



DRAFT

BOARD OF DIRECTORS MEETING OPEN SESSION August 15, 2018

Members Present:

Alicia Berger	Dan Munthe
Jodi Corrow	Keith Novy
Chris Fry	Ray Starr
Dave Hunstad, Chair	Joe Thill
Adam Kramer	Patrick Warden
Phil Lesnar	Bruce West

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP
Kevin Moore, Hinshaw & Culbertson LLP (for closed session)

Guests (for open session):

Jon Wolfram, Engineer Administrative, MnOps
Thomas Coffman, Engineer Senior, MnOps

Guests (for open session and OCC and COO presentations):

Kimberly Boyd, General Manager Minnesota, OCC
Adam Franco, Director of Operations, OCC
Dan Florenzo, President, OCC
Barbara Cederberg, Chief Operations Officer, GSOC
Estelle Hickman, Marketing Specialist, GSOC

On August 15, 2018 at 9:00 a.m. at the Gopher State One Call offices, 1110 Centre Point Curve, Suite 100, Mendota Heights, Minnesota, the Board of Directors meeting was called to order by Chair, Dave Hunstad. Roll call was taken and a quorum was determined to be present. Dean Parker was asked to act as recording secretary.

Dave Hunstad welcomed the Board and guests. He also noted appreciation to Barb Cederberg and Estelle Hickman for putting together the previous evening's Board social event. It provided a good opportunity for the Board members to get to know each other and call center management staff. He then gave a brief overview of the meeting.



Approval of Board Minutes

Upon motion made and duly seconded, the Board approved the Board meeting minutes for the April 9, 2018 Board meeting. Dave Hunstad directed that the open session minutes which have been previously placed on the website in draft form be declared final.

Chair's Report

Dave Hunstad asked that Dean Parker furnish a brief legislative report. SB 3870, a bill to amend Minnesota Statutes, Chapter 216D, went through a number of revisions pursuant to extensive discussions between stakeholder representatives. Eventually, it was paired down to a requirement for facility operators to furnish additional contact information for underground facility damage prevention and damage response requested by the notification center. This provision had general industry consensus. This provision was added to a 600 page supplemental budget bill late in the session, but that supplemental bill was vetoed in its entirety, so no Minnesota Statute Chapter 216D changes were enacted. Bonding bills totaling about \$1.5 billion were passed, which may be part of the reason for the brisk activity experienced by many in the damage prevention industry.

Notwithstanding that the proposed language change was not enacted, GSOC has voluntarily attempted to collect the additional contact information from facility operators and place that information on tickets. The cooperation from facility operators has been very good.

Dave Hunstad continued to encourage more national engagement by the individual Board members as part of GSOC's strategy to come up with new ideas and better ideas to improve and promote underground safety for the State of Minnesota. He noted that Jodi Corrow has agreed to attend the OCC National Users Group meeting in September. He asked that other Board members consider attending as well. GSOC also wants strong representation at the Spring National Common Ground Alliance (CGA) Conference taking place in March. Alicia Berger, Chris Fry and Adam Kramer have agreed to attend and GSOC would like others to join them. Every Board member who has attended to date has found the educational sessions useful as well as the development of relationships with others in the industry nationally.

Dave Hunstad then asked Keith Novy to recap the 811 Run event. There were over 200 attendees this year. There was a great deal of enthusiasm, especially for the kids race. The event promotes the 811 underground damage prevention message and also raises money for the Minneapolis Firefighters Operation WARM, providing coats for underprivileged youths. The event came off well and Keith encouraged additional attendance and participation next year.



Discussion of After Hours Online Ticket Submission and Work Start Date Designation

Barb Cederberg introduced this topic. GSOC's practice for many years has been to treat tickets submitted after ordinary business hours as submitted the next day, for purposes of setting the work start time on the ticket. This start time is clearly set forth on the ticket for all stakeholders. Mike Mendiola from the Minnesota Office of Pipeline Safety (MnOps) had raised a question as to whether customer expectations are changing such that GSOC should reconsider that practice. With regard to other States OCC currently serves, roughly one-half of them no longer count the day the ticket is processed, no matter whether it is during business hours or not. Other states, such as North Dakota, have recently lengthened the notice period to three days. Barb Cederberg and several of the Board members commented that it would be possible to move to a start time 48 hours after ticket submission, even if submitted after hours, should the Board decide to do so. However, several Board members noted the real problem is shortening the already aggressive timeframes for the locators to perform their work properly when their resources are already overtaxed.

Generally, it was felt that the commercial excavators already understand the standard practice and no one was aware of any issues which had arisen. GSOC will consider whether some additional messaging to homeowners is desirable to avoid misunderstandings. Others noted overall problems with any increase in after hours locating which may result from shortening the notice timeframes. Homeowners tend not to like it. There are also safety issues for the locators in locating at night. After hours locating would likely have to increase if GSOC changed its practices to provide for a work start of 48 hours for an after hours routine excavation ticket.

More discussion took place regarding how to provide additional education to homeowners regarding this practice. One example would be short radio spots reminding consumers that if they are doing work on Saturday, it is best to plan ahead and submit a ticket on Tuesday or early Wednesday, to be certain there is plenty of time for locators to mark. The GSOC home webpage could also have an indicator as to when the earliest start time can be. Early submission could also be added to a home owner tips list.

MNCAER (Minnesota Community Awareness Emergency Response)

The Minnesota Pipeline CAER Association was formed in part to help provide pipeline safety information to Minnesota emergency officials. Dan Munthe has noted that there is a slide in MNCAER's presentation from a PHMSA advisory which notes that call centers can be used to help determine where pipelines are. Dan noted that GSOC is not 911 and that the Public Safety Answering Point or Duty Officer is where the emergency responders should be getting information on where the pipelines are. Bruce West commented that if the GSOC Board does not like that slide, the Board chair should contact MNCAER and tell them to deemphasize or



eliminate that slide. Dan Munthe added that he would send the slide around so those interested could see it. Bruce West further noted that the Homeland Security Assessment training and lots of other training goes out to all the fire departments in the State, including volunteer fire departments. He felt they would likely call the Duty Officer for pipeline location information, which is what they should do. GSOC can be a secondary way to identify pipelines in an area, however. Further discussion will take place at the November Board meeting.

Possible Additional Map Layers For Response to Requests for Maps

Keith Novy showed the Board a copy of sewer line as built maps received from the City of Minneapolis by email when CenterPoint was performing work as an excavator. Keith acknowledged that it is a big move for many in the industry to consider all of the changes proposed for the industry. Some day, 3D augmented reality may help a locator or excavator “see” the general location of underground assets. There are many hurdles to be dealt with including cost, complexity, consistency application and security, particularly for the electric and gas companies. Nevertheless, Chapter 216D already requires that operators provide general information in connection with requests for plans for excavation. GSOC could allow operators to make available whatever quality of information is currently provided as another map layer and part of damage prevention. Jon Wolfram mentioned that excavators made it clear at the MS216D stakeholder meetings they would like a greater availability of maps. Phil Lesnar acknowledged the concerns of a number of the facility operators and felt it was important the information should be secure and that the facility operator should know who is asking for this. It was noted that basically anyone who is registered as a GSOC user can make a map request from the facility operator at this point.

Alicia Berger noted there was a definite benefit versus potential for liability and wondered who has responsibility to update periodically. Currently there is no requirement on GSOC to update any notification areas, that responsibility is entirely upon the operator. She was also concerned that home owners/excavators/locators may rely too much on the maps. Maps are sometimes wrong. Others noted advancing technology and that this could be a start of becoming more forward thinking with regard to what information might be made available electronically. The Board will continue this discussion and additional stakeholder input is appreciated.

COO Report

Barbara Cederberg advised the total number of tickets through the first 7 months this year are 451,998, a decrease of 4.4% over last year at this time. However, the months of May, June and July collectively increased more than 10% over last year. The industry tried to play catch up from the poor weather earlier in the Spring. The increased volatility month to month is the reason so many in the industry are having a hard time keeping up.



The GSOC Users Group has met several times this year. The primary discussions have centered around contact information on tickets and the proposal for the extended start time request feature. There has not been much feedback from the field this year regarding GSOC operational issues. The next meeting is scheduled for October 4.

The facility operator contact information collection project has gone well. To date almost 1,300 facility operators have responded. GSOC now has contact information going out on tickets which represented 99% of last year's ticket volume for damage reporting information and 91% of last year's volume with respect to questions on marking concerns. Remaining facility operators which have not responded are mostly small facility operators with low volumes of tickets. The contact information project will continue until all facility operators have responded. Contact information which GSOC has received for these matters has been placed on new excavation tickets since April.

The extended start time ticket request feature will be placed into effect the evening of August 15. Facility operators can now request an extension of the start time up to 24 hours to allow for extra time for locating. Excavators have the choice to agree or not agree. GSOC will also eliminate the automatic default on start times so that the excavator will be required to enter the desired work start time. This should spread out the work to begin times and allow for better quality locates.

GSOC is developing a 3 year strategic plan. The strategic intent is to provide exemplary customer service, employ state of the art technology, provide effective and timely education, and implement effective public awareness events and campaigns. Jon Wolfram and Adam Kramer requested additional clarity to confirm the purpose was to promote underground damage prevention and safety for all stakeholders. This Fall, GSOC intends to conduct a public awareness survey to measure public opinion and awareness of GSOC, the 811 phone number and the click or call before you dig message in Minnesota. The results will be used to refine GSOC's public awareness efforts. Board members and all stakeholders are encouraged to provide input to help refine the 3 year plan. Barb Cederberg indicated the general strategic intent will translate into development of specific goals regarding operational performance, maintenance of key performance indicators (KPIs), increasing ITIC use, maintaining a high degree of reliability in the one call system and utilizing the vendor for technology expertise and deployment of refined technology.

Ray Starr suggested the plan specifically state that the purpose of Education/Public Awareness Goals is to increase compliance with the law and increase safety. GSOC will continue the annual excavator and locator educational presentations as well as award recognitions. GSOC will also reevaluate its attendance at all events and consider whether different events should be added or substituted into the traditional mix. GSOC will also



reevaluate its selection and use of media to assist with public awareness and will conduct a public awareness survey as a guide for making decisions. GSOC will also participate in the Minnesota CGA Plan Safety Summit for 2019.

Finally, GSOC expects to assist with industry visioning, participating in thought leadership nationally through development and implementation of a 3-year technology plan and working with the vendor to develop a longer term point of view concerning the utilization of technology in the one call system. Consideration will be given to retaining a facilitator to assist with development of the strategic plan. A draft of the strategic plan will be sent to each Board member and Barb Cederberg will contact each Board member for additional input prior to the next Board meeting.

OCC Report

Kim Boyd provided a call center update. July completed the third month in a row with over 100,000 tickets. She does not believe has ever happened before in Minnesota. In 2017, there were 3 days with 6,000 or more tickets. In 2018, there have already been 12 days at that level or higher. 5 days have exceeded the busiest day last year and May was the busiest month ever at GSOC. Total ticket volumes were down slightly at the end of July over 2017 levels due to the poor Spring weather this year. However, through August 14, that deficiency had been made up and ticket counts are now ahead of last year's. Online ticket submission percentage was approximately 71% last month and 71.5% year-to-date. The notification center goal is to have 74% submitted online by year end, which still seems realistic. The number of facility operators notified per ticket is very slightly increased from last year due to more underground infrastructure.

Homeowner ticket volumes were much less in March and April this year than in 2017. Homeowner ticket volumes were more in May, June and July with online submission percentages just slightly higher than the previous year.

Call center performance has remained very good with virtually all typical KPIs being met. The average call duration has continued to decrease during the busy season as a result of the CSRs gaining more experience. The notification center continues to review the majority of online submitted tickets for accuracy. The staffing model for these reviews has been changed this year with a goal to make the reviews more efficient.

The notification center has continued to engage in a number of other projects including one to increase accuracy of online submitted tickets and reduce callbacks. OCC continues to work on refining the auto generated marking instructions so they will be acceptable to stakeholders and is also continuing to work on a refinement of the user interface to make it easier to properly use. These auto generated instructions are not currently used in Minnesota and will

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not be used until there is testing and significant stakeholder consensus. The notification center continues to utilize email for mass communication to the stakeholders, including making them aware of the ticket extension feature for requesting delayed start times.

Kim Boyd also reported that not as many people attended the ITIC training sessions this year. People seem to be using the system well once they have been trained. The notification center is expanding its weekly webinars to include training for extended start time requests, however. The facility operator contact information collection project continues. Every facility operator has been reached out to at least once by phone and email. The notification center continues to reach out to additional operators and collect more contact information.

Several system upgrades have been conducted this year. Additional phone numbers were added to the tickets in April and the manual entry of the start date and time and extended start time ticket requests feature is scheduled to be implemented the evening of August 15. Over 700 map updates involving 38 counties have been made this busy season.

MnOps Update

Jon Wolfgram reviewed a number of metrics analyses performed by the Office of Pipeline Safety with regard to damage data. In general the incidents of damages in Minnesota appears to be slightly below that of the national average as indicated by the DIRT (Damage Incidents Reporting Tool) Report, which furnishes averages of damages per 1,000 locates for a number of states. He noted that it would be helpful to have more voluntary reporting to increase the accuracy of the overall data. Currently only gas operators are required to report to MnOps.

He then reviewed enforcement and violations. He indicated that MnOps generally attempts to follow up with education for a new user. If the situations appear more systemic then enforcement is in order. He noted there was a downward trend for enforcement against excavators and an upward trend for facility operators. With respect to operator violations a failure to locate was the most frequent violation with a failure to notify of a delay in locating the next most frequent violation. For excavators, the most frequent violation was failure to observe the hand dig tolerance zone of 2 feet on either side of the marked location of the facility, with the next most frequent violation failure to provide adequate notice of excavation.

When reviewing whether to issue a penalty, MnOps looks at a number of factors including the severity and frequency of violation, whether lines were evacuated in the case of pipelines, whether the issue took place in a high population area. In general, enforcement against excavators and pipeline companies is trending down. Enforcement against other utility operators is trending upward.



In 2017, hazardous excavation pipeline leaks per mile in Minnesota were generally lower than most other states in the nation. With respect to distribution lines, MnOps recorded 1,448 damages and 1,221 excavation leaks. Over 1,000 of those leaks were deemed hazardous. Fortunately there were no pipeline excavation related injuries in Minnesota during 2017. The frequency of those injuries is also trending down on a national basis.

PR Report

Estelle Hickman reviewed PR and awareness activities which took place over the Spring and Summer months. She attended a number of meetings including the Minnesota Municipal Utilities Association and MnDOT Soils Division. She is also involved on behalf of GSOC in the CGA's educational programs and marketing committees and Barb Cederberg is involved in CGA's Technology Committee. Estelle attended the Minnesota League of Cities Annual Conference and was also involved in planning and sponsorship of the 811 Run. GSOC also participated in Farmfest in Redwood Falls, Minnesota this year.

Upcoming events include the Minnesota State Fair, planning for the Minnesota CGA Safety Summit in 2019, attending the Big Iron event in September in West Fargo, North Dakota (in conjunction with North Dakota One Call). This event draws attendees from western Minnesota as well as the Dakotas.

She reviewed the successful radio and media sponsorships with iHeart Radio and StarTribune this year and discussed the potential to increase awareness in a new demographic by partnering with the Minnesota United Soccer Club. Minnesota United has a diverse and young demographic fan base which is not necessarily being reached through traditional methods. Minnesota United is viewed to be a good platform to increase overall awareness in Minnesota.

Respectfully submitted,

Dean E. Parker
Recording Secretary

Next Meeting Dates:

November 14, 2018

January 9, 2019

April 8, 2019 (in Breezy Point, MN in conjunction with MnOps Safety Conference)

August 14, 2019