



MD/DC Damage Prevention Committee

Kevin Woolbright, Chairman
Mark Hamrick, Vice Chairman
Dora Parks, Secretary

Minutes of the meeting for August 25, 2020
Zoom Meeting hosted by Miss Utility in Hanover, MD
Prepared by Susan Sullivan

CALL TO ORDER AND INTRODUCTIONS

Chairman Kevin Woolbright called the regular monthly meeting to order at 9:37 a.m. via Zoom. There were 52 zoom attendees.

APPROVAL OF MINUTES

The minutes of February 25, 2020 were reviewed by the committee; Jack Ellison (WGL) made a motion to accept the minutes as presented, Brian Sahm seconded the motion, the motion carried.

The approved meeting minutes will be posted at <https://www.missutility.net/excavators/>.

OPEN DISCUSSION

This is the first DPC meeting since February 25th due to the Coronavirus Pandemic. Until further notice, DPC meetings will be held via Zoom. Due to the cancellation of this year's GCDPTC, there will be an October 27th DPC meeting.

Jack Franks (FTC) introduced new team member Lee Seifert.

Tim Hamilton (Columbia Gas) introduced new team member Dave Judy.

Leba Brown (WSSC) reminded excavators to update tickets only when work continues beyond the ticket's expiration date. Otherwise, updated tickets are located unnecessarily. Please close tickets when work has been completed.

Dora Parks (Miss Utility) showed a picture of an unidentified marking recently seen in the District of Columbia. The marking is made up of the letters: IEUSS and is often accompanied with an 'X'. If anyone knows the meaning of this marking, please contact Dora.



OLD BUSINESS – No Reports

NEW BUSINESS

ITICnxt is Miss Utility's newest online ticketing platform and will eventually run in tandem with and then replace ITIC 2.0.

- ITICnxt is for excavator ticket processing only and will not affect ticket processing for homeowners.
- Beta-testing began April 17.
- Anticipated software issues are identified and resolved.
- Many suggested enhancements have been completed.
- Members are successfully receiving ITICnxt tickets.
- Announcements notifying excavators of ITICnxt's public release will be made in advance of its release date. Please visit <http://missutility.tryitic.com/> for more information.
- Training in a practice environment is currently available. Please contact Susan Sullivan for more information.

MARYLAND AUTHORITY – Reported by Jim Barron (Executive Director)

- COVID 19 restrictions required the Authority office to close at the end of March and employees continue to work from home.
- No Authority meetings were held in April, May, or July.
- The Authority held closed Executive meetings, via Zoom, in June and August to review Notices of Probable Violation.
- Five NPV's are set for formal hearings. Following recommendations set by the Maryland Judicial System, formal hearings will not be scheduled until the Authority office has been reopened.
- With great excitement, The Authority launched its new website on 8/11/20. Please check it out by visiting www.mddpa.org.

The next Maryland Authority meeting is scheduled for September 2, 2020 at 9:00 am via Zoom. Please visit www.mddpa.org for the link.

MARYLAND TITLE 12 RE-WRITE –Reported by Jim Barron (Executive Director)

- Governor Hogan vetoed SB0877 on May 7, 2020 (any bill that had a negative fiscal impact was vetoed).
- The Md Authority plans on meeting with the sponsors and key legislators in the late fall regarding a veto override for the January 2021 legislative session.
- If the override is successful, SB0877 will become law 30 days after the formal vote in the Senate and House.
- If the override is unsuccessful, the bill will be re-introduced during the 2021 legislative session.

Documents on the Re-Write can be downloaded from the Authority Website by clicking the State Capital Dome, <https://mddpa.org>.

2020 GREATER CHESAPEAKE DAMAGE PREVENTION TRAINING CONFERENCE

Reported Kelly Cahill (MGH)

- The GCDPTC has been cancelled due to Covid 19 gathering and travel restrictions.
- Many sponsors, exhibitors, and attendees are deferring their commitments until 2021. For those awaiting refund checks, expected delivery is over the next two weeks.
- 2021 Conference dates: October 26th - October 29th.
- Conference will be held at the Clarion Resort Hotel & Conference Center, Ocean City, MD.
- The GCDPTC Planning Committee is thrilled to confirm that Dr. Bertice Berry will stay on as next year's keynote speaker.

- Please visit www.missutilityconference.com for more information.

2020 AWARDS COMMITTEE

Mark Hamrick (Chair) and Dora Parks (Co-Chair)

- The LAA banquet has been canceled due to Covid 19 gathering and travel restrictions.
- The 60 award winners were honored by receiving a beautiful two-tone blue, custom-embroidered jacket, a certificate of achievement, a yellow, high-vis Miss Utility LAA T-shirt, a Miss Utility Camo cap and a \$100 restaurant gift card that can be used to celebrate their fantastic safety achievement with family and friends.
- Pictures of winners receiving their gifts have been requested. Please send to dparks@missutility.net or ssullivan@missutility.net.
- Due to the cancellation of the 2020 GCDPTC, the Dig Smart Awards ceremony has also been canceled.
- The winning companies will receive two complimentary two-night packages to the Greater Chesapeake Damage Prevention Training Conference in 2021.
- Despite the ceremony's cancellation, this year's Dig Smart Award winners will be honored, recognized, and awarded on-site by members of Miss Utility's Awards Committee. In addition, winners will be invited and recognized in front of industry peers, at next year's 2021 Dig Smart Awards ceremony held on the final day of the GCDPTC in Ocean City, MD.

DAMAGE PREVENTION AND SAFETY TRAINING

DPT Training Coordinator, Susan Sullivan ssullivan@missutility.net

Completed:

- May 5 - Anne Arundel Co DPW
- June 11 - Arundel Excavation, LLC

Upcoming:

- September 2 - Precision Concrete Construction CO Inc.
- September 11 - Sunrise Safety Services
- September 28 & October 12 - William's Gas

Dora Parks provided YTD data through June 2020 of reported damages in MD/DC;

- 425 utility damages (121 mains and 304 services)
 - 27.76% due to no call or valid ticket
 - 33.88% due to hitting a marked line
 - 29.41% due to incorrect locate marks
 - 8.94% due to other root causes

This information is collected and used to identify marketing and educational strategies that target high damage areas. All members are encouraged to report damage data, reporting remains anonymous; damage data is reported by county and not industry. Members will receive monthly copies of damage reports. Monthly reports are due to Susan Sullivan by the 15th of the following month. Please contact Dora Parks or Susan Sullivan for more information.

Carvertise Campaign

- The 2019 Carvertise campaign targeted homeowners in high damage areas to call 811 before digging in order to avoid hitting buried lines, even for simple excavation jobs.

- Carvertise drivers reported that many people thought the vehicle wrap was promoting a landscaping company. As a result, MGH provided an updated wrap design promoting the Call Miss Utility dig safe message. The wrap features an eye-catching stop sign, buried utility lines, flags and the safe planting of a tree with children playing in the background.
- The MD/DC Board approved 9 vehicle wraps for the following areas: 2 in Montgomery County; 2 in Prince Georges County; 1 in Baltimore City/County; 1 in Charles County; 1 in Allegany and Garrett Counties; 1 in Washington and Frederick Counties; 1 in DC. Targeted areas were determined using monthly damage report data.
- This campaign will run for a period of 12-months.



Michael Jewell (Columbia Gas) asked if this type of marketing increased the number of calls from realtors due to sign installation. Dora shared that she, along with the MD Authority, attended a Realty Show in 2019 to promote the dig safe message for sign installation. The education was well received.

Covid 19 Educational Outreach and Promotional Giveaway

- 6,000 811 tubular face masks were recently given away to local contractors in an effort to promote both the 811 dig safe message and as an effort to provide protection to contractors from the spread of Covid 19.
- A Face Mask Friday campaign was started to promote Miss Utility's Facebook page. Contractors receiving the 811 tubular face masks were encouraged to send Dora and Susan photos promoting the dig safe message. To view this fantastic campaign please visit <https://www.facebook.com/MissUtilityofMD/>; to participate, send us your pictures.
- Current promotional item giveaways include 3,000 2-ounce bottles of 811 wrapped hand sanitizer and 3,000 811 stamped neck coolers. Please send photos promoting these items to Dora or Susan.
- Please email Dora or Susan to request items. Distribution days will be emailed out for item pick-up in early September.
- Dora also shared with attendees, the variety of new American Pride caps. These caps are given to Miss Utility Damage Prevention and Safety Training attendees throughout the year.

SCHOLARSHIP COMMITTEE

Scott Brown, Chair

- This year's scholarship banquet was cancelled due to Covid 19.

- In addition to high school transcripts, applicants must submit an essay relating their future career path into aspects of Miss Utility and the dig safe message.
- Winners were awarded with the \$1008.11 scholarship, a Miss Utility sport-tech t-shirt, and a \$50 Amazon gift card.
- Winners sent in short acceptance speech videos that will be used to promote the Scholarship program and the dig safe message.
- This year's 8 winners are: B. Burris, A. Hawkins, P. Haynes, A. Shah, A. Van Der Werf, M. Cleveland, I. Ziv, and E. Milko. Congratulations!

MGH MARKETING

Reported Kelly Cahill

- Minor League Baseball and all related outreach and campaign events were cancelled this season, due to Covid 19.
- This includes Miss Utility's annual Touch A Truck's event.
- MASN's 'Who Dug Deep' campaign will run in both Baltimore and DC markets. Of the sixty (60) total games each team will play, the campaign will run during 30 Orioles and 30 National games each.
- Due to the limited number of sporting events this season, viewership during these regionally televised-only games is expected to be greater than ever.
- In addition to annual 8/11 Day newspaper, digital, radio and TV advertising, MGH worked a new earned media angle this year: **Meteorologists**. Both NBC and ABC gave Miss Utility and the need to call 811 before starting outdoor digging projects a great shout out during their prime-time weather reports.

If you are interested in volunteering for any trade shows or desire to be added to the trade show distribution email list, please email Emily Meier at emeier@mghus.com.

CONSTRUCTION ANGELS

Kevin Woolbright, CA Board Representative for MD/DC

- Construction Angels (CA) is a 501(c)3 non-profit charity that provides immediate financial assistance and grief counseling to the children and spouse left behind when a construction worker has a fatality on the jobsite.
- The CA annual golf tournament has been cancelled due to Covid 19.
- For those interested in CA's scholarship program, please visit <https://www.constructionangels.us/scholarship-application/>
- For more information regarding CA, or to participate on the Annual CA Golf Tournament Committee please contact Kevin Woolbright (bright.67@verizon.net).

There being no further business brought before the committee, the meeting adjourned at 10:47 a.m.

Upcoming 2020 MD/DC Damage Prevention & Safety Meetings via Zoom

- September 22
- October 27

MEETING ATTENDEES: This meeting took place over Zoom and accurate attendance is not available.