



## MD & DC SUBSCRIBERS COMMITTEE & BOD MEETING

### Board of Directors (BOD)

<b>Chairman</b> , Scott Brown (Gas Representative)	Secretary, Dora Parks (Miss Utility Representative)
<b>Vice Chairman</b> , Brian Sahn (Government Representative)	Joe Shelton (Contractor Representative)
<b>Angela Johnson</b> (Communications Representative)	Juan Vogel (Locating Representative)
<b>Marc Haines</b> (Electric Representative)	Kevin Woolbright (DPC Chair)
<b>David Wilkins</b> (Water/Sewer Representative)	Mark Hamrick, (DPC Co Chair)

Minutes of the Committee Meeting July 9, 2020 – Zoom Meeting  
Hosted by Miss Utility Call Center – Hanover  
Prepared by Susan Sullivan

### WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Chairman Scott Brown at 10:11 am.

Customary attendee introductions were made.

A motion to approve the May 13, 2020 minutes was made by Kevin Woolbright (DPC Chairman) and seconded by Darren Henson (Baltimore City DPW). The motion carried by approval.

### OLD BUSINESS

ITICnxt New Internet Ticket Processing Update reported by Susan Sullivan, Miss Utility

- Successful live cutover of ITICnxt on April 17, 2020 with multiple members & contractor beta testers.
- Through June 30th, ITICnxt beta testers have processed 48% of their internet tickets using ITICnxt.
- Multiple Zoom trainings have occurred and will continue; 153 people completed the training course.
- Beta testers providing new application feedback on use and ticket benefits.
- ITICnxt sandbox access available via [www.missutility.net](http://www.missutility.net)

Anyone interested in ITICnxt training should contact Susan Sullivan at [ssullivan@missutility.net](mailto:ssullivan@missutility.net).

Dora Parks (Miss Utility) provided an overview of the ITIC 2.0 and iSITE login features. The One Call Concepts iSITE login screen allows for one login to access Excavator Ticket Management, Locator Ticket Management, Search & Status, various Ticket Check reports, program tutorials and both ITIC applications, NXT and 2.0 'Legacy Application'. User access is dependent upon login credentials; member vs. standard user. Application enhancements are continuously being made to both the NXT live and sandbox versions to improve the user experience.

COVID-19 Processed Ticket Volume reported by Matt Ruddo, OCC

Matt compared inbound ticket volume between the months of March-June 2020 to this time last year for both excavators and homeowners in order to recognize the impact Covid-19 has had on ticket volume totals in both the Miss Utility service territory and around the country at other One Call Concepts managed call centers.

### NEW BUSINESS

Scott Brown (WGL) proposed an educational campaign that WGL currently uses for homeowner damaged gas pipes in lieu of charging for damage repairs. Homeowners agree to allow WGL to post a sign on their property for a

specified period of time, reminding neighbors to call before digging, to avoid costly and dangerous utility damage to underground utilities. Scott suggested the homeowner campaign could include a homeowner damage prevention class providing a short story for Facebook explaining what they learned from their damage and educational experience. The BOD will have further discussions regarding this homeowner campaign.

Matt Ruddo spoke about the creation of an on-line damage prevention training module that would supplement face-to-face damage prevention and safety trainings giving excavators the ability to view law and best practices regarding safe digging in the Maryland and DC. In these exceptional times of social distancing and restrictive travel, an on-line training module would bring added value for interested members of the local excavation industry. Additional details were provided and further discussion will follow.

Understanding the importance of law adherence for excavation and demolition, Joe Shelton (BF Joy) shared that BF Joy created a reference guide detailing jurisdictional differences between state laws that can easily be referred to by supervisors when law questions arise.

## **PUBLIC AWARENESS**

Face Mask Friday, Miss Utility Facebook Campaign reported by Dora Parks, Miss Utility

As a method to continue vital safety and damage prevention messaging during Covid-19 and to meet the safety needs of the essential work by utility and contractors, Miss Utility distributed 6,000 tubular face masks designed to convey the safety message while protecting against Covid-19. To promote the message even further, pictures of contractors and the public wearing the Miss Utility face masks are being posted at; [facebook.com/MissUtilityofMD/](https://facebook.com/MissUtilityofMD/).

Miss Utility also provided, 2-ounce bottles of hand sanitizer that convey the Miss Utility safety message while protecting against Covid-19 in addition to neck cooling wraps that provide rejuvenation during those hot summer days on the construction sites.

Carvertise Awareness Campaign reported by Dora Parks, Miss Utility

- There are currently three (3) wrapped vehicles designated to Montgomery and Prince George's Counties and Washington, D.C. providing continuous utility damage prevention and safety messaging.
- Carvertise is providing two additional months of campaign outreach due to diminished road exposure during the height of Covid-19 regarding stay-at-home restrictions.
- The wrapped vehicles receive considerable attention and a decision to extend this successful campaign is being considered.
- Dora shared artwork, pricing, design feedback and Carvertise metrics.

Summer Campaign Update reported by Kelly Cahill, MGH

- Radio campaign, scholarship and awards programs have continued during Covid-19 with program adjustments.
- Campaigns/outreach canceled due to Covid-19: all trade shows, Touch-a-Truck and minor league baseball sponsorships (Frederick, Bowie, Aberdeen and Hagerstown deferred to 2021); MGH no longer recommending DC United.
- Campaigns starting late due to Covid-19 delays: MASN "Who Dug Deep?" post-game sponsorship
- MASN: Baseball returns July 23 with 60 regular season games scheduled; featured campaign information was shared.

- 8/11 Day Recommendations: virtual interviews; local meteorologist plugs; targeted Home Depot and Lowe's outreach.

## **CALL CENTER REPORTS** Reported by Dora Parks

The following reports were reviewed and discussed with committee attendees:

### **Damage Reporting for May 2020**

- Transmitted tickets; 435,669
- Reported damages; 79
  - No call or ticket; 26
  - Hit a marked line; 24
  - Line marked wrong; 19
  - Other; 10

### **Ticket volume for the month of June 2020**

- Inbound ticket volume: 81,766 a monthly increase of 2.618% compared to 2019
- Outbound volume: 451,081 a year to date decrease of 2.033% compared to 2019

### **ITIC Percentages for the month of June 2020**

- Professional excavators; 86%
- Homeowner's ITIC Lite; 42%

Dora Parks suggested owner- members who report monthly damage data receive a copy of the monthly damage report moving forward as a benefit to regular reporting. Scott Brown (WGL) suggested that sharing the monthly report with all members might incentivize none reporting members to start reporting on a monthly basis. Report sharing will occur during the fourth quarter allowing report enhancements to be implemented.

Kelly Cahill (MGH) suggested a damage chart be created that compares root causes by month then comparing 2019 and 2020 data to see if the changes in marketing spend/timing have any measurable impact on damages. This information could then be strategically applied to the timing and types of campaigns moving forward.

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

One Call Concepts, Creative Team Report 2nd Quarter details were reviewed with a total of 68:02 hours being logged.

## **COMMITTEE REPORTS**

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

- Walter Gainer of W.F. Wilson & Sons and a nine-year member of The Authority died June 29, 2020. The new Authority website will have an "In Memoriam" page with a tribute to Walter.
- The Authority held a Zoom Closed Executive Session on June 3, 2020.
  - Settled (2) No Ticket damage NPV's
  - Five (5) NPV's were reviewed with action taken on all
  - A \$3,000 Gold Sponsorship for the GCDPTC was approved
  - A \$20,000 Media Buy was approved
- The July 8<sup>th</sup> Authority zoom meeting was cancelled.
- The August 5<sup>th</sup> meeting is scheduled with (2) formal hearings.

- There are currently (25) NPV's for investigation and review.

The next meeting of the MD Authority is scheduled for Wednesday, August 5, 2020.

Maryland Title-12 Rewrite Update reported by Jim Barron, Maryland Authority

- Governor Hogan vetoed SB0877 on May 7, 2020.
- The Md Authority plans on meeting with the sponsors and key legislators in the late fall regarding a veto override for the January 2021 legislative session.
- If the override is successful, SB0877 will become law 30 days after the formal vote in the Senate and House.
- If the override is unsuccessful, the bill will be re-introduced during the 2021 legislative session.

Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

- Scheduled for Tuesday, October 27, 2020 - Friday, October 30, 2020.
- To take place at the Clarion Resort Fontainebleau Hotel in Ocean City, Maryland.
- Although the number of sponsorships remains consistent with last year, due to Covid-19, the number of attendees is down.
- A decision to move forward with the conference or to cancel will take place by July 21<sup>st</sup>.
- For more information, visit; [www.missutilityconference.com](http://www.missutilityconference.com)

The next planning committee meeting is scheduled for August 25, 2020.

Damage Prevention & Safety; Training, Shows and Presentations

Reported by Susan Sullivan (Miss Utility)

- Completed ADPT:
  - June 11 via Zoom: Arundel Excavation, LLC
- Upcoming:
  - August 17: Williams Gas
  - September 3: ODPT @ Miss Utility (due to Covid-19, considering a zoom training)

MD/DC Awards Committee

Mark Hamrick, Chair and Dora Parks, Co-Chair

The Locator Achievement Awards ceremony, scheduled to take place Saturday, August 1, 2020 at Prince George's Stadium has been cancelled due to Covid-19 gathering restrictions. This year's sixty (60) winners will each receive a beautifully embroidered two-tone navy-blue jacket, a Locator Achievement Awards high visibility t-shirt, an awards certificate, a Miss Utility cap, and a \$100 restaurant gift card in recognition of their outstanding accomplishments.

The next Awards committee meeting to be announced.

Scholarships Committee

Scott Brown, Chair

The Scholarship Luncheon scheduled to take place at the Miss Utility Call Center on July 9, 2020 has been cancelled due to Covid-19 gathering restrictions. All winners will be sent gift boxes that will include a Miss Utility sport t-shirt, tubular mask, hat, and a \$50 Amazon gift card. All scholarship award money will be sent to each winner's college of record. The program considered over 300 applications and selected eight (8) winners to receive a \$1,008.11 single-year scholarship. This year's scholarship recipients include:

Zone 1 B. Burris  
 Zone 2 A. Hawkins  
 Zone 3 P. Haynes  
 Zone 4 A. Shah  
 Zone 5 A. Van Der Werf  
 Zone 6 M. Cleveland  
 Zone 7 I. Ziv  
 Zone 8 E. Milko

Congratulations to this year's winners.

Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

Due to current Covid-19 gathering restrictions and future uncertainties, all events scheduled through the remainder of 2020 have been canceled.

**OPEN DISCUSSION**

Scott Brown proposed a ticket type or application a person could use to notify utility owner members of the possibility of someone digging without permission. Currently when the call center receives these calls, members are notified that have inspectors in the field to investigate the allegation.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 11:55am.

The 2020 quarterly MD/DC Subscriber Committee and Board meetings are planned for;

- Fourth Quarter Meeting; October 8, 2020
- First Quarter Meeting; January 14, 2021

**ZOOM ATTENDEES – THIS LIST MAY NOT BE ALL-INCLUSIVE DUE TO CALL-INS.**

AT&T	Angela Johnson-Manager BOD, Communications Rep	(571) 218-9458	aj1731@att.com
Baltimore City DPW	Darren Henson		darren.henson@baltimorecity.gov
Baltimore County	Brian Sahn BOD, Government Rep	(410) 887-1480	bsahn@baltimorecountymd.gov
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com
Colonial Pipeline Company	Scott R Moore Right of Way	(443) 821-1797	smoore@colpipe.com
Construction Angels	Kevin Woolbright BOD, DPC Chair Construction Angels Rep	(301) 806-8745	bright.67@verizon.net
Garrett Co Government	Joe Schroyer Risk Manager	(301) 334-8089	jschroyer@garrettcountry.org
MGH	Kelly Cahill	(410) 902-5036	kcahill@mghus.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	Claudia Castellanos Damage Prevention Specialist		claudiacastellanos@washgas.com
Washington Gas	Scott Brown BOD Chairman, Gas Rep	(703) 750-4388	ssbrown@washgas.com
WSSC	Leba Brown Admin Contract Manager	(240) 484-7147	leba.brown@wsscwater.com
WSSC	Satish Patel Section Manager	(301) 206-8559	<a href="mailto:satish.patel@wsscwater.com">satish.patel@wsscwater.com</a>
WSSC	David Wilkins BOD, Water/Sewer Rep	(301) 648-6953	david.wilkins@wsscwater.com