



MD & DC 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)

David Wilkins (Water/Sewer Representative)

Secretary, Dora Parks (Miss Utility Representative)

Joe Shelton (Contractor Representative)

Juan Vogel (Locating Representative)

Kevin Woolbright (DPC Chair)

Mark Hamrick, (DPC Co Chair)

Minutes of the Committee Meeting October 8, 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 10:10 am.

Customary attendee introductions were made.

A motion to approve the July 9, 2020 minutes was made by David Wilkins (WSSC) and seconded by Kevin Woolbright (DPC Chair). The motion carried by approval.

OLD BUSINESS

ITICnxt New Internet Ticket Processing Update

- Successful live cutover of ITICnxt on April 17, 2020 with multiple members & contractor beta testers.
- Through September 30, ITICnxt beta testers have processed 56% of their internet tickets using ITICnxt.
- Full Call Center ITICnxt Live Environment is scheduled during the fall season.
- ITICnxt Live system update on October 7th included fixes and enhancements to update batching, the linking feature, and clear notification of Sandbox versus Live ticket processing.
- ITICnxt sandbox access available via www.missutility.net

Miss Utility thanked company beta-testers for their feedback and use of ITICnxt.

To learn more about ITICnxt, please visit, <http://missutility.tryitic.com/>

Zoom trainings are offered, contact Susan Sullivan at ssullivan@missutility.net.

Dora Parks (Miss Utility) provided an overview of ITICnxt ticket processing:

- Step one: Identify your single or multiple worksite(s) using one mapping session
- Step two: Use tools to isolate your exact work; parcel, route, street, radius and polygon creation
- Step three: ITICnxt auto fills most of the ticket data, leaving few fields to complete
- Step four: Review and release the ticket

Note: Business rules are built into ITICnxt, created tickets are automatically split based on rules regarding work site size, excavation length, tool type and urban/rural environments.

A preview of the MD/DC ITICnxt Interactive Training video was shared. This self-pacing training platform allows users the ability to familiarize themselves with the new system at their convenience. It allows for a complete overview of the new software during one sitting or the ability to view specific sections in isolation. Additionally, a list of ITICnxt Training Videos was also previewed. These videos and the new training manual are available for viewing at www.missutility.net under the Resources tab.

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

Matt compared inbound ticket volume between the months of March-August 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

2021 National March Conferences

- CGA, March 2-5, Orlando For more information please visit: <https://cgaconference.com/hotel-registration>
- IR, Global Excavation Safety Conference (GESC) March 23-25, Tampa For more information please visit: <https://globalexavationsafetyconference.com/>

Both conferences will be attended by OCC who will be unveiling a brand-new educational campaign designed to promote the dig safe message in a very fresh, exciting way.

PUBLIC AWARENESS

Miss Utility Facebook Awareness reported by Dora Parks, Miss Utility

Despite numerous event cancellations during the Corona Virus pandemic and in partnership with MD/DC Subscribers and Board Members, Miss Utility has continued a campaign of education and outreach to contractors and homeowners alike, with relevant promotional give a ways and fresh, innovative, engaging messaging on Miss Utility's Facebook page. From Facemask Fridays and pictures of local stakeholders to latte recipes which include utilities necessary in its creation, Grace Carlson of OCC's Creative team keeps visitors entertained and educated with catchy phrases and facts designed to inform and encourage safe digging practices. Visit <https://www.facebook.com/MissUtilityofMD/> and get engaged with Miss Utility and safe digging messaging.

Carvertise Awareness Campaign reported by Dora Parks, Miss Utility

The previous Carvertise campaign included three (3) wrapped cars designated to Montgomery and Prince George's Counties and Washington, D.C. Altogether, the cars travelled 59,000 miles and received 8 million impressions (not including event participation such as Touch A Truck) at a cost of \$11,700.

With a new campaign start date of October 1st, nine (9) wrapped cars will target the following Maryland counties: 2 in Montgomery; 2 in Prince George's; 1 in Baltimore County/City; 1 in Charles; 1 in Allegany, 1 in Washington and 1 in the District of Columbia. A new wrap design was created by MGH with a greater focus on the Call Before You Dig safety message.

Miss Utility 2020-2021 Marketing reported by Kelly Cahill, MGH

- In recognition of 8/11 Day and in addition to newspaper, digital, radio and TV pitches, MGH worked a new media angle this year by reaching out to local meteorologists and asking them to promote the importance of calling 811 before taking on home excavation/digging projects while

sharing the weekly forecast. WBAL (channel 11) and WMAR (channel 2) participated in this added media benefit. Kelly shared a clip of Ava Marie (WBAL) in action as well as her 811 Tweet.

- MASN's "Who Dug Deep" metrics received 6.1 million impressions during this time of Covid 19 viewership which equated to a 136% return on investment.
- A recap of the 2020 Budget was given with special attention paid to the impact of Covid 19.
- A high-level overview was given on the following:
 - 2021 Budget considerations
 - 2021 Strategic considerations
 - Marketing category percentages
 - 2021 Marketing adaptations with a focus on digital marketing
 - 2021 Priorities
- The 2021 Marketing Recommendations Zoom meeting was confirmed for December 3, 2020

CALL CENTER REPORTS Reported by Dora Parks

The following reports were reviewed and discussed with committee attendees:

Damage Reporting for August 2020

- Transmitted tickets; 464,828
- Reported damages; 93
 - No call or ticket; 29
 - Hit a marked line; 32
 - Line marked wrong; 28
 - Other; 4

Ticket volume for the month of September 2020

- Inbound ticket volume: 84,045 a monthly increase of 8.974% compared to 2019
- Outbound volume: 502,037 a year to date increase of .992% compared to 2019

ITIC Percentages for the month of September 2020

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

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

One Call Concepts, Creative Team Report 3rd Quarter details were reviewed with a total of 59:07 service hours being logged.

COMMITTEE REPORTS

Maryland Authority Reported by Jim Barron, Executive Director

- The Authority continues to hold both Open and Closed Meetings by ZOOM.
- The 2019 Adequacy Review is complete. The Adequacy Letter is scheduled to go out by year's end.
- The 2019 PHMSA Grant Year is complete with the final report due by end of October.
- There are fourteen (14) NPV's scheduled for investigation and review.
- There are five (5) NPV's requesting Formal Hearings. Hearings expected to resume in 2021.

The next meeting of the MD Authority is scheduled for Wednesday, November 4, 2020.

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

- Governor Hogan vetoed SB0877 on May 7, 2020. Contact Jim Barron for a copy of the Governor's letter.
- The veto was a direct result of the Fiscal Note that accompanied SB0877.
- If the Veto Override is successful, SB0877 will become law 30 days after the formal vote in the Senate and House.
- If the Veto Override is unsuccessful it will have to run through the legislation again during the 2021 Legislative Session.

SB0877 and other legislative documents can be downloaded from the Authority Website by visiting <https://mddpa.org> and clicking on Resources.

2021 Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Reported by Matt Ruddo, Committee Chairman

- 2021 Conference Dates: October 26, 2021 - October 29, 2021.
- To be held at the Clarion Resort Hotel & Conference Center in Ocean City, Maryland.
- The Planning Committee has confirmed that conference speakers, including keynote speaker Dr. Bertice Berry, will stay on for the 2021 Conference.
- The Planning Committee will meet in October to officially conclude work on the cancelled 2020 GCDPTC.
- For more information on the 2021 Conference, visit; www.missutilityconference.com

The next planning committee meeting is scheduled for October 27, 2020.

Damage Prevention & Safety; Training, Shows and Presentations

Reported by Susan Sullivan (Miss Utility)

- Completed DPTs:
 - Sept 11 - Sunrise Safety Services
 - Sept 15 - ADPT Great Eastern Concrete
 - Sept 18 - ADPT Olney Masonry
 - Sept 21 - ADPT AJ Contractors
 - Sept 24 - ADPT Brightview Landscaping
 - Sept 25 - ADPT Pires Construction Co
 - Sept 28 - William's Gas
 - Sept 29 - ADPT Sunbelt Telecommunications Services
 - Oct 5, 6, 7 - Paradigm
- Upcoming DPTs:
 - Oct 8, 13, 14, 15 - Paradigm
 - Oct 12 - William's Gas
 - Oct 13 - ADPT Anchor Construction
 - Oct 20-22 - Baltimore County
 - Nov 3 - ADPT AB&H Excavation
 - Nov 12 - Virtual Open DPT

MD/DC Awards Committee

Mark Hamrick, Chair and Dora Parks, Co-Chair

Congratulations to 2019-2020 Dig Smart Award Winners. Due to the cancellation of this year's GCDPTC, these outstanding companies will be awarded in person by members of the Award's Committee. Each

awardee will receive a beautiful shovel embedded acrylic plaque, a Dig Smart Award web logo designed to use on company websites, and registrations to the 2021 GCDPTC. Winners will also be invited to attend next year's Dig Smart Awards Ceremony held during the 2021 GCDPTC where they will be recognized by industry peers as leaders in damage prevention. This year's winners are as follows:

- Maryland Awardee: Gaines and Company
- District of Columbia Awardee: Flippo Construction
- Excellence Awardee: Anchor Construction Corporation

Scholarships Committee

Scott Brown, Chair

Congratulations to this year's 2020 Miss Utility/District One Call Scholarship winners. Awardees are as follows:

- B. Burris
- A. Hawkins
- P. Haynes
- A. Shah
- A. Van Der Werf
- M. Cleveland
- I. Ziv
- E. Milko

Winners were awarded with a \$1008.11 scholarship, a Miss Utility sport-tech t-shirt, and a \$50 Amazon gift card. Winners sent in short acceptance speech videos that will be used to promote the Scholarship program and the dig safe message. A special thanks goes out to MGH's Kelly Cahill for creating a montage of the acceptance speeches which can be viewed on Miss Utility's Facebook page at <https://www.facebook.com/MissUtilityofMD/>.

Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

Kevin attended a virtual CA meeting on September 15th and shared the following information:

- There were sixteen (16) applicants for Construction Angel's 'Gibbs Family' Scholarship for the MD/DC region.
- Of the sixteen, five (5) were ineligible due to application mistakes and/or omissions.
- Eleven (11) of the applicants were approved and each will be awarded a \$1,000 scholarship.
- Please visit <https://www.constructionangels.us/> for more information about the charity.

OPEN DISCUSSION

Scott Moore (Colonial Pipeline) stated that he would like to meet with Tom Israel (Dominion) for a critical facility code update.

Matt Ruddo (OCC) shared that the proposed Online Training Module script was sent out to Board Members for review and asked if there was any feedback or questions with regard to the email or the script itself. Scott Brown (WGL) suggested a meeting be held for further discussion.

Jim Barron (MD Authority) shared that Arty Bell underwent triple bypass surgery on Oct. 7 with his wife relaying that he was doing well.

Mark Hamrick (Verizon) shared information related to contract locating companies regarding the backlog of unmarked tickets increasing the volume of update tickets. COVID-19 created a negative impact involving

hiring and training. Absenteeism increased as a result of schools being closed to in-home virtual learning. Attendees joined the conversation expressing concerns within their organizations relating to the impact of COVID 19, all agreed, it has been a very difficult year.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 12:31pm.

The 2021 quarterly MD/DC Subscriber Committee and Board meetings are planned for;

- First Quarter Meeting; January 14, 2021
- Second Quarter Meeting; April 8, 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
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.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	Tim Hamilton Damage Prevention	(301) 964-9117	hhamilt@nisource.com
Columbia Gas	Michael Jewell MD AUTHORITY-Subscriber Rep Leader Operations/ Support Specialist	(614) 307-5304	mjewell@nisource.com
Construction Angels	Kevin Woolbright BOD, DPC Chair Construction Angels Rep	(301) 806-8745	bright.67@verizon.net
Dominion Energy Transmission, Inc.	Rich Swiger		richard.p.swiger@dominionenergy.com
MDDPA	Jim Barron Executive Director	(410) 782-2102	jim.barron@mdapa.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
Verizon	Mark Hamrick DPC Co-Chair Damage Investigations	(410) 610-1371	Mark.a.hamrick@verizon.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	David Wilkins BOD, Water/Sewer Rep	(301) 648-6953	david.wilkins@wsscwater.com