

GSOC

# GSOC Annual Report

# 2016

Dear Minnesota Underground Safety Stakeholders,



*Safety is a Shared Responsibility*

Gopher State One Call (GSOC) headlines for 2016 include “GSOC Transitioned to New One Call Center Vendor”, “New State of the Art Electronic Ticket System”, “Annual GSOC Tickets Increased”, “Expansion of GSOC Public Awareness and Outreach”, “GSOC Collaboration with Minnesota Common Ground Alliance (MNCGA)”, and “Underground

*It is hard to believe that we have turned the corner and moved into another new year. 2017 brings opportunities for Damage Prevention meetings, trainings, seminars, events, locate requests, locate requests, and more locate requests. For 2016, GSOC ended with a total of 787,593 tickets, a 2.9% increase over 2015. The bumpy beginning in 2016, due to the transition to a new call center and a new electronic ticket system, settled down thanks to the assistance of many MNCGA members. GSOC supported underground safety public awareness and training by participating in over 35 Damage Prevention meetings, training over 2,500 individuals on the new electronic ticket system at the end of 2015 and into 2016, and participating in numerous events. GSOC public awareness efforts included trade shows such as the Northern Green Expo, the Minneapolis Home and Garden Show, Farm Fest, MN State Fair, Big Iron Farm Show, MN 811 Run/Walk, and Day of the Dozers. GSOC also launched a state wide digital media public awareness campaign.*

*For 2017, GSOC will continue to focus public awareness efforts on the agriculture, excavator, landscaper, and homeowner communities. Broader and more general underground safety public awareness efforts such as digital media campaigns will be implented. GSOC will add outreach to Spanish speakers with literature in spanish, and the Hmong community with a planting season presence at Hmongtown Marketplace.*

*In addition to the one call notification center, GSOC can assist you in your damage prevention and awareness efforts. We welcome the opportunity to provide electronic locate request and ticket management training, GSOC one call presentations, a GSOC booth at your event and/or GSOC promotional materials.*

*As underground safety is a shared responsibility, a big thank you from GSOC to excavators, homeowners, facility operators, and locators for helping keep the citizens and underground utilities of Minnesota safe. I look forward to a safe 2017.*

*Please contact me if you have questions regarding information included in this GSOC 2016 Annual Report or would like to discuss opportunities to improve underground safety in Minnesota. I look forward to our conversations.*

Chief Operations Officer

Barbara Cederberg

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barbara.cederberg@gopherstateonecall.org

## 2016 TICKETS

There was a 2.9% increase in incoming tickets over 2015.

## GSOC OUTREACH 2016

GSOC reached all corners of the state for underground safety public awareness and outreach.



[www.gopherstateonecall.com](http://www.gopherstateonecall.com)



[www.facebook.com/gopherstateonecall](http://www.facebook.com/gopherstateonecall)



[www.twitter.com/gopheronecall](http://www.twitter.com/gopheronecall)

# NEW STATE OF THE ART ELECTRONIC TICKET SYSTEM



- Based on map first, then describe excavation location.
- Trained over 1,650 people during late 2015 and early 2016 at 69 onsite locations throughout the state.
- Trained over 850 people during late 2015 and early 2016 via 68 webinars.
- Coached over 8,780 users real time using chat, CSRs, and the GSOC help desk.



## GSOC ONSITE TRAINING

## GSOC TRANSITIONED TO NEW ONE CALL CENTER

In 2015, GSOC announced that One Call Concepts, Inc. (OCC) would become the service provider for the Minnesota one call excavation notification center. The transition took place on December 30, 2015, at 6:00 pm.

OCC electronic ticket processing and one call center expertise enables GSOC to provide excavators and underground facility operators with state of the art technology for excavation ticket processing. The initial transition had its challenges but then became smoother thanks to the assistance of many MNCGA members.

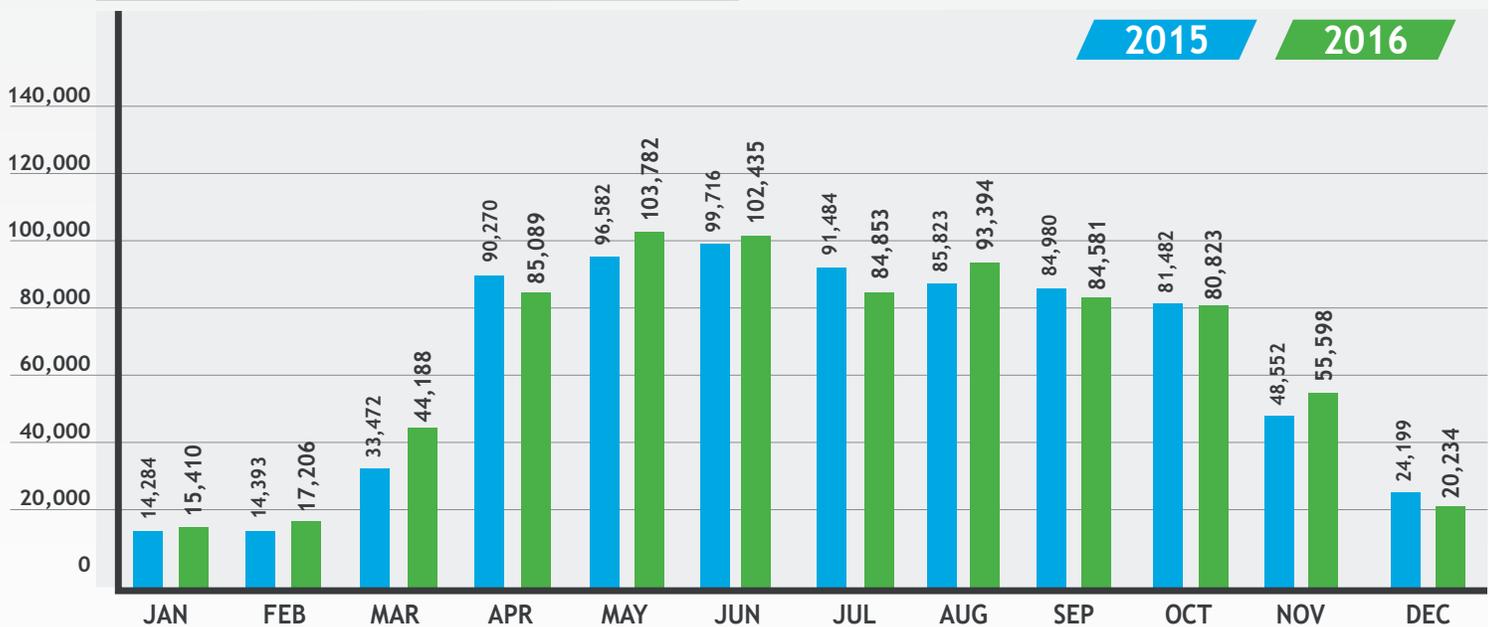
During the transition, notification areas for over 1,400 facility operators were migrated to the new system, as well as contact information for over 22,000 excavators. All historical data bases were maintained.

# ANNUAL GSOC TICKETS INCREASED

▶ Total tickets for 2016: 787,593 tickets

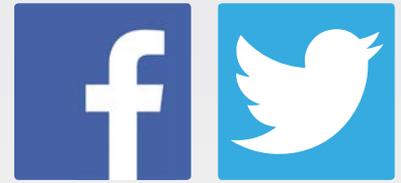
▶ 2.9% increase over 2015 and the most tickets in the past 10 years.

## Incoming Ticket Volume



Electronic Ticket Requests via the Internet .....	66.4%
Normal Tickets .....	670,976
Emergency Tickets .....	14,657
Boundary Survey Tickets .....	7,049
Meet Tickets .....	20,771
Owner Inquiry .....	177
Non-Excavation Tickets .....	5,608
Engineering/Pre-Con Meet .....	248
Update to Refresh Marks or Extend Life .....	68,107
Homeowner Tickets (Included in Normal Ticket Count) .....	85,926
7 County Metro and Outside Tickets .....	48% (7 County Metro) 52% (Outstate)

# EXPANSION OF GSOC PUBLIC AWARENESS AND OUTREACH



GSOC reached all corners of the state for underground safety public awareness and outreach. GSOC touched over 32,000 individuals via participation in over 30 events, association meetings, and large and small trade shows. These individuals were from constituents including construction, telecom, transportation, landscaping, well drilling, agriculture, electric, water, cities, counties, and homeowners. The MN Ag Expo, Farm Fest, and the Big Iron Farm Show had a combined 3,400 individuals from the agricultural community visit the GSOC booth. Landscapers interacted with GSOC at the Northern Green Expo, and thousands of homeowners visited the GSOC booth at the Minneapolis Home and Garden Show and the Minnesota State Fair.

This past year, GSOC initiated both a new social media campaign and a targeted digital media campaign. The 186 Facebook posts and the 157 tweets were accompanied by 130 images, photos, or graphics. The state wide digital media campaign was targeted at the agricultural community, excavators, landscapers, and homeowners. During the March - October 2016 course of this campaign, there were over 18,700 unique and new visitors to the GSOC website.

The GSOC website, social media, and the digital ad campaign were supported by 22 new underground safety and GSOC information articles posted to the GSOC website. Click [HERE](#) to read these articles.



Big Iron Farm Show



Northern Green Expo



MN State Fair



MN Ag Expo

## TOP FACEBOOK POST OF 2016

**Gopher State One Call**  
Published by Charity Corbeille [?] · December 20, 2016 ·

Gopher State One Call accepts the CGA Connect #811VideoChallenge and challenges North Dakota One Call!

Gopher State One Call accepts the #811VideoChallenge  
00:47

## TOP TWEET OF 2016

**GopherStateOneCall @GopherOneCall**  
Think you know what's below? Always call 811 to get your underground utility lines marked! #knowwhatsbelow  
[pic.twitter.com/hybxAj0ExZ](http://pic.twitter.com/hybxAj0ExZ)

# GSOC COLLABORATION WITH MINNESOTA COMMON GROUND ALLIANCE (MNCGA)

- Over 35 Damage Prevention meetings in collaboration with the Minnesota Office of Pipeline Safety (MNOPS) and the Minnesota Common Ground Alliance (MNCGA).
- Trained over 6,000 excavators at Damage Prevention meetings held throughout Minnesota.



**UNDERGROUND SAFETY IS A SHARED RESPONSIBILITY**

Each year, facility operators, locators, excavators, surveyors, homeowners, and GSOC work together to keep the citizens and underground facilities of Minnesota safe. In 2016, MNOPS initiated a stakeholder review of the MN State Statute 216D and MN Rules Chapter 7560. This collaborative effort will continue in 2017 for possible MN legislative action in 2018. If you wish to be involved and participate, please contact Mike Mendiola at [michael.mendiola@state.mn.us](mailto:michael.mendiola@state.mn.us)

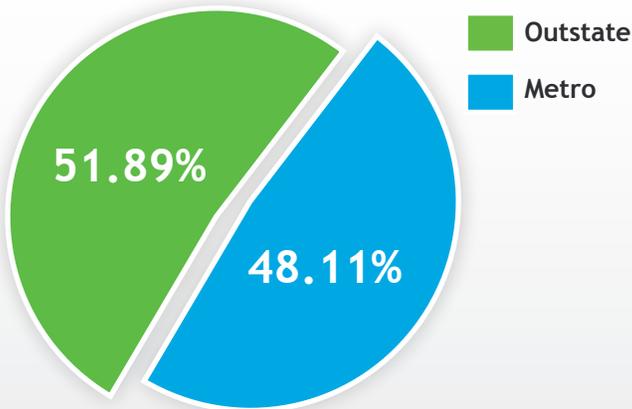
## Public Awareness Efforts

- MN 811 Run
- Day of the Dozers



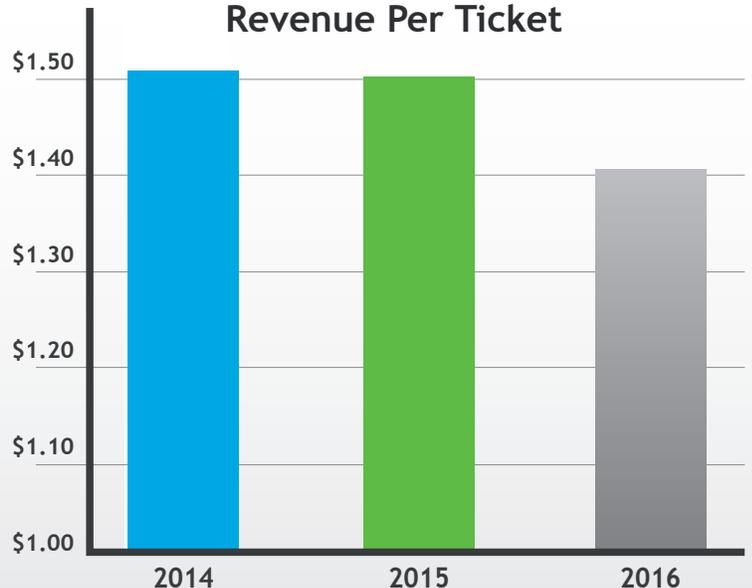
# GSOC FINANCIAL INFORMATION

Gopher State One Call 2016 Metro and Outstate Ticket Percentages

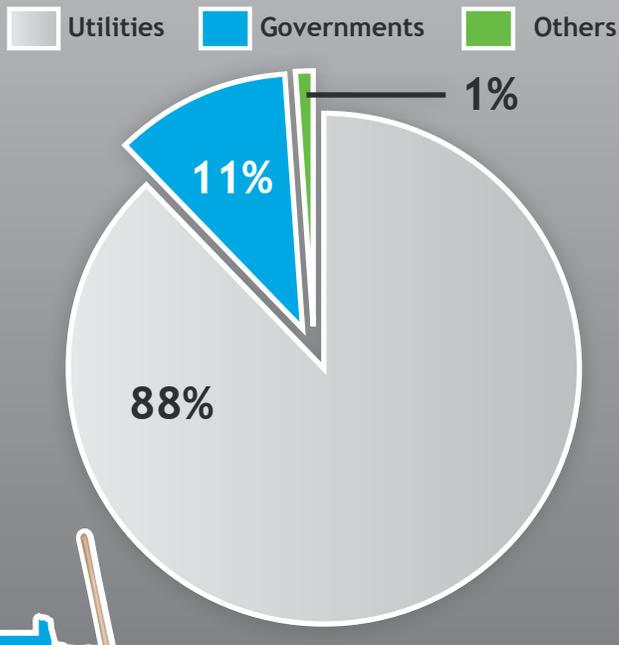


Total Tickets (2016): 787,593

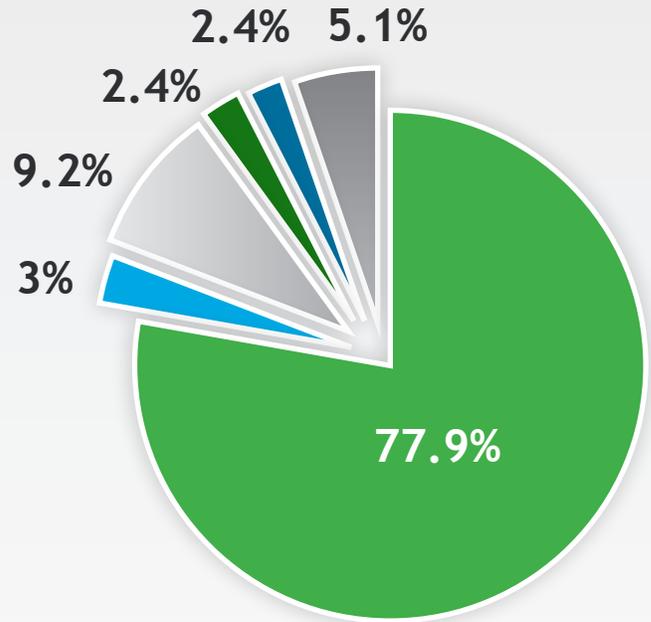
Gopher State One Call Revenue Per Ticket



### Gopher State One Call 2016 Sources of Revenue



### Gopher State One Call 2016 Call Center Expenses



GSOC

# BOARD OF DIRECTORS

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Dave Hunstad  
Hutchinson Utilities Commission

Providing perspective from Municipalities  
Providing Utility Services

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Dan Schroeder  
U.S. Energy Services

Providing perspective from the Gas  
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## Chair Emeritus

Adam Kramer  
Progressive Consulting Engineers, Inc.

Providing perspective from Water and  
Municipal Providers

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Director of the Office of Pipeline Safety

Department of Public Safety

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- Call Center Personnel, Space, Technology
- Call Center Review and Oversight
- Damage Prevention Education and Public Awareness
- Board Support and Liaison, Including Travel, Training, and Education
- Finance, Accounting, Lobbying, Committees
- Legal, Regulatory, Litigation

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Minnesota Department of Transportation

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Dan Munthe  
Alliance Pipeline

## Providing Perspective from the Telecommunications Industry

Chris Fry  
CenturyLink