

# ANNUAL REPORT

# 2021



# GSOC

GOPHER STATE ONE CALL

JANUARY 1, 2021 - DECEMBER 31, 2021

Dear Minnesota Underground Safety Stakeholders,

The new year 2022 is here. We look forward to a year of great cooperation among stakeholders and a reduction in damages. To achieve these goals, it will take completing GSOC tickets precisely and accurately, locating on time and accurately, utilizing safe excavation practices, and reaching out to each other when there is uncertainty or a concern.

For 2021, the GSOC ticket volume was 918,814. This was 2.4% down from the 2020 volume, with the decrease being driven mainly by a reduction in homeowner tickets. The percentage of tickets submitted online continues to grow, and was 83.8% in 2021.

GSOC is projecting the ticket volume to increase by 1% in 2022. This is being driven by fiber installs and investments in housing and infrastructure. Although it is difficult to precisely forecast ticket volume, it would not be surprising if ticket growth in 2022 exceeds that 1%. All stakeholders will need to keep a pulse on what is happening in the economy and infrastructure spending and adjust resources accordingly.

Two major GSOC projects continued in 2021. The GPS-enabled locating device pilot project saw over a dozen municipalities, facility operators or contractors using the new GPS locating systems, including the generation of GIS-based facility maps. The ease of use of the systems and the increase in accuracy of the underground utility map data was the consistent feedback from the pilot project participants. Thank you to both Utility Logic and Subsurface Solutions for making this project a reality.

The second project: MN Underground Utility Mapping Project Team (MN UUMPT) made solid progress on identifying the process steps to generate more accurate underground facility maps based on GPS or other accurate locating/mapping technology, and the development of a vision of how to view this data via a web-based viewer. The project team is currently developing a prototype of the system as well as drafts of data viewing/sharing agreements. Please contact me if you would like to learn more about this groundbreaking effort.

Damage Prevention meetings are back on the schedule. After two years of only a few or no in-person meetings, the plan is to return to meeting face to face. More than 20 meetings are scheduled for March and April with the presentations also available soon on the GSOC website. In-person public awareness efforts also are making a return in 2022. Look for GSOC at the Minneapolis Home + Garden Show and volunteer to staff the GSOC booth at the Minnesota State Fair!

Two topics that need no introduction but need consistent mention are the use of white marks and the use of Meet tickets. The use of these processes can significantly reduce the demand on locator resources. White mark the excavation area before submitting the locate request, as locators may be able to mark soon after the ticket is issued. White marking is required by Minnesota state law. Meet tickets are recommended for projects that have a long duration of work or are on a complicated site.

Please reach out to me with any comments you have on how to make the GSOC process better. Have a safe year!

Best regards,  
Barb Cederberg



Chief Operations Officer

## Barbara Cederberg

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## 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
- Leverage diverse input to make the right decisions

#### TRUSTWORTHY

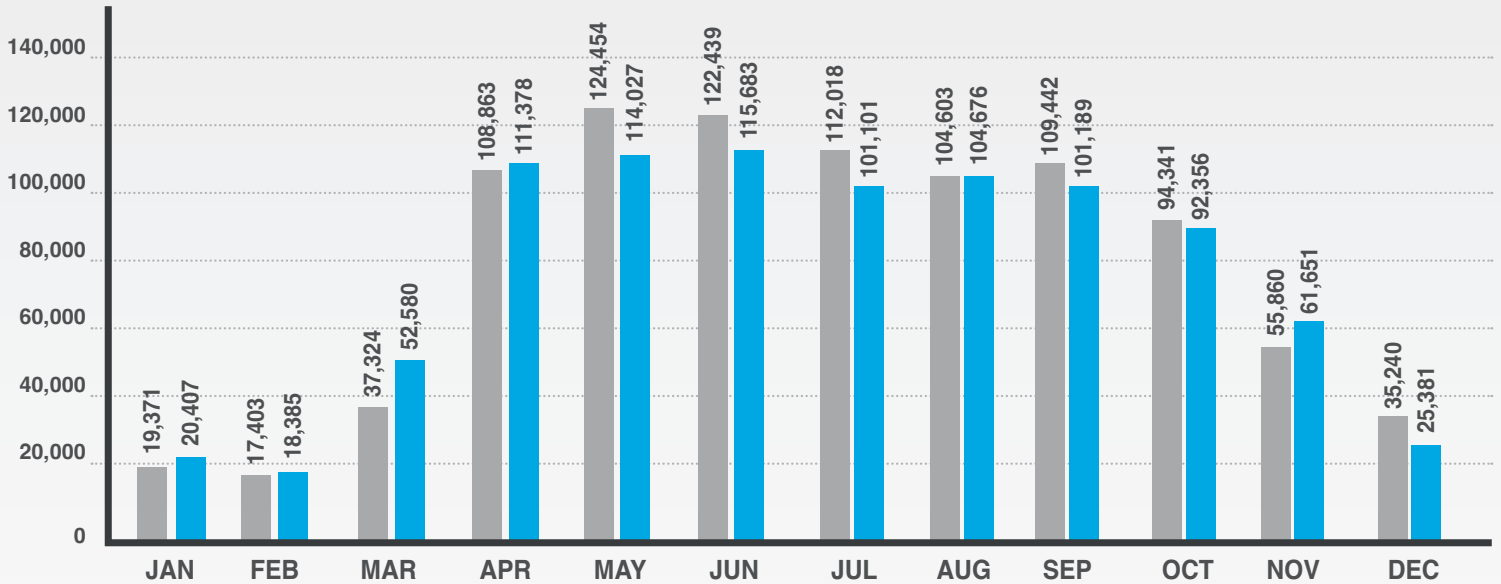
#### COLLABORATIVE

# 2021 BY THE NUMBERS

## Incoming Ticket Volume

2020

2021



Electronic Ticket Requests via the Internet	83.8%
Normal Tickets	801,533
Emergency Tickets	15,482
Boundary Survey Tickets	7,972
Meet Tickets	18,953
Owner Inquiry	400
Non-excavation Tickets	8,836
Engineering/Pre-con Meet	165
Update to Refresh Marks or Extend Life	65,237
Extended Start Time	236
Homeowner Tickets (Included in Normal Ticket Count)	90,024
7-County Metro and Greater MN Tickets	46.1% (7-County Metro) 53.9% (Greater MN)



**918,814**

Total tickets for 2021

**2.4%**



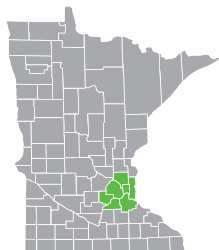
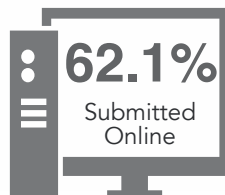
Decrease over 2021, driven largely by a decrease in Homeowner tickets.

**1.0% in 2022**

Projected Growth in Ticket Volume

### Homeowner-submitted Tickets

**90,024** or **9.8%**  
Total Tickets of Total Tickets



**42.1%**  
Submitted from Seven-county Metro  
**57.9%**  
Submitted from Greater MN

### Web-submitted Tickets



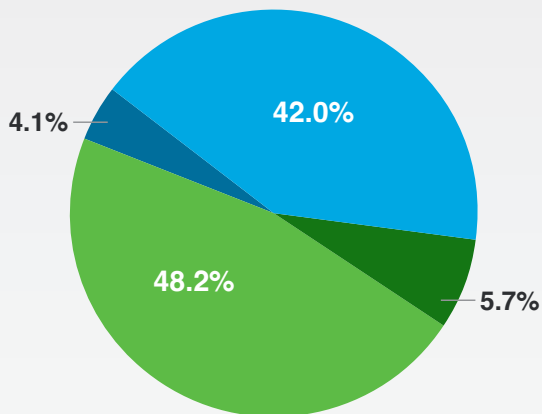
**83.8%**  
Total Tickets Submitted Online

**0.7%** Increase Over Prior Year



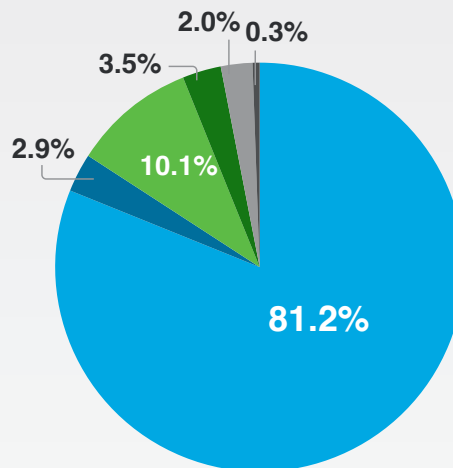
# GSOC FINANCIAL INFORMATION

## 2021 GREATER MN AND METRO TICKET PERCENTAGES



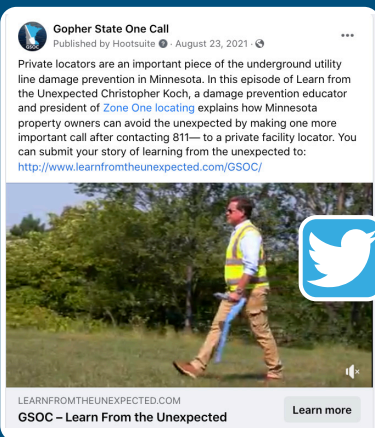
- Metro Professional Excavator
- Metro Homeowner
- Greater MN Professional Excavator
- Greater MN Homeowner

## 2021 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

## 2021 Top Social Media Posts



## CAMPAIGNS



33 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, Minnesota Office of Pipeline Safety

### Brian Connolly

Providing perspective from the Engineering Industry and from Water and Sewer Utilities

### 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, INC.  
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 2022

**2022**  
Projected Growth  
in Ticket Volume

**1.0%**

## GROWTH

GSOC is forecasting a 1.0% growth in incoming ticket volume for 2022.

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.



## 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.

## TICKET ANALYTICS AVAILABLE ON GSOC WEBSITE IN 2022

Early in 2022, GSOC users will be able to view high-level ticket data analytics on the GSOC website. Users will be able to view GSOC historical ticket data by county, type of ticket and date range. Data related to specific ticket fields will not be available. Later in the year, it is planned that both facility operators and excavators will be able to view and analyze their own high-level ticket data. Please watch for these developments. GSOC hopes stakeholders will be able to use these high-level analytics to assist in planning and for damage prevention purposes.

Chief Operations Officer

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