



OPEN SESSION MEETING MINUTES BOARD OF DIRECTORS MEETING January 11, 2017

Members Present:

Alicia Berger	Dan Munthe
Chris Fry	Keith Novy
Tom Hoffman	Ray Starr
Dave Hunstad	Joe Thill
Adam Kramer	Patrick Warden
Phil Lesnar	Bruce West

Counsel present:

Dean E. Parker, Hinshaw & Culbertson LLP

GSOC personnel present (except for Governance and Finance sections of meeting):

Barbara M. Cederberg, Chief Operations Officer

Guests:

Adam Franco, Director of Operations, OCC
Kimberly Boyd, General Manager Minnesota, OCC
Susan Lynch, Customer Relations Manager, OCC
Tony Sileo, Vice President, Sales and Product Management, Opvantek, Inc.
Matt McHugh, Director of Sales and Marketing, Opvantek, Inc.
Mike Mendiola, MnOps

New Technology: Identifying High Risk Tickets - OptimainxDR®

Tony Sileo and Matt McHugh of Opvantek, Inc. described the use of their company's new software to the Board. The general purpose behind OptimainxDR® is to identify a small percentage of locate requests that will lead to more a majority of excavation damages. This identification will allow limited damage prevention resources to be focused where they will do the most good, on locate requests with the highest risk. They noted that the software identifies high risk tickets through a statistically driven model. This requires facility operators to report damages so that loss history may be incorporated in the software databases. The system takes into account probability of loss and the consequence of asset damage in order to develop an asset risk score. The software uses additional data to develop a locate request risk score with regard to a particular locate request. They believe the score can be utilized to tailor damage prevention activity to match the risk. A risk ranking for active tickets is provided daily and facility operators would have the ability to experiment with different tactics to mitigate risk.



Opvantek believes a significant portion of damages might be avoided each year by properly focusing damage prevention resources on the higher risk tickets. The software has ability to interface between the call center facility owners and locators and can also interface with GIS data. A 27% reduction in gas damages was experienced in an Indiana pilot program with Vectran (gas) and contract locator USIC which the Indiana CGA promoted. They indicated that in Indiana (unlike Minnesota), the State call center has damage data which was key to producing accurate risk scores. However, some utilities are just sending Opvantek spreadsheets once a month in the event they don't have the ability to report damages electronically.

Opvantek's preferred method for information transmission is that the notification center would be the repository for risk scores and the notification center could pass these scores along to the facility operators (and possibly excavators) if the score was over a certain threshold.

The best customers for this software have not been decided. Opvantek is speaking with facility operators, a few State agencies and one call centers concerning possible deployment of its new software.

Legislative Report

Gary Thaden then addressed the Board, providing his insight as to the general political outlook for this year's State legislative session. He noted that there are many new legislators and it usually takes several months to become acclimated to the legislative environment. No bonding bill was passed last year. He felt it is an open question whether one will pass this year. If one is enacted, it may not be until May or June (the bill would usually be passed in April). Some people have speculated whether there would be a government shut down this year, but he questions whether that is likely.

A request was made for Board members or others to advise if there were particular trade group legislative liaisons they want Gary Thaden to meet.

COO Report/PR Report

The COO expects to produce a draft annual report for review and comment by the Executive Committee in February. The Board will also have some opportunity to review prior to it being finalized and placed on the GSOC website.

The COO continues to work with the notification center vendor regarding implementation of features allowing multiple excavation entities on tickets submitted online.

A pilot program for allowing online submission of emergency tickets by a limited number facility operators was approved by the Board in principle. Details remain to be worked



out by GSOC staff. The vendor's overflow center must be trained to handle GSOC emergency tickets prior to implementation of the pilot program due to the likelihood of storm damage on weekends or non-business hours. The Board agreed that the COO was empowered to allow other facility operators not part of the initial pilot project to submit web based tickets on an emergency basis in the case of a severe storm emergency where requested by the facility operator. Dan Munthe mentioned that he would like to have a discussion about marking instructions within the right of way. No consensus has been reached in the past. The matter may be referred to a small group for further discussion according to Chair, Dave Hunstad.

The policy requiring the ticket split at municipality lines is under review. Some local governmental units have noted multiple tickets for what is a single excavation. It is possible GSOC may maintain that rule for metropolitan municipalities but not for townships.

The Board authorized the Chief Operations Officer to review and make adjustments to certain municipality invoices where it was demonstrated there were multiple notifications for a single excavation. She is to advise the Board and Finance Committee quarterly as to the nature and amount of any adjustments. She indicated she would analyze the data and revisit this matter in April.

MnOps Update

Mike Mendiola presented Minnesota Office of Pipeline Safety's gas damage summary for 2016. He indicated that damages were relatively consistent with 2015. MnOps will work with the gas companies to drill down on precise root causes of damages. Overall, the proportion of damages due to a locate not requested was down slightly to 11.7%. Damages due to failure to mark were up slightly at 12.1% although damages due to incorrect marks were down.

Gas damages have occurred on a relatively consistent basis during the peak excavation months of May through October. Failure to hand dig constitutes over a quarter of the incidents of gas damages from excavation.

For 2017, MnOps will request a different type of excavation damage reporting. In addition to the pipeline companies, MnOps is requesting a simplified form of voluntary reporting on a quarterly basis from non pipeline companies as well. This is a result of new federal PHMSA requirements that require State enforcement agencies capture information so they may demonstrate the safety impact of exceptions to the respective State's one call law (such as hand digging or agricultural plowing at a depth of less than 18 inches in Minnesota). The new form is actually requesting less detailed information and is designed to be simple so that voluntary reporting is more easily done. Some Board members expressed concern that less information will be collected under the simplified form, making root cause analysis more challenging. Mr.



Mendiola responded that MnOps would continue to welcome feedback from stakeholders on the format and detail of the new reporting form.

Some discussion by the Board ensued. The consensus was that GSOC should place more resources into marketing efforts in order to further reduce the proportion of damages due to “no locate”. It was acknowledged that the problem in general is not with excavators who are showing up to the damage prevention meetings, but lies with the other professionals or consumers, who might be reached with further public awareness efforts. GSOC will review certain details of MnOps data and work with MnOps on refining suggestions to improve awareness efforts.

Mike Mendiola also indicated that the MnOps Chapter 216D stakeholder meeting would be held January 19, 2017 at Connexus offices in Ramsey, Minnesota. All interested in underground damage prevention are encouraged to attend the stakeholder meetings. MnOps goal is to finalize suggested changes to the statute by Labor Day so that they may be presented in the 2018 legislative session.

Notification Center Report

Kimberly Boyd furnished the Board with a recap of 2016 for the notification center. Ticket volume was approximately 787,000, a 2.9% increase compared with 2015, internet submitted tickets constituted approximately 66.44% of the total. Homeowners accounted for just under 86,000 tickets. About 22.46% of homeowner tickets used the simplified software for online submission. Call center response to calls continued to be rapid throughout the year with the exception of November. Results that month were skewed by a very busy, unseasonably warm Monday right after the Veterans Day weekend. Overall, call responsiveness for the year was outstanding.

Average online ticket review time has fluctuated during the year. Times have averaged around 15 minutes as CSRs are spending additional time training users over the phone whenever there is a call back to address issues in an online ticket. This is done in order to reduce the chances of a similar error by the online ticket submitter in the future. The notification center is also training CSRs on the use of ITIC so the CSR may answer specific excavator questions about how to use the online system if asked.

The center is developing refined reports which will further assist oversight of the notification center. A facility operator year end communication was sent to all facility operators by email requesting they review their maps, review and update contact information and make requests for ITIC training. Call taking procedures will also be reviewed in preparation for 2017.



The notification center is also engaged in an ongoing project working with ticket management companies, facility operators and locators to review all of the locate maps which the notification center can now produce with the NextGen software.

Kim also reminded everyone that ITIC training continues to be held in weekly webinars every Wednesday. Jolene is also available to go out and train groups of people on site upon special request.

Finally, she noted the notification center made 22,491 GIS updates in 67 counties during 2016.

Adjournment

There being no further business coming before the Board, the meeting was adjourned at approximately 3:40 p.m.

Respectfully submitted,

Dean E. Parker
Recording Secretary

Next Meeting Dates:

April 17, 2017
August 15, 2017 (Note: date change)
November 15, 2017
January 10, 2018