



MD & D.C. SUBSCRIBERS COMMITTEE & BOD

MEETING

Board of Directors (BOD)

Chairman, Scott Brown (Gas Representative)

Vice Chairman, Brian Sahn (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 October 10, 2019

Hosted by Miss Utility Call Center - Hanover

Minutes Prepared Susan Sullivan

WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Scott Brown at 10:00 am.

Customary attendee introductions were made.

A motion to approve the July 11, 2019 minutes was made by Kevin Woolbright (DPC Chairman) and seconded by Tim Hamilton (Columbia Gas) the motion carried by approval.

OLD BUSINESS

Next Gen/NXT Update reported by Matt Ruddo (OCC); Business and split rules have been created. Software is currently being monitored, modified and tested. Scheduled release time is early 2020. An all-conference overview session is scheduled for this year's GCDPTC.

Dora Parks (OCC) explained that the major difference between ITIC 2.0 and ITIC.NXT is that in NXT, mapping is the first step in completing a locate request versus the last step. In addition, because tickets will be split internally based on business and split rules, a user can map multiple dig sites during a single mapping session without re-entering redundant information for each. Sandbox access is currently available. If you would like to get familiar with ITIC.NXT prior to it going live, please contact Dora, Susan or Matt. Feedback from those currently using the ITIC.NXT sandbox is also encouraged. Lastly, both ITIC 2.0 and ITIC.NXT will run in tandem for a time to be determined by user cross-over percentage.

A discussion was had on the critical site surveillance ticket check code.

Carvertise reported by Dora Parks; In an effort to reach the homeowner population with a new and fresh advertising approach, 3 cars were wrapped with the simple, easy to read 811 Dig Safe Message in our region's highest damage areas: Prince George's and Montgomery Counties and the District of Columbia. The six (6) month campaign, running between June and November of this year at a cost of \$6,750 has generated approximately 700,000 impressions with 5,131 miles traveled per month. Other logistical and mapping data was shared.

Excavator Research-Results reported by Kelly Cahill (MGH); With the objective of the research to understand awareness and perceptions of Miss Utility's initiatives and services among professional excavators working in Maryland and the District of Columbia, MGH reviewed the Excavator Research results in great detail and discussed

how they might impact late-2019 and 2020 marketing efforts. Conclusions and Recommendations include the following:

- Excavators own smartphones but lack awareness of the Miss Utility mobile app.
 - Miss Utility could promote the app via dedicated email blasts, at the GCDPTC and/or at monthly DP meetings with special call-outs for the functions that excavators already seem to be using it for the most: submitting locate requests and checking the status of requests.
- There is confusion about the law on hand digging requirements.
 - 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.
- Majority are aware of training classes but few have attended
 - 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.
- There are opportunities to increase awareness and use of Miss Utility educational materials.
 - Combined with CGA's excavator focus group finding that these stakeholders are hungry for "quick references" vs. extremely detailed guides, we recommend 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.
- Excavators are heavy users of traditional radio and tv but half are also online.
 - Radio continues to be the best mass media tactic for Miss Utility advertising, but digital marketing is cost-effective and can be extremely targeted to specific audiences and objectives. To drive excavators to online trainings or DP meetings and/or to increase awareness and use of Spanish educational materials, Miss Utility could consider dedicating marketing budget to digital.
- Strong recall of Miss Utility advertising messages.
 - Continue to use these efficient taglines in refreshed radio creative for 2020 that speaks specifically to the motivations of excavators, perhaps to include a spot specific to the Spanish-speaking community. Specifics of the law, enforcement and Miss Utility's mobile app could also be messages meriting inclusion in new creative.

OCC User Group 2019 reported by Matt Ruddo (OCC); Annual User Group was held September 23-26, 2019 in Portland, Oregon. It was a great opportunity to share accomplishments, undertakings and local events and to network with various stakeholders from across the country. MD and DC were represented this year by Scott Brown, Kevin Woolbright and Bridget Jones. Next year's meeting will take place in Washington D.C. presenting local stakeholders a convenient opportunity to attend. Dora Parks (OCC) also shared the opportunity she took in Oregon, to introduce Utility Defenders. This brand new educational awareness campaign is aimed at educating children, in a fun and relevant way, about the Dig Safe message. Thoughts on expanding the usefulness and scope of this campaign are welcome. Please email Dora with your ideas.

NEW BUSINESS

Gold Shovel Standard reported by Scott Brown, Chairman; Gold Shovel Standard (GSS) is a nonprofit organization committed to improving workforce and public safety and the integrity of buried infrastructure. A discussion was held as to the promotion of and partnership with GSS.

A review of the 2018-2019 National Excavator Initiative (NEI) campaign took place as well. Further partnership with NEI to be discussed.

Board Position Water & Sewer Industry; There is currently an opening for the Water & Sewer Board Position. Dora Parks, secretary, will send out an email that will include BOD requirements and qualifications for those interested.

Fundraiser for new Maryland House Speaker, Adrienne A. Jones; Will take place Thursday, November 21 at 6 pm here at the Miss Utility Call Center in Hanover, MD. Please reach out to and invite any lobbyists or government liaisons within your place of business. All attendees are invited. We would like to support Speaker Jones and her advocacy for 811 laws that benefit regional industry stakeholders.

PUBLIC AWARENESS Reported by Kelly Cahill

8/11 Day Campaigns;

- Touch a Truck; Aug. 3 with the Bowie Baysox;
- National Night Out at 2 locations: Greenbelt and Oxon Hill
- Celebrate 811 Day in partnership with Washington Gas
- Aberdeen IronBirds
- Miss Utility of Delmarva 5K Construction Angels Charity Race
- D.C. United Game 8/11
- MACo Summer Conference
- Hagerstown Suns Game Sponsorship
- D.C. United Game 9/4 against Club Puebla
 - Initiated the development of Spanish Language Homeowner Guides, bags and air fresheners with the aid of Washington Gas' Spanish speaking Damage Prevention Trainers.
- CA Golf Tournament at Waverly Woods
- Maryland Realtors Annual Conference and Expo
 - New outreach opportunities this year included events with the LCA Pesticide and Fertilizer Applicator Recertification Conference, Society of Surveyors Spring and Fall Training Conferences, the MD State Firemen's Association Convention and Conference and the MD Realtors Annual Conference and Expo.
- Kevin Woolbright (CA) noted that he is interested in a National Chairman position with Construction Angels. Please contact him to offer feedback on this consideration.

Call Center Reports

The following reports were reviewed and discussed with committee attendees;

Damage Reporting for August

- Transmitted tickets; 458,098
- Reported damages; 154
 - No call or ticket; 25
 - Hit a marked line; 57
 - Line marked wrong; 56
 - Other; 16

Ticket volume for the month of August 2019

- Inbound ticket volume; 81,644, a monthly decrease of -2.817% compared to 2018
- Outbound volume; 458,098, a year to date increase of 1.570% compared to 2018

ITIC Percentages for the month of August 2019

- Professional excavators; 86%
- Homeowner's ITIC Lite; 35%

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

COMMITTEE REPORTS

Maryland Authority Report by Jim Barron, Executive Director

- The Authority met twice in the 3rd Quarter of 2019, July and September.
- 14 Notices of Probable Violation were submitted in the 3rd Quarter of 2019.
- 1 Formal Hearing was held in the 3rd Quarter Of 2019.
- 13 Notices of Probable Violations were reviewed in the 3rd Quarter.
- Additional action of the Authority in the 2nd Quarter 2019
 - The Authority completed and submitted the 2018 PHMSA Adequacy Evaluation in September.
 - The Authority received a \$97,000 Grant from PHMSA for the 2019 State Damage Prevention Grant Program.
 - The balance in the 2019 Subscriber's Grant as of 09/30/19 is \$16,000.00.
 - The Authority reviewed the preliminary spreadsheet for Notice of Probable Violation Filing Fees.

The next meeting of the Authority is Wednesday, November 6, 2019.

Title 12 Rewrite Committee

Update on Title-12 Re-Write for Presentation in 2020 Legislative Session

- Delegate Dereck Davis (District 25, Prince George's County), Chairman of the House Economic Matters Committee has agreed to Sponsor our legislation on the House of Delegates side of the Maryland Legislature.
- The Authority is talking to Senator Brian Feldman (District 15, Montgomery County), Vice-Chair of the Senate Finance Committee about sponsoring legislation on the Senate side of the Maryland Legislature.
- The Final Draft of the Working Re-Write Document from the November 30, 2018 meeting has been submitted to the bill writers to put the document into Legislative Format. Please Note: No New Items will be added to the document. Only those items that reached consensus at the November 30, 2018 meeting will be included in the Legislation.

Documents on the Re-Write can be downloaded from the Authority Website by clicking the State Capital Dome at www.mddpa.org

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.
- 369 attendees registered so far.
- 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.
- The event will include interactive gas and electric demonstrations, as well as an 811 Dig for Cash opportunity Friday morning.

MD/DC Awards Committee

Reported by Dora Parks

The 16th Annual LAA Banquet was held Saturday, May 18th at Bowie Baysox Stadium with 66 locators being recognized.

All Dig Smart Award Winners have been notified. Congratulations to the three companies recognized this year, and thank you to all organizations that submitted nominations. The awardees are:

- Excellence Award; Northern Pipeline (NPL)
- Maryland Award: Gaines and Company
- District of Columbia; Anchor Construction Corp

These outstanding organizations will be recognized during the GCDPTC and will receive a beautiful acrylic plaque containing an imbedded shovel that will be presented during the Friday awards presentation. In addition, each winning company received two complimentary two-night packages to the GCDPTC.

Scholarship Committee Reported by Scott Brown, Chair

The 2019 Scholarship reception was held on July 11th at the Miss Utility Call Center. Winning students and their families were recognized during a special luncheon. Each awarded student received a scholarship of \$1,008.11.

OPEN DISCUSSION

Matt Ruddo introduced attendee Lakisha Booth. She has been with OCC for seventeen years and is the call center office manager.

Calvin Swauger (Columbia Gas) asked if callers to 811 receive tolerance zone information. Dora Parks explained the IVR transfer at the end of each call and how it details information including tolerance zone. In addition, all ITIC users receive the same level of education on the copy of the tickets they receive from the call center.

Bob Kern (Potomac Edison) suggested subscribers entertain the idea of partnering with a local celebrity in lieu of a national celebrity to create pop-up adds on social media. Kelly Cahill (CGA) suggested local DJs as a possibility and Kevin Woolbright (CA) suggested local radio personality Tony Perkins.

Joe Schroyer (Garrett County Government) asked about emergency ticket response time. It was explained that some utilities have response time language included in their locate contracts but that Title 12 Law does allow a 2 business day response time. It was suggested that if issues arise, he contact locate company management.

Marc Haines (BGE) shared his recent experiences presenting the Dig Safe Message at local elementary schools using the BGE Hero Campaign and The Adventures of Captain Mercaptan as a themed focal point. He stated that there were training opportunities, contests and monies available and suggested interested folks Google BGE Hero for more information.

There being no further business brought before the Subscriber Committee and BOD, the meeting adjourned at 1:48pm.

The next 2020 quarterly MD/DC Subscriber Committee and Board meeting is planned for;

- January 9, 2020 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

B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com
Baltimore City DPW	Darren Henson Operations Manager	(410) 402-4328	darren.henson@baltimorecity.gov
BGE	Marc Haines BOD, Electric Rep	(443) 324-0371	marc.haines@bge.com
Colonial Pipeline Company	Scott R Moore Right of Way	(443) 821-1797	smoore@colpipe.com
Columbia Gas	Calvin Swauger Damage Prevention	301-268-9452	clswauger@nisource.com
Columbia Gas	Michael Jewell MD AUTHORITY-Subscriber Rep Leader Operations/Support Specialist	(614) 307-5304	mjewell@nisource.com
Columbia Gas	Tim Hamilton Damage Prevention	(301) 964-9117	hhamilt@nisource.com
Construction Angels	Kevin Woolbright BOD, DPC Chair Construction Angels Rep	(301) 806-8745	bright.67@verizon.net
Dominion Transmission	Tom Israel	(202) 329-1849	tom.israel@dom.com
Garrett Co Government	Joe Schroyer Risk Manager	(301) 334-8089	jschroyer@garrettcounty.org
Garrett Co Public Utilities	Brian King Assistant Division Chief	(301) 616-4168	bking@garrettcounty.org
MDTA	Bill Pross Utility Coordinator	(410) 537-7829	wpross@mdta.state.md.us
MGH	Kelly Cahill	(410) 902-5036	kcahill@mghus.com
Miss Utility	Lakisha Booth Office Manager		lbooth@missutility.net
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
PHI	Bridget Jones Damage Prevention Manager	(804) 386-8314	bridget.jones@exeloncorp.com

Potomac Edison	Bob Kern District Tech II	(301) 790-6322	rkern@firstenergycorp.com
UtiliQuest	Juan Vogel BOD, Locating Rep	(703) 929-9710	juan.vogel@utiliquest.com
Verizon	Mark Hamrick DPC Co-Chair Investigations	(410) 610-1371	Mark.a.hamrick@verizon.com
Washington Gas	Scott Brown BOD Chairman, Gas Rep	(703) 750-4388	ssbrown@washgas.com
WSSC	David Wilkins Customer Advocate	(301) 648-6953	david.wilkins@wsscwater.com
WSSC	Leba Brown Admin Contract Manager	(240) 484-7147	leba.brown@wsscwater.com