

2018 Annual NEWSLETTER

USA North 811 Statistics

Tickets

Through October, USA North 811 has processed 1,076,358 tickets. That is a 15.4% increase in overall ticket volume compared to this time in 2017. Of those tickets, 681,797 or 63% of them were created online through our E-Ticket program or 811Express.com. This was an area of focus for us in 2018, and the result was a significant increase over the 45.0% processed online in 2017.

Calls

As our online ticket counts increase and the volume shifts from calls to online entry, calls have continued to go down. Through October we have taken 350,080 calls, which is a 22.1% decrease from 2017.

Record Days/Months

- 2018 has been a record breaking year for USA North 811.
 So far, we have recorded 9 of the top 10 ticket submission days in our history. 9/4/18 takes the top spot at 6,609 ticket submissions.
- We also recorded our highest percentage of online ticket submissions on 8/11/18 with 89.51% of the tickets submitted online!
- 2018 holds the record for the top 5 highest ticket submission months in our 43 year history, with August taking the top spot at 125,630 tickets submitted in the month.

24/7

On March 1st, 2018, in an effort to provide efficient safety parameters and user friendly access, USA North 811 launched 24/7 phone operational hours for ticket intake. This is especially helpful for afterhours emergency situations. This move complements 24/7 web ticket submission access though the E-ticket and 811 Express programs.

Spanish Language CSRs

In 2018, we have continued to enrich our bilingual program by expanding our linguistic acquisition of Spanish language Customer Service Representative (CSR) staff, peaking at 7 bilingual CSRs. YTD through October, our Spanish language CSRs have taken 4,158 Spanish language calls. Many callers have told us they would not have called if they could not conveniently do so in their native language.

USA NORTH 811

YEAR TO DATE STATS

TWO THOUSAND EIGHTEEN



TOTAL TICKETS

1,076,358

CENTER TICKETS

394,661

WEB TICKETS

681,797

WEB TICKET %

63%

TOTAL CALLS

350,080

ENGLISH CALLS

345,922

NON ENGLISH CALLS

4,158

TOTAL MEMBERS

1,520 CA-1,313 NV-207

TOTAL POPULATION SERVED

20M CA-17 M



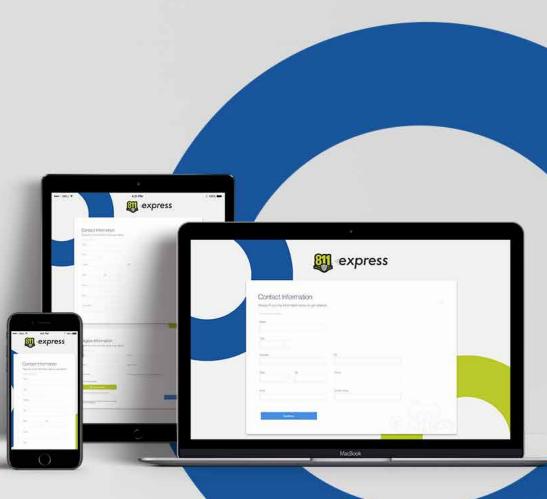


Web Ticket Entry

The promotion of online ticket submission avenues coupled with the recruitment and training efforts of our staff has resulted in an incredible spike in the number of tickets processed online. 2018 began with about 50% of tickets being processed through our online ticket entry programs and is now consistently in the 70 – 75% range of our overall ticket volume! For many online users this was a second attempt at the program; our Online Services department listened to feedback and worked diligently to make our online entry programs more user friendly with additional education tools to help alleviate any questions or concerns our users have had. The inclusion of supplementary training material like videos and how-to documents have helped our users become more experienced with ticket entry software.

We would like to highlight the two programs you can use to submit your tickets online: 811 Express and E-Ticket. 811 Express can be accessed at 811Express.com from any device, including your smartphone or tablet. 811 Express was created to facilitate single address requests like a home or business. It was designed to be easy to use for homeowners and contractors alike, therefore it is very straightforward and does not require an account. For more information about 811 Express, please check out our 811 Express training video here. For non-address work locations, our E-Ticket program is the program for you. Using our E-Ticket program you will be able to submit any type of ticket you could normally submit over the phone through 811. In fact, aside from a few permissions, the E-Ticket platform is exactly the same platform our Customer Service Representatives use to submit tickets when calling 811. Because the E-Ticket platform is a little more complicated and allows diverse ticket types, users are required to go through an online training before being assigned a login to use the program. For more information and to sign up for our E-Ticket program, please click here: E-Ticket Information & Sign-up.







To help further user education and expertise using the E-Ticket program, we have created several 'how to' videos detailing how to submit different types of tickets and locations. These quick videos are a great point of reference for submitting the most common types of locations. For more information on these videos, please visit our YouTube page here: E-Ticket Training Videos.

Electronic Positive Response

Beginning January 1st 2018, USA North 811 began a voluntary Electronic Positive Response program. In 2017, California Governor Jerry Brown signed SB 92 into law requiring the one call centers to provide a method for utility owners to post an electronic positive response; this response would then be made available for contractors/public via the one call center's website. Unfortunately, the Electronic Positive Response system is voluntary in both California and Nevada at this time, which has stagnated the widespread adoption of the practice. However, as awareness and education of the program continues to increase, we are seeing a rise in utility operators electing to utilize the program. Year to date through October, we had 284 or 22% of USA North 811's California utility members using the program; together they have posted a total of 1,184,205 electronic positive responses to the system. In Nevada through October, we had 59 or 29% of utility members using the program; they have posted a total of 42,299 electronic positive responses to the system. For more information on positive response, including how to check responses (if you are an excavator) and how to post responses (if you are a utility operator), please visit www. usanorth811.org/posres

Phone Tree / Caller Queues

In February, we updated our phone tree and caller queues to better accommodate specific audiences such as homeowners, contractors, and emergency calls. The different queues are prioritized accordingly and have improved emergency response times.

Ticket Changes

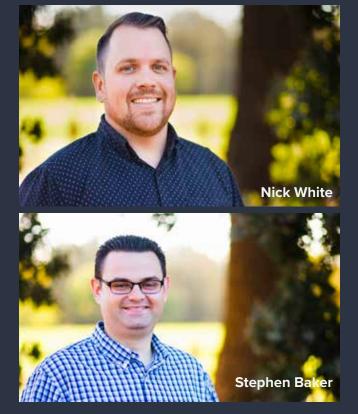
In April, we implemented a new procedure limiting the number of tickets that can be submitted on a single call. We reduced the maximum number of tickets per call from 10 to 3 during regular business hours, and 1 ticket per call for all calls after regular business hours. This new policy aims to redirect frequent callers to use online programs to alleviate phone congestion.

Ticket Standardization with USA South (DigAlert)

In partnership, USA North 811 and DigAlert joined efforts to standardize ticket format and types. After 43 years of independent ticket development, both California one call centers will have identical ticket formats, outputs, and ticket types. The leadership of both centers identified this as a top priority, which will improve the 811 process for contractors using both centers, as well as simplify the locating process for members and locators who service both territories. Contact USA North 811's Member Services department for details about the new ticket format. Both centers will have electronic tickets available for testing on 1/1/2019 and ticket delivery in the new format is scheduled to go live on 3/1/2019.







Member Services

In January, the Member Services Department was created to fit the growing needs of our membership. The department contains Member Services Coordinator Nick White, and GIS Technician Stephen Baker. Together, Nick and Stephen have partnered with our members to ensure that service area mapping, contact lists, and membership details are up to date. The department is also reformatting and simplifying the membership enrollment processes to encourage transparency and communication.

- As a reminder, if you are a member of USA North 811 it is important that you update your company contacts and confirm that your service area registration with us is up to date.
 Please reach out to Nick White today at nick.white@usanorth811.org to find out if your information is up to date, or needs to be updated.
- Also if you are a member of USA North 811 and you're looking for a better way to manage, sort, and organize your daily ticket requests, our WebTMS Ticket Management program might just be the tool you need! Please reach out to Nick White today at nick.white@usanorth811.org to find out more information about our WebTMS Ticket Management program.



New Website and Delay in Mobile App

Website

USA North 811 is excited to announce that we will be launching a new user friendly website by the end of 2018. The redesign aims to make website navigation more intuitive to allow users easy access to resources and documents. We are also excited to incorporate a few new details to the website, including a Rant or Rave feature that will allow users to submit instant feedback (good= rave, bad= rant) to USA North 811 that will allow us to make positive changes to the service we provide!

Mobile App

To address the need for a simplified ticket management system, USA North 811 began to build a mobile app to allow follow-up capabilities in December, 2017. After a year and a half we have decided to put the project on hold as we research new developers for the project. After several issues and a decline in productivity, we decided it would be in our best interest to discontinue our relationship with our current developer and move forward with a development team better suited for our industry. We know many of our customers have been requesting an app for several years now and we want to deliver the best product. First, we must ensure that what we launch is functional, and has the features that our customers desire. We prefer to push back the launch of the app, rather than launch a product that is substandard. Be on the lookout for more mobile app information in 2019.



Marketing & Education

Rose Parade

USA North 811 and a coalition of 811 Centers across the nation celebrated the New Year by creating a float in the 2018 Rose Parade. The float highlighted the importance of contacting 811 before you dig with a construction scene which ultimately was honored with the Animation Award for the 2018 Rose Parade. The parade was nationally televised to 43 million viewers on networks such as ABC, NBC, Univison, Amazon Prime, HGTV, RFD TV & the Hallmark Channel.

National Safe Digging Month

April is National Safe Digging Month and the industry as a whole makes a conscious effort to spread awareness for the "Call 811 Before You Dig" safety message. This April, USA North 811 held a First Responder Social Media campaign that encouraged Fire and Police Departments to post about the 811 message on their social media channels. Participants that tagged USA North 811 in their posts were entered into a drawing to win a Green Mountain Grills electric smoker. This year's winner was the San Francisco Fire Department.

811 Day

811 Day is the one day of the year where our industry makes a nationwide push to promote the "Call 811" message. This year USA North 811 partnered with Pennsylvania 811 for a behind the home plate sponsorship at the San Francisco Giants vs Pittsburgh Pirates game on August 11th. The game was also Barry Bonds' jersey retirement game and garnered a great deal of media attention. The "Call 811" message was displayed behind home plate for the entire game.

USA North 811 used mobile ad blasts to target homeowners who entered into Lowe's Home Improvement and Home Depot stores from August 6th – September 30th throughout our coverage area. The campaign garnered 1.3M impressions of the Call 811 message that were seen by homeowners.

USA North 811 partnered with the Nevada Regional Common Ground Alliance for Las Vegas' Largest First Pitch on August 11th at the Reno Aces vs Las Vegas 51's minor league baseball game. More than 811 first pitches were thrown to start this in-state rivalry game.



Horse Racing Triple Crown Campaign

USA North 811 and the Common Ground Alliance executed another NBC Triple Crown campaign, which garnered an ad buy equivalency of \$1.9M during the televised broadcast of the Kentucky Derby. Triple Crown winning jockey Victor Espinoza interviewed with Bob Costas minutes before the running of the 144th Kentucky Derby.

NV Locate Rodeo

USA North 811 partnered with the Nevada Regional Common Ground Alliance for the 2nd Annual Nevada Locate Rodeo in Las Vegas, NV. The rodeo competition showcased Nevada's top line locaters in a full day competition at the University of Nevada Las Vegas campus.

Sacramento Mock Strike Event

USA North 811 partnered with the California Regional Common Ground Alliance and held a Mock Utility Strike and Emergency Response event that illustrated the real world implications of not calling 811 prior to excavation.

Carson City Hot Air Balloon

USA North 811 hosted the Cox Utility Services 811 Hot Air Balloon in Carson City and Stateline Nevada. The 811 Balloon flew over the Silver State's capitol building.

CGA Expo Info

The CGA Expo is the 811 industry's annual conference for damage prevention professionals. Next year's conference will be held in Tampa, Florida on March 26th -28th, 2019. For more information regarding the CGA Conference, please visit their <u>website</u>.

Regional Partners

Want to get involved?

Join our Regional Common Ground Alliance partners in California and Nevada to share damage prevention strategies:

California Regional
Common Ground Alliance
carcga.org

Nevada Regional
Common Ground Alliance
nrcga.org

National
Common Ground Alliance
commongroundalliance.com