



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

### Board of Directors (BOD)

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

**Vice Chairman**, Brian Sahm (Government Representative)

**Angela Johnson** (Communications Representative)

**Marc Haines** (Electric Representative)

**Vacant** (Water/Sewer Representative)

Secretary, Dora Parks (Miss Utility Representative)

Joe Shelton (Contractor Representative)

Juan Vogel (Locating Representative)

Kevin Woolbright (DPC Chair)

Minutes of the Committee Meeting July 11, 2019

Hosted by Miss Utility Call Center - Hanover

Minutes Prepared by Dora Parks & Susan Sullivan

### WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Scott Brown at 9:32am.

Customary attendee introductions were made.

A motion to approve the April 11, 2019 minutes was made by Kevin Woolbright (DPC Chairman) and seconded by Marc Hamrick (Verizon) the motion carried by approval.

### OLD BUSINESS

Next Gen (NG) Update reported by Brian Simmons (OCC); Brian gave an overview of ITIC.nxt while demonstrating the new locate request process. General screen layout, icon descriptions, sidebar features and ticket processing steps were presented. Access to the sandbox will be provided to owner members as soon as the website is available.

Ticket Check; Discrepancy and Dispute Enhancement rules and features are being written and coded into the system. System testing to begin in the fall.

Update on additional ticket field; Trenchless Excavation is scheduled to take place concurrently with the Discrepancy and Dispute Enhancement testing and release time frames.

### NEW BUSINESS

Tamara Neal (WGL), who officially took over Charlie McCadden's seat, finishing out his term, was unanimously voted to continue serving on the Authority as the MD Subscribers' representative.

The Tawes Crab & Clam Bake is July 17, 2019 and will be held at the Somers Cove Marina in Crisfield, MD. The event provides an opportunity for Miss Utility to share and educate attendees about the Call Before Dig 811 damage prevention and safety message by reminding attendees to call before installing political signs of any depth or size on any property. For this year's event, slap koozies with the 'call before you install political signs' message will be given to all attendees invited into Bruce Bereano's tent, about 1,000.

OCC UG19 Meeting will be held September 23-26, 2019 in Portland, Oregon. This event offers cross country networking opportunities, presentations and discussions on a variety of industry related topics including:

- OCC product updates

- Call Center insights and technology
- Industry challenges and responses
- Creative Team activity update
- Marketing Campaigns
- State Laws

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

Excavator Research Results; After reviewing the data collected by the survey, six key conclusions and recommendations were determined as follows:

- While 97% of surveyed excavators own a smart phone, only 46% are aware that Miss Utility offers a mobile app and very few have used the app. Recommendation: Miss Utility could promote the app via dedicated email blasts, at the GCDPTC and/or at monthly DP meetings.
- There is confusion about the law on hand digging requirements due to the differences in surrounding states. Recommendation: Work with VA811 to find an equitable solution to being able to include the hand dig requirements prominently in refreshed radio ads for 2020 and beyond. Mentioning enforcement information and penalty fees to radio ads could also be fruitful.
- While the majority of excavators are aware that Miss Utility offers training classes and many are interested, few have attended. Additionally, 70% of excavators say they are interested in attending online training classes if offered. Recommendation: Create new, topic-specific training videos to be hosted on the Miss Utility website and mobile app, and dedicate some marketing budget to digital strategies designed to drive excavators to these trainings.
- Excavators are most likely to be aware of the Damage Prevention Guide and Marking Guidelines Manual but less than half of those aware of the materials have used them either personally or to educate others. Recommendation: Producing a more streamlined, on-the-jobsite collateral piece to reinforce the critical steps of the one-call process, e.g., a truck visor clip.
- While excavators continue to be heavy users of AM/FM radio and cable TV, half are also online using social media, watching TV through streaming apps or reading news online. Recommendation: Consider dedicating marketing budget to digital.
- Miss Utility's radio campaign (circa 2011) enjoys strong recall among excavators, particularly of the taglines "call 811 before you dig" and "it's the law." Recommendation: Continue using efficient taglines in refreshed radio creative for 2020. Specifics of the law, enforcement and Miss Utility's mobile app could also be messages meriting inclusion in new creative.

MGH will review these findings in greater detail at the October 10<sup>th</sup> SUB/BOD meeting to discuss how they might impact late-2019 and 2020 marketing efforts.

DC United; Committee members accepted Scott Brown's (Chairman) proposed partnership with WGL and VA811 in a combined sponsorship with DC United for the September 4 game against Club Puebla. This collaborative effort will target the region's Spanish speaking population with the 811 Damage Prevention and Safety message. The group discussed educational and promotional give-a-ways for this event. Miss Utility will also have a concourse educational booth.

Timonium, Fall Home & Garden Show; due to declining attendance, the event will not be supported this year. Money allotted for this event will be re-distributed to the DC United sponsorship.

8/11 Day Campaigns;

- Touch a Truck; Aug. 3 with the Bowie Baysox; \$8.11 tickets available at [www.MissUtilityTouchaTruck.com](http://www.MissUtilityTouchaTruck.com). Vehicle registrations are still welcomed.
- Aberdeen IronBirds; Aug. 9 (Fireworks Night); Aug. 10 (Baltimore Sports Night)
  - First pitch
  - Pocket schedule, email blasts, social media and additional promotion
  - Marketing booth on concourse
  - Logo and PA reads throughout the game

#### Carvertise Car Wrap Campaign; update by Dora Parks (Miss Utility)

- Three (3) cars have been wrapped (pictures provided) and are on the road exceeding the campaign guarantees of travelling 900 miles a month. The campaign is for six months with the cars traveling in high utility damaged counties of, Montgomery, Prince Georges and DC. The campaign fee is \$7,500.
- The (3) vehicles have received 502,405 impressions during their first four-week campaign period.
- The design showcases a family planting a tree and directs readers to call 811 when planting, installing a fence or a mailbox. A stop sign is strategically placed to grab people's attention.
- One of the wrapped cars is scheduled to attend the Touch a Truck event on August 3<sup>rd</sup>.
- Scott Brown suggested sending each driver a 'care package' in order to increase buy-in and excitement in sharing the 811 damage prevention and safety message.

#### Call Center Reports

The following reports were reviewed and discussed with committee attendees;

##### **Ticket volume for the month of June 2019**

- Inbound ticket volume; 79,680, a monthly increase of 2.812% compared to 2018
- Outbound volume; 435,101, a year to date decrease of -1.148% compared to 2018

##### **ITIC Percentages for the month of June 2019**

- Professional excavators; 86%
- Homeowner's ITIC Lite; 36%

## **COMMITTEE REPORTS**

#### Maryland Authority Reported by Jim Barron, Executive Director

- 19 Notices of Probable were submitted in the 2nd Quarter of 2019.
- 19 Notices of Probable Violations were reviewed in the 2nd Quarter, 5 from 2018.
- \$16,923.00 Fines Collected in the 2nd quarter of 2019:
  - The Authority contributed \$35,000 to the Miss Utility March, April, May & June Media Campaign.
  - The Authority paid \$3,000 for a Gold Sponsorship at the 2019 Greater Chesapeake Damage Prevention Training Conference.
  - The Authority paid \$1,000 for a Hole-In-One Sponsorship for the Construction Angels Miss Utility Golf Tournament in September 2019.
  - The Authority spent approximately \$6,000 purchasing promotional items for the MML, MACO and GCDPTC conferences in 2019.
- The Authority held two Formal Hearing at their May 1, 2019 Meeting:
- The Authority held two Formal Hearing at their June 5, 2019 Meeting:

- The Authority completed and submitted the Mid-Term Report for the 2018 State Damage Prevention Grant for PHMSA which released the additional \$28,500 remaining in the Grant.
- The Authority submitted a formal request for the PHMSA 2019 State Damage Prevention Grant.
- The Authority received their “Adequacy” letter from PHMSA for 2017.
- The Authority reviewed the preliminary spreadsheet for Notice of Probable Violation Filing Fees. Jim reviewed the findings with the Subscriber’s. Scott Brown proposed lowering the filing fee to encourage more people to file. He suggested reducing the fee to \$100 adding any additional costs to the fines being collected from the losing party. Jim stated that more information would be available after the 2020 Executive Session.

The next meeting of the Authority is Wednesday, September 4, 2019. There is no meeting in August.

### 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

Scott shared that Washington D.C. is looking to create an enforcement mechanism for its Title 34 Law that could potentially look very different than Maryland enforcement.

In reference to Tom Israel’s (Dominion) status code proposal requiring the excavator to contact the owner-member representative to schedule on-site surveillance when the owner-member alerts the excavator via Ticket Check that a critical condition applies;

- The committee recognized that such a code may provide additional safety benefits, but it could also create delays without strong verbiage and consequences on conditional use. Before such a code could be introduced, *critical* facility would need to be defined in the law for both MD and DC.
- Tom was encouraged to seek feedback from other stakeholders and report at the October meeting.

### Member Reports, Damage & Schedule of Advertising

Reported by Dora Parks (Miss Utility)

#### **Damage Reporting through May 2019:**

- Transmitted Tickets; 2,029,976
- Reported damages; 361
  - No call or tickets; 87
  - Hit a marked line; 116
  - Utility marked wrong; 103
  - Other root causes; 55

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

### Construction Angels

Kevin Woolbright, MD/DC Board Representative

Please join Miss Utility in attending the 2<sup>nd</sup> Annual CA Golf Tournament held this year at Waverly Woods Golf Club in Marriottsville, MD on Friday, September 6, 2019 from 7:15 am to 3:00 pm. Sponsorships and registrations are available.

Please join Miss Utility of Delmarva's 811 5K CA fundraiser taking place on Sunday, August 11, 2019 in Milford, DE. For more information go to: <http://www.missutilitydelmarva.com/811-5k/>

CA's Internet fundraising campaign has gone live. In snow-angel fashion, come up with a unique version of a Construction Angel creation to video, upload and share on the world-wide web while challenging others to donate and get involved. For more information go to:  
<https://www.constructionangels.us/constructionangelschallenge/>

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

### Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

- GCDPTC is being held October 22-25, 2019 in Ocean City, MD at the Clarion Resort Hotel.
- Early Bird Registration is from May 18 - August 23.
- The event will include interactive gas and electric demonstrations, as well as an 811 Dig for Cash opportunity Friday morning.
- The conference will again offer golf, cornhole, and cooking networking opportunities.

### MD/DC Damage Prevention Committee

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

### Upcoming Site Trainings

- Charles County Government – July 31<sup>st</sup>
- City of College Park – August 22

### 2019 Open Damage Prevention and Safety Training (by advanced registration)

- November 7<sup>th</sup> at the Miss Utility Call Center – Spanish Training
- December 6<sup>th</sup> at the PEPCO Upper Marlboro venue – English Training

### MD/DC Awards Committee

Reported by Dora Parks

The 16<sup>th</sup> Annual LAA Banquet was held Saturday, May 18<sup>th</sup> at Bowie Baysox Stadium with great success. The Dig Smart Awards entry notice went out on July 8<sup>th</sup>, entries are due no later than August 9<sup>th</sup>. Recipients will be recognized during the GCDPTC in October.

### Scholarship Committee Reported by Scott Brown, Chair

The 2019 Scholarship reception will be held on July 11<sup>th</sup>; awarded students and their families will participate in the recognition and success of each awardee with lunch, desserts, pictures and a special Miss Utility/811 goodie bag. Each awarded student will receive a scholarship of \$1,008.11.

### **OPEN DISCUSSION**

Due to time constraints, there was no open discussion; the meeting adjourned at 11:26am.

**The next 2019 quarterly MD/DC Subscriber Committee and Board meeting is planned for;**

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

**MEETING ATTENDEES**

<b>COMPANY NAME</b>	<b>ATTENDEE NAME and TITLE</b>	<b>TELEPHONE NUMBER</b>	<b>EMAIL ADDRESS</b>
AT&T	Angela Johnson-Manager BOD, Communications Rep	(571) 218-9458	<a href="mailto:aj1731@att.com">aj1731@att.com</a>
Baltimore City DPW	Darren Henson Operations Manager	(410) 402-4328	<a href="mailto:darren.henson@baltimorecity.gov">darren.henson@baltimorecity.gov</a>
Baltimore County	Brian Sahn BOD, Government Rep	(410) 887-1480	<a href="mailto:bsahn@baltimorecountymd.gov">bsahn@baltimorecountymd.gov</a>
BGE	Marc Haines BOD, Electric Rep	(443) 324-0371	<a href="mailto:marc.haines@bge.com">marc.haines@bge.com</a>
Colonial Pipeline Company	Scott R Moore Right of Way	(443) 821-1797	<a href="mailto:smoore@colpipe.com">smoore@colpipe.com</a>
Columbia Gas	Calvin Swauger Damage Prevention	301-268-9452	<a href="mailto:clswauger@nisource.com">clswauger@nisource.com</a>
Columbia Gas	Tim Hamilton Damage Prevention	(301) 964-9117	<a href="mailto:hhamilt@nisource.com">hhamilt@nisource.com</a>
Construction Angels	Kevin Woolbright BOD & CA Rep DPC Chair	(301) 806-8745	<a href="mailto:bright.67@verizon.net">bright.67@verizon.net</a>
Construction Angels	Vince Healy National Development Director	(410) 457-7850	<a href="mailto:vince.healy@constructionangels.us">vince.healy@constructionangels.us</a>
Dominion	Tom Israel	(202) 329-1849	<a href="mailto:tom.israel@dom.com">tom.israel@dom.com</a>
MDTA	Bill Pross Utility Coordinator	(410) 537-7829	<a href="mailto:wpross@mdta.state.md.us">wpross@mdta.state.md.us</a>
MGH	Kelly Cahill	(410) 902-5036	<a href="mailto:kcahill@mghus.com">kcahill@mghus.com</a>
One Call Concepts	Brian Simmons General Manager	(410) 782-2101	<a href="mailto:bsimmons@occinc.com">bsimmons@occinc.com</a>
One Call Concepts	Dora Parks BOD Secretary Manager, Client Relations	(410) 782-2026	<a href="mailto:dora@missutility.net">dora@missutility.net</a>
One Call Concepts	Matt Ruddo Director, Client Relations	(410) 782-2025	<a href="mailto:matt@missutility.net">matt@missutility.net</a>

One Call Concepts	Susan Sullivan ITIC Coordinator	(410) 782-2030	<a href="mailto:susansullivan@missutility.com">susansullivan@missutility.com</a>
Potomac Edison	Bob Kern Dist Tech II	(301) 790-6322	<a href="mailto:rkern@firstenergycorp.com">rkern@firstenergycorp.com</a>
UtiliQuest	Juan Vogel BOD, Locating Rep	(703) 929-9710	<a href="mailto:juan.vogel@utiliquest.com">juan.vogel@utiliquest.com</a>
Verizon	Mark Hamrick Investigations DPC Co-Chair	(410) 610-1371	<a href="mailto:Mark.a.hamrick@verizon.com">Mark.a.hamrick@verizon.com</a>
Washington Gas	Scott Brown BOD Chairman Gas Rep.	(703) 750-4388	<a href="mailto:ssbrown@washgas.com">ssbrown@washgas.com</a>
Washington Gas	Greg Mason DP Specialist	(871) 666-1493	<a href="mailto:gregory.mason@washgas.com">gregory.mason@washgas.com</a>
WSSC	Leba Brown Admin Contract Manager	(240) 484-7147	<a href="mailto:leba.brown@wsscwater.com">leba.brown@wsscwater.com</a>

**End of Minutes**