



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 April 15, 2022 – 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 10:03 am.
Customary attendee introductions were made.

A motion to approve the January 13, 2022, minutes was made by Mark Hamrick (DPC Co-Chair) and seconded by David Wilkins (WSSC). 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, Marc Haines, Angela Johnson, David Wilkins, Kevin Woolbright, Mark Hamrick, Juan Vogel, Joe Shelton, and Susan Sullivan were present. Attending members participated either in person or remotely. Brian Sahm was unable to attend.

OLD BUSINESS

Ticket Check, Critical Facility Reported by Scott Moore (Colonial Pipeline)

- 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 response of some kind be rendered by the excavator.
- Multiple state response codes were provided as examples for attendees to consider.
- Discussion points included:
 - The possible abuse of a critical facility code in order to delay on time ticket statusing.
 - Washington Gas' use of EPR (Enhanced Positive Response).
 - Using the current coding system to provide both positive response and locator comments.
 - Requiring an excavator response versus requesting an excavator response and any law changes or enforcement policies that may be required in doing so.
 - Duties and response time of the owner member as to a standby requirement/request.
 - The ability of an excavator to look up status codes via the Internet using Search and Status (www.managetickets.com) or by calling 866.821.4226.
 - New Title XII language requiring an excavator to have a copy of the ticket on the jobsite by any means.
 - The call center's role in developing a new code for use by owner members/locators.
 - MD's Title XII and the language of 'Due Care' in holding an excavator responsible for knowing a ticket's status.
- It was agreed upon that a sub-committee be created for further discussion, collaboration and action. Interested members are listed below and will be contacted by Scott Moore for follow-up.

Scott Moore (Chair)	Angela Johnson
David Wilkins	Kevin Woolbright
Mark Hamrick	Joe Shelton
Michael Jewell	Vladimir Ledesma

Fraudulent Ticketing

No new fraudulent ticketing has been reported since various steps were taken to take this person offline.

MD/DC Guidebook Committee

With recent Maryland Title XII law changes having been passed by both the House and Senate, new language – necessary for the updated version of the MD/DC Guidebook- can be *written in* prior to the LexisNexis or Michie's Annotated Code documents being made available next fall. The committee to finalize the guidebook document for Board comment, final editing, and production in the coming weeks.

National Conferences: GESC & CGA Feedback

Scott Brown (Board Chair) asked that those in attendance to this year's 2022 national conferences write up a report to be presented during the July SUB/BOD meeting and that this reporting practice continue moving forward. The report will provide Subscribers and other Board members with valuable information and feedback which can be taken into considered for future conference attendance by other members.

The Direction TV (<https://www.thedirectiontv.com>)

“The Direction takes viewers to bucket list fishing locations where host Mark Stowe is joined each week by guests who have great stories to tell.” Mark Stowe, a long-time ambassador for 811, takes the 811-dig safe message to the outdoor TV viewer with "The Direction." Whether it be in the clothes and hats he wears or the 811 Boat he fishes in, 811 makes an appearance. As such, OCC sponsors multiple episodes where call center specific advertising runs in order to reach the local audience. The Miss Utility ad, per the request of the Board, was shown during today's meeting. The Direction TV can be viewed locally on The Pursuit Channel.

Dp-PRO Sponsorship

The Miss Utility Logo and sponsorship page was shared with attendees.

NEW BUSINESS

OCC User Group Meeting

Matt Ruddo (OCC) provided details on this year's OCC User's Group meeting and encouraged a local presence as it is being held in Miss Utility's service territory.

- Dates: September 27-29 with a networking event being held September 26.
- Location: Washington, D.C.'s Mandarin Oriental Hotel
- More details to follow

Short Notice and Insufficient Notice

After a discussion of both the pros and cons of short and insufficient notices, a motion to remove these two (2) ticket headers was made by Chairman Scott Brown and seconded by Board member David Wilkins. The motion carried by approval.

BOD Tenure Update

Scott Brown would like to ensure everyone has an opportunity to nominate or self-nominate for board positions based on the updated tenure log. Mark Hamrick proposed that odd year expiration dates and nominations carry over until 2023 but to renew even year expiration dates and nominations. A motion to accept this proposal was made and all attending board members were in agreement. Susan Sullivan to send out the current Tenure Log and By-Laws and Structure document. Nominations to be made and voted on during the July 14 SUB/BOD meeting. Other topics of discussion slated for the July meeting include: Non-voting locator and excavator seats becoming voting members; how to handle evenly split votes; and meeting requirements of board members.

PUBLIC AWARENESS CAMPAIGNS

MGH Campaign Updates Reported by Gabriella Lothamer (MGH)

Emily Nault will no longer be working directly on Miss Utility accounts. Anna Trim will be joining the Miss Utility account full-time in June. Gaby Lothamer will be working remotely from Chicago with Kelly Cahill remaining as the account lead and Kelly Hamilton remaining in a supporting role.

Gaby provided an overview of the following campaigns:

- Safe Digging Month & Earned Media
 - MGH issued a press release announcing Governor Hogan's Safe Digging Month proclamation which included recent data from CGA.
 - Promotion of National Safe Digging Month by Miss Utility advocate Ava Marie during a recent morning weather report as well as her Facebook page.
 - Additional coverage secured on the Maryland Patch, Washington, D.C. Patch and the Southern Maryland Chronicle.
- Statewide Radio & Spotify Campaigns
 - Reaches professionals and homeowners across MD and D.C., during the month of April and May.
 - Targets Spanish-speaking excavators and homeowners with translated ads airing on two D.C. stations (one simulcast in Baltimore) and endorsements by El Zol's DJ Chepe.
- Digital Media Campaign
 - Runs via NextDoor and Facebook, April – September.
 - Reaches professionals and homeowners across MD and D.C. including Spanish-speaking excavators.
- Carvertise
 - Nine wrapped cars currently travel throughout 8 Maryland counties, Baltimore City and Washington D.C.
 - Quantitative Performance Data for the month of March 2022
 - Miles traveled by fleet: 11,181 (3,081 above expectation)
 - Impressions per fleet: 1,632,426 (449,826 above expectation)
- Trade Shows and MLB
 - To date, Miss Utility has participated in the Washington County Home Builders Home Show, the Maryland Spring Home & Garden Show, and the Maryland Annual Paving Conference.
 - Miss Utility will have a booth at MML (June 12-15), MSFA (June 18-21) and MACo (Aug. 17-20).
 - The Frederick Keys Report Card Program is set for June 17th and 18th.
 - The Aberdeen IronBirds Game Sponsorships for 8/11 Day is set for August 19th (Star Wars Night) and August 21st (Family Fun Day).
 - Touch a Truck is set for Saturday, Aug. 27th at Bowie Baysox Stadium.

- Scholarship Program
 - The program is open with applications being accepted through Friday, May 27th @ 11:59 PM.
 - To promote the program, social media ads will run on Instagram and Facebook- targeting high schools seniors in Maryland and Washington, D.C.- encouraging them to apply.
- Miss Utility Facebook Awareness Reported by Susan Sullivan (Miss Utility)
Please visit 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.



CALL CENTER REPORTS

Title 12 System Updates Reported by Jennifer Arroyo (Miss Utility)

All Title XII system updates are running as expected and available to all users in the effected service territories. A broadcast email was sent out March 24, 2022, providing excerpts from Maryland's Title XII statute detailing the responsibilities of the primary contractor and temporary excavator in response to the confusion noted by some in the excavation community as to the language of the new law per this statute.

Title XII Law, in its entirety, can be found at

<https://mgaleg.maryland.gov/mgawebsite/Laws/StatuteText?article=gpu§ion=12-101&enactments=false>.

OCC Call Center Volume Report reported by Jennifer Arroyo, Miss Utility

- 2021-2022 Inbound YTD % difference
 - WMD: -1.19%
 - DC: -19.93%
 - ALL STATES: -.87%
- 2021-2022 Homeowner YTD % difference
 - WMD: -17.37%
 - DC: -10.53%
 - ALL STATES: -15.63%

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.
- Next ITICnxt Training: May 5.
- Percentage of users as of 03/31/2021: 61.41%
- ITICnxt ticket processing resources are available at <http://missutility.tryitic.com/>.
- Contact Susan Sullivan at ssullivan@missutility.net with ITICnxt questions or comments.

Ticket Dashboards

- Ticket volume for the month of March 2022
 - Inbound ticket volume: 89,716 a monthly decrease of 5.970% compared to 2021
 - Outbound volume: 464,712 a year-to-date decrease of 24.526% compared to 2021
- ITIC Percentages for the month of March 2022
 - Professional excavators: 89%
 - Homeowner's ITIC Lite: 54%

Scott Brown requested that data on update and emergency ticket volume be provided moving forward.

Damage Reporting for March 2022

- Transmitted tickets: 372,476
- Reported damages: 55
 - No call or ticket: 15
 - Hit a marked line: 17
 - Line marked wrong: 18
 - Other: 5

The committee reviewed the Schedule of Advertising report and budgetary items. Jim Barron (MD Authority) made mention of an MUFDDPA contribution to the MGH radio campaign. Susan Sullivan to follow up with appropriate invoicing.

One Call Concepts, Creative Team Report details were reviewed with a total of 356:38:03 service hours being logged in 2021.

MARYLAND AUTHORITY Reported by Jim Barron, Executive Director

- There was a Closed Executive Authority Zoom Meeting on February 2, 2022, and an Open Meeting with a Closed Executive Session on April 13, 2022. There was no meeting in March 2022.
 - During that period, the Authority reviewed twenty-eight (28) NPVs.
 - There are forty-three (43) New NPVs to investigation and review.
- The Authority:
 - Collected \$5,109.50 in fines during that period,
 - Jim Barron and Paul Kwaitkowski (Vice-Chair) made a presentation to the County Engineers Association of Maryland on April 14, 2022, at the Hyatt Chesapeake Bay Resort in Cambridge,
 - Is working on the PHMSA 2023 Damage Prevention Grant due April 22, 2022,
 - Is working on the PHMSA 2021 State Damage Prevention Enforcement Evaluation due June 30, 2022,
 - Voted to secure a Gold Sponsorship for the 2022 Greater Chesapeake Damage Prevention Training Conference in October 2022, and

- Has ten (10) requests for Formal Hearings with the intention to begin scheduling late summer/fall 2022.
- Jim also shared that the Subscriber’s March 2, 2022, \$10,000 Grant has \$5,200 remaining in it to cover filing fees and that he’ll be reaching out to Scott Brown for further discussion of additional funding.
- The next meeting will be a Zoom Closed Executive Session on May 4, 2022.

MD TITLE 12 Reported by Jim Barron, Maryland Authority

- A copy of the Title XII can be viewed and downloaded at www.mddpa.org.
- Emergency Legislation, HB 350 & SB 464; HB 350 was signed by Governor on April 12, 2022 and will be back in §12-135 in 30 days.
- Select Work Date Legislation, HB 994 & SB 789; HB 994 was passed by the Legislature on April 7, 2022 and is on to the Governor for signature.

COMMITTEE REPORTS

2022 Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddo, Committee Chairman

- October 25 – 28, 2022
- Ocean City Fontainebleau Resort | Ocean City MD
- Keynote Speaker: Spencer Beach
- Save the Date email went out March 8.
- Returning Registration open April 18.
- WSSC has provided Conference ‘Save the Date’ postcards which are available at the call center.
- The 2023 GCDPTC contract with the Fontainebleau Resort in Ocean City has been signed.
- There has been a slight increase in some of the sponsorship packages.

Damage Prevention & Safety; Training, Shows and Presentations

Susan Sullivan, Training Administrator

- Completed DPTs:
 - February 4 – Virtual ODPT
 - February 14 – Cecil County School of Technology
 - March 9 & 16 –Mott MacDonald (Virtual)
 - March 23 – Flippo
 - March 28 – DVORAK
 - March 31 – City of Havre de Grace
 - April 12 - Montgomery County Parks Upcoming:
- Upcoming Virtual ITICnxt:
 - April 22 – Virtual ODPT
 - May 13 – Spanish Virtual ODPT

MD/DC Awards (Locator Achievement and Dig Smart)

Mark Hamrick, Chair

- 43 Locators are being recognized at the 19th Annual Locator Achievement Awards Banquet on May 20 at the Prince George’s Stadium.
- Those being recognized will each receive a beautifully monogrammed Class 3 Waterproof Lime Quilt Lined Bomber Jacket, an LAA high visibility t-shirt, an awards certificate, and an LAA Recognition magnet in addition to banquet’s family buffet, stadium recognition, Baysox game, and fireworks. Congratulations to all of those being recognized.

- MD/DC Board Members, along with a Guest are invited to attend!
- Contact Susan (ssullivan@missutility.net) or Kelly (khamilton@mghus.com) for more information.

Construction Angels

Kevin Woolbright, CA Board Representative for MD/DC

- Next Zoom meeting is April 19, 2022.
- Regional fund-raising events may include golf and cornhole tournaments. Kevin to send sponsorship proposals to Scott Brown in the next 5-7 days that can be reviewed and brought to the Board for a vote. It was noted by Scott that a cornhole event may be best run and better attended if attached to another established event as more of an additional activity versus having it stand alone; Perhaps a partnership with VA811 can be considered.
- Please visit <http://www.constructionangels.us/> or contact Kevin for more information about CA or volunteering for future events.

OPEN DISCUSSION

Susan requested the Board’s thoughts on ordering more Marking Guideline booklets. Scott recommended keeping the order to a minimum as Marking Guidelines (which are not governed by law) may be standardized per CGA and that other materials may become available in the future. Susan to order 1,500 booklets to be made available for future damage prevention trainings.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 12:36 PM.

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

- July 14
- October 13

Meeting Attendees (O: onsite V: virtual)

AT&T	Angela Johnson BOD, Communication Rep	(571) 218-9450	aj1731@att.com	O
B. Frank Joy	Joe Shelton BOD, Contractor Rep	(240) 417-0200	jshelton@bfjoy.com	V
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 Board Member	(301) 806-8745	bright.67@verizon.net	O
Harford County Water/Sewer	Kevin Kimmel	(410) 804-7815	kekimmel@harfordcountymd.gov	V

Lumen	Brandy McDonald			V
MD Authority	Jim Barron Executive Director	(410) 782-2102	jim.barron@mddpa.org	O
MGH	Gaby Lothamer Public Relations	(410) 902-5025	glothamer@mghus.com	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 BOD/ DPC Secretary DP Training and Education Liaison	(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 Board Member	(410) 610-1371	mark.a.hamrick@verizon.com	O
Washington Gas	Scott Brown BOD President, Gas Rep	(703) 750-4388	ssbrown@washgas.com	V
WSSC	David Wilkins BOD, Water/Sewer Rep Customer Advocate	(301) 648-6953	david.wilkins@wsscwater.com	O
WSSC	Lisa Malone Administrative Contract Manager	(301) 206-8465	Lisa.Malone@wsscwater.com	V
WSSC	Satish Patel Section Manager	(301) 206-8559	satish.patel@wsscwater.com	V