and cooking networking opportunities. Registration is open. Signing up for conference updates automatically enters participants into a free two-night GCDPTC package drawing.

Next meeting is April 23<sup>rd</sup> following the Damage Prevention Meeting at the Miss Utility Call Center, Hanover, MD.

## MD/DC Damage Prevention Committee

DPT Administrator, Dora Parks [dparks@missutility.net](mailto:dparks@missutility.net)

New this year: Dig Smart Award winners are being invited to present their unique safety messages throughout the year during a monthly DPC meeting. So far, award winners Dominic Pope (Gaines and Company), Becky Mellinger (Child's Landscaping) and Mary Hill (Ferguson Trenching) have presented and Randy Carey (NPL) is scheduled to present in June. Thank you all for sharing your passion for damage prevention and safety. Safety guest speaker openings are available. If you are interested in presenting please contact Dora Parks for more information. Mark Hamrick (Verizon) was thanked for leading March's DP Committee meeting while Kevin Woolbright and Dora Parks were attending the CGA conference.

## Damage Prevention Training Updates Reported by Susan Sullivan (Miss Utility)

- 19 trainings to date
- 1,190 attendees
- 14 trainings scheduled
- All training dates are posted on Miss Utility's website; [missutility.net](http://missutility.net)

## MD/DC Awards Committee Reported by Dora Parks

- 2019 Locator Achievement Awards will be awarded to a total of 66 winners this year.
- This year's ceremony will be held on Saturday, May 18<sup>th</sup> at the Bowie Baysox Stadium in Prince George's County.
- Maryland takes the lead nation-wide in recognizing regional locators who meet strict eligibility requirements. In order to be eligible for a Miss Utility Locator Achievement Award, applicants must meet the following criteria within the eligibility period:
  - Submitted individuals must have performed facility/utility location services as his/her full-time job in at least one of the 9 defined regions and must have responded to at least 1,500 locate requests.
  - Submitted individuals must have been employed by the nominating organization for at least 12 months at the time the form is submitted.
  - Locator must understand and abide by Maryland Code Title 12 "Underground Facilities" and/or Washington D.C. Code Title 34 Public Utilities.
  - Locator must have zero safety violations and pass quality audits (if applicable) within his/her respective organization.
  - Locator must establish proactive working relationships in damage prevention.
- All committee members are welcome to attend. Please let Dora know if you are interested.

## Scholarship Committee Reported by Scott Brown, Chair

MGH received 180 applications. The scholarship committee will choose one winner from each of eight (8) zones covering Maryland and Washington DC. In order to qualify, each senior had to submit general contact information; a list of extracurricular activities; a personal essay; high school transcripts and one letter of recommendation, no more than two, dated within one year of the application. The luncheon recognizing each of the eight winners will take place July 11<sup>th</sup> at the Miss Utility Call Center where students will receive the \$1,008.11 award.

## OPEN DISCUSSION

Tom Israel (Dominion) suggested that current Maryland Ticket Check codes be revised to include a specific code for members who need the excavators to contact the utility owner member directly for on-site surveillance of anticipated work around critical facilities. VA currently uses code 71 for this purpose. The BOD stated that comments can be made by a utility owner member identifying critical facilities and the request for an on-site representative using a status code 5.

There being no further business brought before the Subscriber Committee and BOD, the meeting adjourned at 1:15pm.

## The 2019 quarterly MD/DC Subscriber Committee and Board meetings are planned for;

- July 11<sup>th</sup>, at the Miss Utility call center
- October 10<sup>th</sup>, at the Miss Utility call center

## MEETING ATTENDEES

COMPANY NAME	ATTENDEE NAME and TITLE	TELEPHONE NUMBER	EMAIL ADDRESS
AT&T	Angela Johnson-Manager BOD, Communications Rep	(571) 218-9458	aj1731@att.com
Baltimore County	Brian Sahn BOD, Government Rep	(410) 887-1480	bsahn@baltimorecountymd.gov
Colonial Pipeline Company	Scott R Moore Right of Way	(443) 821-1797	smoore@colpipe.com
Columbia Gas	Calvin Swauger Damage Prevention	301-268-9452	clsauger@nisource.com
Columbia Gas	Dwayne Miller Field Operations Leader	(301) 964-1065	dmliller@nisource.com
Columbia Gas	<b>Michael Jewell</b> <b>MD AUTHORITY-Subscriber</b> <b>Rep</b> Leader Operations/ Support Specialist	(614) 307-5304	mjewell@nisource.com
Columbia Gas	Tim Hamilton Damage Prevention	(301) 964-9117	hhamilt@nisource.com
Comcast	Linda Durbin Plant Damage Manager	(240) 372-6684	linda.durbin@comcast.com
Construction Angels	Kevin Woolbright BOD & CA Rep DPC Chair	(301) 806-8745	bright.67@verizon.net

Construction Angels	Vince Healy National Development Director	(240) 457-7850	vince.healy@constructionangels.us
Dominion	Tim Israel	(202) 329-1849	tom.israel@dom.com
MGH	Kelly Cahill	(410) 902-5036	kcahill@mghus.com
One Call Concepts	Brian Simmons General Manager	(410) 782-2101	bsimmons@occinc.com
One Call Concepts	Dora Parks BOD Secretary Manager, Client Relations	(410) 782-2026	dora@missutility.net
One Call Concepts	Matt Ruddo Director, Client Relations	(410) 782-2025	matt@missutility.net
One Call Concepts	Susan Sullivan ITIC Coordinator	(410) 782-2030	susansullivan@missutility.com
Potomac Edison	Bob Kern Dist Tech II	(301) 790-6322	rkern@firstenergycorp.com
UtiliQuest	Juan Vogel BOD, Locating Rep	(703) 929-9710	juan.vogel@utiliquest.com
Washington Gas	Scott Brown BOD Chairman Gas Rep.	(703) 750-4388	ssbrown@washgas.com

**End of Minutes**