



## 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 April 8, 2021 – 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 10:02 am.

Customary attendee introductions were made.

A motion to approve the January 14, 2021 minutes was made by Michael Jewell (Columbia Gas) and seconded by Tim Hamilton (Columbia Gas). The motion carried by approval.

### ATTENDANCE ROLL CALL

The Recording Secretary conducted a roll call of the MD/DC Board of Directors. A quorum was present. In attendance were BOD members: Scott Brown, Brian Sahn, Angela Johnson, David Wilkins, Kevin Woolbright, Mark Hamrick, Juan Vogel, Joe Sheldon, and Dora Parks were present. Marc Haines was absent. All members and guests participated remotely.

### OLD BUSINESS

#### ITICnxt Update

- Susan Sullivan (Miss Utility) shared visuals and information on Miss Utility’s ITICnxt Awareness Campaign designed to promote the use of ITICnxt. Working with OCC’s Creative team to develop catchy, attention getting email blasts and social posts, the campaign focuses on the efficiency, time-saving benefits, and technological advances the new software offers. It also includes direct links to resources designed to engage and familiarize users with the new ticket processing procedures.
- Miss Utility’s Interactive Video Training Report was shared. Between Oct 1, 2020 and April 1, 2021, there have been 1,057 unique users
- ITICnxt User Testimonials were shared that reflects the positive feedback Miss Utility has received on the new ticket platform:
  - ITICnxt needs to be “ITIC – LAST”! This well planned, structured, and efficient system will take your Miss Utility ticketing to the next level and beyond. Having the ability to set up job profiles and tailor screens to my liking makes this a dynamic and effectual tool which has streamlined my ticket processing procedures. Becky, Childs Landscape
  - ITICnxt has changed the world of Miss Utility! Great communication & teamwork is able to be had between contractor and locator. Simple – fast- user friendly! Taylor, C.J. Miller, LLC
  - As an excavator, I have found the new ITIC.nxt ticket processing system provides many new tools to assist in processing tickets easier and more efficiently. A big-time saver! The multiple new search options and reports available give you many ways to organize your library of tickets too. Shelly, Gray & Son Inc

- It was an honor for my company, Comer Construction, Inc. and I to be one of the first initial beta-testers for the ITICnxt platform. Just like anything new it was very intimidating at first until I spent some time learning how it works. Once I got the hang of it, I found this new platform to be very user friendly and technologically advanced. The ITICnxt platform made doing tickets so much easier with all the options I could choose from depending on what type of excavating my company was doing. I highly recommend everyone to take advantage of the free training provided by Susan Sullivan to help get them started.  
Tim, Comer Construction, Inc.
- Discussion took place on Code 5 ticket check coding, which remains open for 120 days; the advantages of larger locate requests being broken into smaller more manageable locate tickets and whether these split tickets are 'linked'. NXT does not link split tickets; the user can link them using the ticket field 'JOB NUMBER'.
- Ticket processing resources are available at <http://missutility.tryitic.com/>.
- ITICnxt Virtual Training Information and Zoom links are available at <https://www.missutility.net/calendar-events/>.
- Contact Susan Sullivan at [ssullivan@missutility.net](mailto:ssullivan@missutility.net) with ITICnxt questions or comments.

#### COVID-19 Processed Ticket Volume reported by Matt Ruddy, OCC

Matt compared inbound ticket volume between 2019-2021, 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 service territories around the country at other One Call Concepts managed call centers.

#### Ticket Check, Critical Facility Discussion Scott Brown, Chair

The goal of this committee is to examine ways and to develop language whereby utility owner members can communicate on a ticket, to excavators working in areas where critical facilities are present, that a standby is required on-site during excavation. Scott Brown asked interested members from Colonial Pipeline, Dominion Energy Transmission, and Potomac Edison to take a lead on this undertaking.

#### **NEW BUSINESS**

Jennifer Arroyo was introduced as the new Miss Utility Call Center General Manager. Jennifer has been with OCC for 24 years serving in various positions of leadership and expertise. Welcome Jennifer!

#### Board Business

- MD Authority Subscribers' Board Seat – Reappointment of Tamara Neal (WGL) for a second and final term.
  - Motion to approve a second Authority Board position, two-year term for Tamara Neal
  - A vote was conducted; Chairman - Scott Brown, Gas Representative, Vice Chairman -Brian Sahm, Government Representative Angela Johnson, Communication Representative - Angela Johnson; David Wilkins, Water/Sewer Representative voted in favor of the motion, the motion carries. Marc Haines, Electric Representative was absent.

#### 2021 Conferences

- CGA, October 12-15, Renaissance, Orlando. For more information please visit: <https://cgaconference.com/hotel-registration>
- OCC Users' Group Meeting, September 21-23

## Dora's Retirement Announcement

- Dora Parks announced her retirement from OCC/Miss Utility after 30 years of service. She shared highlights of her career and thanked those in attendance for their support, partnership and friendship developed over her many years of service in the industry. She officially stepped down as BOD Secretary. Scott Brown (BOD, Chairman), commended Dora's 30 years of service and Matt Ruddo (OCC) expressed happiness for Dora in her retirement and looks forward to her continued support and involvement with OCC and Miss Utility of Delmarva. Kevin Woolbright (DPC Chairman) thanked Dora for her support and partnership in developing and participating in a fantastic Damage Prevention and Safety Training program. This is Dora's last MD/DC Subscriber's/BOD meeting.
- Dora Parks suggested the BOD appoint Susan Sullivan as their secretary, the BOD members in attendance agreed on this appointment.

## **PUBLIC AWARENESS**

### Carvertise Marketing Metrics reported by Dora Parks, Miss Utility

- Nine wrapped cars currently travel throughout 8 Maryland counties, Baltimore City and Washington D.C.
- Quantitative Performance Data for the month of March:
  - Miles traveled by fleet: 12,945 (4,845 above expectation)
  - Impressions per fleet: 1,979,973 (584,973 above expectation)

### Miss Utility Facebook Awareness and National Safe Digging Month

- Dora Parks shared Miss Utility's promotion of National Safe Digging Month. Along with Governor Hogan's State proclamation about the importance of safety in our state, Dora described the Safe Digging Month Scavenger Hunt that encourages visitors to find the answers to questions that can only be found by searching the Miss Utility website. With 4 separate contests to enter (weekly during the month of April) one (1) contest participant each week is randomly selected to win a \$50 Amazon gift card.
- Miss Utility thanks OCC's Creative team for their partnership in creating this unique promotion.

## MGH Marketing Update

### Kelly Cahill of MGH provided 2021 Marketing updates on the following campaigns:

- Statewide radio campaigns in April and March, targeting professionals and homeowners in both English and Spanish throughout Maryland and DC.
- Digital media campaigns April – September, running across Facebook, YouTube, NextDoor and Google Search platforms. Snapshots of Facebook, NextDoor and Spanish Google Search posts, YouTube pre-roll video clips, and three (3) new Miss Utility landing pages were viewed.
- Kelly shared that a monthly data task force will determine if digital media budget and/or strategy changes are needed for maximum performance results during the length of this campaign.
- NSDM, the Governor's Proclamation and media releases were discussed and posts shared.

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

The following reports were reviewed and discussed with committee attendees:

### **Damage Reporting for February 2021**

- Transmitted tickets: 459,417
- Reported damages: 53
  - No call or ticket: 13
  - Hit a marked line: 23
  - Line marked wrong: 14
  - Other: 3

### **Ticket volume for the month of March 2021**

- Inbound ticket volume: 95,412 a monthly increase of 25.522% compared to 2020
- Outbound volume: 555,571 a year-to-date increase of 32.1% compared to 2020

### **ITIC Percentages for the month of March 2021**

- Professional excavators; 87%
- Homeowner's ITIC Lite; 43%

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

One Call Concepts, Creative Team Report 1st Quarter details were reviewed with a total of 135:59 service hours being logged.

### **COMMITTEE REPORTS**

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

- Closed Executive Meetings were held on March 3 and March 9, 2021.
  - The Authority reviewed a company with four (4) outstanding actions and voted to uphold fines and damage prevention training. The fines have been paid.
  - The Authority voted to proceed with an NPV where some "...incorrect, inconsistent or conflicting information..." was contained in the NPV Submission Summary as there was enough evidentiary documentation to proceed.
  - The Authority reviewed and responded to PHMSA's 2019 Adequacy Evaluation Letter. The MUFDDPA again received 252 points out of a possible 258 and was deemed adequate for 2019.
  - The Authority completed and submitted the 2021 PHMSA State Damage Prevention Grant application requesting \$100,000.00.
  - The Authority reviewed five (5) NPVs.
  - The Authority voted to limit NPVs to within one (1) year of the date of the incident or discovery of the incident.
- An Open Business Meeting and a Closed Executive Session were held on April 7, 2021.
  - Authority Members to complete their 2020 Ethics Forms before April 30, 2021.
  - A discussion to create an Authority Member Portal was had. Susan Stroud to check on pricing.
  - The Authority reviewed five (5) NPVs.
  - A new Standard Fining Matrix has been established to compute fines under the new law for NPV's with an incident date after March 11, 2021.
  - The NPV form on the website now includes a drop-down menu for violations with an incident date before March 11, 2021 and for violations with an incident date after March 11, 2021.

The next meeting of the MD Authority is scheduled for Wednesday, April 5, 2021.

#### Maryland Title-12 Rewrite Update Reported by Jim Barron, Maryland Authority

- Chapter 18, Senate Bill SB 877 officially became law on March 11, 2021.
- It is currently in Legislative Format. A clean written copy of the law will not be available until fall of 2021.
- To view or download Chapter 18 (SB 877) go to [www.mddpa.org](http://www.mddpa.org) and click on Resources. Scroll down to Archives. You can also download the document Susan Stroud prepared titled "2021 Title XII Law Changes – Comparison Table" which highlights the changes in the law.

*Legislative documents can be downloaded from the Authority Website at <https://mddpa.org> and clicking on Resources.*

## 2021 Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

- Conference Dates: October 26 - October 29, 2021
- Location: Clarion Resort Fontainebleau Hotel in Ocean City, MD
- Keynote speaker: Dr. Bertice Berry.
- All attendees will be expected to follow Covid safety measures as outlined by the state.
- New this year: OCC is sponsoring the New York 811 VR-X-Sim: a mobile, virtual reality training program that is designed to be the future of damage prevention.
- For more GCDPTC information, please visit: [www.missutilityconference.com](http://www.missutilityconference.com)

The next planning committee meeting is scheduled for April 27, 2021.

## Damage Prevention & Safety; Training, Shows and Presentations

Susan Sullivan, Training Administrator

- Completed DPTs:
  - February 1 & 2 – Lane Construction Virtual
  - February 19 – ODPT Virtual
  - February 25 – Belfast Valley Construction Virtual
  - March 2, 9, 16 – Montgomery County Parks Virtual
- Upcoming DPTs:
  - April 16 – ODPT Virtual

## MD/DC Awards (Locator Achievement and Dig Smart)

Mark Hamrick, Chair and Dora Parks, Co-Chair

- LAA: Nominations for the 18th Annual Locator Achievement Awards have closed.
- 47 locators will be recognized for meeting eligibility criteria and maintaining faultless safety and damage prevention practices throughout this past calendar year.
- Due to ongoing Covid restrictions, the LAA banquet is cancelled for this year.
- Winners will receive a custom-embroidered safety jacket, 811 logo T-shirt, awards certificate, Miss Utility baseball cap, pen, a Locator Achievement Award Winner car magnet, and a \$100 restaurant gift card.
- The Congratulations email will be sent to all LAA winners in the next few days.
- Next LAA Committee meeting TBA.
- DSA: A survey is being sent to DSA outreach list to determine changes to the program to increase excavator participation.

## 2021 Scholarship Program

Scott Brown, Chair

- Scholarship Program continues to accept applications.
- The online form has had 2,500 views and has received a total of 46 applications.
- Deadline has been extended to May 28, 2021.
- Contact Gaby at [gtaconca@mghus.com](mailto:gtaconca@mghus.com) for more information.

## Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

- Next virtual meeting is scheduled for April 13, 2021.
- Kevin asked, in light of Covid, if there is support from the Board to sponsor a CA event later this year.
- If BOD sponsorship is approved, event planning must begin within 30 days.
- Response to come from Scott Brown (BOD Chair) after BOD consideration.
- No 2021 events currently schedule due to Covid 19.

**OPEN DISCUSSION**

Dora Parks was presented with and congratulated on her appearance as DP-PRO’s 2021 Special Edition: Locate, Damage Prevention Hero. This article highlights Dora’s passion for damage prevention and safety and includes accolades from various partners in the industry. It also underscores her accomplishments and achievements during her thirty (30) years of service. Attendees congratulated Dora on her pending retirement and wished her well.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 12:37pm.

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

- Third Quarter Meeting: July 8, 2021
- Fourth Quarter Meeting: October 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
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com
Columbia Gas	David Judy Damage Prevention	(301)707-2389	djudy@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
Garrett County Dept. of Public Utilities	Brian King Division Chief of Maintenance	(301) 616-4168	bking@garrettcountry.org
MDDPA	Jim Barron Executive Director	(410) 782-2102	<a href="mailto:jim.barron@mdapa.org">jim.barron@mdapa.org</a>
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	Jennifer Arroyo General Manager, Call Center		jennifer@occinc.com
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