



ANNUAL REPORT 2017

Dear Minnesota Underground Safety Stakeholders,

This year marks the 30th anniversary of Gopher State One Call (GSOC) receiving the first locate request in Minnesota. A lot of change, innovation, and stakeholder cooperation has occurred over these past 30 years. It is my pleasure to provide you with the GSOC results during 2017 and what GSOC is planning for 2018. First, thank you to all underground safety stakeholders for partnering in the protection of the underground infrastructure and the citizens of Minnesota. Second, 2017 was another year of increased GSOC ticket volume with 818,217 ticket requests (the third largest in the history of GSOC), and third, GSOC significantly increased investment in public awareness efforts. For 2018, GSOC is forecasting a 5.0% increase in ticket volume and will continue strong public awareness efforts.

A review of the details of 2017 shows a year of refinement of the web-based ticketing system, followed by increased confidence by users in the system and growth in the number of total tickets and the percent of web-submitted tickets. The 818,217 tickets in 2017 was a 3.9% increase over the prior year. Early in the year, the web-based ticket system had a handful of small updates as a result of GSOC's focus on process improvement. Starting right away in January 2017, user confidence in the system was exhibited by a 7.6% increase in web-based submitted tickets over January of the prior year. As the year progressed, this confidence continued, and 2017 ended with 71.1% of total tickets submitted via the web, a 4.7% increase over the prior year!

GSOC public awareness efforts were significantly increased in 2017 through the development of a KFAN and affiliates radio campaign. This iHeart radio campaign featured the well-known radio personality Paul "Meatsauce" Lambert. Over 500 radio spots ran during April to October 2017. This resulted in approximately 6.7 million impressions for potential system users. In addition, the digital presence of KFAN, gave the GSOC "Click or Call Before You Dig" message an additional 1.3 million impressions.

The annual Damage Prevention meetings that GSOC and MNOPS held throughout the state reached over 6,000 excavators. GSOC continued the StarTribune visual digital campaign with added reach to Spanish speakers. GSOC also exhibited at 16 events reaching over 15,000 people in person, and supported numerous Minnesota Common Ground Alliance (MNCGA) events. These efforts will continue in 2018 with focus on the excavator, agriculture, landscaper, and homeowner communities.

With continued growth in excavation activity projected for 2018, it is imperative that all underground safety stakeholders communicate plans, issues, and actions to affected stakeholders. This is especially important as there is projected to be an increase in large projects such as fiber optic infrastructure. Remember, GSOC recommends the use of Non-Excavation tickets during the design phase of projects and the utilization of Meet tickets on complex projects.



All the best for a safe and successful 2018,

Chief Operations Officer

Barbara Cederberg

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barbara.cederberg@gopherstateonecall.org

TICKET INCREASE

There was a 3.9% increase in incoming tickets over 2016.

TOTAL TICKETS

There were 818,217 incoming tickets in 2017, with 71.1% of ticket requests submitted online.



Everyone is digging the new lobby sign at Gopher State One Call!

2017 BY THE NUMBERS

Total Incoming Tickets
 **818,217**
 Ticket Requests

 Increase Over Prior Year **3.9%**



Homeowner Submitted Tickets

85,507 or **10.5%**
 Total Tickets of Total Tickets

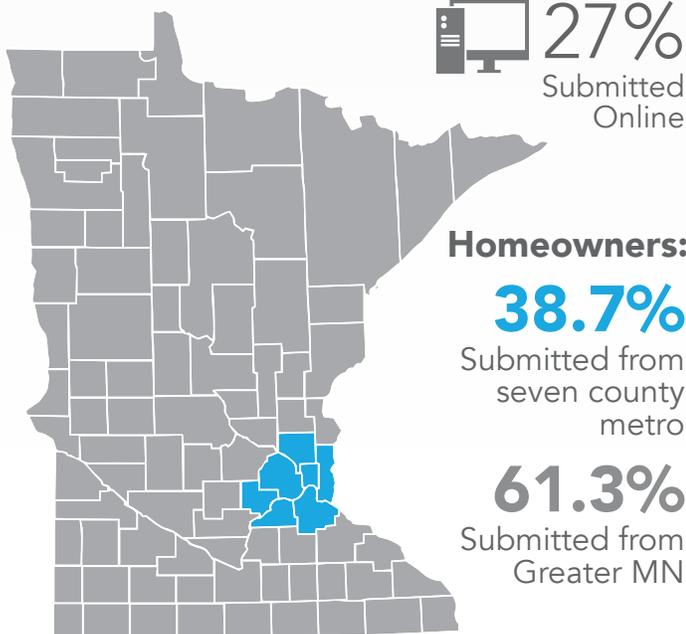
Tickets Submitted via the Web

71.1% 
 Submitted Online

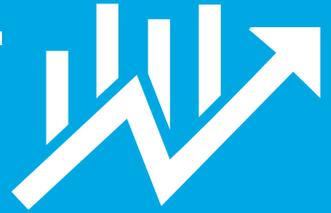
 Increase Over Prior Year **4.7%**



2018 Projected Growth in Ticket Volume **5%**



ANNUAL GSOC TICKET VOLUME INCREASED



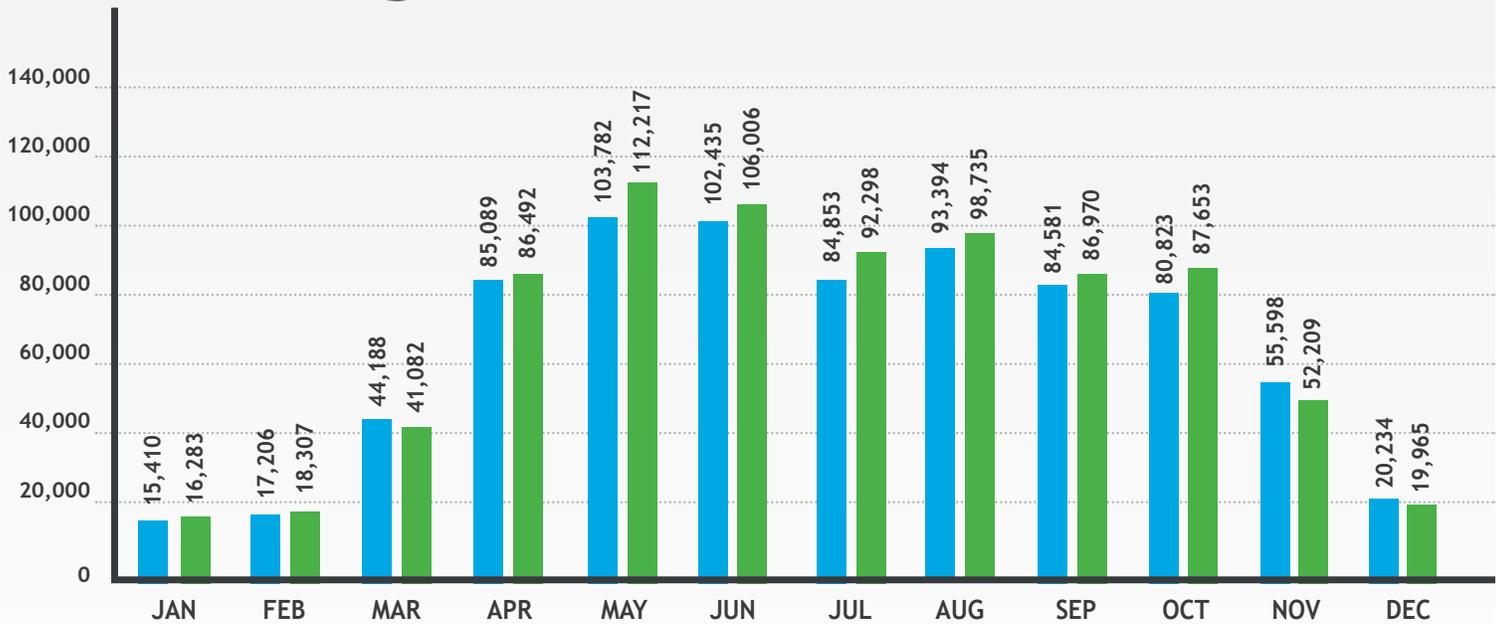
818,217 :: Total tickets for 2017

3.9% :: Increase over 2016 and the third highest in the history of GSOC

Incoming Ticket Volume

2016

2017



Electronic Ticket Requests via the Internet	71.1%
Normal Tickets	684,793
Emergency Tickets	14,260
Boundary Survey Tickets	7,769
Meet Tickets	20,443
Owner Inquiry	626
Non-Excavation Tickets	8,051
Engineering/Pre-Con Meet	232
Update to Refresh Marks or Extend Life	82,043
Homeowner Tickets (Included in Normal Ticket Count)	85,507
7 County Metro and Greater MN Tickets	48.7% (7 County Metro)
	51.3% (Greater MN)

PUBLIC AWARENESS AND OUTREACH



16
Major Events



15,000+
People Reached

Minnesota Farmfest August 1-3, 2017



Hmongtown Marketplace April 28 and 29, 2017



August 12, 2017

MINNEAPOLIS HOME + GARDEN SHOW

February 24 – 26 and March 3 – 4, 2017



MS216D Stakeholder Reviews

Thank you to all stakeholders who attended and participated in the MS216D Stakeholder Review meetings this year. Four meetings were held, dating back to October 2016, with the most recent meeting being held in August 2017. Your thoughts, feedback, and input were valuable in identifying improvements in Minnesota's One Call laws and refinements in stakeholder relationships.



6,000+

Excavators who attended annual Damage Prevention meetings

MN State Fair

August 24 – September 4, 2017



BIG IRON FARM SHOW

September 11 – 13, 2017



Day of the Dozers

September 30, 2017



GSOC Users' Group

The GSOC Users' Group consists of 16 individuals from the various underground stakeholder groups in Minnesota. The Group met four times during 2017 and discussed issues such as what is happening in the field, what can GSOC do to improve the ticket submission process, proposed updates to GSOC's software, the status and plans for auto-generated marking instructions, and other topics of interest to the Group. If you would like to become a member of this group, please contact Barb Cederberg.

CAMPAIGNS



6.7 million
Radio Impressions

1.3 million
Visual Digital Impressions

Top Social Media Posts of 2017

Gopher State One Call
Published by Kiersten Larson [?] · August 29, 2017 · Like Page

Come see us at the Minnesota State Fair and get a free yard stick while learning about #DamagePrevention!



GopherStateOneCall
@GopherOneCall Follow

Check out our latest article on important reminders prior to starting any digging projects this spring: [#NSDM](http://bit.ly/2oxye35)



1:33 PM - 26 Apr 2017



StarTribune

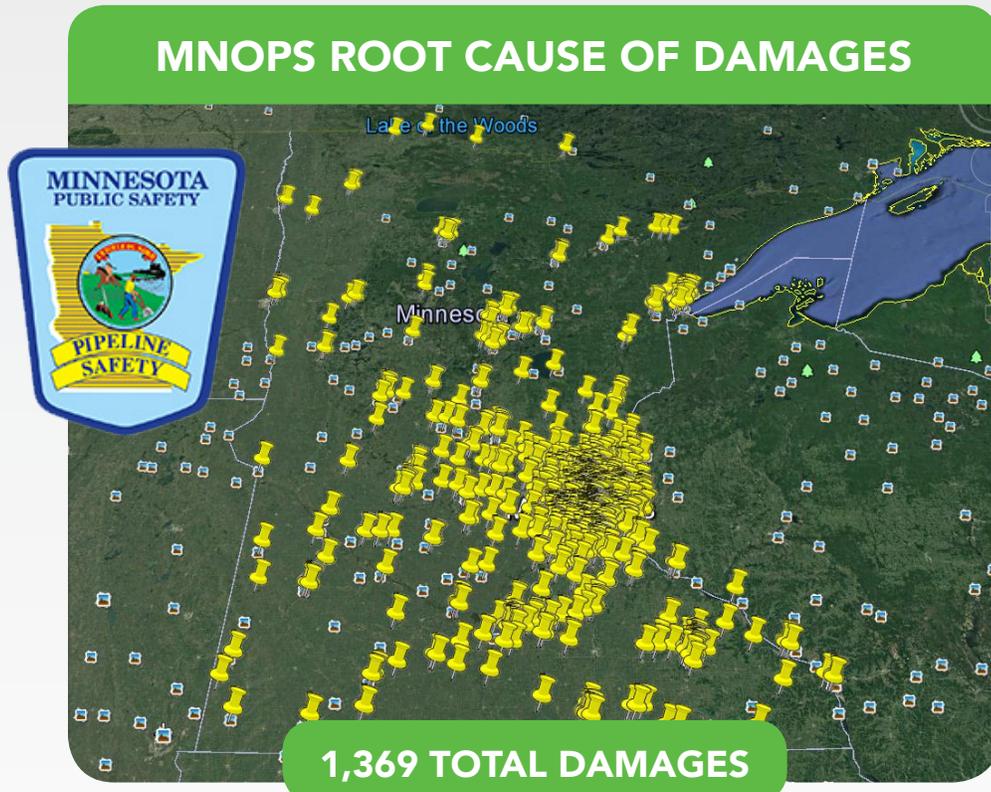
6 million +
Visual Digital Impressions

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

GAS DAMAGES REPORTED TO MNOPS IN 2016 LEADS TO NEW RADIO PUBLIC AWARENESS CAMPAIGN IN 2017

The damages to gas lines as investigated by the Minnesota Office of Pipeline Safety (MNOPS) was fairly constant at 1,378 total gas damages in 2015 and 1,369 gas damages in 2016. GSOC was interested in determining where additional public awareness efforts would be most beneficial in reducing gas line damages in Minnesota.

MNOPS provided the 2016 gas damage data to GSOC. By plotting the location of the damages on a map of Minnesota and analyzing root causes of the damages, GSOC determined that increased public awareness for both homeowners and professional excavators/contractors would be of most value in the Twin Cities metropolitan area, and that radio was the medium of choice for the campaign.

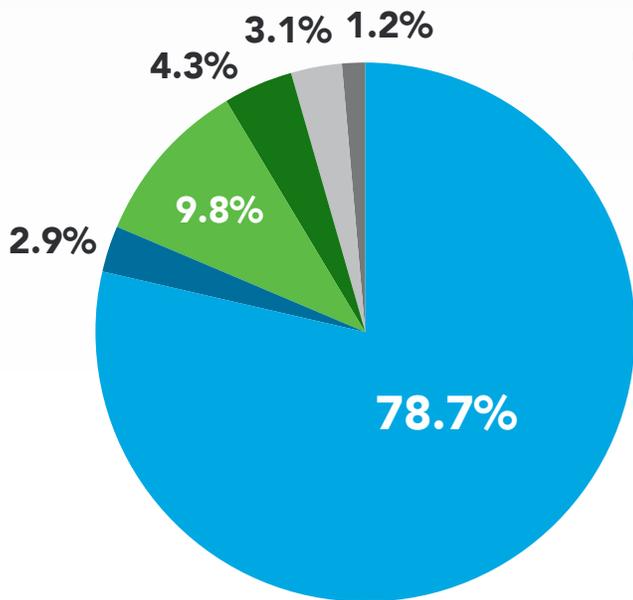


ROOT CAUSE

- 12% no locate request
- 12% not marked
- 27% failed to hand dig
- 19% damage by hand dig
- 12% failed to protect/support



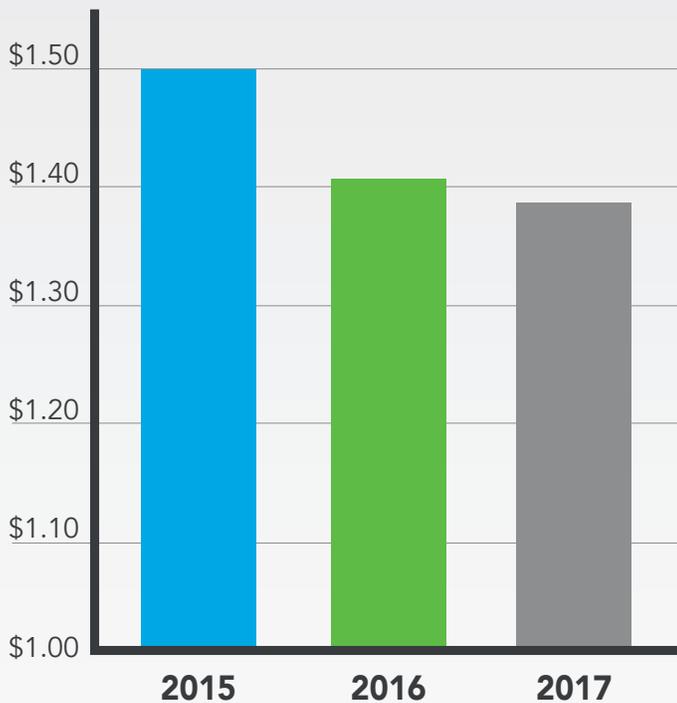
GSOC FINANCIAL INFORMATION



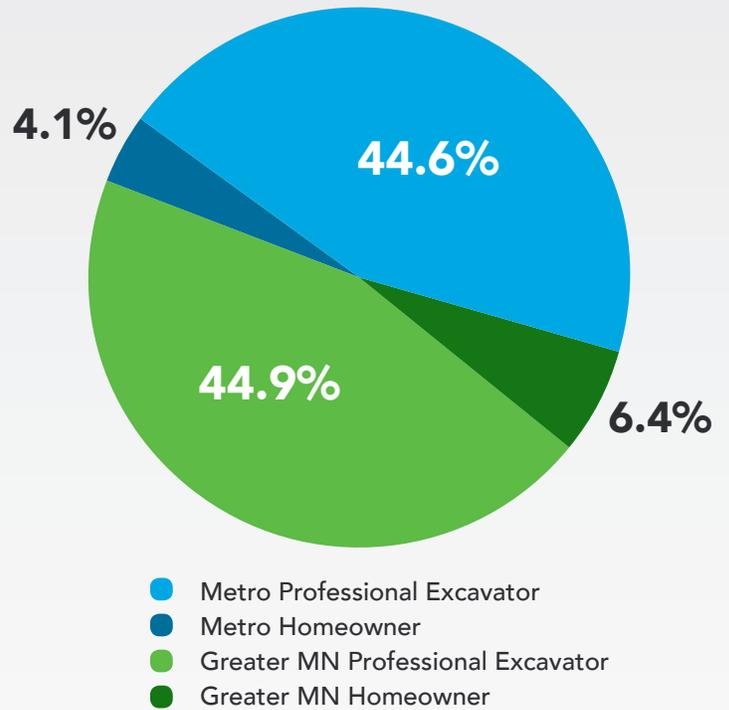
2017 CALL CENTER EXPENSES

- 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

REVENUE PER OUTBOUND TICKET



2017 GREATER MN AND METRO TICKET PERCENTAGES



BOARD OF DIRECTORS

Dave Hunstad

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Providing perspective from the Natural Gas Distribution Industry

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CHAIR EMERITUS
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Providing perspective from the Rural Electric Providers

Alicia Berger

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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

GSOC

WHAT'S IN STORE FOR 2018

2018
Projected Growth
in Ticket Volume

5%

GROWTH

GSOC is forecasting a 5.0% growth in incoming ticket volume for 2018. 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.



30th

ANNIVERSARY

1988



2018

EXCAVATOR AND LOCATOR EXCELLENCE AWARDS

In recognition of the 30th anniversary of GSOC receiving the first locate request, GSOC has developed and will sponsor two new recognition awards. Many individuals work hard every day to make excavation in Minnesota safe. GSOC wanted to highlight these efforts and encourage professionalism in the excavator and locating industries. The two new awards are the 2018 MNCGA Excavator Excellence Award and the 2018 MNCGA Locator Excellence Award. These new awards will be awarded at each participating Damage Prevention (DP) meeting in March and April. The selection of the awardees will be by the organizers of the DP meetings based on criteria provided by GSOC. Let's celebrate the hard work that our peers do every day.

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.



CONTACT INFORMATION ON TICKETS

In 2017, there was a lot of discussion by stakeholders regarding contact information on tickets. Since mid-2017, GSOC has been collecting from Facility Operators the phone number that excavators should call if there is a damage in the field. GSOC reminds excavators to call 911 first if there is a release of flammable, toxic or corrosive gas or liquid, or a dangerous situation is created. To date, GSOC has collected damage contact phone numbers from over 350 Facility Operators. For the top 101 Facility Operators by outgoing

ticket volume, GSOC has obtained damage contact numbers from 65 Facility Operators who represent 68% of the outgoing ticket volume. Prior to the 2018 busy season, GSOC will have a space on the ticket for Marking Concerns, Damage, and Customer Service phone numbers. Please remember that these contact phone numbers are submitted voluntarily by Facility Operators. GSOC will continue to reach out to all Facility Operators to obtain as many of these contact numbers as possible.

PUBLIC AWARENESS

Events, public awareness campaigns, support of MNCGA efforts, and the GSOC Users' Group will all continue in 2018. To increase visibility of the "Click or Call Before You Dig" message throughout the state, GSOC now utilizes a "Click or Call Before You Dig" message on its vehicle. Be on the lookout for us as we travel the state and visit your area!





GOPHER STATE ONE CALL



www.gopherstateonecall.org

www.facebook.com/gopherstateonecall

www.twitter.com/gopheronecall

1110 Centre Pointe Curve Suite 100
Mendota Heights, MN 55120

File locate requests by phone:

Emergency _____ 866-640-3637
Twin Cities Metro _____ 651-454-0002
Greater MN Area _____ 800-252-1166
Nationally _____ 811

File locate requests online: _____ www.gsocsubmit.org

To contact Customer Support: _____ 651-681-7326
customersupport@gopherstateonecall.org

To order promotional materials: _____ 651-454-8388

For general billing information: _____ 651-454-8388

For facility operator notification area mapping information: _____ 1-877-848-7472

HOURS OF OPERATION

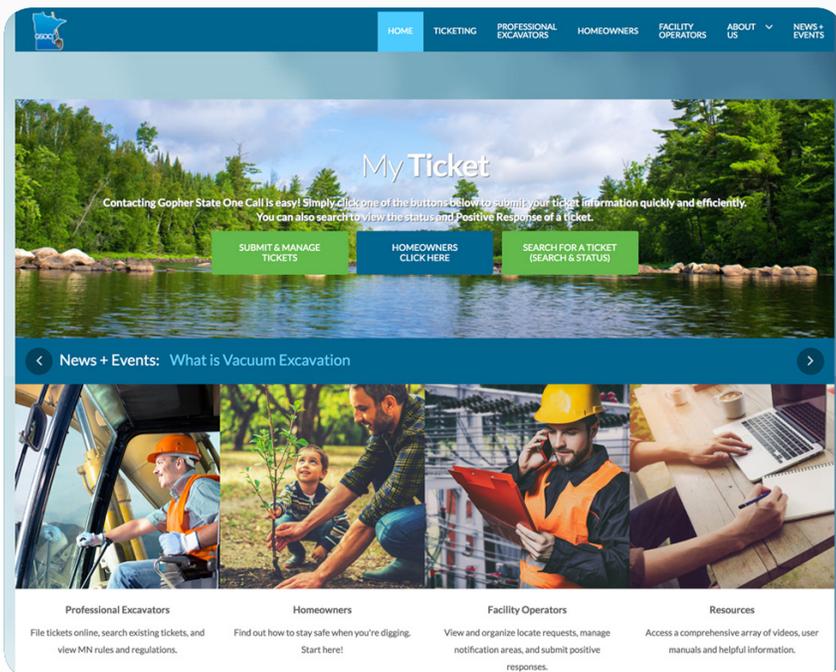
GSOC can be contacted for all ticket types during the following times:

April - October Monday - Friday, 6am - 6pm
November - March Monday - Friday, 7am - 5pm

IMPORTANT: *Emergency calls are exempt from business hours and are always accepted.*

2018/2019 HOLIDAY SCHEDULE

New Year's Day _____ **Monday, Jan. 1, 2018**
Martin Luther King, Jr. Day _____ **Monday, Jan. 15, 2018**
Presidents' Day _____ **Monday, Feb. 19, 2018**
Memorial Day _____ **Monday, May 28, 2018**
Independence Day _____ **Wednesday, Jul. 4, 2018**
Labor Day _____ **Monday, Sep. 3, 2018**
Veterans Day _____ **Observed, Monday, Nov. 12, 2018**
Thanksgiving Day _____ **Thursday, Nov. 22, 2018**
Friday After Thanksgiving _____ **Friday, Nov. 23, 2018**
Christmas Eve _____ **Monday, Dec. 24, 2018**
Christmas Day _____ **Tuesday, Dec. 25, 2018**
New Year's Day _____ **Tuesday, Jan. 1, 2019**
Martin Luther King, Jr. Day _____ **Monday, Jan. 21, 2019**
Presidents' Day _____ **Monday, Feb. 18, 2019**



VISIT GOPHERSTATEONECALL.ORG FOR:

- Submitting a locate request
- Searching for a ticket
- Viewing positive response
- Training and technical resources
- News and events

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