

ANNUAL REPORT 2019

JANUARY 1, 2019 - DECEMBER 31, 2019



Dear Minnesota Underground Safety Stakeholders,

2019. What a tumultuous year! The CenturyLink locating issue was front and center all season long. This is what can happen when any one member of the underground safety community does not perform to expected and mandated performance levels. Let's ensure that this never happens again. 2020 will be a year for working safely, working together, strong communication, project planning, and addressing issues quickly and collaboratively as they arise.

Ticket volume increased by 4.3% in 2019 compared to 2018, putting ever increasing pressure on the locating professionals. The 849,097 tickets submitted to GSOC were the second highest in GSOC history. Ticket volume is expected to grow by an additional 2.5% in 2020.

As we move into the 2020 dig season please remember that communication is key to safe and efficient excavation. GSOC wants to remind Excavators to:

- Only submit tickets when they have an intent to excavate
- Perform white markings prior to submitting a locate request
- Provide the start date and time on the request and give more time if possible
- Provide precise ticket information – minimize use of mark entire lot
- Provide a field contact cell phone number – not the office administrator
- Use the appropriate ticket type – especially Meet vs. Normal ticket
- Review GSOC Positive Response online

GSOC also wants to remind Facility Operators and Locators to:

- Perform timely locates
- Inform the excavator if they are going to be late and use Extended Start Time
- Attend Meets
- Provide Maps, if requested
- Enter Positive Response into the GSOC System
- Update GSOC regarding facility operator contact information on tickets
- Provide abandoned facility maps

Operationally, a new web user interface will be launched in March 2020. The old interface will still be available for those who want to use that one. At some point, the old interface will be phased out. In 2019, 74.9% of locate requests were submitted online and we expect that number to continue to grow in 2020.

For 2019, GSOC expanded public awareness and educational efforts. The center piece of these efforts were the Damage Prevention meetings held in March and April. Over 6000 people attended these sessions. This past year GSOC increased the visibility of the GSOC/811 message with a promotional campaign using signage on the sides of trucks. These trucks were on the roads in most of Greater Minnesota. GSOC presence at the Minnesota State Fair drew in over 11,500 people to the booth. The digital and radio public awareness efforts were key components of the 2019 public awareness efforts.

For 2020, I wish you a safe and productive year. Remember: Communication is the key to safe and efficient excavation. All the best for a safe and joyful 2020.



Chief Operations Officer

Barbara Cederberg

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PURPOSE AND VALUES

GSOC has developed the following Purpose and Values that describe all that we do to serve the Minnesota underground safety stakeholders.

CORE VALUES

SAFETY DRIVEN

- Put safety first
- Dedicated to process accuracy
- Grow awareness through education

INDUSTRY LEADER

- Lead the way with technology
- Set the bar with passion
- Inspire with innovation
- Create a superior user experience
- Never stop evolving



PURPOSE

Connecting Minnesota
for safe digging

- Provide consistent, quality service
- Be unbiased and ethical in everything we do
- Be accountable and transparent to our stakeholders

- Listen to all points of view
- Bring stakeholders together to find solutions

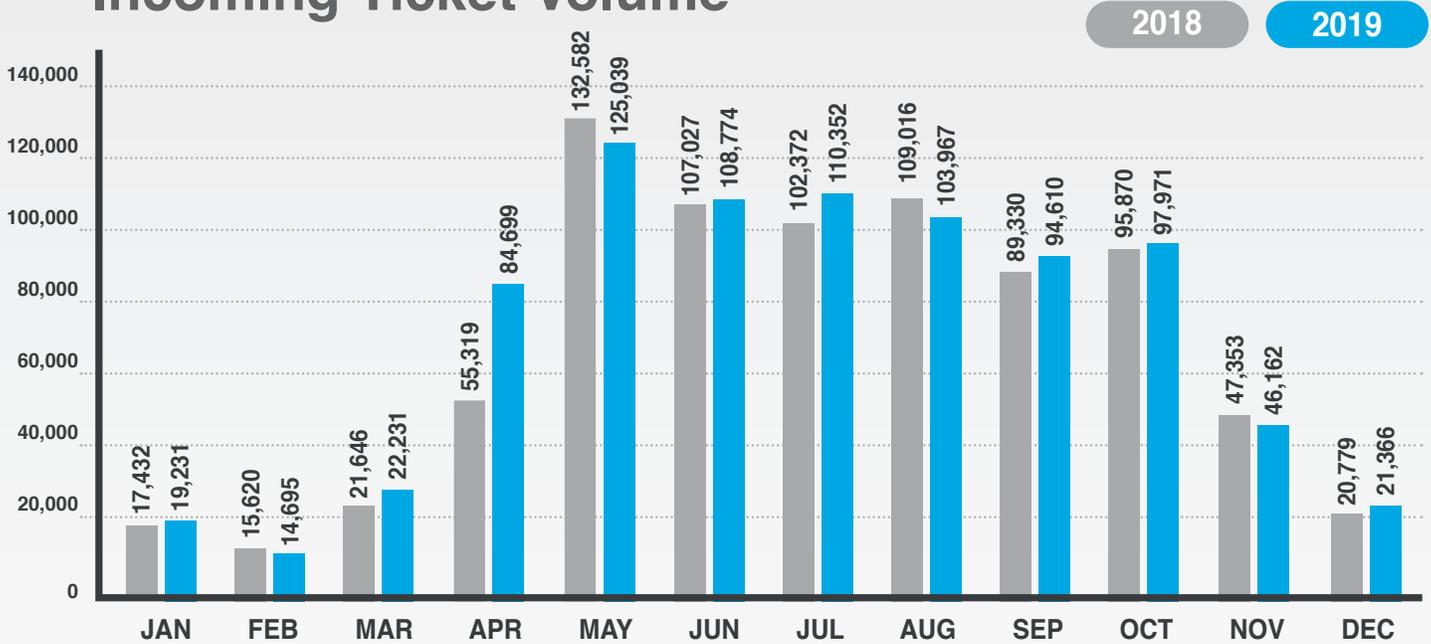
- Leverage diverse input to make the right decisions

TRUSTWORTHY

COLLABORATIVE

2019 BY THE NUMBERS

Incoming Ticket Volume



Electronic Ticket Requests via the Internet	74.9%
Normal Tickets	693,287
Emergency Tickets	16,883
Boundary Survey Tickets	8,228
Meet Tickets	20,480
Owner Inquiry	618
Non-Excavation Tickets	8,430
Engineering/Pre-Con Meet	166
Update to Refresh Marks or Extend Life	96,957
Homeowner Tickets (Included in Normal Ticket Count)	83,557
7 County Metro and Greater MN Tickets	48.1% (7 County Metro) 51.9% (Greater MN)



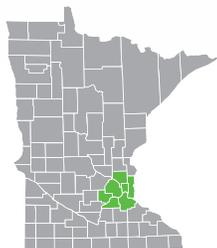
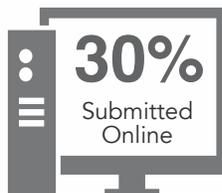
849,097
Total tickets for 2019

4.3% 
Increase over 2018 and the second highest in the history of GSOC

2.5% in 2020
Projected Growth in Ticket Volume

Homeowner Submitted Tickets

83,557 or **9.8%**
Total Tickets of Total Tickets



37.3%
Submitted from seven county metro
62.7%
Submitted from Greater MN

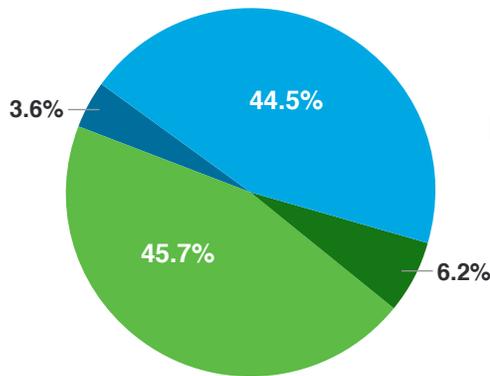
Web Submitted Tickets



74.9%
Submitted Online

2.1% Increase Over Prior Year 

GSOC FINANCIAL INFORMATION



2019 GREATER MN AND METRO TICKET PERCENTAGES

- Metro Professional Excavator
- Metro Homeowner
- Greater MN Professional Excavator
- Greater MN Homeowner



Public Awareness and Outreach

Minneapolis Home + Garden Show

February 21 - 24 & March 1 - 3, 2019

MN United Football Club

May 4 and 14, 2019

MN Farm Fest

August 6 - 8, 2019

811 Run

August 10, 2019

MN State Fair

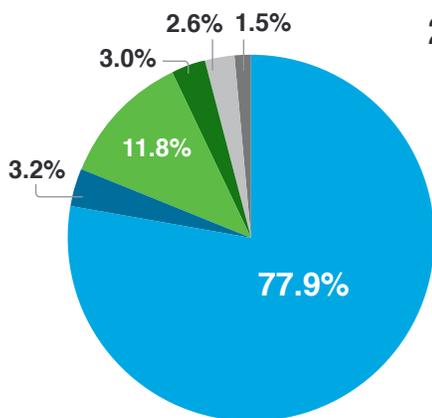
August 22 - September 2, 2019

Big Iron Farm Show

September 10 - 12, 2019

Day of the Dozers

September 28, 2019



2019 CALL CENTER EXPENSES

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

2019

Top Social Media Posts



CAMPAIGNS



7.6 million
Radio and Digital
Impressions



9 million +
Visual Digital Impressions

Directed to homeowners, farmers, excavators, landscapers, and Spanish speakers

BOARD OF DIRECTORS

Dave Hunstad

CHAIR
Providing perspective from Municipalities Providing Utility Services

Keith Novy

VICE CHAIR
Providing perspective from the Natural Gas Distribution Industry

Tom Hoffman

TREASURER
Providing perspective from the Rural Electric Providers

Alicia Berger

SECRETARY
Providing perspective from the Energy Industry

Jim Smith

STATE FIRE MARSHAL
Director of the Office of Pipeline Safety

Jodi Corrow

Providing perspective from Greater Minnesota investor-owned utilities

Chris Fry

Providing perspective from the Telecommunications Industry

Phil Lesnar

Providing perspective from the Excavation Industry

Dan Munthe

Providing perspective from the Pipeline Industry

Ray Starr

Providing perspective from the Minnesota Department of Transportation

Joe Thill

Director at Large

Patrick Warden

Providing perspective from the Landscaping Industry

Ward Westphal

Providing perspective from the Excavation Industry



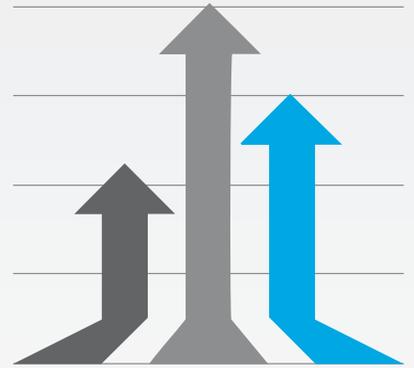
WHAT'S IN STORE FOR 2020

2020
Projected Growth
in Ticket Volume

2.5%

GROWTH

GSOC is forecasting a 2.5% growth in incoming ticket volume for 2020. This growth will make it increasingly important that all stakeholders plan their excavations, communicate those plans, and execute efficiently. On large, complex projects, GSOC reminds excavators to utilize Non-Excavation and Meet tickets to help facilitate planning and communication.



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MEET vs. NORMAL TICKET

Again this year, GSOC will discuss with all stakeholders when to use a Meet Ticket and when it is best to use a Normal Ticket. A Normal ticket is recommended when minimal communication with locators is needed. Meet tickets should be requested when ongoing communication with locators is required during the life of the project. Meet tickets are recommended for large, complex projects, projects that last longer than a month, and projects where sections will need to be marked at different times.

NEW WEB USER INTERFACE

A new web user interface will be introduced to all users in March 2020. The old interface will be available for a period of time. The new interface was designed by users for users and should make the ticket request process more streamlined and easier to use. This new interface will be available for both ticket entry and Excavator Ticket Management (ETM).

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