

JANUARY 1, 2016 - DECEMBER 31, 2016

ANNUAL REPORT



DEAR MINNESOTA UNDERGROUND SAFETY STAKEHOLDERS:

Gopher State One Call (GSOC) headlines for 2016 include “GSOC Transitions to New One Call Center Vendor”, “New State of the Art Electronic Ticket System Implemented by GSOC”, “Annual GSOC Locate Requests Increased”, “Expansion of GSOC Public Awareness and Outreach”, “GSOC Collaboration with Minnesota Common Ground Alliance (MNCGA)”, and “Underground Safety is a Shared Responsibility”. It is hard to believe that we have turned the corner and moved into another new year. 2017 brings opportunities for Damage Prevention meetings, trainings, seminars, events, locate requests, locate requests, and more locate requests. For 2016, GSOC ended with a total of 787,593 tickets, a 2.9% increase over 2015. The bumpy beginning in 2016 was due to the transition to a new call center and a new electronic ticket system, settled down thanks to the assistance of many MNCGA members. GSOC supported underground safety public awareness and training by participating in over 35 Damage Prevention meetings, training over 2,500 individuals on the new electronic ticket system at the end of 2015 and into 2016, and participating in numerous events. GSOC public awareness efforts included trade shows such as the Northern Green Expo, the Minneapolis Home + Garden Show, Farm Fest, MN State Fair, Big Iron Farm Show, MN 811 Run/Walk, and Day of the Dozers. GSOC also launched a state wide digital media public awareness campaign. For 2017, GSOC will continue to fo-

cus public awareness efforts on the agriculture, landscaper, and homeowner communities. Broader and more general underground safety public awareness efforts such as digital media campaigns will be implemented. GSOC will add outreach to Spanish speakers and the Hmong community with literature in Spanish and a presence at Hmongtown Marketplace. In addition to the one call notification center, GSOC can assist you in your damage prevention and awareness efforts. We welcome the opportunity to provide electronic locate request and ticket management training, GSOC one call presentations, a GSOC booth at your event, and/or GSOC promotional materials. As underground safety is a shared responsibility, a big thank you from GSOC to excavators, home owners, facility operators and locators for helping keep the citizens and underground utilities of Minnesota safe. I look forward to a safe 2017. Please contact me if you have questions regarding information included in this GSOC 2016 Annual Report or would like to discuss opportunities to improve underground safety in Minnesota. I look forward to our conversations.

Chief Operations Officer
Barbara Cederberg
651-681-7307



TRANSITION GSOC TRANSITIONS TO NEW ONE CALL CENTER

In 2015, GSOC announced that One Call Concepts, Inc. (OCC) would become the service provider for the Minnesota one call excavation notification center. The transition took place on December 30, 2015, at 6:00 pm. OCC electronic ticket processing and one call call center expertise enables GSOC to provide excavators and underground facility operators with state of the art technology for excavation ticket processing. The new electronic ticket system had a bumpy start but then settled down thanks to the assistance of many MNCGA members.

Migrated GSOC notification area maps and contact information for over 1,400 facility operators.

Transferred contact information for over 22,000 excavators.

Maintained historical data bases.



NEW STATE OF THE ART ELECTRONIC TICKET SYSTEM

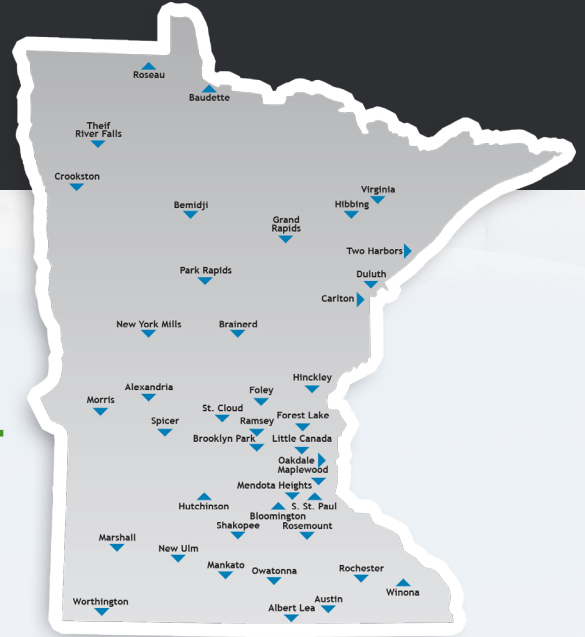


Based on map first, then described excavation location.

Trained over 1,650 people during late 2015 and early 2016 at 69 onsite locations throughout the state.

Trained over 850 people during late 2015 and early 2016 via 68 webinars.

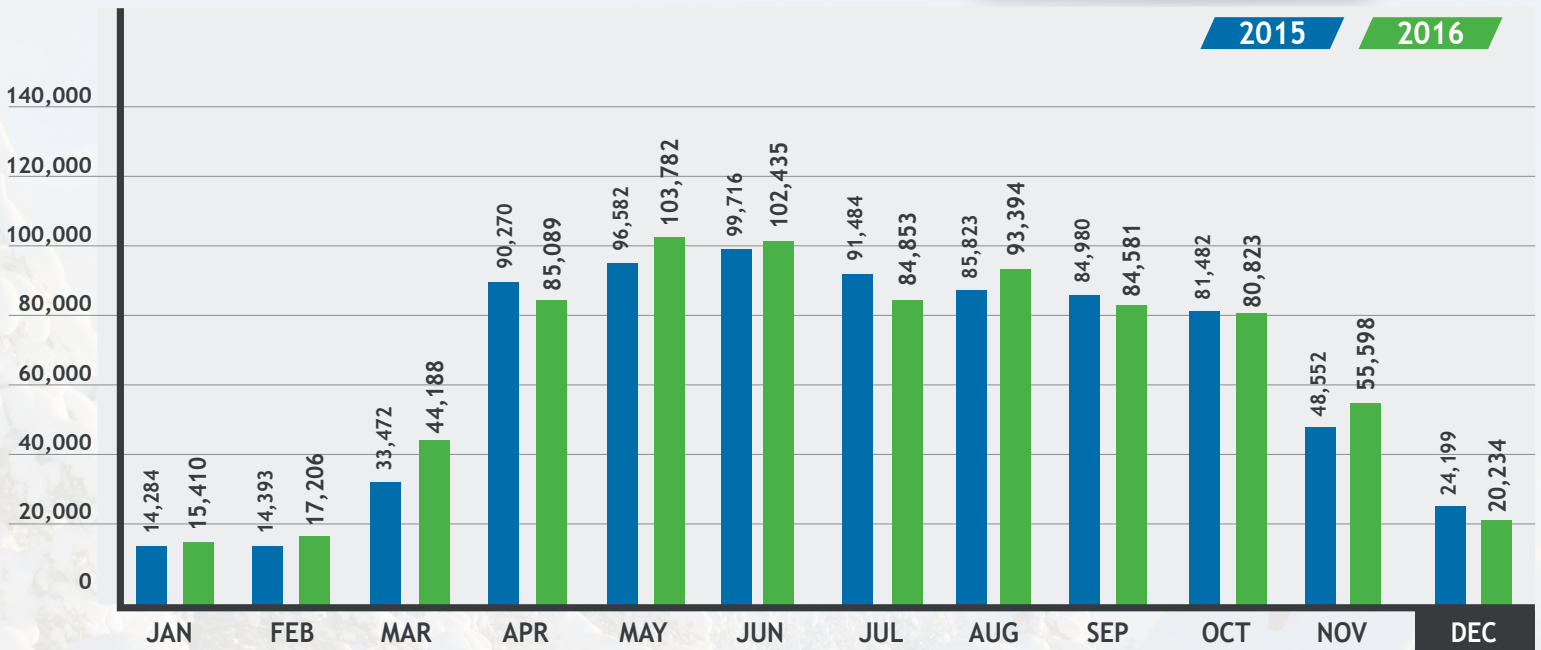
Coached over 8,780 users real time using GSOC experts.



ANNUAL GSOC LOCATE REQUESTS INCREASED:

Total locate requests for 2016: 787,593 tickets
2.9% increase over 2015, and the most tickets in the past 10 years.

Incoming Volume



Electronic Ticket Requests via the Internet	66.4%
Normal Tickets	670,976
Emergency Tickets	14,657
Boundary Survey Tickets	7,049
Meet Tickets	20,771
Non- Excavation Tickets	5,608
Engineering/Pre-Con Meet	248
Update to Refresh Marks or Extend Life	68,107
Homeowner Tickets (Included in Normal Ticket Count)	85,926
7 County Metro and Outside Tickets	48% (7 County Metro) 52% (Outstate)

GSOC COLLABORATION WITH MINNESOTA COMMON GROUND ALLIANCE (MNCGA)

Over 35 Damage Prevention meetings in collaboration with Minnesota Office of Pipeline Safety (MNOPS) and MNCGA.

Trained over 6,000 excavators at Damage Prevention meetings.

Public Awareness Efforts: MN 811 Run
Day of the Dozers

UNDERGROUND SAFETY IS A SHARED RESPONSIBILITY



Each year, facility operators, locators, excavators, surveyors, homeowners, and GSOC work together to keep the citizens and underground facilities of Minnesota safe. In 2016, the MNOPS initiated a stakeholder review of the MN State Statute 216D and MN Rules Chapter 7560. This collaborative effort will continue in 2017 for possible MN legislative action in 2018.



EXPANSION OF GSOC PUBLIC AWARENESS AND OUTREACH



GSOC reached all corners of the state for underground safety public awareness and outreach. GSOC touched over 32,000 individuals via participation in over 30 events, association meetings, and large and small trade shows. These individuals were from constituents including construction, telecom, transportation, landscaping, well drilling, agriculture, electric, water, cities, counties, and home owners. The MN Ag Expo, Farm Fest and the Big Iron Farm Show had a combined 3,400 individuals from the agricultural community visit the GSOC booth. Landscapers interacted with GSOC at the Northern Green Expo and homeowners visited the GSOC booth at the Minneapolis Home and Garden Show and the Minnesota State Fair.

This past year, GSOC initiated both a new social media campaign and a targeted digital media campaign. The 190 Facebook posts and the approximately 160 tweets were accompanied by 130 images, photos or graphics. The state wide digital media campaign was targeted at the Agricultural community, landscapers and home owners. During the March - October 2016, course of this campaign, there were 19, 154 unique and new visitors to the GSOC website.



PHOTOS FROM VARIOUS EVENTS



ARTICLES



In addition to a wide variety of advertisements, both print and digital, we also published 24 articles pertaining to Gopher State One Call (GSOC), the 811 process, and other damage prevention-related topics. These articles can be found on various platforms, such as GSOC's home website, in MNCGA Forums, and in the U of M Newsletter.

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