



**OPEN SESSION MEETING MINUTES  
BOARD OF DIRECTORS MEETING  
August 17, 2016**

Members Present:

Adam Kramer	Ray Starr
Phil Lesnar	Joe Thill
Dan Munthe	Dan Tonder
Keith Novy	Patrick Warden
Dan Schroeder	Bruce West

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

GSOC Officer present (except for Governance and Finance sections of meeting):

Barbara M. Cederberg, Chief Operations Officer

Guests:

Jon Wolfgram, MnOps  
Steve Hartman, StarTribune  
Mike Albo, StarTribune  
Chas Van Slyke, StarTribune

Dan Florenzo, President, OCC  
Adam Franco, Director of Operations, OCC  
Kimberly Boyd, General Manager Minnesota, OCC  
Dan Ricks, Interim CIO, OCC (Quantum Group SVP Delivery Services)  
Chuck Mears, CEO, Quantum Group

**OCC Notification Center Report**

Kim Boyd, notification center manager, noted that the average speed of answer (ASA) over the last 4 months is around 4 seconds. She felt this is probably the best performance of any notification center in the nation. This is despite 2 of the highest volume months (May and June) in a number of years, with both months exceeding 100,000 tickets. Overall ticket volume through July 31 reflects a 2.90% increase compared to the same period of 2015. Electronic tickets percentage is 65.41%. The inbound/outbound ratio for the first 7 months of the year is approximately 6.16 (versus 6.39 for the similar period of 2015). It had previously been noted that the change in notification center technology is believed to have saved the industry up to \$1.5 million in locate costs year to date without any impairment of safety.



A significant number of homeowners are using a streamlined electronic ticketing tool. Approximately 24% of the homeowner tickets were submitted online during the last 3 months. Average actual processing times for tickets are under a minute. Average ITIC review time is approximately 14 minutes, including time spent in queue waiting for review. The average call duration has gradually declined from March as the customer service representatives (CSRs) have become more experienced.

Kim Boyd reviewed updates and changes to ITIC during the second quarter. Updates, cancels and corrections as well as changes to Excavator Ticket Management for ticket displays were implemented April 28. A dropdown menu in the remarks field for commonly used comments was instituted on May 12 and a batch status feature added to Locator Ticket Management on May 10.

Projects completed include implementation of emergency storm response procedures, completion of an audit of emergency voice outs, an analysis of electronic tickets for why they are questioned or held in review, an investigation in several counties of an estimate of the number of agricultural related tickets and GIS map updates in 57 of the 87 counties.

At the request of GSOC, the notification center vendor is working with ticket management companies, facility operators and locators on viewing the excavation entity drawn by the excavator. The center is also collecting data reviewing block to block notification areas in anticipation of future Board consideration of a safe reduction of buffered areas. The vendor is also working on development of landmark based marking instructions.

The notification center has a “heat map” which highlights areas where tickets with street descriptions were not synchronous with the streets on the map. This prompts the notification center to get in touch with the municipality or county to update areas where there are new developments of new streets. Excavators encountering new streets not reflected on the maps are encouraged to contact the notification center.

She noted that 77 onsite training sessions were held between April and July with 61 additional web training sessions and a total of 2,548 people trained within the last year. Additional steps will be taken to train even more users for the 2017 season.

## **Outreach and PR Review**

Estelle Richard noted a wide variety of events where GSOC had a presence, particularly outstate, including events in Duluth, Chisholm, Fargo, Pipestone, Granite Falls and Morgan as well as the Twin Cities metro area. Upcoming events include the Minnesota State Fair, meetings of the Minnesota Chapter of American Waterworks Association and the Rural Electric Association and the Day of the Dozers.



GSOC is providing support for the Minnesota Common Ground Alliance (MnCGA) by designing, assembling and sending the bimonthly electronic newsletter to almost 200 MnCGA members. User metrics indicate a well above average utilization of these publications. GSOC also participated with several MnCGA members in homeplate messaging at Target Field for National 811 day on August 11, to call attention to the Call Before you Dig message. Finally, she indicated that GSOC is very pleased with the initial exposure created by its statewide media outreach campaign conducted through StarTribune.

## **2016 PR Campaign - StarTribune Media**

Steve Hartman of StarTribune Media then addressed the Board. GSOC decided to utilize StarTribune Media in its new statewide PR outreach campaign due to StarTribune Media's multiple media channels and ability to reach a variety of users over the entire State. The objectives were to promote Gopher State One Call's new online ticketing system, build a cohesive brand and bring a greater awareness for people needing to submit a ticket before they dig. The strategy ran highly targeted advertising to reach special groups such as Fair goers and persons in the Agricultural industry. StarTribune does this through utilizing a number of different advertising means in addition to the StarTribune print and StarTribune.com sources (including CNN.com and other outlets). The metrics created allow StarTribune to gauge the amount of impressions and interactions that are created by an ad, even if it only makes an initial impression so that someone then goes on the GSOC website within 30 days thereafter.

StarTribune Media is then able to utilize this information to refine where it is placing ads in order to maximize their effectiveness. Refining the mix provided for a improvement in the rate at which viewers would either click on the ad to go directly to the GSOC website or would go to the GSOC website at some point after viewing the ad. StarTribune Media was even able to provide an audience demographic segment analysis based on where ads were viewed. The metrics indicate StarTribune campaign was the 4<sup>th</sup> highest source of traffic to GSOC's "Submit a Ticket" page, even ahead of the Yahoo! Search engine. StarTribune believes over 8,000 visits to the GSOC website were driven by the campaign. According to StarTribune Media's metrics, the vast majority of StarTribune directed visitors were new to the website, further confirming the benefits of the outreach program.

## **MnOps Update**

Jon Wolfgram of MnOps provided a summary of recent MnOps matters affecting the industry. The annual federal PHMSA audit was recently conducted of MnOps. The audit included a record review, procedure review and field inspection review. MnOps is pleased to report a 100% score.



Separately, PHMSA will conduct a damage prevention program assessment on August 30 to determine the State of Minnesota's compliance with Part 196 and 198 of the Federal Regulations setting minimum standards for States to maintain damage prevention programs and enforcement authority. States that do not meet the minimum standards risk diminished grant funding. PHMSA has also indicated it may assume enforcement authority in states which have deficient damage prevention enforcement programs. PHMSA will review a number of aspects of the State's DP program including a review of the State's authority, investigation practices, assessment of penalties and one call requirements. Jon Wolfgram noted that there may be particular interest in certain limited exceptions which Minnesota has for the One Call Notification System, including for example, permitting plowing at a depth of less than 18 inches without a requirement for a ticket. This PHMSA review applies to regulated pipelines only and not other types of underground infrastructure.

He then noted that the Minnesota Statutes, Chapter 216D Stakeholder Review Meeting will be conducted Friday, October 7, 2016 at the Blaine Fire Station #3 and encouraged all interested stakeholders to attend. He believes webconferencing or teleconferencing capabilities will be likely for the meeting and further information will follow.

Finally, he presented a review of 2016 enforcements statistics on a year to date basis. 52 violations were cited under the damage prevention law requirement with an excess of \$16,000 in penalties collected. In appropriate instances, MnOps has allowed additional damage prevention education by a violator as a mitigating factor in assessing a penalty, consistent with the terms of Chapter 216D and applicable rules. Categories which constituted the highest number of violations included failure to provide an excavation notice, failure to properly locate underground facility and excavators not taking proper precautions to avoid damage.

Mr. Wolfgram briefly discussed a situation where certain underground infrastructure was being abandoned by a company going out of business. That led to a Board discussion concerning what was the appropriate role for GSOC in such a situation whether GSOC should specially advise the excavator and some or all facility operators that it was aware of such facilities in the area or should it be treated as any other abandoned facility situation. MnOps and GSOC will further consider the matter and welcome input from stakeholders.

## **Adjournment**

There being no further business coming before the Board, the meeting was adjourned at approximately 3:30 p.m.

Respectfully submitted,

# GOPHER STATE ONE CALL

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Dean E. Parker  
Recording Secretary

Next Meeting Dates:

November 16, 2016  
January 11, 2017  
April 17, 2017  
August 16, 2017

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