



MINUTES BOARD OF DIRECTORS MEETING August 9, 2023

Members Present:

Kris Anderson	Jason Ponciano
Brian Connolly	Sam Richert
Tom Hoffman	Mark Sellin
Phil Lesnar	Ray Starr
Dan Munthe	Joe Thill
Keith Novy	Patrick Warden
	Ward Westphal

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP
Kevin J. Moore, Hinshaw & Culbertson, LLP

Guests:

Tammy Gardner, General Manager, Minnesota, OCC
Kimberly Boyd, Customer Relationship Manager, OCC
Adam Franco, Director of Operations, OCC
Dan Florenzo, President, OCC
Jon Wolfgram, Deputy Director, MnOps
Mike Mendiola, Engineer Principal, MnOps
Barbara Cederberg, Chief Operations Officer, GSOC
Olivia Phillips, Marketing Specialist, GSOC
Crystal Gorres, Damage Prevention Manager, CenterPoint Energy

On August 9, 2023 at 9:00 a.m., in person and by Zoom videoconference, the Board of Directors meeting was called to order by Vice Chair, Keith Novy. Roll call was taken and a quorum was determined to be present. Dean Parker was asked to act as recording secretary.

Chair's Report; Approval of Minutes

Keith Novy welcomed the Board and guests to the meeting and, in particular, guest Crystal Gorres, who has over 10 years of damage prevention experience with CenterPoint Energy.

Dean Parker updated the Board on a recent meeting with State Representative Larry Kraft, who vice chairs the Climate and Energy Committee. The purpose of the meeting was to educate Representative Kraft on the role of GSOC in the damage prevention industry and the on industry discussions currently underway sponsored by MnOps. Representative Kraft was encouraged to help foster industry discussions to help build consensus.



Upon motion made and duly seconded, the minutes for the April 5, 2023 Board meeting were approved.

COO Report

Barbara Cederberg reviewed GSOC's mission and core values established as part of GSOC's Strategic Plan and explained how the core values were impacting and helping drive GSOC's current initiatives. Overall ticket volume year-to-date is down approximately 2.3% from 2022 levels, although May was the second busiest month ever in the history of GSOC.

Barb reviewed some overall electronic positive response percentage numbers summarized in preliminary analysis. At the suggestion of Board members, further analysis will be conducted, removing emergency and meet tickets, to try to gain a better grasp of electronic positive response rates (EPR%) on normal and update tickets only. The data will also be reviewed considering type and location of work and perhaps area or length of ticket to help discern whether certain types of tickets are more prone to lower EPR%. The Board was also reminded that phase 2 of My Ticket Analytics allows an individual stakeholder to examine its own data. Stakeholders are encouraged to contact the notification center for access to this feature.

Barb then advised the Board of the current status of the meet ticket initiative. Kris Anderson noted that there may be a need for some additional education. Some excavators have the impression that the excavator may request new markings with almost no notice at any time during the life of a meet ticket. The consensus of the Board was that is not the case. The locating schedule or an alternative process is to be established and mutually agreed upon at the initial meet. Further Board discussion ensued as to possible additional education or ways to improve the meet process.

Barb discussed priorities that had been identified by the visioning team Board committee. One is to develop a communications platform for excavators and locators. The second is to augment that platform to provide for easy posting and viewing of project scheduling and documentation.

After multiple interviews, an existing software platform has been identified which appears to provide a number of desirable features. Further investigation will determine whether it may be adapted for the desired use. After some Board discussion, it was suggested that a test program be initiated with meet tickets. OCC will identify some road contractors and fiber communications companies that might benefit from a test. The system will need to be designed to be user friendly and allow documentation to be easily created.

Barb also stated that design ticket processes also will be reviewed by a committee. Jon Wolfgram of MnOps suggested that the committee also examine the rules under Chapter 7560 and help refine best practices.

Other pilot projects continue to provide benefits to the industry. The City of Roseau, Minnesota recently utilized the GPS enabled locators and is now about to experiment with a



software program that may help it develop improved utility maps from integrating the located points at a reasonable cost.

The utility mapping project has generated a number of presentations to damage prevention industry groups. Software development for an operational test continues. MnDOT along with the WSB Engineering firm have volunteered for testing in a closed deployment environment. The Common Ground Alliance (CGA) is interested in helping to establish guidelines for data formatting and transmission. A number of stakeholder interviews have been conducted by the software developer as it continues to develop information to be utilized in the development of the FuzionView system.

PR/Awareness Report

Barbara Cederberg updated the Board on various awareness efforts. She attended Farm Fest for several days on behalf of GSOC the past week. GSOC is also a sponsor of the 811 Run to benefit the Minneapolis Fire Department's Operation WARM. That event will be held August 12th at 8:11 AM. The event will commence at Thomas Beach at Lake Bde Maka Ska. Olivia Phillips advised that she is still looking for volunteers to help staff the GSOC booth at the State Fair. A number of openings remain available. Barb mentioned that the OCC Users Group Meeting this year will take place near the end of September and encouraged Board members to attend. CGA has developed a new 811 logo and has been involved in its "50 in Five" challenge to the industry, to reduce damages by 50% over a five year period.

Barb briefly described the videos which currently exist for education on the GSOC website and encouraged Board discussion regarding what additional topics or information should be covered. Sam Reichert suggested that GSOC build a training curriculum for excavators that could contain a variety of topics such as best practices on meets, protection of marks, and other matters. The idea would be to develop educational tools for excavators that do not typically attend the Spring damage prevention meetings. Kim Boyd indicated she could obtain scripts and sample videos from other states that cover similar topics and GSOC could utilize these as a base to customize a message based on an Minnesota law and practices.

MnOPS Update

Jon Wolfgram provided a brief update to the Board. Percentage damage rates from those facility operators reporting damage data indicate slightly better damage rates in Minnesota than those reported nationally to CGA in the DIRT report. However, voluntary damage reporting continues to decline.

Most enforcement cases initiated in 2023 remain pending and are not on final resolution reports since the cases are not closed out yet. There are approximately 200 pending cases with 167 of those cases against operators.



He requested Board discussion as to initial alternatives to MnOps immediate involvement in enforcement for delayed ticket disputes. A good deal of Board discussion followed. Questions arose as to the reason for the increase in delayed ticket complaints. It was noted that the first step should always be directly with the utility operator. Tammy Gardner indicated that when the notification center is contacted regarding a delayed ticket they usually check Search and Status first to see if there's been an electronic positive response. If none, the notification center then directs the user to the facility operator. GSOC attempts to maintain a list of contact numbers for resolution of ticket delays in the event direct contact with the facility operators is not successful. However, those phone numbers are subject to the facility operator processes as many maintain central dispatch facilities.

Jon Wolfram then covered the MnOps project with the Minnesota Management Analysis Division for an advisory committee study. 17 interviews have been conducted so far. There was an initial meeting of stakeholders July 28 and another scheduled for August 11. MnOps will consider whether an expansion of scope is appropriate after that next meeting has concluded.

Jon Wolfram then recapped legislative activity during the past session. There is no change to Chapter 216D. However, civil damages in Chapter 299 for pipelines have been aligned with the Federal standards of \$200,000 with a \$2 million cap, similar to PHMSA. He also indicated that MnOps request for funding, of \$563,000 annually from the general fund for damage prevention, personnel has been approved.

Further Board discussion took place regarding a complaint resolution document and whether GSC should refine its contact list to help escalate and resolve problems, since it is not always the phone number on the ticket. Tammy Gardner reminded the facility operators that it is important to make sure their phone numbers are updated. Several Board members indicated a desire for more investigation of what is causing the delays and agreed that a better escalation process is needed.

Jon Wolfram then mentioned that he has received indications of interest for refinement of a complaint resolution document. This document would ideally be used as a framework to resolve issues first with the facility operator. If that were unsuccessful it could be used as an informational document in outreach to GSOC to request it help educate or notify the other party of an escalation. Finally, if the matter could not be resolved between the parties, it could form the basis for a complaint to MnOps to investigate.

It was also suggested that GSOC should keep a list of contacts at facility operators to escalate and resolve problems as this would not always be the phone number on the ticket. Tammy Gardner reminded facility operators that it was also important to them to update the phone numbers that they wish to have sent out with the tickets on a periodic basis. Kris Anderson and Ben Wallace both noted a desire for a more precise root cause analysis of what is causing the delays and acknowledged that a better escalation process is needed.



OCC Presentation

Tammy Gardner reviewed current notification center staffing with the Board. The direct hiring process utilized recently has been a success and will be continued. The work from home model continues to provide benefits in retention. The employee count as of July 31 is 83, with 5 working from the notification center. Cross training certain employees has led to greater efficiencies at the notification center as well as better service resulting in higher KPI compliance.

Call center KPIs were over 99% in compliance notwithstanding the relatively short 2 hour testing windows. ITIC KPIs were over 97% in compliance. These improved KPI performance is in part due to staffing modifications. There are 7 less staff overall this year than in 2023, however, there is more experience as additional staff was retained throughout the winter. CSRs were also cross trained so that call takers could assist with ITIC matters and ITIC CSRs could also assist on certain calls.

Overall ticket volume is 2.3% lower than in 2022. However, the May 2023 ticket volume increased year over year by over 8% and was the second busiest month ever. 472,496 tickets have been received for the first 7 months of the year. Interestingly, overall ticket volume for the first 7 months is slightly lower than any of the past 4 years, although month-to-month ticket volumes have varied widely. Homeowner ticket volume is just slightly down at 51,203 tickets through the end of July. That represents 10.8% of the overall ticket volume. Approximately 57.6% of the homeowner tickets were submitted online. This is just slightly ahead of last year.

Phase II of My Ticket Analytics went live on March 28, 2023. Users must sign up for this service as it is accessed through iSite and not through the GSOC website. It allows an individual stakeholder to further analyze its tickets, particularly those tickets that have not received any electronic positive response prior to the start date/time on the ticket. It also allows individual access to the individual ticket for examining that ticket's information. Facility operators and excavators are all invited to sign up at this time. Tammy advised interested parties to contact the notification center.

The notification center is also involved in a project to put accurate design contact information for the facility operators on non-excavation ticket types. This would include having those numbers for design contact information available on search and status so the phone numbers would be readily available when a user went to check electronic positive response.

The notification center also began a different technique for ITIC callbacks for homeowner tickets. Between 6 and 7 am in the morning, customers are being emailed back instead of calling. This has resulted in obtaining timely responses from more homeowners whose tickets needed correcting.

The notification center has completed a record number of map updates. 16,458 updates have been completed so far in 2023 with over 11,000 in July alone. These updates add streets and other relevant details to the OCC base map.



Tammy Gardner concluded by requesting Board members attendance at the OCC Users Group Meeting taking place in late September.

Finance Committee Update

Pat Warden briefly advised the Board that the financial statement audit has been completed with a favorable report issued by the auditors. The Finance Committee has reviewed year-to-date financial data and is satisfied with the financial performance of the notification center notwithstanding that ticket counts are slightly lower than expected. A review was also conducted of the notification center's management expenses and they continue to be within expected norms.

Adjournment

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 11:30 a.m.

Respectfully submitted,

Dean E. Parker
Recording Secretary

Next Meeting Dates:

November 8, 2023

January 9, 2024

April 3, 2024 [date subject to change to conform with MnOps Pipeline Safety
Educational Conference]

August 7, 2024

Shorter interim meetings may be set