



2021 Annual Membership  
Virtual Meeting

®



# Welcome

- ▶ Call to Order
- ▶ Safety
- ▶ Introduction of the Board
  - ▶ Briant Thomas, Chairman - AT&T
  - ▶ Shoshanna Lenski, Vice Chairman - DTE Gas
  - ▶ Vincent Floyd, Treasurer - Utility Resource Group
  - ▶ Jim Moskal, Secretary - Corby Energy
  - ▶ Javid Khan, Director - Consumers Energy
  - ▶ Gerrad Godley, Director - Genesee County Road Commission
  - ▶ Tim Davidek, Director - Genesee County Drain Commission
  - ▶ Jeff Dobies, Director - Comcast
  - ▶ David DeLind, Director, DTE Electric
  - ▶ Damion Frasier, Attorney - Shedd-Frasier
  - ▶ Ryan Hoerner, CPA - Hoerner & Associates

# Committees



- ▶ Common Ground Alliance
  - ▶ OCSI- Data Reporting Task team
  - ▶ Stakeholder Advocacy
  - ▶ Data Reporting and Evaluation- Co-Chair, DIRT User Guide Task Team, DIRT Submission Task Team
  - ▶ Technology Committee
- ▶ Michigan Damage Prevention Board
- ▶ Facility Notification Centers Association
- ▶ Ticket Initiation Management and Execution
- ▶ Locator Action Committee
- ▶ Gold Shovel Standard
- ▶ International Damage Information Gathering
- ▶ Cisco Contact Center Innovation Board



# Secretary Report

MISS DIG 811  
Minutes of the 2019 ANNUAL MEETING  
Soaring Eagle Resort & Casino  
January 21, 2020

## CALL TO ORDER

Briant Thomas called the Annual Membership Meeting of MISS DIG 811 members to order at 8:06 AM at the Soaring Eagle Resort & Casino in Mount Pleasant, Michigan. Those in attendance are listed on the last page of the minutes housed in the corporate minute book.

He advised attendees of certain housekeeping rules, which included requesting that all ballots be turned in. Also noting the exits and emergency procedures.

## WELCOME

Briant welcomed the members to the meeting. He then introduced the members of the Board of Directors to the audience:

Briant Thomas, AT&T – Chairman of the Board.  
Shoshanna Lenski, Vice-Chair, Productivity and Work Standards for DTE Energy. Shoshannah is Secretary of the Board, and represents DTE Gas Operations.

Vince Floyd, President of Utility Resource Group. Vince represents the Contract Locators and is Treasurer of the MISS DIG Board.

James Moskal, Secretary - Compliance Manager with Corby Energy Services, LLC, representing excavators

Javid Khan – Consumers Energy  
Gerrad Godley, PE Civil Engineer  
Tim Davidek, Area Manager with Marathon Pipeline, representing the pipeline industry.

Mark Ritter, Area Manager with Marathon Pipeline, representing the pipeline industry.  
Jeff Dobies – Comcast, representing the cable industry.

Bruce Campbell is the CEO and Assistant Treasurer of MISS DIG.  
Dan Canter, CPA, with Canter and Company. Dan is the corporate auditor in addition to performing payroll and tax services. He has been with MISS DIG 811 since its incorporation and is unable to be here today.

Briant talked about the passing of Mike Baum, one of MISS DIG's Board members. There was a moment of silence held for Mike.

Briant turned the meeting over to Bruce. Bruce opened that MISS DIG 811 is celebrating our 50 year anniversary this year. We have invited some of our past Board members and employees to help us with the celebration. The following MISS DIG 811 Pioneers were present:

Mark Abbott – Director – City of St. Louis  
Sam Colella - Director - AT&T and IT Director – MISS DIG 811

- ▶ Meeting Minutes from last years meeting
- ▶ Comments
- ▶ Approval



# Legal Update

- ▶ Election





# MISS DIG 811 Board of Directors

## Diversity Statement

As a responsible community member, MISS DIG 811 recruits people from all backgrounds. We believe that our employees and directors from many different cultural, linguistic and national backgrounds provide us with valuable knowledge for understanding and reflecting our customers in local markets.

## Candidate Considerations

The MISS DIG 811 Board of Directors looks for individuals who have demonstrated significant achievements in damage prevention, business, and/or public service. They must have the requisite intelligence, education, and experience to make a meaningful contribution to the discussions of the Board of Directors.

MISS DIG SYSTEM, INC.  
(A NON-PROFIT ORGANIZATION)

FINANCIAL STATEMENTS  
AND  
SUPPLEMENTARY INFORMATION

MARCH 31, 2020 AND 2019

TOGETHER WITH INDEPENDENT AUDITOR'S REPORT

CONFIDENTIAL  
NOT FOR PUBLIC DISTRIBUTION

# FINANCIAL UPDATE



Audit and Financial  
Information is  
available at our  
Auburn Hills office





# FINANCIAL Update 2019/20 fiscal year-end

- ▶ Current Assets were \$4,664,815
  - ▶ An increase of \$345,705
- ▶ Current Liabilities were \$3,450,419
  - ▶ An Increase of \$624,491
- ▶ Total Net Assets were \$4,868,553
  - ▶ An increase of \$502,598
- ▶ Revenue was \$6,239,485
  - ▶ An increase of \$1,157,349 from last year.
- ▶ Expenses were \$5,736,887
  - ▶ An increase of \$611,141 from last year.



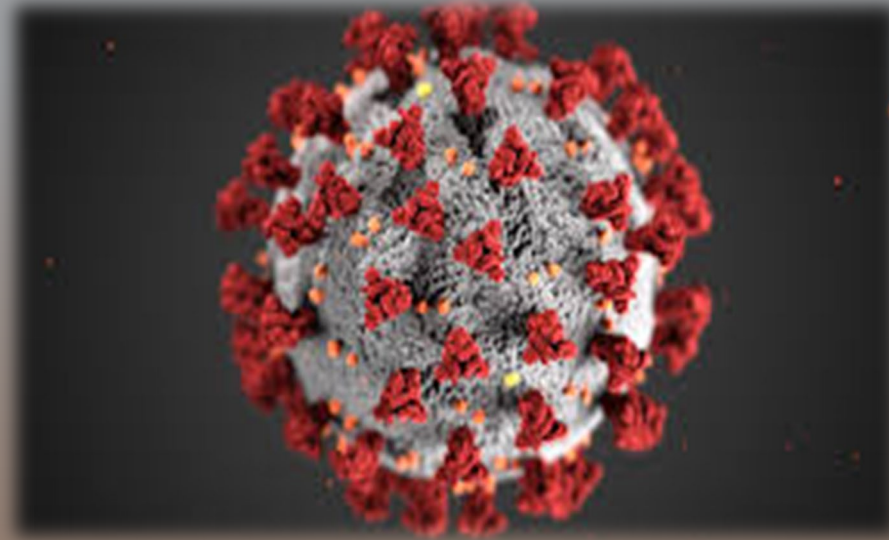


## MISS DIG 811 2021-2022 Budget

- ▶ MISS DIG 811 has invested effort and funding towards the transition from a calls only center to a notification center.
- ▶ Many improvements have been made to the system.
- ▶ The investment made by MISS DIG 811 needs the funding necessary to maintain the level of service the Membership has come to expect and, in any case, required to comply with PA 174.

# COVID-19 Response

- ▶ COVID Info group - Weekly updates on the status of MISS DIG 811 - This evolved into MISS DIG 811 Status Update which is still and will be continued after COVID.
- ▶ Supported the protection of infrastructure that served temporary medical sites
- ▶ Increased Positive Response Options

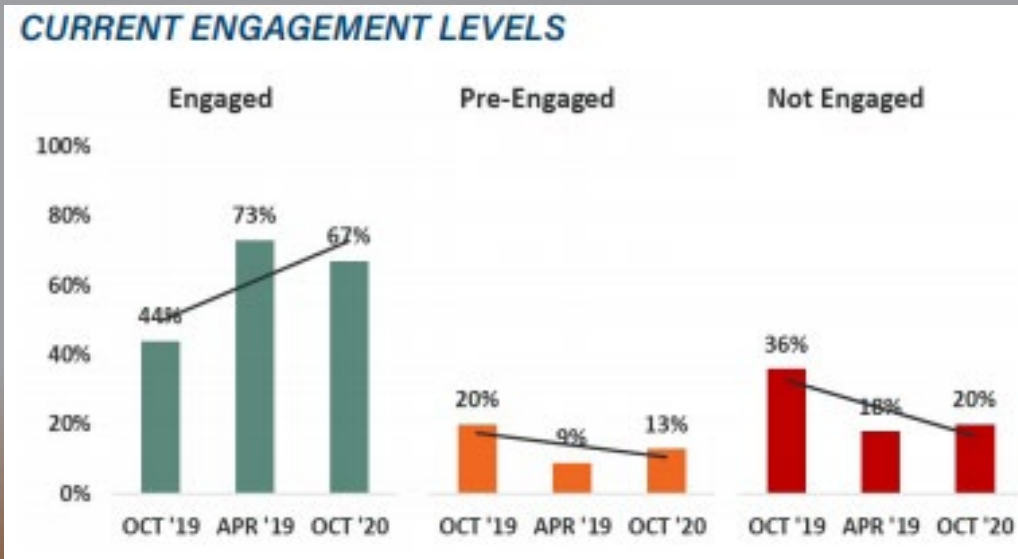
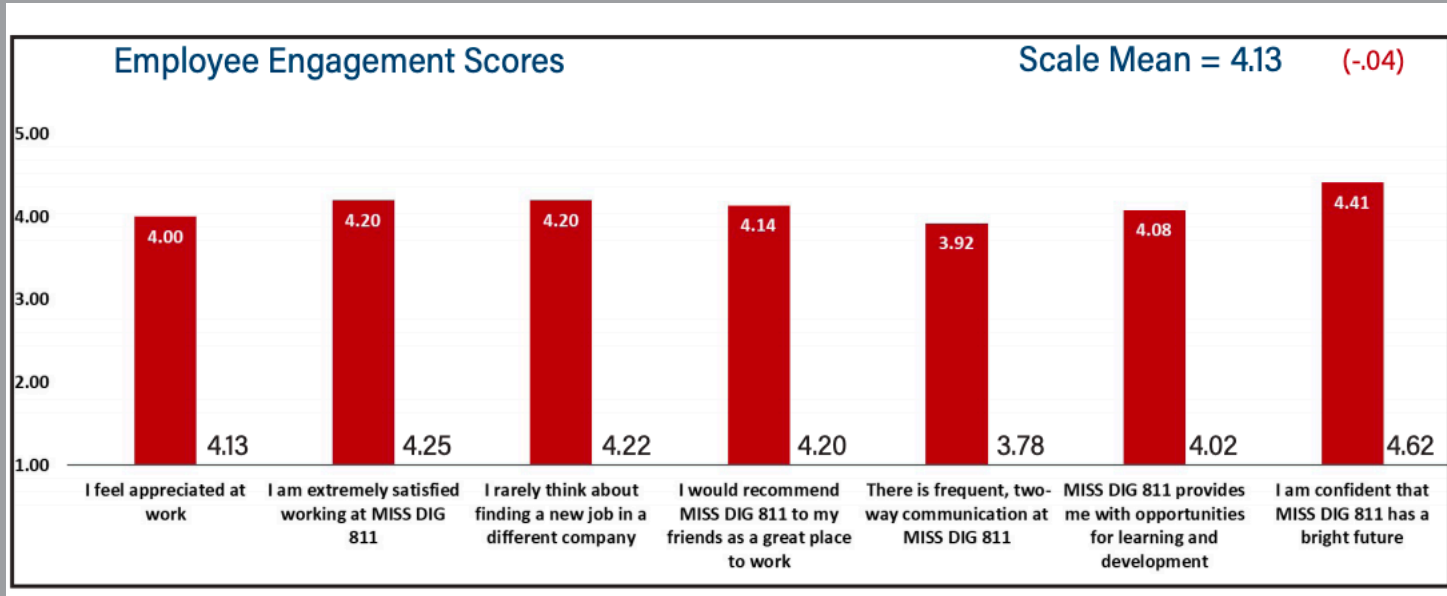


# MISS DIG 811 Surveys

- ▶ Employee Engagement
- ▶ Member Satisfaction
- ▶ Awareness/Pipeline
- ▶ Additional Services



# Employee Engagement

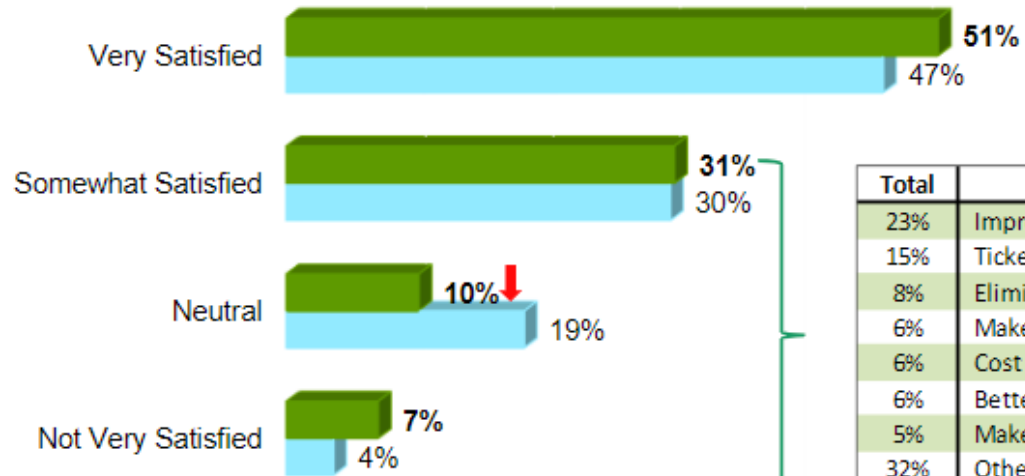


# Member Survey

## Overall Satisfaction

Overall, how satisfied are you with the MISS DIG 811 organization?

2020 N = 249 2015 N = 461



Total	Need to Improve (2020):
23%	Improve process / website too complicated / provide maps
15%	Tickets submitted over and over / duplicates
8%	Eliminate requests outside our jurisdiction
6%	Make accountable if don't mark / fines
6%	Cost too high
6%	Better training
5%	Make utilites mark in timely manner
32%	Other

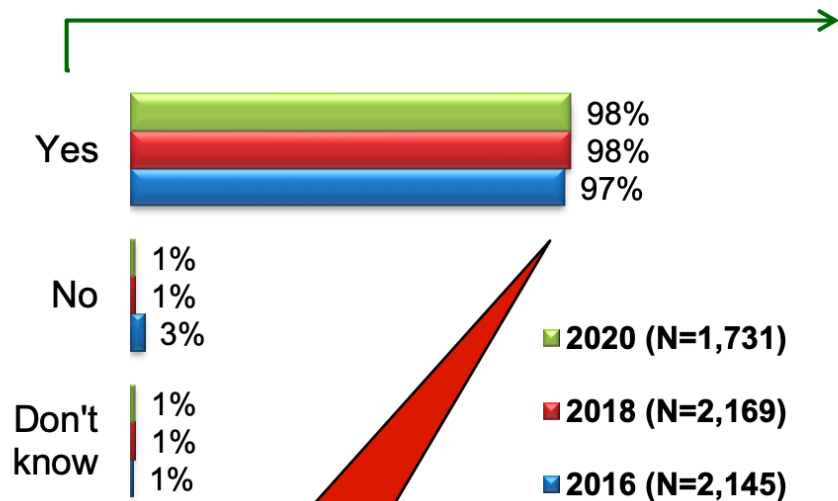
N = 66

"Not At All Satisfied" = less than 1% ■ 2020 ■ 2015

- Overall satisfaction with MISS DIG 811 was directionally higher compared to 2015 (not quite statistically significant) with just over half (51%) being 'very satisfied'.
- Of those less than 'very satisfied' and providing rationale for their rating, almost a quarter (23%) commented on the process or website. Next came issues having to deal with multiple or duplicate requests.
- All verbatim responses are provided under separate cover.

# Awareness

**Have You Ever Heard Of MISS DIG 811 (services that companies and individuals can contact before digging to have underground facilities such as pipelines marked)?**



**Awareness of MISS DIG 811 is near almost complete awareness.**

**If Yes, Where Have You Seen Or Heard Information Regarding MISS DIG 811?**

2020	2018	2016	Source
51%	54%	59%	US mail
47%	44%	26%	Internet
39%	39%	36%	Billboards
32%	39%	43%	TV
30%	30%	32%	Handouts / inserts / flyers
28%	34%	38%	Radio
25%	24%	26%	Info posted near pipelines
21%	19%	20%	Face to Face meetings
9%	2%	na	Teleconference / virtual meeting*
8%	7%	4%	Social media sites
5%	2%	na	Gold Shovel Standard
2%	3%	3%	Promotions at sporting events
2%	2%	2%	NASCAR events
2%	3%	3%	Other
4%	4%	2%	Not sure
1,685	2,081	2,037	N =

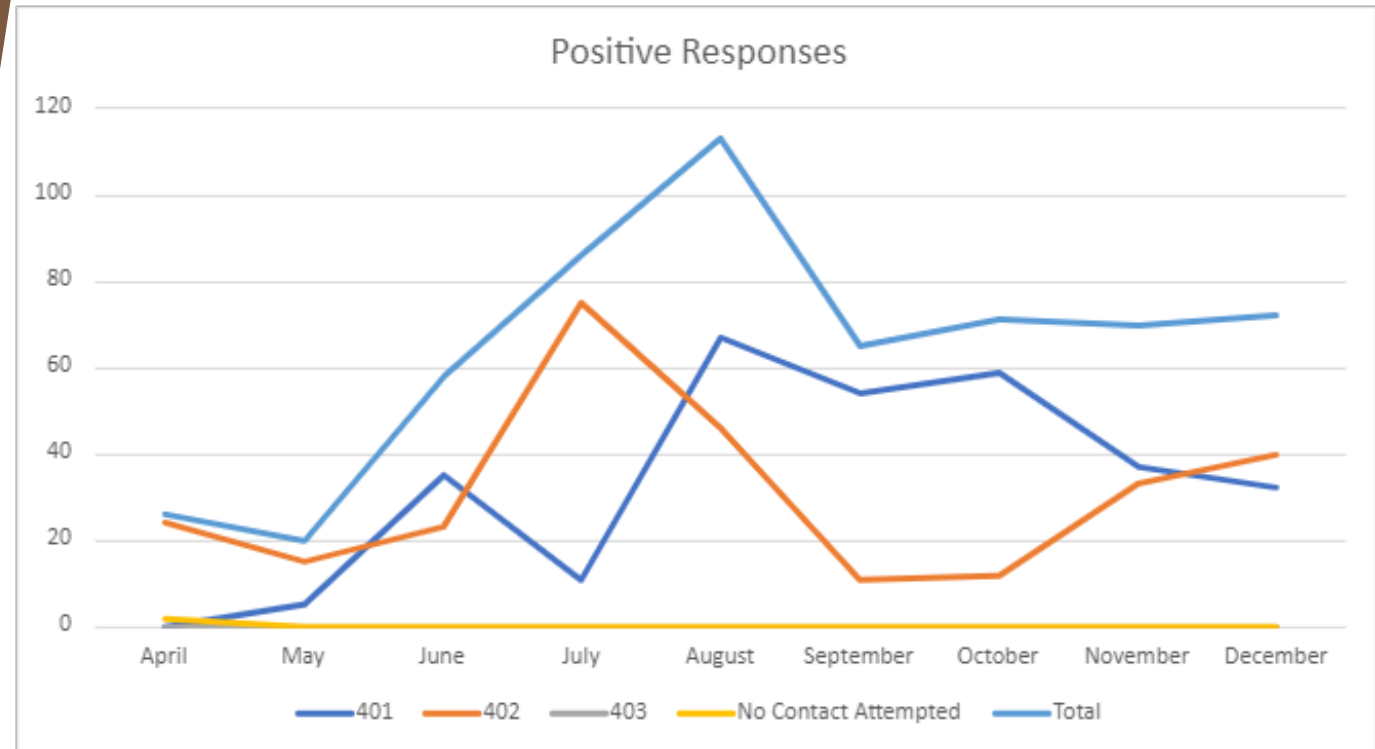
**Among those who work primarily in the field, 27% reported Face to Face meetings.**

**Among Primary Excavators, 26% reported Face to Face meetings, and 54% reported the Internet was a source of information about MISS DIG 811.**

\* "MISS DIG 811 Teleconference or virtual meeting" in 2020 was "Open Mic - MISS DIG 811 Teleconference" in 2018.

# Private Locate Pilot Program

- ▶ Worked with Blood Hound Private Locating
- ▶ 18 counties included.

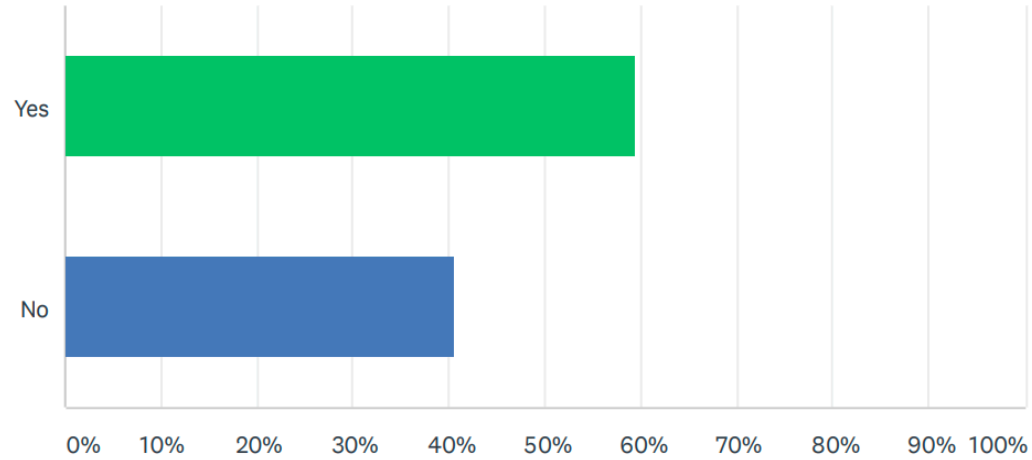




# Private Locate & Service Survey

Q3 Would it be helpful if you could request private locating services (fee-based) when contacting MISS DIG 811, or not?

Answered: 1,096 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	59.40%	651
No	40.60%	445
TOTAL		1,096



# Notification Center

Year	Calls to 811		Year	Calls to 7171		Year	811 % of Total Called Tickets
2015	119,252		2015	236,672		2015	34%
2016	124,666		2016	269,473		2016	32%
2017	148,919		2017	197,163		2017	43%
2018	137,958		2018	215,296		2018	39%
2019	174,790		2019	239,405		2019	49%
2020	131,730		2020	197,596		2020	40%
Year	Total Calls		Year	Total Tickets		Year	Web %
2015	355,924		2015	768,752		2015	54%
2016	394,139		2016	814,303		2016	52%
2017	346,082		2017	872,986		2017	60%
2018	353,254		2018	923,993		2018	62%
2019	355,510		2019	1,015,744		2019	65%
2020	329,326		2020	994,573		2020	67%

# Notification Efficiency

Year	Dig Tickets	% Inc from previous year	Transmissions	% Inc from previous year	Transmissions vs. Volume Ratio
'10	568,032	2.3	6,687,485	5.1	11.77
'11	618,958	9.0	7,491,636	12.0	12.10
'12	663,782	7.2	8,410,433	12.3	12.67
'13	708,537	6.7	9,140,614	8.7	12.90
'14	763,760	7.7	10,738,036	17.5	14.06
'15	768,752	0.7	13,024,689	21.3	16.94
'16	814,303	5.8	14,272,753	9.6	17.53
'17	872,986	7.2	15,175,673	6.33	17.38
'18	923,993	5.8	15,619,196	2.92	16.90
'19	1,015,744	9.9	15,188,366	-2.76	14.95
'20	994,573	-2.1	15,051,486	-1.0	15.13



<b>TOTAL</b>	<b>1613</b>
Associate Member: Associate Vendor	9
Associate Member: Contract Locator	46
Associate Member: Design Member	165
Associate Member: Excavator	110
Member: Catv	17
Member: Drain Commissioner	2
Member: Electric	17
Member: Environmental	6
Member: Farm	1
Member: Gas Company	6
Member: Other	296
Member: Pipeline	69
Member: Public Agency	778
Member: Telecommunications	23
Member: Telephone	32
Member: Utility Authority	36

# Member Services

- ▶ 5,531 total member codes
- ▶ 4,252 contains notification areas
- ▶ 1,494 Positive Response enabled RMA accounts

# 2020 Marketing Efforts

- Social Media
- Billboards
- Hire It Done radio show
- USPBL 811 Day
- Detroit Tigers
- English Gardens



# • 2021 Public Awareness Plans

- ▶ Billboards
- ▶ Growlers Baseball
- ▶ USPBL
- ▶ Centre Ice
- ▶ Woodward Dream Cruise
- ▶ Michigan Association of Broadcasters
- ▶ Social Media Campaigns
- ▶ EMU
- ▶ Bulk printing and mailing of postcards



# CISCO WEBEX PHONE CONVERSION

Unified  
Communications



Contact Center



Conferencing



Hardware



**Technology that puts people and teams first**

Cisco's cognitive collaboration delivers personalized experiences for the modern workforce.



# Locate Demand Management

- Response to the large number of “999” Positive Responses in 2019
- Informs the MISS DIG 811 user of the probability of an efficient, on time locate
- Gives user the opportunity to choose a different dig start date
- Utilizes a “Green” “Yellow” “Red” color code



## • 2019 -2020 SDP Grant

- A Ford Transit Van was purchased and customized to be an Education Mobile Unit (EMU).
- Will travel around the state to schools and community events in order to bring awareness to MISS DIG 811.





# 2020 - 2021 SDP Grant

- Safe Excavation Practices Workshops
- Toolbox Talks & Damage Safety Alliance Meetings
- Brochures to municipalities



U.S. Department of Transportation

**Pipeline and Hazardous Materials  
Safety Administration**



# Gold shovel standard: In Michigan



- ▶ 208 contractors that dig in Michigan are Gold Shovel Certified, a 32% increase over last year.
- ▶ 88 of those are based in Michigan, a 66% increase over last year.
- ▶ Municipalities can receive 1/3 off their membership fees. Email [glf@missdig811.org](mailto:glf@missdig811.org)



For more information: [gss@missdig811.org](mailto:gss@missdig811.org)

# MISS DIG 811 Collaborative Design

MISS DIG 811 officially launched our new design process. By using the WorksAccess software platform provided by PelicanCorp, we will provide a better and more robust means to increasing communications in the design phase between engineers, facility owners, and municipalities.





# TIME

*Ticket Initiation Management Execution*

## 2021 Agenda Items

- LDM (Locate Demand Management)
- Complex Ticket Additional Question
- Sign install scope of work update
- eMod update and re-release

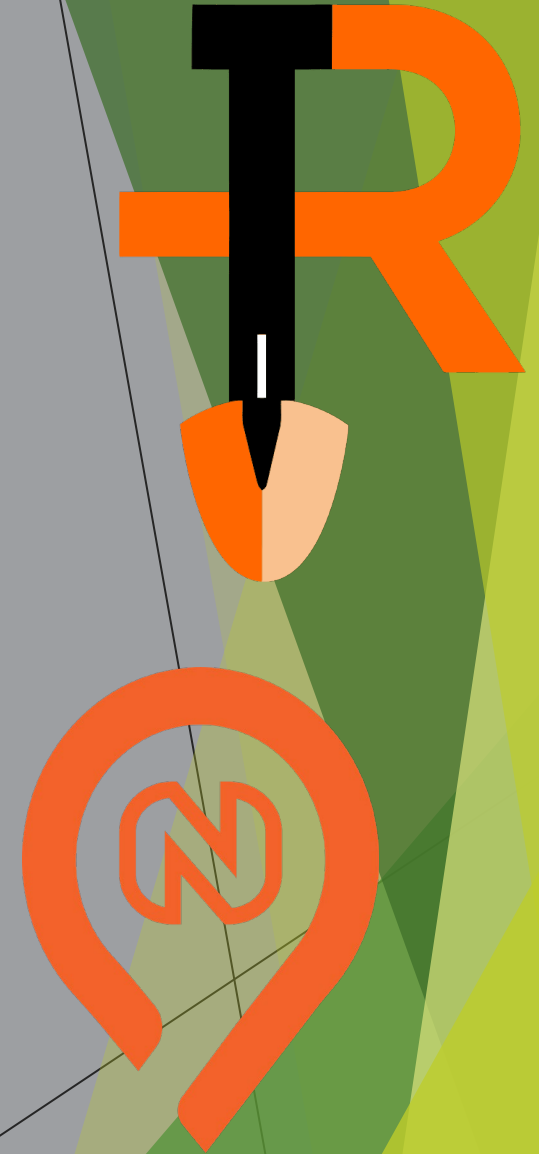
## 2020 Updates and Changes

- Private Locating Pilot Program, including the addition of 17 counties)
- Creation of Sub-TIME Committee for reviewing more complex ticket entry changes
- COVID-19 Positive Response Codes, 018 and 019

018	NOT MARKED- FACILITY OWNER OPERATOR CLOSED DUE TO STATE EXECUTIVE ORDER 2020-21, 2020-42, 2020-59, or 2020-77-	Facility owner/operator is closed due to Executive Order 2020-21, 2020-42, 2020-59, or 2020-77. The facility owner/ operator reached out to the excavator as noted on the locate request about being unable to complete the locate request.
019	WORK MORATORIUM DUE TO CRITICAL INFRASTRUCTURE	- To ensure there are no service interruptions to medical and temporary medical sites there is work moratorium in place. If your work is essential and required to be performed, reach out to this entity directly.

# Thank you to our partners

- ▶ PelicanCorp
- ▶ Gold Shovel Standard
- ▶ Norfield Development Partners
- ▶ Michigan Public Service Commission
- ▶ MITA
- ▶ Infrastructure Resources
- ▶ MIOSHA
- ▶ Blood Hound Private Locating



# Questions?

We look forward to having an in-person Annual Meeting next year in partnerships with MITA







# MEETING ADJOURNED

For Board Seat information, please contact:

Bruce Campbell - [bcampbell@missdig811.org](mailto:bcampbell@missdig811.org)

LeOra Cannon - [lcannon@missdig811.org](mailto:lcannon@missdig811.org)