



OCSI Committee Meeting
Monday, April 15 – Colorado Springs, CO
8:30 a.m. – 10:50 p.m. (Mountain)

COMMITTEE PURPOSE: Enhances damage prevention efforts and infrastructure protection by serving as a subject matter expert for one call processes; providing statistical and other resources to support CGA programs; and, acting as a key link between national and local damage prevention efforts.

MEETING OBJECTIVES:

- Review recent email campaign
- Updates from task teams
- Open discussion

CO-CHAIRS

- Misty Wise, South Carolina 811
- Chris Stovall, Texas 811

1. Welcome, Introductions, Committee Overview and Agenda Review

Co-Chairs: Misty Wise, Chris Stovall

- CGA Antitrust Statement

2. 2024 Committee Goal and Objectives

- Identify 811 center process improvements, enhancements to damage prevention outreach, and methods for data collection/reporting that directly target critical challenges and top root causes.
 - Develop consistent information gathering related to damages related to non-use of 811
 - Test messaging/programs/education aimed at increasing consistent use of 811 and driving damages due to no call
 - Identify methods to collect data on damages due to no call and report out any findings
 - Identify effective enhancements to practices/procedures that address and target top root cause items

Notes: The co-chairs reviewed the committee's purpose and talked about how the group's 2024 goals apply to current committee work.

3. Email Campaign Discussion

- Campaign data from the April 2024 influencer email can be found in the presentation deck from this meeting.

Notes: CGA’s Kelly Cahill reviewed the concept, strategy and goal of the National Safe Digging Month coordinated email campaign featuring influencer content, and reviewed performance data submitted by five participating centers. With an overall average open rate of 37%, the email outperformed the industry standard by ~10%, although the fall 2023 campaign’s open rate was 3% higher. The group discussed the benefits and drawbacks of working with influencers, and agreed that they provide interesting new channels for delivering messages about consistent and effective use of 811 among professional contractors. Volunteers formed a task team that will meet regularly to refine email strategies, data collection and analysis procedures.

Action Item – Convene first meeting of Email Task Team.

4. Data Standardization Working Group

- Mapping of work types to a common list

Notes: Kelly Cahill provided a summary of Trish Schoof (CGA) and Steven Blaney (CGA)’s efforts “mapping” work types submitted by a handful of 811 Centers to a common list that can be easily input into DIRT, with the goal of improving damage data collection and analysis. CGA has created two possible tools to help 811 Centers map their data to work types for submission to DIRT: spreadsheet mapping or a searchable spreadsheet. James Wingate (USA) noted that working a data mapping tool into the user experience is not a light lift, but one that proves well worth it in terms of the data insights the investment yields.

Action item – Reconvening the Working Group to review the formats and discuss if there are additional resources needed to help facilitate mapping data to the suggested DIRT Work Types.

5. Mandatory Damage Reporting Survey Update

Notes: Kelly Cahill provided a summary of Trish Schoof and Steven Blaney’s analysis of survey data about states’ mandatory reporting standards to help analyze the impact of mandatory reporting on damage rates and other key factors. Survey results reveal that there were varying ways respondents defined "mandatory" damage reporting which broadly fall into five categories (some states have a mix of the five scenarios), and many of which may not make their way into DIRT. This exercise may lead to revising the guidance on damage reporting, potentially changing language like "all damages" to "some or all damages" and adding clarifications around enforcement and “central repositories.” Committee members volunteered to form a task team/working group to discuss next steps, and one member suggested proposing a Best Practice on the ideal data reporting scenario.

Action item – Convene work group to discuss guidance around definitions of “mandatory reporting.”

6. 811 Center Benchmarking & Best Practices Chapter 3 Review

Task Team Chair – Dominic DiCarlantonio

- Proposed modification to Best Practice 3-23 (811 Center Quality Standards) being presented in Best Practices meeting this morning.

Notes: Dominic DiCarlantonio (Colorado 811) reported that the modification was passed by the Best Practices Committee and will go to the CGA Board of Directors for approval.

7. Data Collection and Report – DIRT / OCSI

- Update on centers reporting through OCSI data tool

Notes: Kelly Cahill provided a summary of CGA efforts to collect 2023 data for CGA’s OCSI dashboard. CGA has received data for 60 states and provinces, and is working on the outstanding six. In 2022, CGA received data from every center in the U.S. and Canada. During other sections of the meeting, committee members requested that CGA collect additional data as part of this annual process and display them on the OCSI dashboard and 811beforeyoudig.com.

Action items – Collect information about 811 Centers’ dates of establishment, date of last dig law update and information on whether their law regularly sunsets (and if so, how frequently), and whether mandatory damage reporting is required.

8. 811 Center Industry Roundtable (All)

- Damage reporting status
- Law updates

Notes: The federal PIPES Act reauthorization was discussed, and states provided updates on their mandatory reporting status and legislative efforts. Themes of state updates included:

- Varying damage reporting requirements and processes across states, but consensus that more consistent reporting to the 811 Center could improve both state and national damage prevention insights
- Many discussing how to handle large/complex projects and pre-excavation meetings
- Some concerns around liability for anonymous/concerned citizen notice tickets (calling the 811 Center when observing digging without marks/flags)
- Several states working on streamlining data collection and reporting processes
- Periodic state law reviews and reauthorizations impacting requirements

9. Announcement of new OCSI Co-Chair

OCSI Committee Meeting – April 15, 2024

Notes: Co-chairs announced James Wingate of Underground Service Alert will become a new OCSI Committee Co-Chair as Misty Wise ascends to the CGA Board of Directors.

10. Committee Meeting Schedule 2023

- **July 22 – 25** – Summer Committee Summit (Nashville, TN)
- **October 28-31** – Fall Committee Summit (Las Vegas, NV)

11. Adjourn

OCSI Committee Meeting

April 15, 2024



Conference App and WiFi



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Committee Co-Chairs

- Misty Wise – South Carolina 811
- Chris Stovall – Texas 811

Meeting Reminders

ACCESS & ATTENDANCE



Wear your badge at all times including networking events.

Scan your badge before or after each meeting/session.

INTRODUCTIONS



Please introduce yourself, provide your company name and stakeholder group when speaking.

DISCUSSIONS & QUESTIONS



We encourage participation, questions and discussion throughout the conference.

CGA Antitrust Statement

- Antitrust laws prohibit competitors from any agreement, formal or informal, that may restrain trade unreasonably.
- CGA members and meeting participants may compete with one another. Accordingly, all CGA attendees should comply with all laws, including antitrust laws.
- There should be no discussion or disclosure of information at the CGA Conference that would not be in compliance with antitrust laws.
- **See agenda for full CGA Antitrust Compliance Statement.**

Committee Overview & Purpose

Enhance damage prevention efforts and infrastructure protection by serving as subject matter expert for one call processes; providing statistical and other resources to support CGA programs; and, acting as a key link between national and local damage prevention efforts.

Committee Goal

Identify 811 center process improvements, enhancements to damage prevention outreach, and methods for data collection/reporting that directly target critical challenges and top root causes.

Committee Objectives

- Develop consistent information gathering related to non-use of 811.
- Test messaging/programs/education aimed at increasing consistent use of 811 and driving damages due to no call down.
- Identify methods to collect data on damages due to no call and report out any findings.
- Identify effective enhancements to practices/procedures that address and target top root cause items.

Email Campaign Discussion

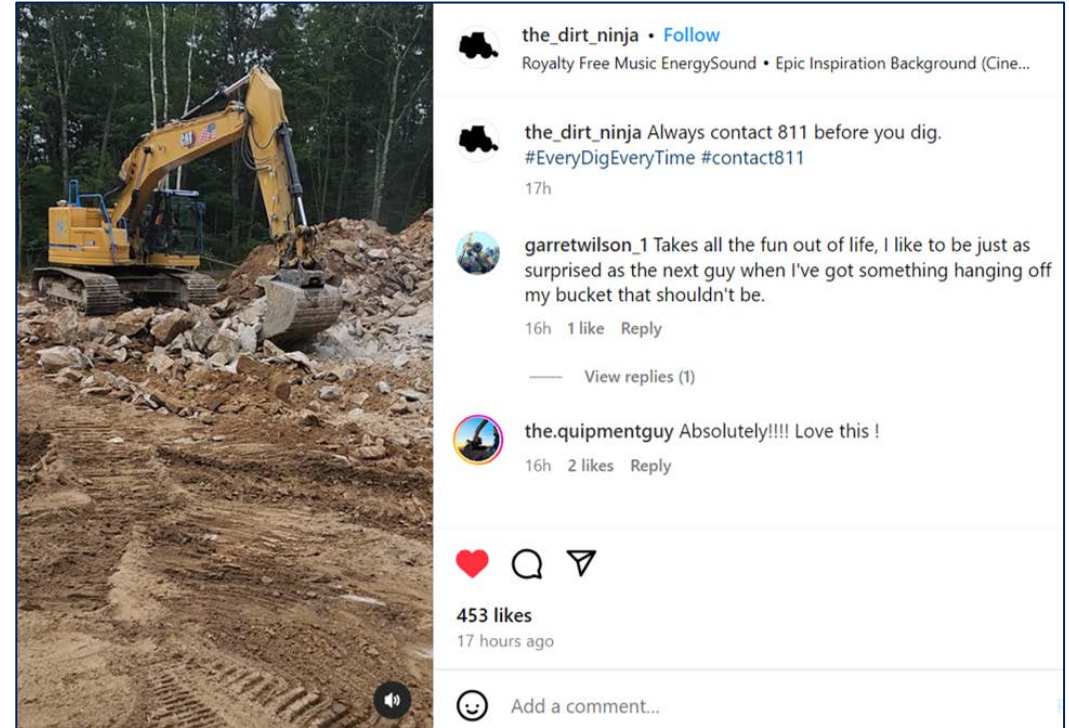
- **Concept:** Generated at Summer 2023 Committee Summit, operationalized in October/November of last year and April 1 of this year
- **Strategy:** Target occasionally-compliant excavators with persuasive messaging about effective and consistent 811 use
- **Goal:** Reduce no-notification damages

Email Campaign: April 2024

- **Participating 811 centers:** 5 (11 fewer than Fall 2023)
- **Average list size:** ~24,300 (42K high, <2K low)
- **Average email open rate:** 37% (68% high, 26% low; -3% from fall)
 - “Excavation alert” subject line outperformed “@the_dirt_ninja’s thoughts...,” but also drove more unsubscribes
- **Average clickthrough rate:** 3.6% (10% high, <1% low; -2% from fall)
- **Average bounce rate:** 1.9% (4% high, 0.3% low)

Email Campaign Discussion

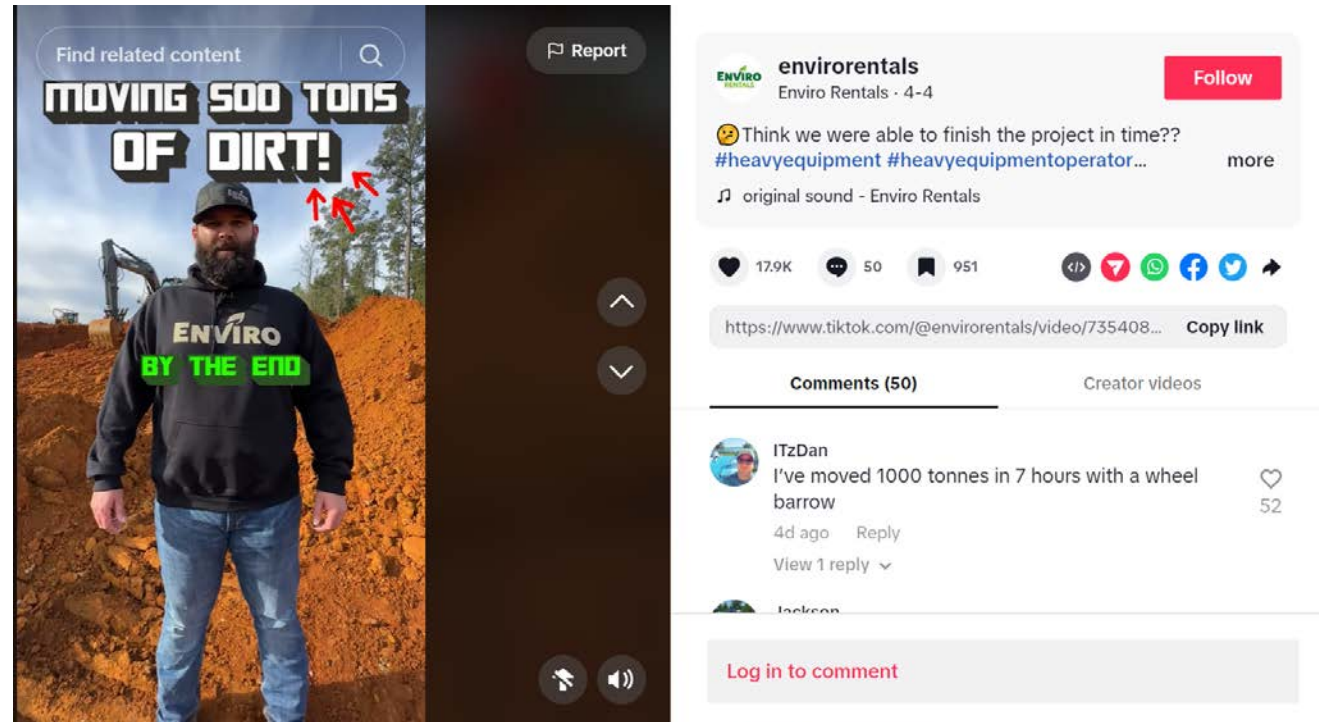
- **Spring versus fall:**
 - **Video content** versus messaging-only (influencer content came with some learning curves)
 - **Did not incentivize clickthroughs**
 - Did not collect **survey data**



Email Campaign Discussion

- **Next steps?**

- Formalize task team
- 8/11 Day email message?
- Revisit strategy and goals



Data Standardization Working Group

Complete: Consolidation of work type lists sent to CGA

Next Steps: Determine formats that will best serve One Call Center teams to map to the suggested DIRT Work Type field in May

Format 1: Spreadsheet Mapping

Work Type
Definition

Work Type Example/Definition	DIRT Field Description
Work on or for electric system facility.	Electric
Electric - Driving Ground Rods	Electric
Electric - Existing Assets Work	Electric
Electric - Install New Facilities	Electric
Electric - Install/Repair - Anchor/Pole	Electric
Electric - Install/Repair Line/Service/Main	Electric
Electric - Main Line/Primary	Electric
Electric - Meter	Electric
Electric - Other	Electric
Electric - Pedestal	Electric
Electric - Pole(s) Work	Electric
Electric - Pole/Anchor	Electric
Electric - Service Line/Secondary	Electric
Electric - Street/Security Light	Electric
Electric - Transmission - Abandon Asset(s)	Electric
Electric - Transmission - Existing Assets Work	Electric
Electric - Transmission - Install New Asset(s)	Electric
Electric - Transmission - Tower(s)/Pole(s) Work	Electric
Electric Install/Repair	Electric

DIRT Work
Type

Format 2: Searchable Spreadsheet

Search for Work Type:

wat

As word is typed, searches column 1 for match

Work Type Example/Definition	Suggested DIRT Work Type
New Service Line - Water, Sewer, Gas, Electric	Bldg. Construction
Removal of excess water.	Drainage
Pond/Terrace/Waterway	Drainage
Interval water supply systems to plants and crops.	Irrigation
On or for facility used to drain sanitary or storm water.	Sewer
Stormwater Repair	Storm Drain/Culvert
Waterproofing	Unknown/Other
On or for water facilities or systems.	Water
Secondary/Reclaimed Water - Abandon	Water
Secondary/Reclaimed Water - Existing Assets Work	Water
Secondary/Reclaimed Water - Install New Assets	Water
Water - Abandon	Water

811 Center Benchmarking & Best Practices Chapter 3 Review

- Chair – Dominic DiCarlantonio
- Modifications to Best Practice 3.23 (811 Center Quality Standards) being proposed in today's Best Practices Committee meeting

Data Collection Task Team

- 2023 Center Data Collection
 - Received data for 60 states and provinces
 - Working to get the outstanding 6
 - Received 2022 data from every center in US and Canada!

Mandatory Damage Reporting Survey Update

After reviewing results, there were varying ways respondents defined “mandatory”.

- 1 to 4 may or may not find their way into DIRT
- 3 to 5 may have varying report due dates after event
- Some states could have 1 and/or 2, PLUS 3, 4, or 5
- “Required” could be limited to different combinations of facility operators (all or gas/liquid pipelines) and/or excavators

1. Immediate reporting to affected operator and/or 811 Center for repairs/emergency response.

2. Immediate reporting of damages to a PSC/PUC as part of pipeline safety rules.

3. Reporting of “violations” or “complaints” to a PSC/PUC or Enforcement Board.

- May accept what comes to them but NO “mandatory” duty to report

4. Required reporting to a One Call Center or PSC.

5. Required reporting into DIRT as part of a state enforcement program (often with VPD/Network.

OCSI Guidance for “Damage Reporting”

Positive Response	Yes	?
Is it mandatory for excavators to check the PRS before commencing excavation	No	
Excavator Permits Issued	No	?
Damage Reporting	Yes	?

Does the legislation in your jurisdiction require that incident reports for all damages be submitted to a central repository? A central repository could be the one call center, a regulatory agency (PSC/PUC), or DIRT for example. This reporting requirement could include reporting from either excavators, facility owners, or both, for data analysis purposes.

This exercise may lead to revising the guidance, for example:

- Change “all damages” to “some or all damages”?
- Add “for enforcement or other purposes”?
- Should bullets 1 and 2 be considered a “central repository”?

Industry Roundtable

- Legislative Efforts
- NSDM Activities

On Tap for Today

11:00 a.m. -- Best Practices LIVE

All Committee Members are invited to attend!

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12:00 p.m. -- CGA Luncheon

Featured Speaker - Shawn Lyon

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3:45 p.m. -- Exhibit Hall Grand Opening & Reception

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Summer Committee Summit

July 22-25: Nashville, TN

Monday, July 22

Board of Directors

Tuesday, July 23

Best Practices

Morning – DPI Advisory
Committees

Afternoon – Technology

Wednesday, July 24

Joint: Data/DPI Metrics
Committee

Education & Marketing

Thursday, July 25

Morning – OCSI

Fall Committee Summit

October 28-30: Las Vegas, NV

Monday, Oct. 28

Afternoon – Next Practices and
DPI Advisory Committees

Tuesday, Oct. 29

Joint: Data/DPI Metrics Committee
Education & Marketing
Afternoon – Technology

Wednesday, Oct. 30

Morning/Early Afternoon – Best
Practices

Afternoon – **OCSI**

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Presentations
& Handouts

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Contact Information

- Misty Wise – misty.wise@sc811.com
- Chris Stovall – chrisstovall@texas811.org
- James Wingate – james.Wingate@usan.org
- Erika Lee – erikaa@commongroundalliance.com
- Kelly Cahill – kcahill@commongroundalliance.com
- Trish Schoof – tschoof@commongroundalliance.com
- Steve Light – slight@commongroundalliance.com

