

# ANNUAL REPORT 2023



JANUARY 1, 2023 - DECEMBER 31, 2023

Dear Minnesota Underground Safety Stakeholders,

This winter has been one for the record books! Where was the snow, the cold, the blizzard? We still have a few months to go before we can hang up the snow shovels for the season.

GSOC had a slightly unusual pattern of ticket volume during 2023. Compared to 2022, ticket volume was low January through April. June was strong. From July through September, ticket volume was roughly equal to 2022, and the October through December volume was significantly above prior year. 2023 ended with a 2.1% increase in ticket volume – approximately 18,000 tickets more than prior year. Normal tickets increased by approximately 24,600 tickets, Emergency tickets decreased by approximately 1,600 tickets, and Update tickets decreased by approximately 5,300 tickets. Homeowner tickets were in the usual range and accounted for 9.2% of total tickets. In 2023, a high ticket volume of over 6,000 tickets occurred on 18 days, and four months had ticket volume of over 100,000.

GSOC is committed to safety, ensuring that each ticket is accurate and includes all required information. GSOC saw growth in the use of online submission of tickets with 2023, ending with 85% of all tickets being submitted online – up from 83.9% in 2022. Homeowners submitted almost 57% of their tickets online. Operational performance of the call center remains high. Each ticket is reviewed by a Customer Service Representative for accuracy and thoroughness. Ticket requesters are called back when something on their ticket needs to be reviewed or corrected.

GSOC also has a commitment to continuous improvement and innovation. During 2023, GSOC investigated the development of a field communication system whereby all those involved on a ticket could communicate easily and effectively. Look for more information on this during the months ahead. My Ticket Analytics was introduced. This capability allows facility operators and excavators the ability to review only their own data regarding locating data percent Electronic Positive Response (EPR) by the start date and time for Normal, Update, Meet, and Emergency tickets. The system provides the ability to drill down into each individual ticket. In addition, GSOC supported two pilot projects. One involved the trial of GPS enabled locating systems. Over the past three years, over 100 municipalities, contractors, and facility operators have investigated this new technology. Higher quality maps of underground utility lines should benefit all stakeholders. The other GSOC pilot project, the MN Underground Mapping Project, involves viewing the facility operator map data within the excavation or project area on a GSOC ticket map. This project is in the beta test stage. For more information on these projects please contact me.

Damage prevention meetings in 2023 were very successful. The meetings throughout the state were well attended, and it was good to be back in person. GSOC looks forward to the 2024 Damage Prevention meetings. Public awareness efforts continued with events such as the Minneapolis Home + Garden Show, Farm Fest, and the Minnesota State Fair. Media efforts

reached throughout to state via radio, digital media, and advertising at events. GSOC also supported the efforts of the Minnesota Common Ground Alliance at the Locator Rodeo, 811 5K Run/Walk, and Minnesota Utility Contractors Association’s Day of the Dozers. Thank you to all of the volunteers who supported these efforts.

As project planning and designing, locating, and excavation progresses this year, please take the extra time to communicate and work safely. Thank you for all your efforts to keep Minnesota safe from underground damages.

Please reach out to me with any comments on how GSOC can make the notification process better serve you. 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

- Always put safety first
- Generate awareness of safe digging processes through education and outreach
- Assure process accuracy

#### INDUSTRY LEADER

- Lead the way with technology
- Create a superior user experience
- Responsiveness is our daily standard



#### PURPOSE

Connecting Minnesota for safe digging

- Provide consistent, quality service
- Maintain unbiased and ethical operations
- Be accountable and transparent to our stakeholders

- Listen to all points of view
- Assemble stakeholders to find solutions
- Leverage diverse input to make smart decisions

#### TRUSTWORTHY

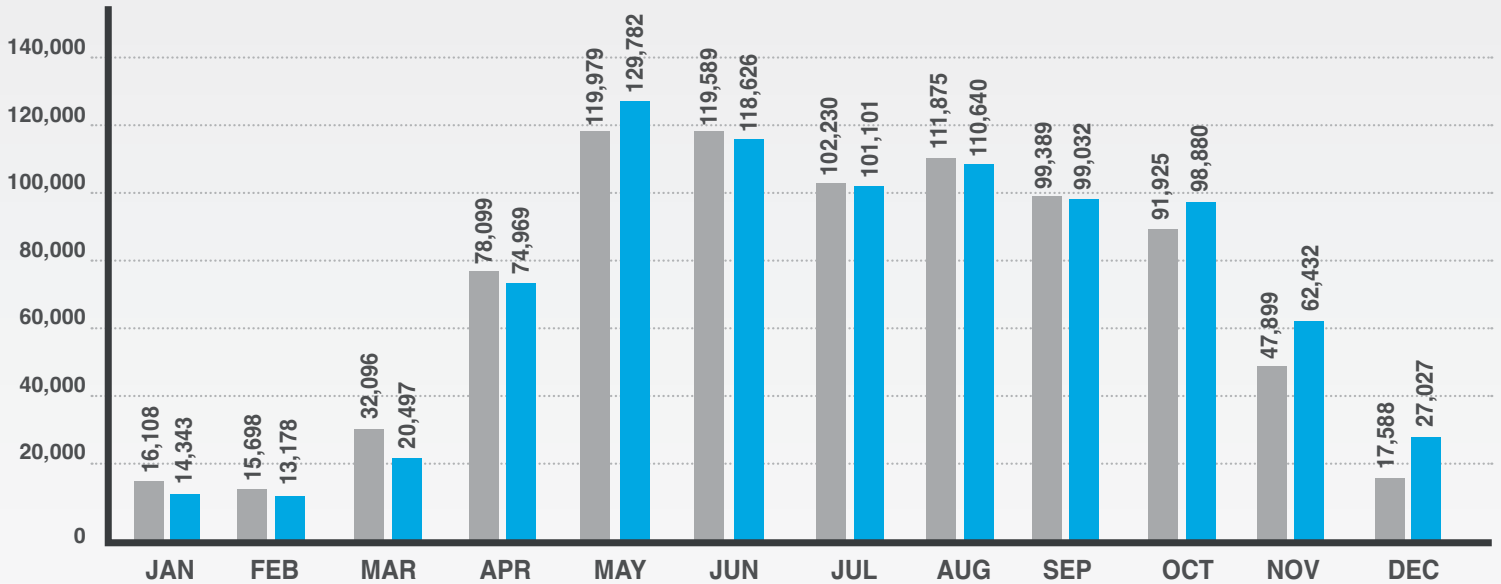
#### COLLABORATIVE

# 2023 BY THE NUMBERS


## Incoming Ticket Volume

2022


2023



Electronic Ticket Requests via the Internet	85%
Normal Tickets	771,899
Emergency Tickets	14,613
Boundary Survey Tickets	7,016
Meet Tickets	18,771
Owner Inquiry	354
Non-excavation Tickets	9,920
Engineering/Pre-con Meet	147
Update to Refresh Marks or Extend Life	47,655
Extended Start Time	132
Homeowner Tickets (Included in Normal Ticket Count)	80,128
7-County Metro	47.2%
Greater MN	52.8%



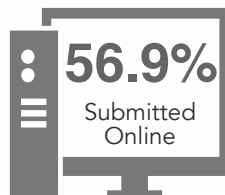
**870,507**  
Total tickets for 2023

**2.1%**   
Increase over 2022

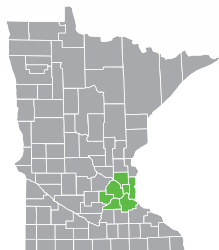
**1.7% in 2024**  
Projected Growth in Ticket Volume

### Homeowner-submitted Tickets

**80,128** or **9.2%**  
Total Tickets of Total Tickets



**56.9%**  
Submitted Online



**40.1%**  
Submitted from Seven-county Metro  
**59.8%**  
Submitted from Greater MN

### Web-submitted Tickets

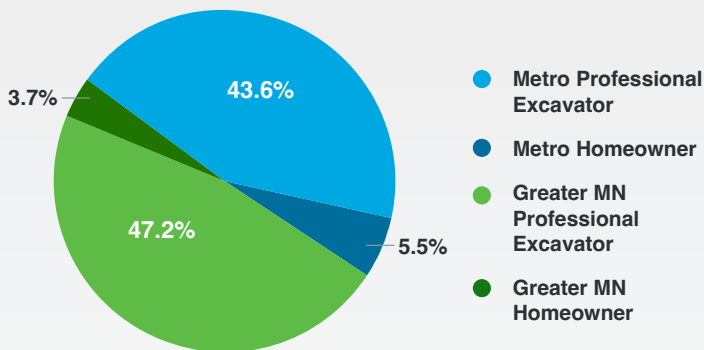


**85%**  
Total Tickets Submitted Online

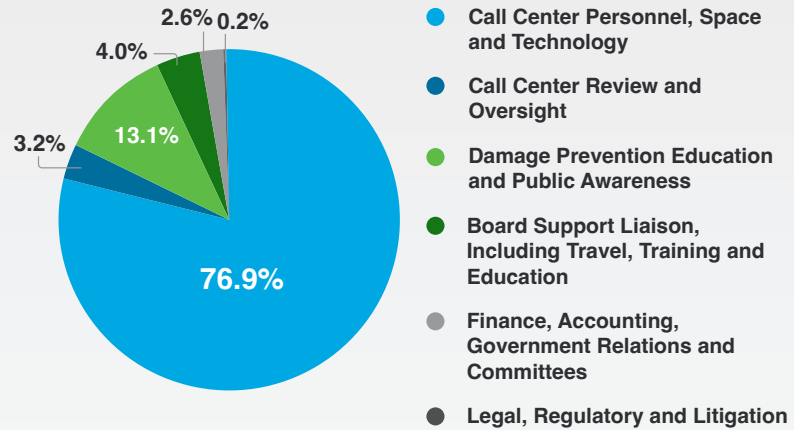
**1.1%** Increase Over Prior Year 

# GSOC FINANCIAL INFORMATION

## 2023 GREATER MN AND METRO TICKET PERCENTAGES



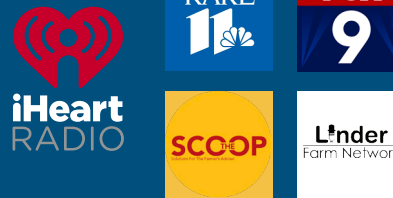
## 2023 CALL CENTER EXPENSES



## 2023 Top Social Media Posts



## MEDIA CAMPAIGNS



Bring Me The News. StarTribune

Over 100 million Total Impressions



## 811 5K RUN/WALK

184 Run/Walkers

22 Sponsors



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DIRECTOR AT LARGE
- Ben Wallace**  
USIC  
Providing perspective from the Locate Industry



# WHAT'S IN STORE FOR 2024

**2024**  
Projected Growth  
in Ticket Volume

**1.7%**

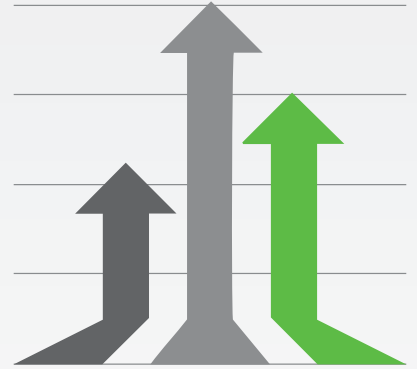
## GROWTH

GSOC is forecasting a 1.7% growth in incoming ticket volume for 2024.

This projected growth

is due to forecasted fiber installs and increased infrastructure spending.

As always, it is important that all stakeholders plan their excavations, communicate those plans and execute efficiently and safely. On large, or complex projects, GSOC reminds excavators to utilize Meet tickets to help facilitate locating 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. Now, both facility operators and excavators are able to view and analyze their specific ticket data for locates by start date and time on the ticket for the data submitted to GSOC Positive Response. GSOC hopes stakeholders use these analytics to assist in their damage prevention processes.

Chief Operations Officer

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