



MD & DC SUBSCRIBERS COMMITTEE & BOD MEETING

Board of Directors

Scott Brown (Gas Representative & Chairman)
Brian Sahm (Government Representative & Co-Chair)
Angela Johnson (Communications Representative)
Marc Haines (Electric Representative)
David Wilkins (Water/Sewer Representative)

Kevin Woolbright (DPC Chairman)
Joe Shelton (Contractor Representative)
Juan Vogel (Locating Representative)
Mark Hamrick (DPC Co-Chair)
Susan Sullivan (Secretary)

Minutes of the Committee Meeting July 8, 2021 – Hybrid Meeting
Hosted by Miss Utility Call Center – Hanover
Prepared by Secretary, 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 April 8, 2021 minutes was made by Kevin Woolbright (DPC Chairman) and seconded by Angela Johnson (BOD, Communications Rep). The motion carried by approval.

ATTENDANCE ROLL CALL

Susan Sullivan (Miss Utility) conducted a roll call of the MD/DC Board of Directors. A quorum was present. In attendance were BOD members: Scott Brown, Brian Sahm, Marc Haines, Angela Johnson, David Wilkins, Kevin Woolbright, Mark Hamrick, Juan Vogel, Joe Sheldon, and Susan Sullivan were present. All members and guests participated either in person or remotely.

OLD BUSINESS

ITICnxt Update

- Susan Sullivan (Miss Utility) shared the third Miss Utility ITICnxt Awareness email blast that was the conclusion to this particular campaign. Content was designed to promote the use of ITICnxt. In partnership with OCC's Creative team, the campaign focused on the benefits and technological advances ITICnxt offers. It conveniently included 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 November 1, 2020 and June 30, 2021, there have been 2,114 unique users.
- ITICnxt ticket processing resources are available at <http://missutility.tryitic.com/>.
- ITICnxt Virtual Training information and dates are available at <https://www.missutility.net/calendar-events/>.
- Contact Susan Sullivan at ssullivan@missutility.net with ITICnxt questions or comments.

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

2021 Conferences

- CGA, October 12-15, Renaissance, Orlando. For more information please visit: <https://cgaconference.com/hotel-registration>
 - OCC and the MD/DC BOD will be represented.
 - Attendance is open to all.
 - For more information, please visit <https://cgaconference.com/>
- OCC Users' Group Meeting, September 21-23
- Email Susan with your interest in attending any of the upcoming conferences.

Ticket Check, Critical Facility Discussion Scott Brown, Chair

The goal of this proposal is to examine ways and to develop language whereby utility owner members can communicate via a Ticket Check code, that a proposed excavation area is in the vicinity of critical member facilities and that a standby is required on-site during excavation. Scott Moore, Colonial Pipeline, expressed that he is still interested in pursuing this proposal but that an initial meeting needs to be planned. If interested in meeting to move the proposal forward, please contact Susan at ssullivan@missutility.net.

NEW BUSINESS

Subscriber's Committee and Board of Directors (BOD), Locator Seat - Maryland Authority

The Locator's seat on the Maryland Authority, currently held by Erik Phillips, Utilquest, will term in September 2021. In preparation, the MD/DC Damage Prevention Committee received nominations and submitted names from their June 2021 meeting for this MD Authority Board, termed position. This is a non-voting stakeholder seat. A majority vote was announced that approved Todd Kelly, Anne Arundel County, as the Locator Seat Authority Board position for the upcoming two-year term.

Title 12 System Updates

Jennifer Arroyo, (Miss Utility) announced that system changes required by Title 12/SB877 have been completed. In-house testing is currently underway with outbound testing to follow. Outbound testing ensures that new and updated outbound documentation can be received by all subscribing members in the proper format.

Ticket Response Time

A brief overview of this industry best practiced was shared by Scott Brown. Briefly, it offers the excavator the opportunity to submit a ticket but request a locate date beyond that which is required. This practice seeks to 'normalize ticket volume' by reducing spikes in locating demands that often occur when the volume of incoming tickets is at its greatest. Matt Ruddo, (OCC) shared an example of this practice from the Missouri One Call System. Scott recommended this discussion be continued and that a committee be formed to discuss the viability of this practice. Please contact Susan if you would like to take a lead or participate in this discussion.

Code 5 Drop-Down

Brief overview: Title 12/SB 877 requires a documented agreement between the excavator and the locator, prior to a ticket being statused with a *Code 5: Not Complete/In Progress*. It was suggested that a drop-down menu be added to Ticket Check under the Code 5 status that would document the manner of agreement. This 'agreement' would then be included in the Code 5 comment section. Mark Hamrick (DPC Co-Chair) suggested that comments regarding a documented agreement can currently be added to a Code 5. A contractor in disagreement with a Code 5 or its comments, can file a dispute. Please contact Susan if you would like to take a lead or participate further in this discussion.

2021 GCDPTC Registration Sponsorships

Matt Ruddo, (OCC) reported that several One Call Board Members across the country have made the decision to sponsor board members, whose companies are unable to financially support business travel of this nature at this time, to attend local and regional damage prevention events as an added benefit to their participation on one call center boards. Scott Brown agreed and added that stakeholder representatives

would benefit greatly by educating, learning from and networking with other regional stakeholders. It was decided that anyone interested in attending one of the upcoming safety conferences email their requests to Susan. The Board can then decide as to conference attendance and sponsorships.

2021 GCDPTC Facebook Promotion Option

Kelly Cahill (MGH) proposed an additional \$500.00 – \$750.00 campaign to promote the GCDPTC on Facebook. This campaign would specifically target regional contractors. The additional awareness could be beneficial due to the lack of face-to-face promotion. A vote will be taken during closed session.

Excavator Trifold Review

Susan Sullivan (Miss Utility) shared a draft of the newly updated Excavator Trifold. This high-level but thorough overview of the dig safe message, in this convenient format, has been an excellent resource for the excavation community. Updated to communicate new MD Title 12 and proposed DC Title 34 language, this newer guide is fresh and relevant. Please send comments and edits to Susan Sullivan. Upon Board approval, next steps will be taken to finalize formatting and printing. It was requested that a Spanish version be made available. Susan to follow up with WGL's Spanish-speaking training team for this requested translation.

October Subscriber/BOD Meeting

Due to a meeting conflict with the CGA conference, attendees agreed that the October 14th meeting be postponed until November 4, 2021 at 9:00 AM.

PUBLIC AWARENESS

Carvertise Marketing Metrics reported by Susan Sullivan (Miss Utility)

- Nine wrapped cars currently travel throughout 8 Maryland counties, Baltimore City and Washington D.C.
- Quantitative Performance Data for the month of June:
 - Miles traveled by fleet: 8,100 (6,715 above expectation)
 - Impressions per fleet: 1,395,000 (768,008 above expectation)

Miss Utility Facebook Awareness and National Safe Digging Month

- To promote safe digging and regional partnership, Miss Utility was pleased to post DC Mayor Muriel Bowser's Proclamation for Washington, DC's Official Trench Safety Stand Down Week! Miss Utility thanked Debora Harvey of NUCA of DC for providing this safety awareness announcement.
- Please visit www.facebook.com/missutilityofmd/ for upcoming shows, holiday announcements, and call center notices/information.

MGH Marketing Update

Reported by Kelly Cahill (MGH)

Digital Media Campaign

- Runs April - September 2021 on the following five platforms: Facebook, YouTube, NextDoor, Google Search and Bing (added in late May). It reaches professionals and homeowners across Maryland and DC and includes Spanish-speaking excavators and homeowners.
- Through June, on all platforms, there have been over 4.6 million impressions.
- Kelly discussed optimizations that her team has initiated and reported that Facebook has received the most impressions of the four platforms being reported on (Facebook, YouTube, NextDoor, Google Search).
- Kelly shared next steps that the MGH team will both implement and explore and shared campaign results through June.

8/11 Awareness Day

- Earned Media: Kelly shared a review of the meteorologist outreach MGH promoted during the 8/11 Media campaign in 2020 and shared that Ava Marie of WBAL again and unprompted, promoted 811's Call Before You Dig message during a recent weather segment. She also included this 811 reference in her Facebook and Twitter posts.
- Kelly proposed a new ad campaign as an alternative to the "Behind the Plate" campaign that is not fully available in our region this year. The *Seaboard* campaign offers a unique advertising alternative and would target homeowners vacationing on the beaches of Ocean City, MD with a clear and concise safety message. The message would display August 7-14, 2021. Vacationers from visiting states would also benefit from the dig safe message.
- Funding to come from \$10,000.00 budgetary item set aside for miscellaneous expenditures/proposals.
- A verbal vote was taken to approve this campaign with a motion to accept from Kevin Woolbright (DPC Chair) and seconded by David Wilkens (Member, BOD).
- Kelly to make a collaborative proposal to the USPCD.
- Kelly, Scott and Matt will work to make final messaging and logo decisions.

CALL CENTER REPORTS

The following reports were reviewed and discussed with committee attendees:

Damage Reporting for May 2021

- Transmitted tickets: 582,812
- Reported damages: 82
 - No call or ticket: 21
 - Hit a marked line: 29
 - Line marked wrong: 26
 - Other: 6

Ticket volume for the month of June 2021

- Inbound ticket volume: 94,344 a monthly increase of 15.383% compared to 2020
- Outbound volume: 594,791 a year-to-date increase of 39.037% compared to 2020

ITIC Percentages for the month of June 2021

- Professional excavators; 89%
- Homeowner's ITIC Lite; 48%

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 73:35 service hours being logged.

MARYLAND AUTHORITY Reported by Jim Barron, Executive Director

- There were Closed Executive Authority Zoom Meetings on May 5 and June 2, 2021, and an Open Meeting with a Closed Executive Session on July 7, 2021.
 - During that period, the Authority reviewed fourteen (14) NPVs.
 - There are twenty-seven (27) New NPVs to investigation and review.
- The Authority:
 - Voted to limit fines to a maximum \$2,000 for violations during the Maryland Governor's Pandemic Emergency Order that expired on July 1, 2021.

- Is allowing probable violators 45 days to respond to Notice of Investigation Letter due to US Mail delays and the new Title XII.
- Contributed \$20,000 to the Miss Utility/Subscribers 2021 Media Campaign.
- Participated as an exhibitor in the MML Summer Conference, June 27-29, 2021.
- Will participate as an exhibitor at the MACo Summer Conference, August 18-20, 2021.
- Will launch the MUFDPDPA Mobile App on 8/11/21 in both Mac and Android formats.
- Voted to nominate James Dudley (nominated by Paul Kwiatkowski) to replace Joyce Brooks in the Public Member Seat.
- Is preparing the PHMSA 2020 State Damage Prevention Enforcement Agency Adequacy Review that is due on 8/13/21.
- Was contacted by and is in communication with the Assistant Chief of Staff from Governor Hogan's office on marking problems.
- There is no meeting scheduled in August.
- It is anticipated that face-to-face meetings begin on September 1, 2021 with Formal Hearings resuming on October 6, 2021. Seven (7) Formal Hearings have been requested.

The next meeting of the MD Authority is scheduled for Wednesday, September 1, 2021.

MD TITLE 12, CHAPTER 18/SB877 Reported by Jim Barron, Maryland Authority

- Chapter 18, Senate Bill SB 877 officially became law on March 11, 2021.
- It is currently available 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 and click on Resources. Scroll down to Archives. A companion document titled "2021 Title XII Law Changes – Comparison Table" which highlights the changes in the law, is also available.

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

COMMITTEE REPORTS

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.
- 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

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

Damage Prevention & Safety: Training, Shows and Presentations

Susan Sullivan, Training Administrator

- Completed DPTs:
 - April 16 - Virtual ODPT
 - May 5 - Virtual Purple Line
 - May 18 - Dora Parks, guest speaker, MSS Chapter
 - May 24 - Virtual Purple Line Spanish
 - June 17 - Virtual Anchor Safety Stand Down
 - June 18 - Virtual ODPT

- Upcoming DPTs:
 - August 13- Virtual ODPT
- Upcoming ITICnxt Virtual Training:
 - August 12

MD/DC Awards (Locator Achievement and Dig Smart)

Mark Hamrick, Chair

- The first Dig Smart Awards Meeting was held May 27.
- A survey was sent out in early April to elicit feedback on the DSA program. Results were discussed and recommendations made.
- The current DSA timeline was agreed to and confirmed. The entry form was reviewed, and minor changes made.
- New this year: A drawing of interested non-winning entries for a sponsorship to this year's GCDPTC. One company will be selected to send one or two people to the 2021 conference.
- Entry form available mid-July.

The next committee meeting will be on Sept. 14.

2021 Scholarship Program

Scott Brown, Chair

The committee met July 6th and selected the following 2020-2021 Miss Utility Scholarship Winners from among the 220 applicants:

- Zone 1: M. McCarter
- Zone 2: L. Austin
- Zone 3: E. McKenny
- Zone 4: R. Bosley
- Zone 5: T. Wilkinson
- Zone 6: J. Rollins
- Zone 7: K. Spann
- Zone 8: O. Mank

In lieu of this year's cancelled banquet celebration (due to Covid) each winner, in addition to the \$1,008.11 scholarship, will receive a Miss Utility 'swag' bag that will include a \$50 Amazon card. Congratulations to all winners. All runner's up will also receive a swag bag in recognition of their efforts and to encourage the future promotion of Miss Utility and the safe dig message.

Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

- The Miss Utility of Delmarva 811 5K CA fundraiser is taking place August 15, 2021 in Lewes, DE. All are welcome to participate.
- OCC is an event sponsor with Miss Utility hosting a booth. The OCC 811 Trike and Bike will be on display as well.
- More information is available at <https://raceroster.com/events/2021/47149/3rd-annual-miss-utility-of-delmarva-811-5k-1-mile-fun-walk-and-kiddie-k>.
- Please visit <http://www.constructionangels.us/> for more information about CA.

OPEN DISCUSSION

None to report.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 1:55 pm.

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

- Fourth Quarter Meeting: November 4, 2021, at 9:00 AM

Meeting Attendees (O: onsite V: virtual)

AT&T	Angela Johnson BOD, Communication Rep	(571) 218-9450	aj1731@att.com	O
Anne Arundel County DPW, Bureau of Utilities	Christine Wade Tech Support Administrator	(410) 222-8088	pwwade00@aacounty.org	V
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com	V
Baltimore County	Brian Sahn BOD, Government Rep	(410) 887-1480	bsahn@baltimorecountymd.gov	O
BGE	Marc Haines BOD, Electric Rep	(443) 324-0371	marc.haines@bge.com	V
Colonial Pipeline Co.	Scott Moore Right of Way	(443) 821-1797	smoore@colpipe.com	V
Columbia Gas	David Judy Damage Prevention	(301)707-2389	djudy@nisource.com	V
Columbia Gas	Tim Hamilton Damage Prevention	(301) 964-9117	hhamilt@nisource.com	V
Construction Angels	Kevin Woolbright DPC Chair	(301) 806-8745	bright.67@verizon.net	O
Eastern Gas	Rich Swiger		richard.p.swiger@dom.com	V
Garrett County Dept. of Public Utilities	Brian King Division Chief of Maintenance	(301) 616-4168	bking@garrettcountry.org	V
One Call Concepts/ Miss Utility	Jennifer Arroyo General Manager		jennifer@occinc.com	O
One Call Concepts/ Miss Utility	Matt Ruddo Director, Client Relations	(410) 782-2025	matt@missutility.net	O
One Call Concepts/ Miss Utility	Susan Sullivan ITIC Coordinator	(410) 782-2030	ssullivan@missutility.net	O
Potomac Edison	Bob Kern Dist Tech II	(301) 790-6322	rkern@firstenergycorp.com	V
Utiliquest	Juan Vogel BOD, Locator Rep	(703) 929-9710	juan.vogel@utiliquest.com	V
Verizon	Mark Hamrick DPC Vice Chairman	(410) 610-1371	mark.a.hamrick@verizon.com	O
Washington Gas	Scott Brown BOD President, Gas Rep	(703) 750-4388	ssbrown@washgas.com	O
WSSC	Lisa Malone Administrative Contract Manager	(301) 206-8465	Lisa.Malone@wsscwater.com	V
WSSC	David Wilkins BOD, Water/Sewer Rep Customer Advocate	(301) 648-6953	david.wilkins@wsscwater.com	O
	Chad Rooney			V