



MD & DC SUBSCRIBERS COMMITTEE & BOD MEETING

Board of Directors

Scott Brown (Gas Representative & Chairman)
Vacant (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)
George Daffan (DPC Co-Chair)
Susan Sullivan (Secretary)

Minutes of the Committee Meeting October 11, 2023
Hosted by Miss Utility – Wisp Resort
Prepared by Secretary, Susan Sullivan

WELCOME AND INTRODUCTIONS OF ATTENDEES

The meeting was called to order by Board Member David Wilkins at 10:06 am. Customary attendee introductions were made.

A motion to approve the July 13, 2023, minutes was made by Kevin Woolbright (DPC Chairman) and seconded by Angela Johnson (AT&T). 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 (virtual), Marc Haines, Angela Johnson, David Wilkins, Kevin Woolbright, Juan Vogel, Joe Shelton, George Daffan and Susan Sullivan.

OLD BUSINESS

Damage Tickets | Scott Brown, Board Chairman

Scott opened up the discussion by asking board members to provide initial thoughts about creating an optional damage ticket header. Comments included:

- Additional damage ticket transmission charges would be absorbed by owner members.
- Damage reporting is already mandatory for gas utility damages or damages with costs of \$3,000 or greater.
- Optional damage reporting may not garner desired results, especially if not legislated and enforceable.
- Would damage reporting include abandoned lines? This might skew data.
- Excavators may fear that optional damage reporting would make them ‘look’ bad if information was shared publicly.
- Damage reporting could be used to target areas for damage prevention advertising, education and outreach.
- Provide general awareness for utility owner members.

After a thorough discussion of additional pros and cons, board members decided to table any movement forward at this time.

Ticket Check, Critical Facility Update | Jennifer Arroyo, Miss Utility
Development of the critical facility code is underway.

MD/DC Guidebook Committee | Susan Sullivan, Miss Utility
The Maryland Damage Prevention Guide is currently available online at <https://www.missutility.net/resources/> in PDF. A second order of 2,000 copies has been ordered.

Online Damage Prevention Training Module Update | Kevin Woolbright, Chairman
The subcommittee has completed its review of two (2) modules. The next meeting is scheduled for Tuesday, October 17th where additional modules will be reviewed. There are six (6) total.

NEW BUSINESS

Online Dashboards | Jennifer Arroyo

Jennifer shared real time dashboard data from NewYork811(<https://newyork-811.com/>) to illustrate the latest in OCC's public facing data sharing products. It was noted that information refreshes regularly throughout the day, the type of data shared is determined by utility stakeholders, and that date range options can vary. Noted benefits: utility owner members can note, in real time, where excavation is taking place regionally, excavators can determine the best start dates based on ticket volume and response due by dates, contract locators can forecast high volume demands/trends and plan ahead. The Board agreed unanimously to have the initial dashboard set up with possible enhancements to be discussed at a later date.

ITICnxt: Radius Tool Functions | Jennifer Arroyo

The radius tool currently pulls in parcel data when any part of the circle touches a parceled property. This can cause confusion to a locator who may look for the polygon's center point on the given property but does not exist. An updated radius tool would only pull in parcel data if the center point was located within the given parcel. Otherwise, when the center point is located outside of a given parcel, in an intersection, right of way or roadway for example, the address field on the ticket would remain blank which is standard practice when a polygon falls outside of a boundaried parcel. Board members agreed to replace the current radius tool guidelines with the updated guidelines as discussed.

MD/DC By-Law Update and Approval | Susan Sullivan

A proposal to update noted nomination, voting and seating months was proposed and approved by Board Members and are as follows:

- Nominations to be made in October versus January
- Voting to take place in January versus April
- Seating to take place in April

BOD Seat Nominations | Susan Sullivan

The following Board of Director Seats are expiring April of 2024:

- Electric Seat: Currently held by Marc Haines
- Communications Seat: Currently held by Angela Johnson
- Professional Excavator Seat: Currently held by Joe Shelton
- Government Seat: Currently vacant

An email was sent out September 18th to all subscribers on file and an announcement made during the September 19th Damage Prevention Committee Meeting indicating that interested parties should send in eligible nominations along with a brief bio to Susan Sullivan, no later than

October 6th. Declarations of interest to continue in their current Board Member seats for another term of three (3) years were Marc Haines, Angela Johnson and Joe Shelton. Two additional nominations were received for the Communications Seat: Patrick Wiltshire of Shentel/Glofiber and Felix Dialoiso of Harbor Link Inc. An additional nomination was received for the Government Seat from Pieter Aarsbergen of Howard County. All nominations will be considered and voted on during the first quarter Sub/BOD Meeting in January 2024. Selected nominees will be notified soon after with seating to take place in April of 2024.

The BOD Vice Chair seat has recently been vacated. Interested Board Members should email Scott Brown, Chairman, a notice of interest no later than October 13th. Voting to take place in January 2024.

OCC User Group Feedback

This year's OCC User Group Meeting was held in Albuquerque, New Mexico at the Hotel Albuquerque. Attendees Scott Brown, David Wilkins, Kevin Woolbright and Michael Jewell all agreed that it was a successful meeting with great opportunities for networking and information sharing. Agenda topics included:

- Understanding Social Media & What is SEO?
- ChatGPT
- Implications of Changes in Excavation Polygon Size
- Grants for Contact Centers
- OCC Web-Based Dashboard
- Legislative Roundtable

The conference as a whole provides a great opportunity to learn from other industry stakeholders around the country about initiatives that work and do not work and for our attending board members and subscribers to tout about local initiatives that have put our service territory one call centers in the forefront of damage prevention.

PUBLIC AWARENESS CAMPAIGNS

MGH | Chris McMurry

Chris shared information and various benchmarks and recommendations, when available, on the following campaigns:

- Statewide Radio & Spotify Digital Radio Campaigns: September
 - Reached professionals and homeowners across Maryland & D.C.
 - Radio targeted Spanish-speaking excavators and homeowners with translated ads airing on two D.C. stations (one of which is simulcast in Baltimore).
 - Spotify targeted mobile users in our demographic.
- Meta Campaign
 - In June 2023, MGH and Miss Utility launched a number of Meta (Facebook/Instagram) ad campaigns, aimed at raising awareness of 811 messaging among English- and Spanish-speaking contractors.
 - MGH recommends maintaining audience and objective splits while considering moving web traffic campaign to a 'landing page view' campaign to ensure the traffic takes action on the website.
 - Consider testing video creative in the style of Reels or TikTok videos.

- MASN Campaign - Orioles Playoff
 - Live reads by the announcer
 - MU logo on screen during pre- and post-game shows for the last three weeks of the regular season
 - 30-second ads running on TV throughout the day and digital banners on MASN's website
 - Some exposure during pre- and post-game for the Orioles first playoff series.
- Trade Show
 - Miss Utility participated in the Chesapeake Region Safety Council Conference (Oct. 4-5).
- Touch a Truck
 - This year's Touch a Truck took place **Saturday, Aug. 5 at the Bowie Baysox Stadium**. The event was a great success and had an excellent turnout. We extend sincere thanks and appreciation to all the volunteers who helped make this event possible.
- 8/11 Day
 - After last year's success, MGH once again had custom cakes delivered to TV stations in Baltimore and Washington, D.C. on Friday, Aug. 11.
 - TV and radio stations promoted 8/11 Day, Miss Utility, and the importance of calling 811 on-air and on their social pages.

Carvertise Marketing Metrics | Susan Sullivan

- Seven wrapped cars currently travel throughout Montgomery, Prince George, Charles and Washington and Frederick Counties and Washington, D.C.
- Quantitative Performance Data for the month of August 2023:
 - Miles traveled by fleet: 11,333 (2,933 above expectation)
 - Impressions per fleet: 1,575,287 (407,687 above expectation)

Miss Utility Facebook Awareness | Susan Sullivan

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

ITICnxt | Susan Sullivan

- Virtual trainings are held monthly. Training dates and preregistration links can be found on the Miss Utility website under the Calendar Events tab at <https://www.missutility.net/calendar-events/>.
- Upcoming 2:00 PM ITICnxt Trainings: Nov 2 | Dec 7
- Percentage of users as of 09/31/2022: 88.75%
- ITICnxt ticket processing resources are available at <http://missutility.tryitic.com/>.
- Contact Susan Sullivan at ssullivan@missutility.net with ITICnxt questions or comments.

Ticket Dashboard

- Ticket volume for the month of September 2023
 - Inbound ticket volume: 77,985 a monthly decrease of 1.207% compared to 2022
 - Outbound volume: 395,073 a year-to-date decrease of 2.917% compared to 2022
- ITIC Percentages for the month of June 2023
 - Professional excavators: 90%
 - Homeowner's ITIC Lite: 44%
- Total Emergency Tickets: 4,261
- Total Update Tickets: 33,461

Damage Reporting for September 2023

- Transmitted tickets: 453,529
- Reported damages: 125
 - No call or ticket: 29
 - Hit a marked line: 36
 - Line marked wrong: 47
 - Other: 13

One Call Concepts, 2023 Creative Team Report 2nd Quarter details were reviewed with a total of 388:07:30 service hours being logged for the year.

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

MARYLAND AUTHORITY | Jim Barron (Executive Director)

- There was no meeting in October as it conflicted with the 10/11/23 Subscriber/BOD Meeting. The Third Quarterly Authority Meeting in person was held on 09/13/23. The Authority seated four (4) Authority Members whose seats expired on 09/30/22. Those members seated were:
 - David Gaines (Gaines & Co) 2nd 2-Year Term, the AUC of MD seat,
 - David Wilkins (WSSC) in the Subscriber's Seat replacing Michael Jewell,
 - Jennifer Arroyo (OCC Inc) in the One Call Seat replacing Kelly Ruddo, and
 - Michael Beall (DPW Director, University Park) in the MML seat replacing Derek Shreves.

- There were also five (5) Authority Terms that expired on 9/30/23. The Authority is waiting on those Appointments by the Governor. They are:
 - Amber Brengel (Beltsville Supply) to be replaced by Keith Dill (David A Bramble), PWCA Seat
 - James Dudley (Public Member), 2nd 2-Year Term
 - Paul Kwiatkowski (Howard County) to be replaced by Bahareh Inanloo (Mont Co DPW), MACO Seat
 - James Jennings (OCCLS), 2nd 2-Year Term, Locator Seat
 - Tamara Neal (Wash Gas) to be replaced by Marc Haines, Subscriber’s Seat.
- The Authority currently has twenty-five (25) NPV’s to investigate and review:
 - 11 Marking, 10 No Ticket, 1 Repeat Notification, 2 Due Care, and 1 No Test Pit. All twenty-five to be adjudicated under the Post 06/01/22 Statute.
- The Authority tentatively (depending on new members to be seated on 11/8/23) voted to hold two (2) Formal Hearings on 12/13/23. That final decision will be made at the November 8th meeting.
- The Authority reviewed two (2) No Ticket Violations; One (1) Failure to create a “Documented Agreement” following a Code 7; Two (2) Marking Violations; One (1) No Test Pit Violation.
- The Authority reviewed a ‘hardship’ request to reduce a fine for a previous No Ticket Violation. The Authority voted to tell the violator if he takes the Damage Prevention Training on November 3rd the Authority will eliminate the fine. If he doesn’t take the training, the fine stands.
- The Subscriber’s 2023 Grant has \$12,400 remaining in it.
- The Authority is asking the Subscriber’s to approve another \$0.05 per outgoing ticket at this meeting so the Authority can draft legislation to be presented at the 2024 Legislative Session.

The next Authority meeting will be an Open Meeting with a Closed Executive Session on November 8, 2023.

TITLE-12 RE-WRITE

The Authority plans to go to the Legislature in 2024 to change the date when Authority Members’ terms expire from September 30th to April 30th. The Authority also plans to include the addition of \$0.05 per outgoing tickets in legislation if approved by the Subscriber’s.

COMMITTEE REPORTS

2023 Greater Chesapeake Damage Prevention Training Conference (GCDPTC)

Matt Ruddy, Committee Chairman

- Conference Dates: October 24-27, 2023
- Conference Venue: Ashore Resort and Beach Club
- Keynote Speaker: Mike Mullane, former NASA Astronaut
- Three networking events will include: Cornhole (with monies raised going to the local chapter of Construction Angels), the annual Golf Tournament and Paint and Sip.
- Registration is at 352.

Damage Prevention & Safety; Training, Shows and Presentations

Susan Sullivan, Training Administrator

- Completed DPTs:
 - July 17: Frederick County DPW
 - July 28: ODPT @ Miss Utility
 - July 31: Frederick County DPW
 - August 14: Frederick County DPW
 - August 28: Frederick County DPW
 - October 3: Paradigm @ Cumberland
 - October 4: Paradigm @ Hagerstown
 - October 11: ODPT @ WISP
- Upcoming Virtual ITICnxt:
 - Oct 18: D2 Sitework: Toolbox Talk
 - Nov 3: Open DPT @ Miss Utility
 - Nov 8: Washington County Hwy
 - Nov 17: Spanish Virtual DPT
 - Dec 5: Town of North East

MD/DC Dig Smart Awards Kevin Woolbright Chair | George Daffan Co-Chair
 Kevin shared this year's 2022-2023 Dig Smart Award Winners. Congratulations!

- Excellence Award: Flippo
- Maryland: Gaines and Company
- DC: CW & Sons

A decision was made to share the company names of all 26 applicants at this year's DSA Ceremony as well as on the Miss Utility Website.

CONSTRUCTION ANGELS Kevin Woolbright | MD/DC Director

- The CA/Miss Utility Tournament is scheduled for October 13, 2023. To date, there are 104 golfers signed up.
- The October 5th GT Mid Atlantic Clay Shoot had 100 registrants with 80 showing up. All monies raised go to Construction Angels.
- The next CA meeting is scheduled for October 17, 2023.

OPEN DISCUSSION

Joe Shelton (BF Joy) requested a good contact number for both Potomac Edison and PHI.

Michael Jewell (Columbia Gas) requested that next year's fourth quarter Sub/BOD meeting consider Cumberland or Rocky Gap as a meeting location.

There being no further business brought before the MD/DC Subscriber Committee and BOD, the meeting adjourned at 1:03 PM.

Meeting Attendees

AT&T	Angela Johnson BOD Communications Rep	aj1731@att.com
BF JOY	Joe Shelton BOD Contractor Rep	jshelton@bfjoy.com
BGE	Marc Haines BOD ELECTRIC Rep	marc.haines@bge.com
Colonial Pipeline	Scott Moore NED Right of Way Team	smoore@colpipe.com
Columbia Gas	Michael Jewell Leader Operations Support Specialist	mjewell@nisource.com
Construction Angels	Kevin Woolbright DPC Chairman	bright.67@verizon.net
Maryland Authority	Jim Barron Executive Director	jim.barron@mddpa.org
MGH	Chris McMurry Account Management/PR Director	cmcmurry@mghus.com
Miss Utility/ OCC	Jennifer Arroyo General Manager	jennifer@occinc.com
Miss Utility/ OCC	Matt Ruddo Manger, Client Relations	mruddo@missutility.net
Miss Utility/ OCC	Susan Sullivan BOD Secretary	ssullivan@missutility.net
Utiliquest	Juan Vogel BOD Locator Rep	juan.vogel@utiliquest.com
Utiliquest	George Daffan DPC Co-Chair	george.daffan@utiliquest.com
WGL	Scott Brown BOD Chairman/Gas Rep	scottbrown@washgas.com
WSSC	David Wilkins BOD Water/Sewer Rep	david.wilkins@wsscwater.com