

ANNUAL REPORT

2022



JANUARY 1, 2022 - DECEMBER 31, 2022

Dear Minnesota Underground Safety Stakeholders,

As we are into the 2023 new year, it is good to reflect on the issues and opportunities of 2022 and think about the opportunities and challenges for 2023.

The projected volume of locate requests in 2023 is projected to increase by 5% over the volume in 2022. There were 852,475 locate requests in 2022. Even though ticket volume was down 7.2% from the previous year, there were many instances in the one-call process that caused challenges in the field.

Collaboration continues to be a critical factor in underground safety. Each stakeholder plays a vital role in the one call system excavation process. Excavators: mark the excavation area in white, submit accurate ticket requests with clear marking instructions and cell phone numbers for the field contact. Facility operators and contract locators: perform field markings by the start date and time on each ticket, attend Meets and agree and document the marking schedule, and provide requested maps. Facility Operators are requested to provide Gopher State One Call (GSOC) with up-to-date contact information to be included on each ticket. GSOC is committed to providing accurate and timely response to submitted locate requests from excavators and subsequent notifications to facility operators.

During 2022, GSOC led 3 major projects: Web analytics for GSOC tickets, the continuation of the pilot project to introduce GPS-enabled locating systems to Minnesota facility operators and contractors, and the MN Underground Mapping Project Team to generate more accurate utility maps and to develop the capability to view facility operator maps in conjunction with a GSOC ticket excavation area. Each of these efforts will continue in 2023. Please feel free to reach out to me to learn more or to participate in these programs.

This year the Damage Prevention meetings are back to a full schedule with 30 meetings throughout the state. We look forward to seeing you at these meetings. Public Awareness efforts continue with events such as the Minneapolis Home + Garden Show and the MN State Fair. Outreach efforts will highlight to “click or call before you dig”. These messages can be heard or seen on iHeart Radio, the digital campaign with the StarTribune, geofencing at home and garden stores, on the Linder Farm Network and other media.

Thank you for your efforts in damage prevention of underground facilities. With the increase in infrastructure spending and fiber expansion, we all need to perform our roles in the one-call process at a high level of excellence.

Please reach out to me with any comments you have on how GSOC can make the notification process better. Have a safe year!

Best regards,
Barb Cederberg



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

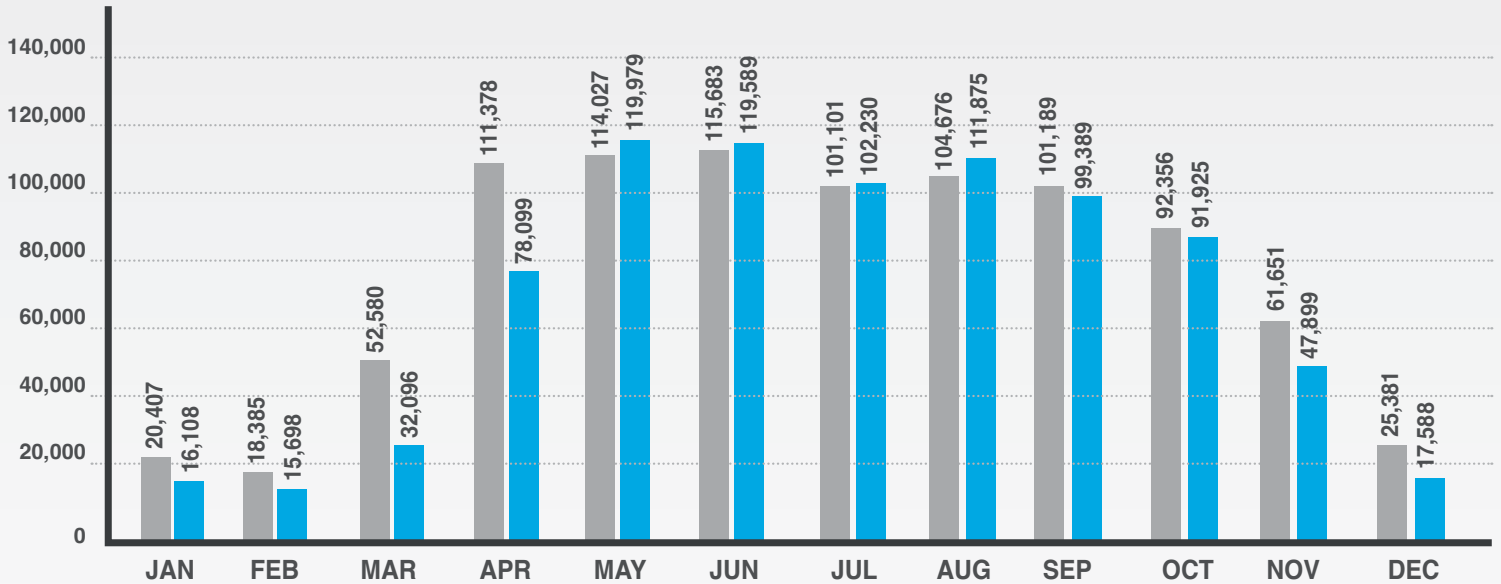
COLLABORATIVE

2022 BY THE NUMBERS


Incoming Ticket Volume

2021


2022



Electronic Ticket Requests via the Internet	83.9%
Normal Tickets	747,308
Emergency Tickets	16,261
Boundary Survey Tickets	7,151
Meet Tickets	18,823
Owner Inquiry	351
Non-excavation Tickets	9,321
Engineering/Pre-con Meet	103
Update to Refresh Marks or Extend Life	53,003
Extended Start Time	154
Homeowner Tickets (Included in Normal Ticket Count)	80,704
7-County Metro	47.3%
Greater MN	52.7%



852,475
Total tickets for 2022

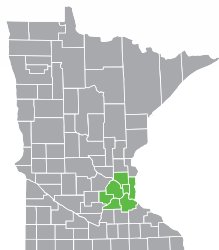
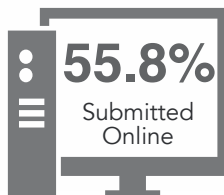


7.2%
Decrease over 2021, driven largely by slow spring and winter months.

5.0% in 2023
Projected Growth in Ticket Volume

Homeowner-submitted Tickets

80,704 or **9.5%**
Total Tickets of Total Tickets



39.4%
Submitted from Seven-county Metro
60.6%
Submitted from Greater MN

Web-submitted Tickets



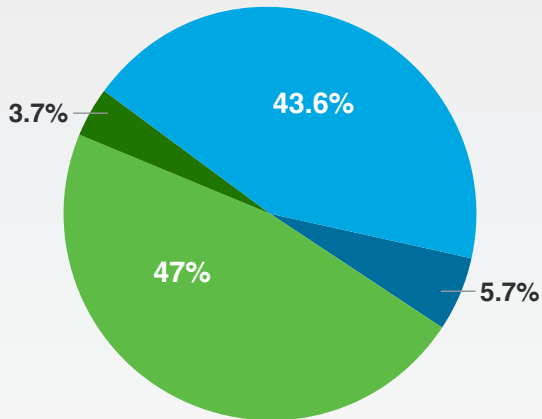
83.9%
Total Tickets Submitted Online

0.1% Increase Over Prior Year



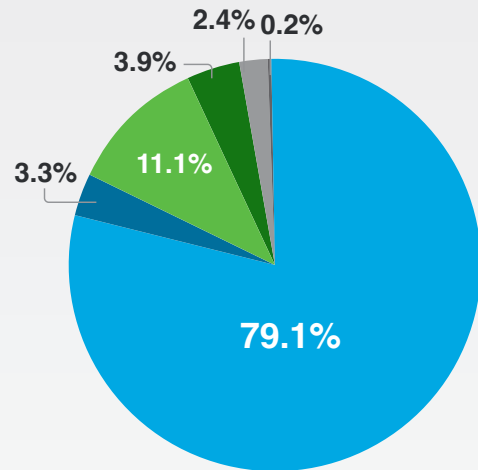
GSOC FINANCIAL INFORMATION

2022 GREATER MN AND METRO TICKET PERCENTAGES



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

2022 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

2022

Top Social Media Posts



MEDIA CAMPAIGNS



54 million
Total Impressions

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

Patrick Warden

TREASURER
Providing perspective from the Landscaping Industry

Brian Connolly

ASSISTANT TREASURER
Providing perspective from the Engineering Industry and from Water and Sewer Utilities

Ward Westphal

SECRETARY
Providing perspective from the Excavation Industry

Jim Smith

STATE FIRE MARSHAL
Director, Minnesota Office of Pipeline Safety

Kris Anderson

Providing perspective from the Telecommunications Industry

Tom Hoffman

Providing perspective from the Rural Electric Providers

Phil Lesnar

Providing perspective from the Excavation Industry

Dan Munthe

Providing perspective from the Pipeline Industry

Jason Ponciano

VANGUARD UTILITY PARTNERS
Providing perspective from the Locate Industry Greater Minnesota

Sam Richert

XCEL ENERGY
Providing perspective from the Energy Distribution Industry

Mark Sellin

SELLIN BROTHERS, INC.
Providing perspective from Excavation Industry Greater Minnesota

Ray Starr

Providing perspective from the Minnesota Department of Transportation

Joe Thill

DIRECTOR AT LARGE

Ben Wallace

USIC
Providing perspective from the Locate Industry



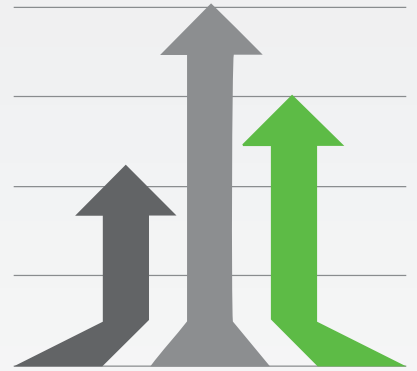
WHAT'S IN STORE FOR 2023

2023
Projected Growth
in Ticket Volume

5.0%

GROWTH

GSOC is forecasting a 5.0% growth in incoming ticket volume for 2023. This projected growth is due to forecasted fiber installs and increased infrastructure spending. 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.



MAKE THE MOST USE OF MEET TICKETS

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.

TICKET ANALYTICS ON GSOC WEBSITE

In 2022, GSOC provided users the ability to view high-level ticket data analytics on the GSOC website. Users are able to view GSOC historical ticket data by county, type of ticket, and date range. In 2023, both facility operators and excavators will be able to view and analyze their specific ticket data for locate Electric Positive Response submitted to the GSOC ticketing system by the start date and time on the ticket. GSOC hopes stakeholders use these analytics to assist in planning and for damage prevention purposes.

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