

ANNUAL REPORT 2020

JANUARY 1, 2020 - DECEMBER 31, 2020



Dear Minnesota Underground Safety Stakeholders,

Let's say goodbye to 2020, and here's to a better 2021.

In Minnesota, excavation season started off strong and continued at a record pace throughout the year. Ticket volume hit an all-time Gopher State One Call record with 941,358 tickets, a 10.9% increase over 2019. Homeowners were extremely busy with 110,239 submitted homeowner tickets, which was 11.7% of total volume and 26,682 more tickets than in 2019. To handle this volume, we requested that locate requests be submitted online. Thank you. Online ticket volume was 83.1%, an 8.2% increase from 2019.

Due to the pandemic, significant changes were made to the call center. In addition to asking for tickets to be submitted online, the call center customer service representatives moved from the office to their homes. They handled the significant increase in ticket volume without missing a beat. A big thank you to our customer service representatives.

As we enter 2021, ticket volume continues to be strong, even for January. GSOC is predicting a 1.1% increase in ticket volume for 2021, driven by fiber installs, infrastructure projects and a continued high number of homeowner projects.

In response to input from various stakeholders, GSOC will be making some changes to the excavator ticketing process. These changes are intended to spread out the ticket volume during the week, increase compliance with white marking, increase the use of Meet tickets for long duration projects, reduce the number of Update tickets and improve the quality of marking instructions. We thank you for your cooperation as we believe that these changes will increase the quality of the tickets and help the locators locate more effectively and efficiently.

Public awareness efforts were cut short this year. Only one-third of the scheduled Damage Prevention meetings were held. The Green Expo and the Minneapolis Home + Garden Show were the only public events that GSOC was able to attend. However, GSOC was able to have approximately 35 million radio and digital impressions during the year.

We hope that later in 2021, we will be able to re-engage with the public at various events.

Please reach out to me with input and suggestions. Let's make this year the safest year yet! Remember that communication is the key to safe and efficient excavation.

Best regards,
Barb Cederberg



Chief Operations Officer

Barbara Cederberg

651-681-7307
barbara.cederberg@gopherstateonecall.org

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

- Put safety first
- Dedicated to process accuracy
- Grow awareness through education

INDUSTRY LEADER

- Lead the way with technology
- Set the bar with passion
- Inspire with innovation
- Create a superior user experience
- Never stop evolving



PURPOSE

Connecting Minnesota for safe digging

- Provide consistent, quality service
- Be unbiased and ethical in everything we do
- Be accountable and transparent to our stakeholders

- Listen to all points of view
- Bring stakeholders together to find solutions

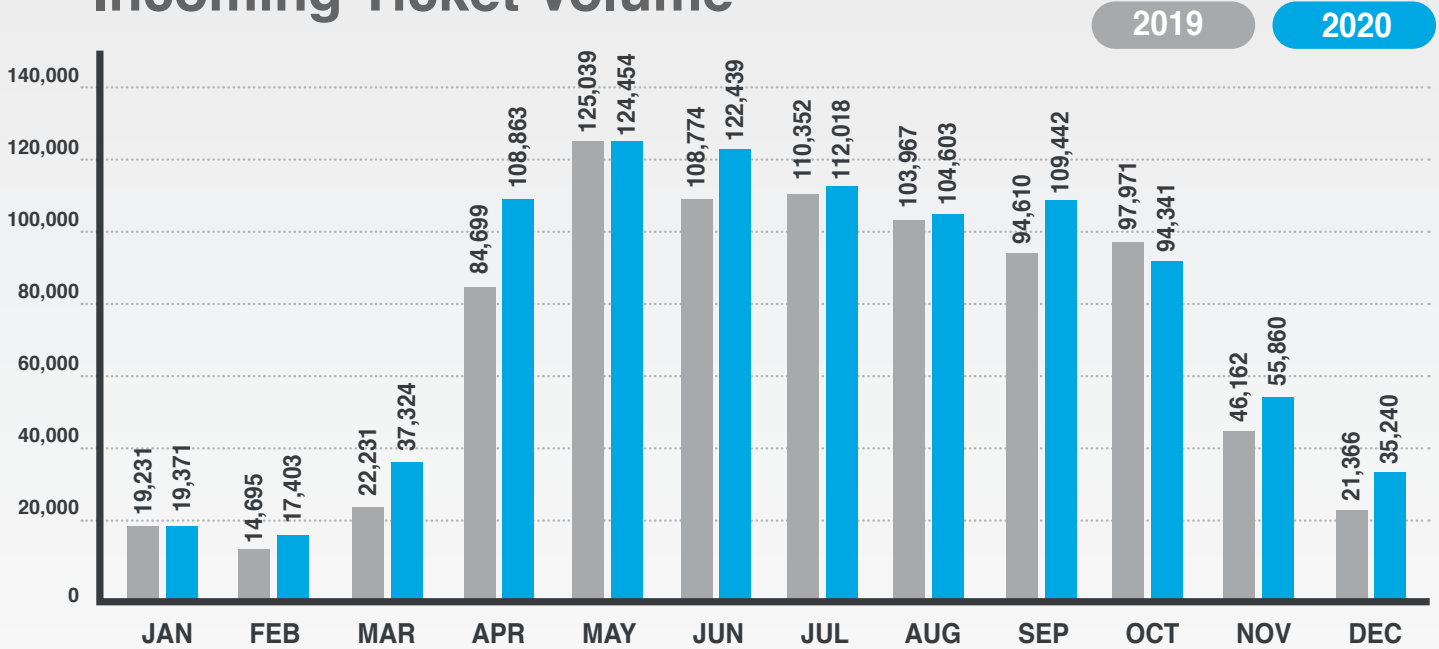
TRUSTWORTHY

COLLABORATIVE

- Leverage diverse input to make the right decisions

2020 BY THE NUMBERS

Incoming Ticket Volume



Electronic Ticket Requests via the Internet	83.1%
Normal Tickets	793,639
Emergency Tickets	15,033
Boundary Survey Tickets	8,122
Meet Tickets	19,131
Owner Inquiry	609
Non-Excavation Tickets	8,227
Engineering/Pre-Con Meet	224
Update to Refresh Marks or Extend Life	95,229
Homeowner Tickets (Included in Normal Ticket Count)	110,239
7 County Metro and Greater MN Tickets	46.1% (7 County Metro) 53.9% (Greater MN)

941,358
Total tickets for 2020

10.9%

Increase over 2019 and the highest in the history of GSOC

1.1% in 2021
Projected Growth in Ticket Volume

Homeowner Submitted Tickets

110,239 Total Tickets or **11.7%** of Total Tickets

67.2% Submitted Online

38.0% Submitted from seven county metro

62.0% Submitted from Greater MN

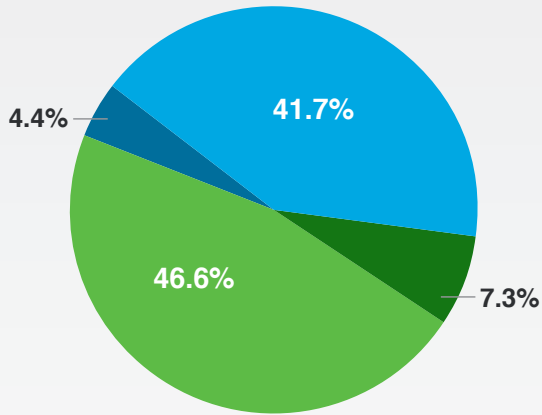
Web Submitted Tickets

83.1% Submitted Online

8.2% Increase Over Prior Year

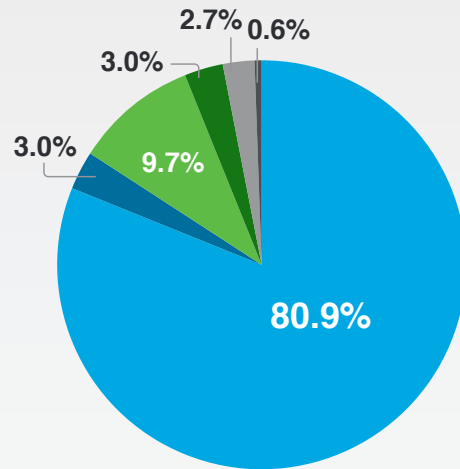
GSOC FINANCIAL INFORMATION

2020 GREATER MN AND METRO TICKET PERCENTAGES



- Metro Professional Excavator
- Metro Homeowner
- Greater MN Professional Excavator
- Greater MN Homeowner

2020 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

2020

Top Social Media Posts



CAMPAIGNS



35 million
Total Impressions

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

Tom Hoffman

TREASURER
Providing perspective from the Rural Electric Providers

Ward Westphal

SECRETARY
Providing perspective from the Excavation Industry

Jim Smith

STATE FIRE MARSHAL
Director of the Office of Pipeline Safety

Chris Fry

Providing perspective from the Telecommunications Industry

Phil Lesnar

Providing perspective from the Excavation Industry

Dan Munthe

Providing perspective from the Pipeline Industry

Jason Ponciano

VANGUARD UTILITY PARTNERS
Providing perspective from the Locate industry Greater Minnesota

Sam Richert

XCEL ENERGY
Providing perspective from the Energy Distribution Industry

Mark Sellin

SELLIN BROTHERS
Providing perspective from Excavation industry Greater Minnesota

Ray Starr

Providing perspective from the Minnesota Department of Transportation

Joe Thill

DIRECTOR AT LARGE

Ben Wallace

USIC
Providing perspective from the Locate industry

Patrick Warden

Providing perspective from the Landscaping Industry



WHAT'S IN STORE FOR 2021

2021
Projected Growth
in Ticket Volume

1.1%

GROWTH

GSOC is forecasting a 1.1% growth in incoming ticket volume for 2021. The growth in 2020 and 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.



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MEET vs. NORMAL TICKET

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.

NEW WEB USER INTERFACE

The new excavator web user interface was introduced to all users in March 2020 and has been overwhelmingly adopted by users. The old interface will be phased out during 2021. The new interface was designed by users for users and makes the ticket request process more streamlined and easier to use. This new interface is available for both ticket entry and Excavator Ticket Management (ETM).

Chief Operations Officer

Barbara Cederberg

651-681-7307

barbara.cederberg@gopherstateonecall.org

General Manager

Kimberly Boyd

651-681-5703

kim.boyd@gopherstateonecall.org