



## **BOARD OF DIRECTORS MEETING November 14, 2018**

### Members Present:

Jodi Corrow	Dan Munthe
Chris Fry	Keith Novy (portion by telephone)
Tom Hoffman	Patrick Warden
Dave Hunstad, Chair	Bruce West
Adam Kramer	Ward Westphal
Phil Lesnar	

### Counsel present:

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

### Guests (for open session):

Jon Wolfgram, Engineer Administrative, MnOps  
Michael Mendiola, Engineer Principal, MnOps  
Ron Peterson, Executive Director, NULCA

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

Kimberly Boyd, General Manager Minnesota, OCC  
Adam Franco, Director of Operations, OCC  
Vincent Lacey, Chief Information Officer, OCC  
Barbara Cederberg, Chief Operations Officer, GSOC  
Estelle Hickman, Marketing Specialist, GSOC

On November 14, 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 the guests. He noted appreciation for the volunteer effort by the Office of Pipeline Safety in assisting Massachusetts officials with expedited inspections of gas infrastructure rebuilds in the Merrimack Valley, Massachusetts area. The restoration was required after a series of explosions and fires in September. Minnesota was one of several states to send assistance to help with inspections to reinstitute gas service to thousands of homes in the area before winter sets in.



## **Approval of Board Minutes**

Upon motion made and duly seconded, the Board approved the Board meeting minutes for the August 15, 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 thanked Jodi Corrow for attending the recent OCC Users Group Conference. She noted it was an excellent opportunity to gain additional insight on what other States are doing operationally and to increase damage prevention awareness. Dave and Jodi both suggested that additional Board members consider attending next year. Dave Hunstad also noted the National CGA Conference will take place next March and that Alicia Berger, Chris Fry, Adam Kramer and Ward Westphal are planning to attend. National Board engagement is one of GSOC's goals and he asked that additional Board members consider attending if they have an interest.

Dave Hunstad asked Dean Parker to furnish a brief legislative report. Tim Walz is the new Governor elect of Minnesota. Control of the House has shifted while the Senate has remained stable. There are many new faces in the State legislature and GSOC will continue to work to establish relationships with legislators and educate them as to the role of the notification center and the damage prevention process. Dave Hunstad described the government relations arrangement with GSOC's lobbying firm, Lockridge Grindal Nauen LLP. Upon motion made and duly seconded, the Board approved execution of the contract with that firm.

## **NULCA Draft Recommended Practices for the Damage Prevention Industry**

Ron Peterson addressed the Board. NULCA, his trade association, was formed for locate professionals whether they are in-house, are part of contract locating firms, or private locators. He noted the locate industry was the only segment of the construction industry which does not have an ability to increase the time to perform its work simply because the volume has increased. NULCA has put together a set of recommended practices for the remainder of the industry to get the most out of available locating resources.

He discussed a number of suggestions including the use of confidentiality agreements from developers to encourage advance notice of significant projects. He discussed the issue of so called "private utilities" which are privately owned and may be outside of the right of way but still create a significant potential hazard. He noted only 22 one call center websites currently talk about private utilities and encouraged greater awareness efforts concerning private utilities. He believes Minnesota does a good job in this area. The importance of accurate marking instructions was emphasized to avoid wasting locate resources. Frequently expansive areas are requested for

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marking but are not needed. He noted the importance of continuing to develop relationships between contractor and locate technician. He also noted personnel challenges due to employee transfer in the locate industry due to demands of the job and that well trained people frequently become a candidate for employment by utility companies. He credited the PIPES Act and RP1162 with changing things for the better. Finally, he complimented Minnesota as one of the States recognized for having a very good one call notification center and overall damage prevention effort.

## **Follow Up on Previous Meeting Items**

Dan Munthe noted that the potentially misleading slide dealing with notification centers as a primary source for pipeline information has been removed from the MNCAER presentations as discussed at the previous Board meeting. Dave Hunstad noted that Keith Novy is continuing to look into the potential for furnishing additional map information in conjunction with a ticket.

At the August meeting, Barb Cederberg indicated she would look at whether GSOC's business rules for non-excavation tickets should continue to split at each township boundary. A review discovered that elimination of the that ticket split rule would save only roughly 20% of the tickets. On the other hand, She believes that a number of townships or other local government entities may not pay attention to a ticket if their township or municipal name is not in the header of the ticket. The slight savings in number of tickets was felt not to be worth the potential safety risk, so the business rule on tickets splits at local government boundaries will remain in place. However, OCC is working on enhanced programming which will reference all of the other split tickets in a non-excavation ticket so a particular facility operator will be able to group them and pull a single set of maps to respond to all of the related requests.

## **Encouraging Greater Use of Meets**

At the request of Phil Lesnar, the Board discussed a specific provision in MS216.04 Sub 4(c). Particularly, whether it permits a routine ticket may be converted into a meet. After some discussion, it was determined a subcommittee would be formed to further discuss the larger issue of tickets that may last as long as 6 months by agreement, including documentation and how it might be saved as an attachment to the ticket, enforcement and whether there were other unintended consequences of utilizing this ability under the statute.

## **COO Report**

Barbara Cederberg covered a synopsis of ticket volumes and the status of the contact information collection project. Over 1,400 facility operators have now responded and GSOC continues to collect additional information. Contact information is now available representing over 99% of the volume of last year's tickets. Some facility operators do not wish to have a

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general customer service number because some of those numbers are not adept at handling damage prevention issues.

The ticket extension (delayed start request) feature was made operational in August. There has not been widespread use of this feature yet. In October, requests were made to delay less than 1% of the tickets. GSOC expects it will take some time to see whether there is significant user adoption of this feature. GSOC has removed the automatic start time/date feature and excavators are now required to affirmatively state the excavation start time. It is hoped this will cause excavators to think about what time they are really starting and spread some of these times out, allowing locators valuable additional time to mark.

MetroNet has engaged proactively with GSOC, locators and the City on the MetroNet Fiberoptic Installation Project in Rochester, Minnesota, to furnish advance notice as to the timing and scope of the planned project. Advance notice of significant projects potentially has a significant role in the damage prevention process going forward. Benchmarking discussions and meetings are planned with several Midwest States over the next 2 months to compare operations and awareness projects and to determine what new practices ought to be adopted by Minnesota.

She then discussed the results of the public awareness survey commissioned to determine a baseline for Gopher State One Call and 811 in Minnesota to help with strategic planning of future awareness efforts. Minnesotans have a very high level of response that they would likely call and submit a ticket if they were planning to excavate. This level of acceptance is much higher than the national average. The survey indicated GSOC needs to work on general brand awareness for Gopher State One Call, when someone is required to call, what facilities are marked and raising awareness generally among millennials.

GSOC is working on a 3 year strategic plan and Barbara Cederberg has interviewed each of the Board members and has made a revised draft strategic plan as well as summary of the input available to each Board member. In large part, there is Board consensus on major elements of the strategic plan, including awareness and operations. Other details require further development and a substantial portion of the January meeting will be devoted to discussion of the strategic plan.

## **OCC Report**

Kimberly Boyd advised that there have been four 100,000+ ticket months in 2018 which is a record. October had over 95,000 tickets which is also a record for the month of October in Minnesota. Total tickets are approximately equal to last year at this time despite these monthly records, due to the poor weather earlier in the year. Update tickets constitute approximately 10% of the total volume. The issue of updates is receiving more attention generally as a number of



stakeholders question whether so many updates are necessary and whether they are pulling valuable locate resources away from more critical locating efforts.

Online ticket submission has grown every month this year over the same month in 2017 except for June when usage was the same. So far this year, online ticket submission constitutes a little over 72% of the tickets. Adoption by professional excavators is significant at almost 77% of their tickets. Call wait times are very low on average and the average call duration has also decreased throughout the year as the CSRs became more experienced. Average processing time for review of online tickets has improved this year. A group of CSRs specifically trained for online ticket processing and review was put into place. GSOC continues to require that virtually all online submitted tickets which are not reprocessed tickets are reviewed for quality control. GSOC believes this additional check on accuracy saves stakeholders a good deal of time in the field and plans to continue this practice for the time being.

The emergency ticket online submission pilot project continues with 4 certified users and 143 emergency tickets filed online so far this year. As part of OCC's callback project, CSRs continue to provide training during the callbacks to reduce the chance of a future error in addition to correcting any error noted on an existing ticket.

OCC plans to institute more training this year to stakeholders concerning the extended start time (delayed start request) feature. Several system upgrades have been put in place during the last quarter. The call center maps are now updated daily for new GIS information received. So far this year there have been 3,462 map updates in 34 counties.

## **MnOps Update**

MnOps sent inspectors to Merrimack Valley, Massachusetts to assist the Massachusetts pipeline agency in performing inspections over the replacement of a substantial portion of the local distribution system before Winter sets in. There was an operational error where high pressure was inadvertently placed in low pressure cast iron pipes. Approximately 40 miles of pipeline was replaced and 8,000-10,000 individual services and equipment have been replaced since September. 230 crews have been working 6 days a week, necessitating the additional inspectors. The experience gained by participating in this incident will assist MnOps in refining certain emergency policies in Minnesota which could be applied in a similar large scale incident.

Jon Wolfgram then conducted a review of the analysis of utility damages in Minnesota for the 3<sup>rd</sup> Quarter. So far, the incidents of damage generally appears to be better than the national average on a year to date basis. Gas damages appear similar to last year. Communication damages seem to have a higher proportion of damages due to locate practices. Where excavation practices are not sufficient, the largest single cause appears to be failure to determine the precise location of the line. Damage by hand digging is still a material portion of

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the overall communication line damages. Of the damages caused under exemption categories to the one call law, hand digging is the single highest cause. The other exemptions have resulted in very few damages.

A short Board discussion ensued regarding industry issues that the damage data suggests be addressed. There was a sense of some that a breakdown in communication between excavator and locator is behind a number of damages. One inquiry posed a question of whether greater conformance with the white lining requirement would solve many of the problems. Jon Wolgram confirmed MnOps will request compliance with white lining requirements but that this action would have to be complaint driven.

## **PR Review**

Estelle Hickman then discussed the accomplishments of the PR and awareness efforts during 2018. 14 significant events were attended in Minnesota and North Dakota. Approximately 15,000 in-person interactions took place. This started with the 811 trapper hat give away conducted during Super Bowl weekend, continued with the Minnesota Construction Summit, Farm Fest, Big Iron and the State Fair during the Summer and Fall. Over 45 education presentations were made including damage prevention meetings, assistance with Minnesota CGA meetings, regional utility coordinating committee meetings and participation at the 811 Run/Walk and Day of the Dozers. Public service announcements and media spots were developed on Fox Channel 9 and social media. GSOC will consider utilizing more targeted ads through social media in 2019. Major media efforts were then summarized. The StarTribune campaign will be revise next year to target more efforts to millennials through social media and geo fencing. Information can be captured at certain events, such as the Home and Garden Show in mid-Winter. Users can be retargeted with appropriate call or click before you dig messaging in the Spring, resulting in more efficient use of awareness efforts.

The use of radio allowed GSOC to target its user market very efficiently. She also summarized the proposed 2019 campaigns with Minnesota United soccer team and All Over media, which would utilize truck facades in Duluth, Rochester, St. Cloud and Bemidji as well as Western Minnesota, to publicize an awareness message in substantial portions of Greater Minnesota. Finally, the GSOC logo is being redesigned to include the name Gopher State One Call.

The meeting then recessed and resumed in Closed Session.

## **Financial Report**

Tom Hoffman gave the financial report. Newport Group has again been hired to provide salary adjustment range information for comparable non profit entities. The Board will discuss

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further once the information is received. The 2019 financial projection was reviewed. A late revision will increase the amount expected to be spent with StarTribune. Upon motion made and seconded, the 2019 projection was approved as revised.

## **OCC Manager's Report**

There was a single call time interval KPI missed during the morning of Monday, September 10 which was due to multiple factors coming into play at the same time. Only a single interval was missed out of hundreds of intervals during the third quarter. Several service issues were noted by Vincent Lacey as well as the steps taken to correct those issues.

Adam Franco discussed the UX/UI redesigned status. Test tickets will start shortly with a small group of users. The UX/UI redesign will be initially launched in Minnesota when it is ready and then elsewhere globally.

A number of improvements have been made on automated marking instructions but there are still some concerns about additional improvements that might be desirable. This will be fully vetted before any automated marking instructions are instituted in Minnesota. A number of improvements of automated marking instructions are deployed currently in Iowa and Missouri. Louisiana expects to start to use them shortly.

## **Adjournment**

There being no further business coming before the Board, upon motion made and duly seconded, the meeting was adjourned at approximately 2:45 p.m.

Respectfully submitted,

Dean E. Parker  
Recording Secretary

## **Next Meeting Dates:**

January 9, 2019  
April 8, 2019 (in Breezy Point, MN in conjunction with MnOps Safety Conference)  
August 14, 2019  
November 13, 2019