



## 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 November 4, 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 9:02 am.  
Customary attendee introductions were made.

A motion to approve the July 8, 2021 minutes was made by David Wilkins (WSSC) and seconded by Joe Shelton (BF JOY). 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 Shelton, and Susan Sullivan were present. All members and guests participated either in person or remotely.

### **OLD BUSINESS**

#### ITICnxt Update

- Virtual trainings are held monthly. Training dates can be found on the Miss Utility website under the Calendar Events tab at <https://www.missutility.net/calendar-events/>. Request the pre-registration link from Susan Sullivan at [ssullivan@missutility.net](mailto:ssullivan@missutility.net).
- Percentage of users: 56.30%
- ITICnxt mini-presentations, highlighting various ticketing procedures, take place during MD/DC Damage Prevention Meetings.
- ITICnxt ticket processing resources are available at <http://missutility.tryitic.com/>.
- Contact Susan Sullivan at [ssullivan@missutility.net](mailto: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, 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. In addition, it was decided that this report would be renamed moving forward. One recommendation was: OCC Call Center Volume Report.

#### Title 12 System Updates reported by Jennifer Arroyo (Miss Utility)

- An unrelated programming issue, recently identified, had to be resolved which delayed various system updates.

- Outbound ticket testing will begin as soon as possible. Outbound testing ensures that new and updated outbound documentation is received properly by all subscribing members.
- It is imperative that all related product software be able to communicate across all platforms.

#### Ticket Check, Critical Facility

- 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 his interest in taking the lead on this discussion but recommended it be tabled until 2022 due to Covid 19 issues that have slowed progress on this proposal. Scott Brown approved this recommendation.
- Please email Scott Moore at [smoore@colpipe.com](mailto:smoore@colpipe.com) if interested in participating on this committee.

#### Ticket Response Time

- The goal of this proposal is to ‘normalize ticket volume’ by reducing spikes in locating demands that often occur when the volume of incoming tickets is at its greatest. Allowing for an extended ticket response time would require a revision to Maryland’s Title XII Law which currently requires an owner member/contract locator to status a ticket within 2-business days of receiving it without regard to an excavator’s planned start time.
- After sharing multiple views on this subject, Scott Brown suggested a committee meeting take place very quickly that would put Maryland in a ‘forward acting’ position in getting this proposal off the ground.
- The meeting was agreed upon and is scheduled for November 16, 2021, at 10:00 AM. Board members, call center representatives, Jim Barron (MD Authority) and Bruce Bereano will be invited to attend.
- Jim Barron clarified that although emergency legislation will be submitted in January 2022, due to the omission of language to be included in 12-135, the proposal to include language on extending ticket response due by requirements would not fall under emergency legislation.
- Further discussion to continue during the planned meeting.

#### Code 5 Drop-Down

- After a brief discussion on the pros and cons of continuing the discussion on a Code-5 Drop-Down option, it was agreed upon by the board to discontinue this discussion and to remove this item from future agendas.

#### MD Authority Locator Seat reported by Jim Barron (MD Authority)

- Jimmy Jennings’ (OCCLS) name was submitted last Thursday (October 28, 2021) for appointment by the Governor to the Locator Seat along with James Dudley for appointment to the Public Seat.
- Four (4) seats are set to expire in 2022. Approval from Governor cannot take place until after the 2022 primaries and new Governor is sworn in.
- Matt Ruddo (OCC) inquired as to whether a seat can be given up prior to its expiration to avoid the delay in 2022 appointments. Jim Barron said he would find out if nominations are allowed prior to the primaries and whether appointments could be made in July instead of October to avoid the extra months of service.

## 2021 Conferences

- OCC Users' Group Meeting
  - Feedback from attendees was very positive especially in light of Covid circumstances.
  - Scott Brown (BOD Chairman) suggested that board members in attendance of future conferences, gather for a 'mini-meeting' to prepare a brief conference overview (sessions, networking, other highlights) to share with those who were unable to attend.
  - Kevin Woolbright (DPC Chairman) highlighted networking as the biggest benefit to attending UG.
  - David Wilkins (Board Member) appreciated the ability to put names to faces and to make connections and learn about the different OCC call centers and stakeholders around the country.
  - Mark Hamrick (Board Member) appreciated that issues being faced locally are similar to those faced throughout the country. He also appreciated the feedback received from others and their willingness to share trial-and-error experiences in problem solving.
  
- CGA, October 12-15, 2021
  - It was noted that this was the first conference CGA did alone.
  - It was also noted that the UG and CGA conferences were scheduled close to each other. Kelly Cahill (MGH) said this timing was due to the pandemic's forcing the rescheduling of CGA.
  - Scott Brown shared that since damages have plateaued, CGA aims to use the Dirt Report to determine Next Practices that can become Best Practices and that CGA has partnered with Gold Shovel Standard to better spread the word on damage prevention. He also spoke positively about the lunchtime speakers and breakout sessions.
  - Kevin Woolbright stated that the committee meetings and breakout sessions were well attended and reiterated the value of networking.

## Excavator Trifold Review

The newly created Excavator Trifold is now available in both English and Spanish. This high-level but thorough overview of the dig safe message and ticketing procedures has been an excellent resource for the excavation community. Thanks again to Claudia Castellanos (WGL) for her assistance with the English to Spanish translation.

## **NEW BUSINESS**

### Utility Defenders

- Dora Parks (Utility Defenders) officially unveiled Utility Defenders (UD) during both OCC's User's Group and this year's CGA Conference. It was well-received during both venues.
- Scott Brown supports the message and mission of UD to educate children about safe digging, damage prevention and underground utilities and stated the advantage of this message to all children but especially to those who may one day join the ranks of stakeholders in the field of underground utility safety and damage prevention and looks forward to being a part of this campaign.
- The strategic use and promotion of UD (especially during child-oriented events) will be discussed further during December's 2022 MGH Marketing and Public Awareness Recommendations meeting.

### IR's Global Excavation Safety Conference

- The 2022 GESG is scheduled for March 1-3 in Phoenix, AZ.
- Three (3) registrations carried over from the 2020 Conference due to its cancellation because of the Covid pandemic.

- Scott Brown would like to attend to evaluate and determine what each conference has to offer, in comparison to 2021 and 2022's CGA conference (scheduled for April 4-8 in Anaheim, CA). At that point, a determination can be made as to attending one conference over the other or the value in attending both conferences in the future.
- OCC will sponsor and attend both 2022 conferences (GESC and CGA) and also evaluate and determine the value each conference offers and as to which conferences will be supported in the future.

#### dp-PRO Magazine Sponsorship

- After a review of sponsorship options, Kelly Cahill (MGH) suggested that the \$500 level sponsorship was a reasonable cost for promoting Miss Utility via a nationwide publication. She also shared that MGH sends in content for Touch-a-Truck, the Locator Achievement Awards and the Dig Smart Awards.
- A quick vote by the Board was taken with all in favor of supporting this campaign.
- Scott Brown would like to start at this level of sponsorship and then reevaluate when it comes up for review.

### PUBLIC AWARENESS

Carvertise Marketing Metrics reported by Susan Sullivan (Miss Utility)

- Campaign was extended four months: 10/5/2021 – 02/05/2022.
- Nine wrapped cars currently travel throughout 8 Maryland counties, Baltimore City and Washington D.C.
- Quantitative Performance Data for the month of October:
  - Miles traveled by fleet: 8,100 (5,611 above expectation)
  - Impressions per fleet: 1,182,600 (819,206 above expectation)

#### Miss Utility Facebook Awareness

- Please visit [www.facebook.com/missutilityofmd/](http://www.facebook.com/missutilityofmd/) for dig safe posts, holiday announcements, call center notices/information and current events. Please like or share posts to show your support for Miss Utility and the dig safe message.



## 2021 Digital Campaign Report & Recommendations

Reported by Kelly Cahill (MGH)

- An extensive report on the 2021 digital campaign that included both data performance and campaign insight on Facebook, NextDoor, YouTube, Google Search, Google Discovery, and Bing Search was provided.
- Further discussion and feedback is welcomed at the 2022 MGH Marketing and Public Awareness Recommendations Meeting, Wednesday, Dec. 8 @ Miss Utility call center in-person (virtual option will also be available).
- For 2022 outreach opportunities and volunteer needs, both BGE and WSSC representatives said that restrictions are loosening up within their organizations and the opportunity to volunteer should open come early 2022.

## CALL CENTER REPORTS

The following reports were reviewed and discussed with committee attendees:

### **Damage Reporting for September 2021**

- Transmitted tickets: 545,231
- Reported damages: 62
  - No call or ticket: 27
  - Hit a marked line: 15
  - Line marked wrong: 19
  - Other: 1

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

- Inbound ticket volume: 89,300 a monthly increase of 6.253% compared to 2020
- Outbound volume: 545,231 a year-to-date increase of 32.065% compared to 2020

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

- Professional excavators: 89%
- Homeowner's ITIC Lite: 49%

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

One Call Concepts, Creative Team Report 3<sup>rd</sup> Quarter details were reviewed with a total of 50:18 service hours being logged.

## **MARYLAND AUTHORITY** Reported by Jim Barron, Executive Director

- There was a Closed Executive Authority Zoom Meeting on September 1, 2021, and an Open Meeting with a Closed Executive Session on October 6, 2021.
- There were no meetings in August or November.
  - During that three (3) month period, the Authority reviewed seventeen (17) NPVs.
  - There are fifty-nine (59) New NPVs to investigation and review.
- The Authority:
  - Had a booth at the MACo Summer Conference, August 18-20, 2021.
  - Received an adequacy rating for the PHMSA 2020 State Damage Prevention Enforcement Agency Adequacy Review.
  - Attended the 2021 CGA Conference in Orlando, Florida, October 11-15, 2021.

- Presented a Title XII update at the Greater Chesapeake Damage Prevention Training Conference last week.
- The Subscriber's 2019 Grant has \$2,800 remaining for Filing Fees. That only allows for another 14 NPV's. When asked about another grant for 2022 from the subscribers/BOD, Scott Brown approved an increase of 10% over the last grant given.

The next meeting will be a Zoom Closed Executive Session on December 1, 2021.

**MD TITLE 12** Reported by Jim Barron, Maryland Authority

- A copy of the new Title XII can be downloaded on the Maryland Authority website at [www.mddpa.org](http://www.mddpa.org). This links to LexisNexis and a downloadable copy of the New Title XII.
- Chapter 18 (SB 877) and Susan Stroud's comparison table can be accessed by clicking on Resources at the top of the Home Page. Scroll down to Archives.
- New Damage Prevention Guides are on hold until emergency legislation can be submitted to add omitted language back into 12-135. In addition, a sub-committee of board members will participate in the development of the new guidebooks.
- A rough draft of the revised guide from Dora Parks (UD) is due Monday.

**COMMITTEE REPORTS**

2021 Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

- The conference was well attended at 332 registrants and a great comeback after the mandatory cancellation of the 2020 conference due to Covid-19.
- A great retirement sendoff was given to Dora Parks (UD) when Tom Hoff (OCC) honored her with a Citation from Governor Hogan, on behalf of the citizens of the state, in recognition and tribute to her 30 years of outstanding service and contribution to the success of the Miss Utility Call Center.
- Dr. Bertice Berry's keynote speech was fantastic and received excellent feedback.
- The Covid 19 Panel Discussion was excellent. Considering a similar panel discussion for 2022 which would take place following the keynote speaker as an all-conference session.
- Paint and Sip was successful and received glowing feedback. To be considered again for 2022.
- The New York 811 VR-X session was well attended and garnered great interest.
- 2022 planning meeting dates to be announced.





Damage Prevention & Safety; Training, Shows and Presentations

Susan Sullivan, Training Administrator

- Completed DPTs:
  - August 13 - Virtual ODPT
  - August 27 - Baltimore Tree Trust
  - September 7 – LS Lee, INC
  - September 8 – Charles County Public Works/Utilities
  - September 15 – ASCE (virtual): Susan Sullivan, Guest Speaker
  - October 5 – Maryland Transportation Authority
- Upcoming:
  - November 10 – Charles County Public Works/Utilities
  - December 3 – Virtual ODPT
  - December 9 - PEPCO
- Upcoming Virtual ITICnxt:
  - November 4
  - December 2

MD/DC Awards (Locator Achievement and Dig Smart)

Mark Hamrick, Chair

- Congratulations to all 2020- 2021 Dig Smart Award Winners who, along with 2019-2020 winners, were recognized at the GCDPTC last week in Ocean City, MD.
  - Maryland - Flippo Construction Company, INC.
  - Washington D.C. - Anchor Construction Corporation
  - Excellence - B.F. Joy, LLC
  - Honorable Mention - M Luis Construction Co., INC.



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Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

- The Miss Utility of Delmarva 811 5K, held in Lewes, DE on August 15, 2021, raised \$2,000.00.
- The 2021 GCDPTC 50/50 Raffle raised \$700.00; Cornhole raised \$355.00; Dig For Cash raised \$60.00.
- The MD Authority graciously donated \$100.00.
- CA monies raised at the GCDPTC totaled \$1,215.00. These monies will go into the local MD/DC & DE Chapter funds for future disbursement. Unused monies from an individual chapter eventually go into the corporate account if unused but remain available to the chapter who raised the funding originally.
- When monies are available, an initial payout is \$5,000.00. However, if a chapter’s funding cannot cover at that level, it is adjusted. Money can also be allocated based on a decision by the CA’s Board of Directors.
- Contact Kevin Woolbright (CA) for more information about Construction Angels’ financial standings.
- Please visit <http://www.constructionangels.us/> for more information about CA.

**OPEN DISCUSSION**

Kevin Woolbright alerted attendees about federally mandated Covid 19 immunization and testing requirements that are forthcoming.

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

The 2022 quarterly hybrid MD/DC Subscriber Committee and Board meetings are planned for:

- January 13
- April 14
- July 14
- October 13

**Meeting Attendees (O: onsite V: virtual)**

AT&T	<b>Angela Johnson</b> BOD, Communication Rep	(571) 218-9450	aj1731@att.com	O
B. Frank Joy	<b>Joe Shelton</b> BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com	V
Baltimore County	<b>Brian Sahn</b> BOD, Government Rep	(410) 887-1480	bsahn@baltimorecountymd.gov	V
BGE	Ian Jones Damage Prevention Manager		ian.jones@bge.com	V
BGE	<b>Marc Haines</b> 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	<b>Kevin Woolbright</b> <b>DPC Chair</b> <b>Board Member</b>	(301) 806-8745	bright.67@verizon.net	O
MD Authority	Jim Barron Executive Director	(410) 782-2102	jim.barron@mddpa.org	V
MDTA	Bill Pross Utility Coordinator	(410) 537-7829	wpross@mdta.state.md.us	V
MGH	Emily Nault Public Relations	(410) 902-5054	enault@mghus.com	V
MGH	Kelly Cahill Public Relations	(410) 902-5000	kcahill@mghus.com	O
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	<b>Susan Sullivan</b> <b>BOD/ DPC Secretary</b> <b>DP Training and Education Liaison</b>	(410) 782-2030	ssullivan@missutility.net	O
Potomac Edison	Bob Kern Dist Tech II	(301) 790-6322	rkern@firstenergycorp.com	V
Utiliquest	<b>Juan Vogel</b> <b>BOD, Locator Rep</b>	(703) 929-9710	<a href="mailto:juan.vogel@utiliquest.com">juan.vogel@utiliquest.com</a>	V
Verizon	<b>Mark Hamrick</b> <b>DPC Vice Chairman</b> <b>Board Member</b>	(410) 610-1371	mark.a.hamrick@verizon.com	O
Washington Gas	<b>Scott Brown</b> <b>BOD President, Gas Rep</b>	(703) 750-4388	ssbrown@washgas.com	V
WSSC	Lisa Malone Administrative Contract Manager	(301) 206-8465	Lisa.Malone@wsscwater.com	V
WSSC	<b>David Wilkins</b> <b>BOD, Water/Sewer Rep</b> <b>Customer Advocate</b>	(301) 648-6953	david.wilkins@wsscwater.com	O
	Ian Chamberlain		ianchamber@gmail.com	V