

# ANNUAL REPORT

# 2018

JANUARY 1, 2018 - DECEMBER 31, 2018



Dear Minnesota Underground Safety Stakeholders,

Remember the April 13-16, 2018 Winter Storm Xanto which blanketed the state with between 6 and 25 inches of snow? Excavation activity was all but stopped. This weather event was followed by a 100° F day on Memorial Day. Gopher State One Call (GSOC) ticket requests went from 55,319 in April to 132, 582 in May. This record setting May ticket volume caused stress to the entire one call notification process. There were 2 days with ticket volumes over 7000 and 8 days where the ticket volume was in excess of 6000 tickets. High ticket volume continued in June, July and August, each having more than 100,000 ticket requests. I am pleased to report that the GSOC notification center was able to keep up with the demand.

Even with the large volume of tickets in May – August, 2018 ended with a total of 814,346 tickets, a 0.5% decrease over 2017. This reduction in ticket volume can be attributed to significantly lower ticket volume in April and somewhat lower ticket volume in November compared to those months in 2017. There was an increase in the percentage of tickets submitted via the web, with 72.8% in 2018 compared to 71.1% in 2017. The investment in a new, more user friendly web interface is expected to help increase web submitted ticket volume even more.

Operationally, GSOC completed projects on contact information on tickets and a new feature of extended start time. In addition, GSOC staff visited several call centers for benchmarking. During these benchmarking visits, GSOC learned about one call messaging, webinar topics, and public awareness efforts that other states found effective.

GSOC public awareness efforts continued to expand. GSOC took possession of its GSOC/811 wrapped vehicle, continued the highly effective partnership with KFAN/iHeart Media radio, and modified the StarTribune digital and print public awareness campaign. In total, the KFAN and StarTribune campaigns achieved close to 22 million impressions. GSOC in person trainings, industry events and tradeshows touched over 25,000 individuals. One highlight of the year was the trapper hat give away related to a Super Bowl LII event.

For 2019, look for the new GSOC logo, the new user interface for the online ticketing system, new public awareness efforts in Greater MN, continued public awareness and educational efforts, and continued operational excellence.

Thank you for all that each of you do every day to keep the citizens and property of Minnesota safe.



All the best for a safe and joyful 2019,

Chief Operations Officer

*Barbara Cederberg*

651-681-7307

barbara.cederberg@gopherstateonecall.org

## TICKET VOLUME

There was a 0.5% decrease in incoming tickets over 2017.

## TOTAL TICKETS

There were 814,346 incoming tickets in 2018, with 72.8% of ticket requests submitted online.



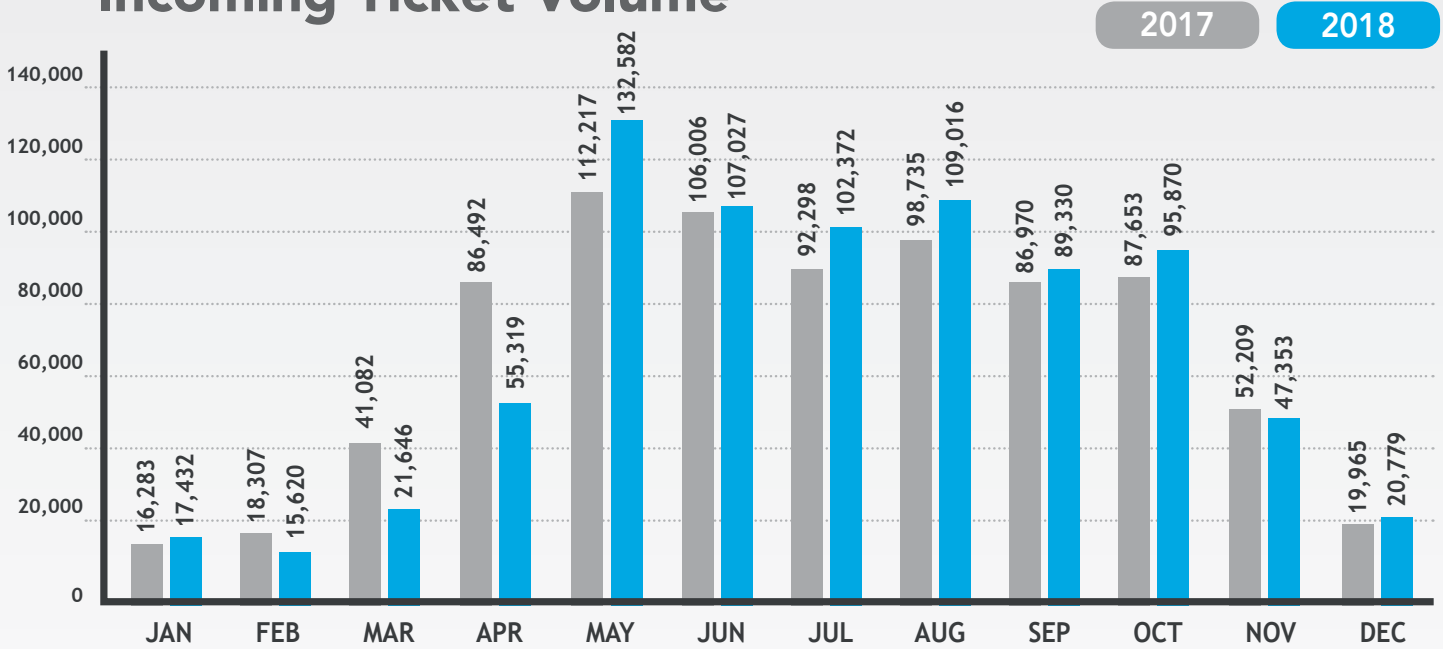
The GSOC outreach team keeping everybody warm at the 2018 Super Bowl 811 Trapper Hat Giveaway!



In 2018, GSO unveiled the new logo.

# 2018 BY THE NUMBERS

## Incoming Ticket Volume



|  |  |
|--|--|
| Electronic Ticket Requests via the Internet.....         | 72.8%  |
| Normal Tickets.....                                      | 673,374                                      |
| Emergency Tickets.....                                   | 15,134                                       |
| Boundary Survey Tickets.....                             | 8,223  |
| Meet Tickets.....  | 20,831                                       |
| Owner Inquiry.....                                       | 417  |
| Non-Excavation Tickets.....                              | 8,517  |
| Engineering/Pre-Con Meet.....                            | 121  |
| Update to Refresh Marks or Extend Life.....              | 86,553                                       |
| Homeowner Tickets (Included in Normal Ticket Count)..... | 80,807                                       |
| 7 County Metro and Greater MN Tickets.....               | 48.4% (7 County Metro)<br>51.6% (Greater MN) |



**814,346**  
Total tickets for 2018

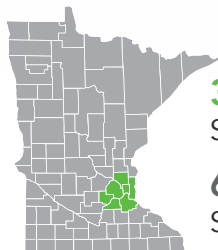
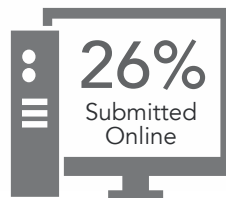
**0.5%** 

Decrease over 2017 and the fourth highest in the history of GSOC

**5% in 2019**  
Projected Growth in Ticket Volume

### Homeowner Submitted Tickets

**80,807** or **9.9%**  
Total Tickets of Total Tickets



**36.7%**  
Submitted from seven county metro

**63.3%**  
Submitted from Greater MN

### Web Submitted Tickets

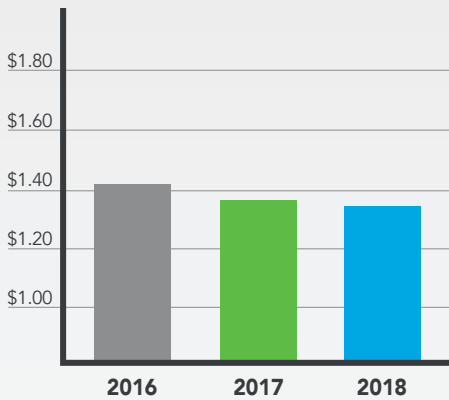


**1.7%** Increase Over Prior Year

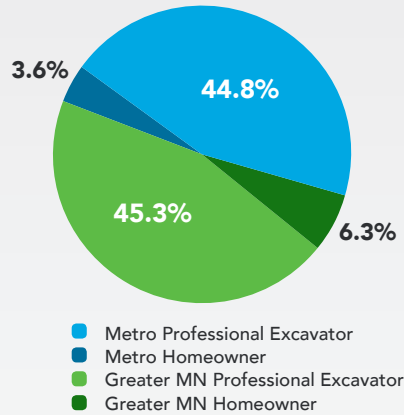


# GSOC FINANCIAL INFORMATION

## REVENUE PER OUTBOUND TICKET



## 2018 GREATER MN AND METRO TICKET PERCENTAGES



## Public Awareness and Outreach

### Minneapolis Home + Garden Show

March 31 - April 1 and April 6 - 9, 2018

### Minnesota Farmfest

August 7 - 9, 2018

### 811 Run

August 11, 2018

### MN State Fair

August 23 - September 3, 2018

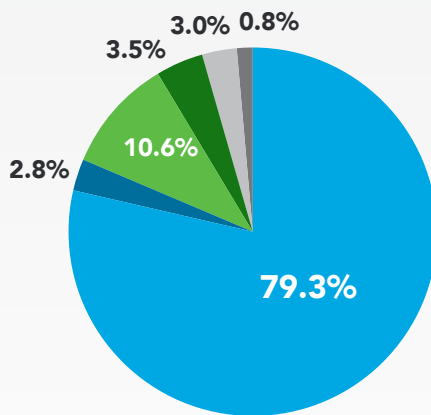
### Big Iron Farm Show

September 11 - 13, 2018

### Day of the Dozers

September 29, 2018

## 2018 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

## 2018 TOP Social Media Posts



## CAMPAIGNS



8.8 million Radio and Digital Impressions



13 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

### Adam Kramer

CHAIR EMERITUS  
Providing perspective from Water and Municipal Providers

### Tom Hoffman

TREASURER  
Providing perspective from the Rural Electric Providers

### Alicia Berger

SECRETARY  
Providing perspective from the Energy Industry

### Bruce West

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 2019

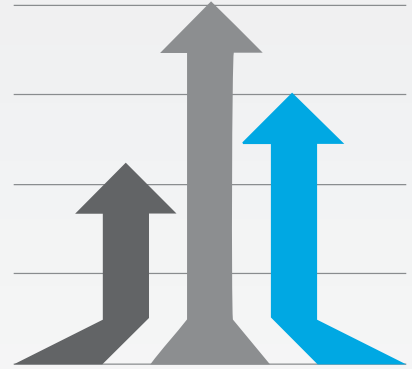
**2019**  
Projected Growth  
in Ticket Volume

**5%**

## GROWTH

GSOC is forecasting a 5.0% growth in incoming ticket volume for 2019. 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.



## EXCAVATION TICKET

This year GSOC will discuss with all stakeholders when to use a Meet Ticket and when it is best to use a Normal Ticket. Based on discussions with a stakeholder group, consensus was reached that 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.

## OPERATIONAL IMPROVEMENTS

These will involve the rollout of a new, user-friendly user interface for the web-based ticketing system. During the year, this new interface will be available for both web ticket submission and Electronic Ticket Management (ETM). The other web applications will follow after these are introduced. GSOC intends to make both the current and new user interface available for an extended period of time.

