



2019 Annual Meeting

The Dillard House - Dillard, GA



Georgia 811 Leadership



Meghan Wade

PRESIDENT & CEO



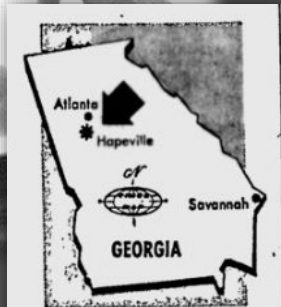
Rick Dunkerly

**EXECUTIVE VICE PRESIDENT OF
OPERATIONS**

"FLEEING BLAST. TWO GIRLS FLEE IN HORROR AFTER AN EXPLOSION ROCKED THE HAPEVILLE DAY NURSERY MAY 29, KILLING NINE PERSONS. THE BLAST, WHICH HEAVILY DAMAGED THE NURSERY BUILDING, WAS ATTRIBUTED TO A BULLDOZER RIPPING A GAS MAIN WHILE WORKING ON A CONSTRUCTION PROJECT. THE GAS WAS BELIEVED TO HAVE ACCUMULATED IN THE BASEMENT BEFORE THE BLAST." *AJC 1968*

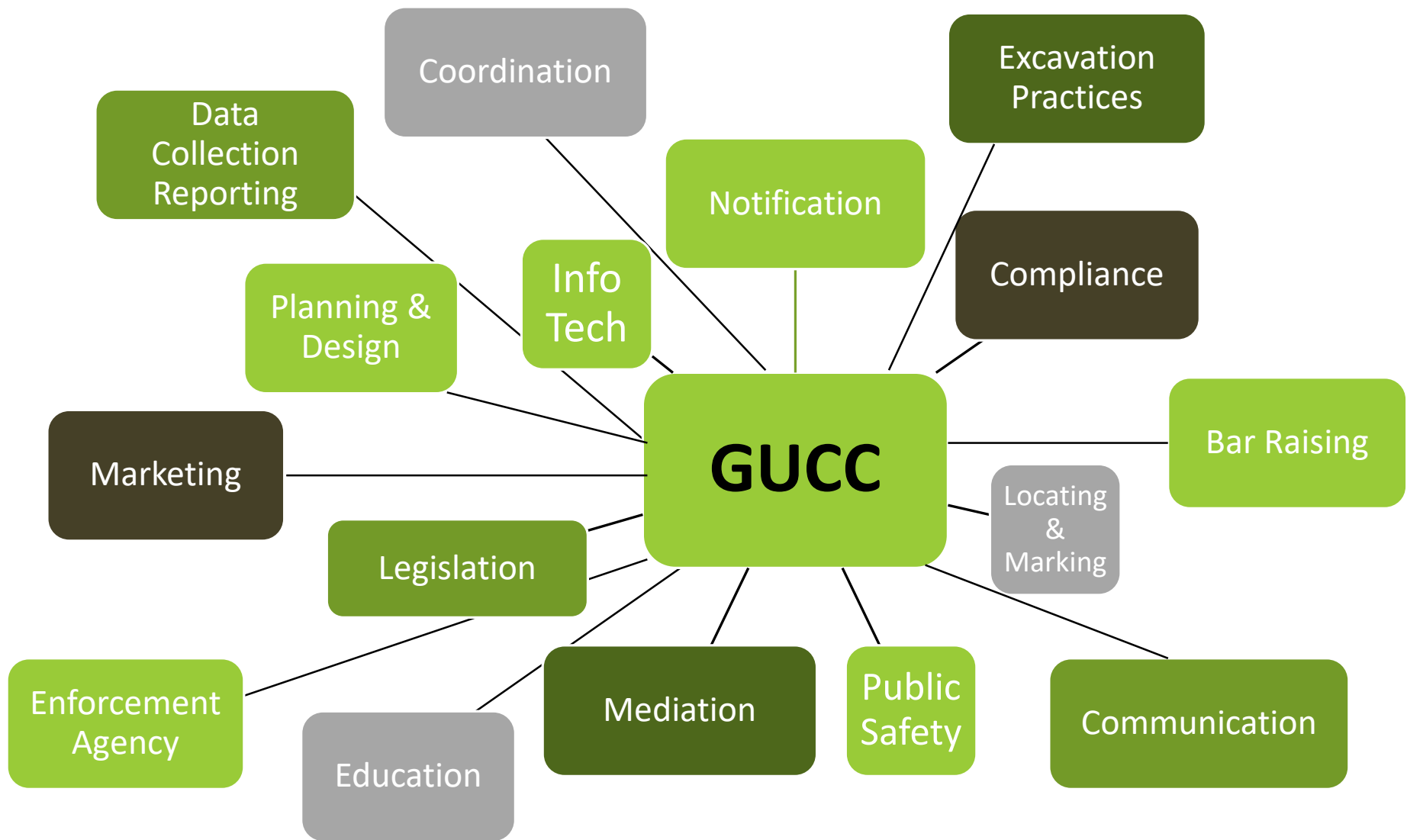
"1968 ON MAY 29, A BULLDOZER RUPTURED A 1-INCH GAS SERVICE LINE AT A CHILDREN'S NURSERY IN HAPEVILLE, GEORGIA. THE BULLDOZER OPERATOR WAS UNABLE TO FIND THE SHUTOFF VALVE FOR THE GAS LINE, AND SHORTLY AFTER THERE WAS AN EXPLOSION AND FIRE. SEVEN CHILDREN AND TWO ADULTS WERE KILLED, AND THREE CHILDREN WERE SERIOUSLY INJURED IN THE ACCIDENT." *NTSB STUDY 1970*

Why we are here



**Explosion, Fire
Kill 8 Children**

HAPEVILLE, Ga. — A gas explosion and fire tore apart a day nursery in this



Wheel of Damage Prevention



About Georgia 811

Georgia 811 will be an industry leader in promoting safety and preventing damage to utility facilities efficiently through **high quality and economical notification service; providing education and encourage compliance with applicable rules and regulations.**

This notification system provides Georgia 811 members an opportunity to locate and identify any underground facilities they may have in an area where digging is planned.

Board of Directors

- Allen Bell

Georgia Power Company

- Ashley Carr

AT&T

- Rob Holbrook

Cobb County

- Jim Laplander

City of Savannah Public Works

- Rick Lonn

Southern Co Gas

- Rachel Jones

Georgia Power Company

- Lisa Clark McKnight

City of Lawrenceville

- Ronnie McWhorter

Charter

- Buddy Patrick

Southern Natural Gas

- Frankie Rigdon

Ellijay Telephone Company

- Rick Slagle

Southern Company Gas

- Rich Johnson

AT&T

Georgia 811 Governance

Governed by a Board of Directors

- 12 Total seats on the board
- Seats are held by member companies

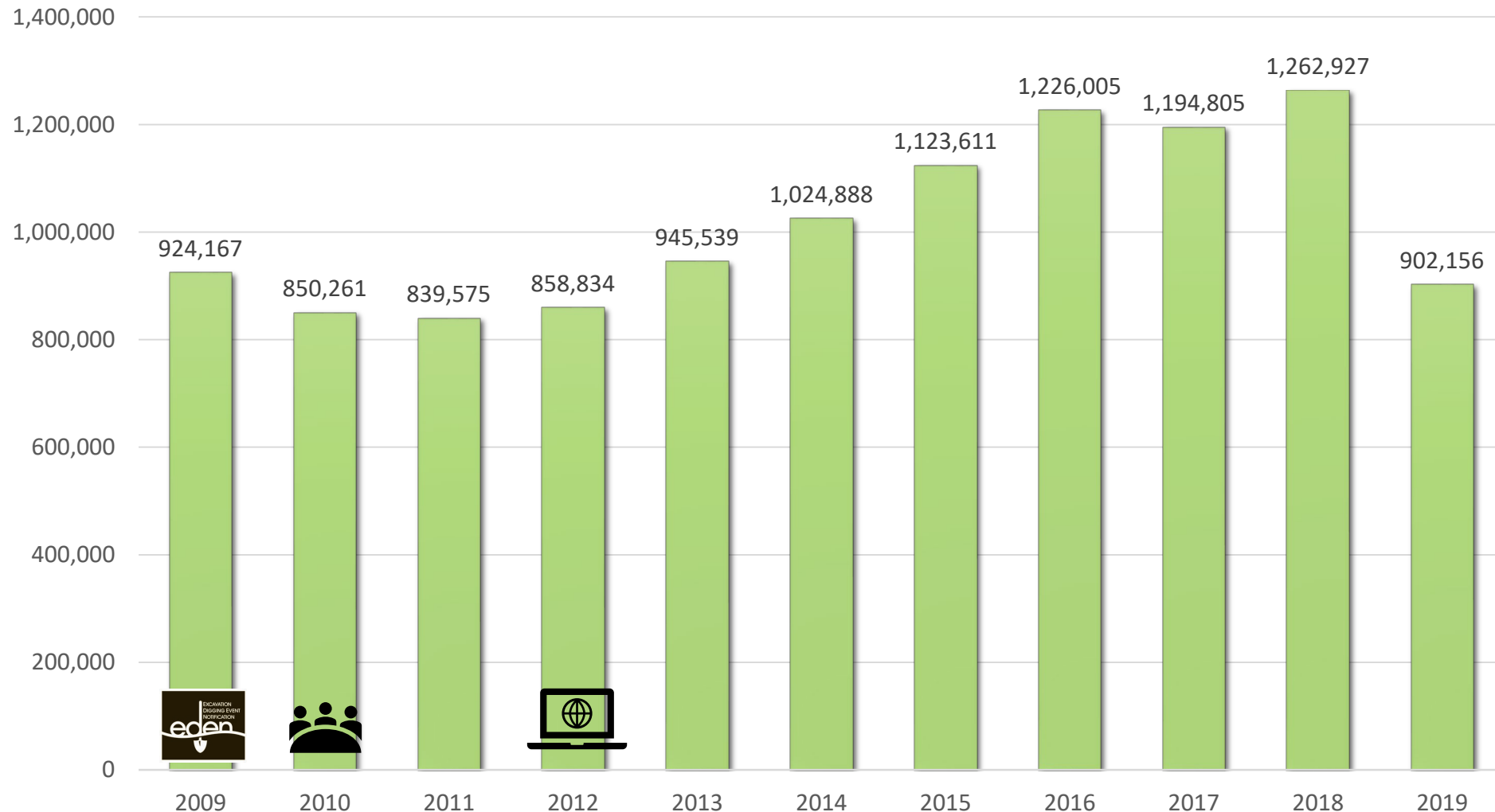
Nomination Process

1. Call for Nominations are mailed to all Georgia 811 Persons of Record
2. Nominations received by the close of Annual Meeting
 - A. Candidates' superior sends written approval with nomination
3. Nominating Committee reviews candidates
4. If needed, Numbered Ballots are mailed – 1 vote/member
5. Ballots received back at Georgia 811 within 30 days.
6. Elected Director(s) takes office January 1 of following year.

Operations

Locate Request Volumes

**3.5% increase over
August YTD 2018**



PERCENTAGE OF CALLERS DIALING 811

2012 – 48.8%

2013 – 52.0%

2014 – 55.9%

2015 – 60.1%

2016– 62.0%

2017 – 65.2%

2018 – 68.4%

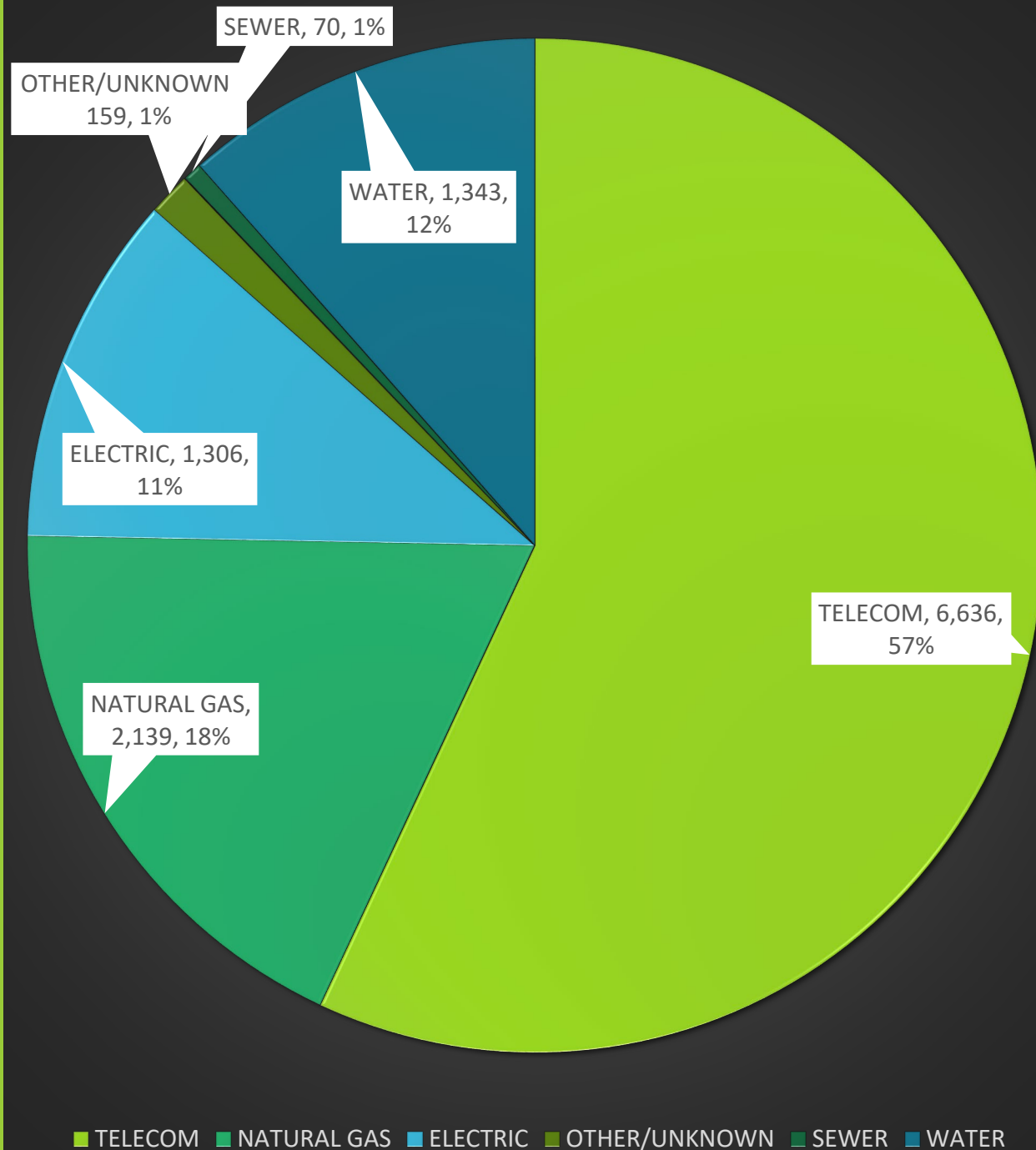
2019 - 69.6%

- YTD 902,156 Locates Processed
- 3.5% increase over YTD 2018
 - 69.2% Created Online

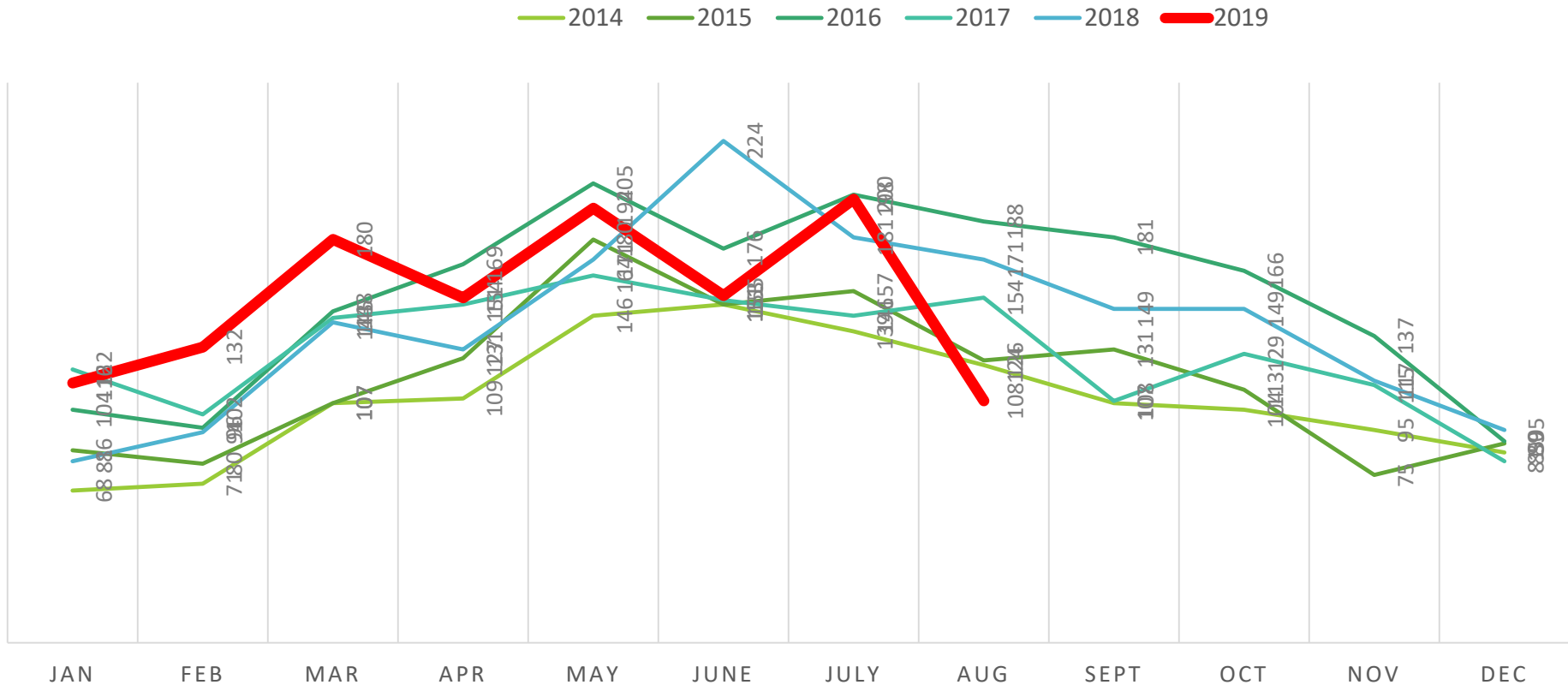


Damages by Type of Utility Damaged 2019

- 11,653 Damages Reported thru August 2019
- 15,152 Damages Reported YTD 2018
- 15,436 Damages Reported in 2017
- 12,691 Damages Reported in 2016
- 10,571 Damages Reported in 2015
- 8,142 Damages Reported in 2014



Damages – No Prior Locate



- **11.3% of damages reported to Georgia 811 have no prior locate request in 2019, same as 2018**
- **Nationwide this number is 23.5%***

***Common Ground Alliance DIRT Report 2017**

The background features a dark grey field with large, stylized numbers '17811' in a muted olive green. A grey shovel is positioned behind the numbers, with its head pointing upwards. The bottom of the image is a solid light green bar.

Customer Connections

NOW SERVING 813 MEMBERS



Michelle Madding

CUSTOMER CONNECTIONS SUPERVISER

Has been with GA811 for over
19 years

Department objective is
answering incoming calls and
emails from GA811
Stakeholders, assisting them
with any system issues,
questions about
membership and online
locate request creation.



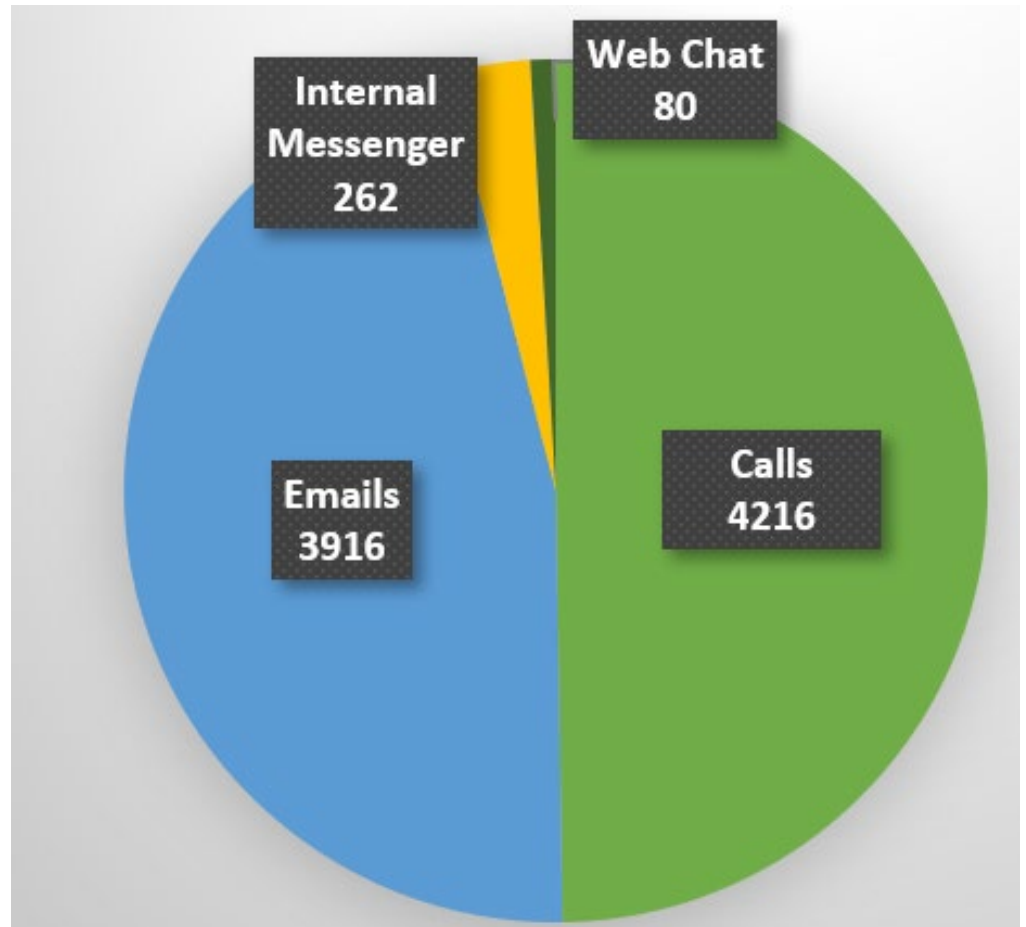
- **Membership Creation and Administration**
- **EDEN Database Maintenance**
- **EDEN Web User Accounts**
- **Membership Assistance**
- **Locate Request Searches**

Top Requests

**1. Member
Requests:
2066**

**2. Excavator
Update:
1448**

Communication Methods



The background features large, stylized, olive-green numbers '811' on the right side. On the left, there is a dark green, abstract shape resembling a leaf or a stylized letter. Below the '811' is a grey shovel icon. The entire scene is set against a dark grey background with a solid green horizontal bar at the bottom.

Contact Center



Bob Murphy

DIRECTOR OF CONTACT CENTER, DATA REPORTING & HUMAN RESOURCES

Has been with Georgia 811 for more than 17 years.

DEPARTMENT OVERVIEW – CONTACT CENTER

Primary Mission – In keeping with our company mission and vision, the Contact Center will provide a remarkable level of service to our members, excavators, homeowners, and business owners by processing locate requests with efficiency and high quality. We will provide a unique customer experience by providing this service to our callers.

Data Reports

The mission of Data Reporting is to support the goals and challenges of Georgia 811 by

1. collecting, analyzing, and disseminating trusted information efficiently through ad hoc and standardized reports
2. conducting research
3. providing data for administrative and executive assessment and planning

Human Resources



Provide services
that promote
an excellent
work
environment



Recruit and hire
the best
qualified people
and promote
retention



Provide competitive
wages and benefits
competently and
efficiently



Provide a safe,
harassment
free
environment



- 3 Supervisors:
Jessica Baker
Scott Blair
Shannon Palmiter
- 3 Senior CSRs
- 39 Full Time CSRs
- 2 Part Time CSRs
- All but 6 work from home

Accounting



Brandon Thornhill

ACCOUNTING DIRECTOR

Over 20 years with Georgia 811

DEPARTMENT OVERVIEW

Responsible for all financial aspects of the company through the management of Georgia 811's assets and liabilities, income and expenses, budgets and variances, payroll and benefits, etc.

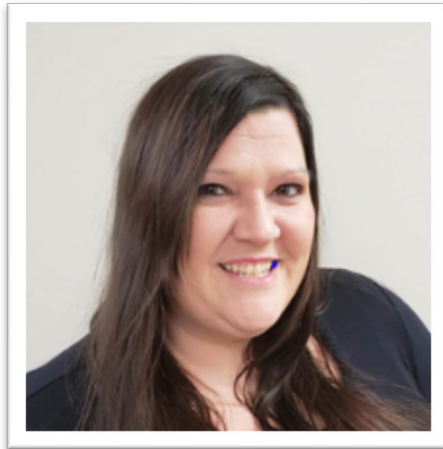
Also responsible for administrative support functions.



Dawn Kelly
Accounting Assistant
13 years



Meagan Dowdin
Accounting Assistant
1.5 years



Jenny McIntyre
Administrative Assistant
2.5 years

- Financial Reporting and Analysis
- Budget Preparation, Tracking, Forecasting
- Payroll and Benefit Management
- Member Billing
- Accounts Receivable and Payable Management
- Audit and Tax Compliance
- Administrative Support

Information Technology



Brian Gilliam

DIRECTOR OF TECHNOLOGY

DEPARTMENT OVERVIEW

The Technology department provides the technical infrastructure enabling GA811 business functions. It is our desire to build strong, lasting relationships with our business units, ensuring technical strategies align with each department and GA811 now and into the future. Through these departments, the Technology group provides support to our members and excavating public.

2019 Technology Strategy

Organizational Structure

Technology Policies

Collaboration and Workflow Automation

Disaster Recovery

Cloud Adoption and Promotion

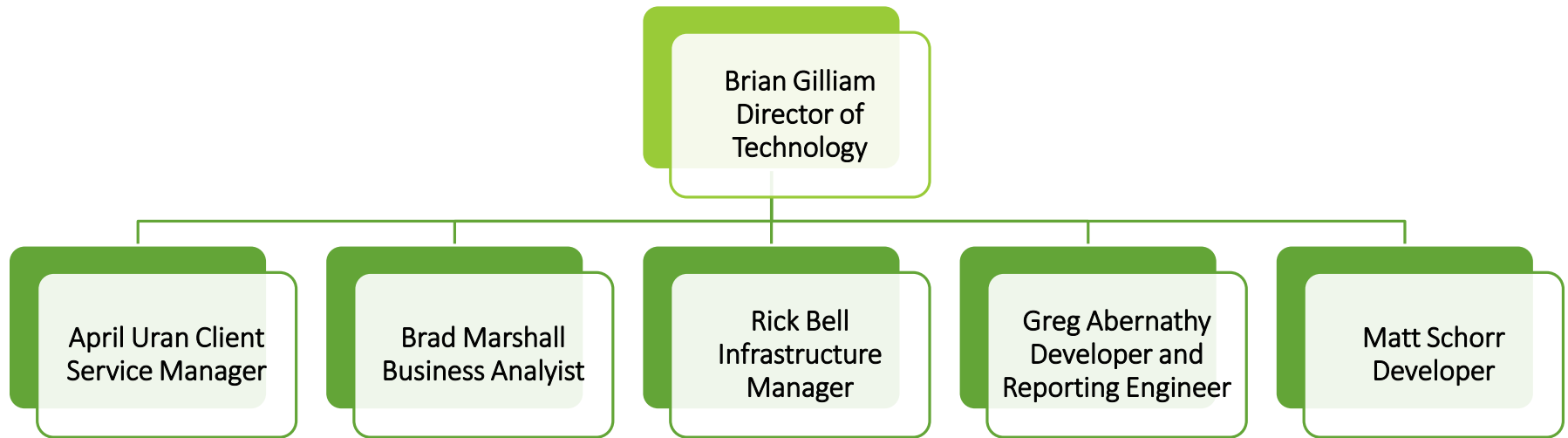
Client Configuration and Support

Security

Employee Development

Simplification, Consolidation and Cost Savings

Operational Excellence



2019 Technology Highlights

ORGANIZATIONAL STRUCTURE

2019 Technology Highlights

The Big Three

- Migration to Cloud
- Implementation of GeoCall
- Process Improvement

2019 Technology Highlights

Migration to Cloud

- Migration from Duluth data center
- Phone System and Contact Center
- GeoCall (Ticketing System)
- Several ancillary applications

2019 Technology Highlights

Implementation of GeoCall

- Significant involvement from business units
- Working with Progressive Partner (P2) and other 811 centers
- Continuing to look for a go-live in first half of 2020
- Expect communications as we move closer to production

2019 Technology Highlights

Process Improvement

- Business workflows
- Cost analysis
- General technology reviews
- Security

2020 Technology Strategy

Organizational Structure

Technology Policies

Collaboration and Workflow Automation

Disaster Recovery

Cloud Adoption and Promotion

Client Configuration and Support

Security

Employee Development

Simplification, Consolidation and Cost Savings

Operational Excellence

Liaison and Public Education



Holly Files

LIAISON DIRECTOR

Has been with Georgia 811 for 19 years.

DEPARTMENT OVERVIEW

Education, dispute resolution, liaison with PSC, local governments, utilities, excavators, and all stakeholder groups.

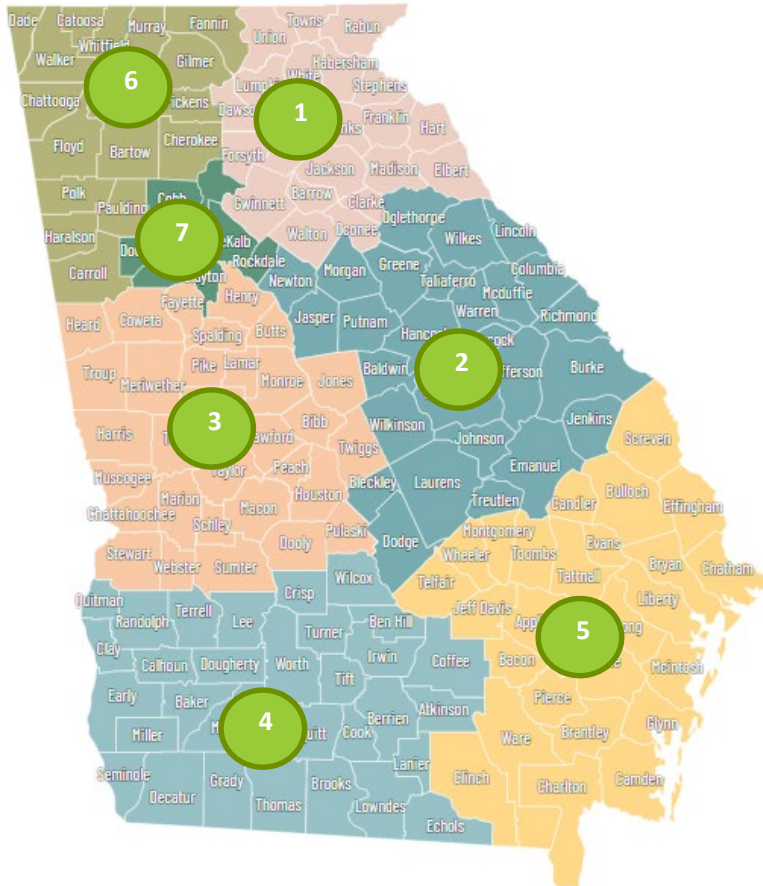
66 YEARS OF COMBINED SERVICE AT GEORGIA 811



- Member Outreach
- Training and education of safe digging practices
- GUFPA Training
- Local UCC Participation
- DOT Quarterly Meetings
- Pipeline Safety Meetings

Local UCC Participation

2019 YTD Statewide Total Meetings by Region



Region 1 – 38 of 63 meetings attended | 724 attendees

Region 2 – 4 of 10 meetings attended | 80 attendees

Region 3 – 16 of 45 meetings attended | 613 attendees

Region 4 – 9 of 41 meetings attended | 142 attendees

Region 5 – 5 of 7 meetings attended | 100 attendees

Region 6 – 21 of 51 meetings attended | 580 attendees

Region 7 – 24 of 48 meetings attended | 464 attendees

117 of 265 Meetings attended | 2,608 Attendees

Member Outreach



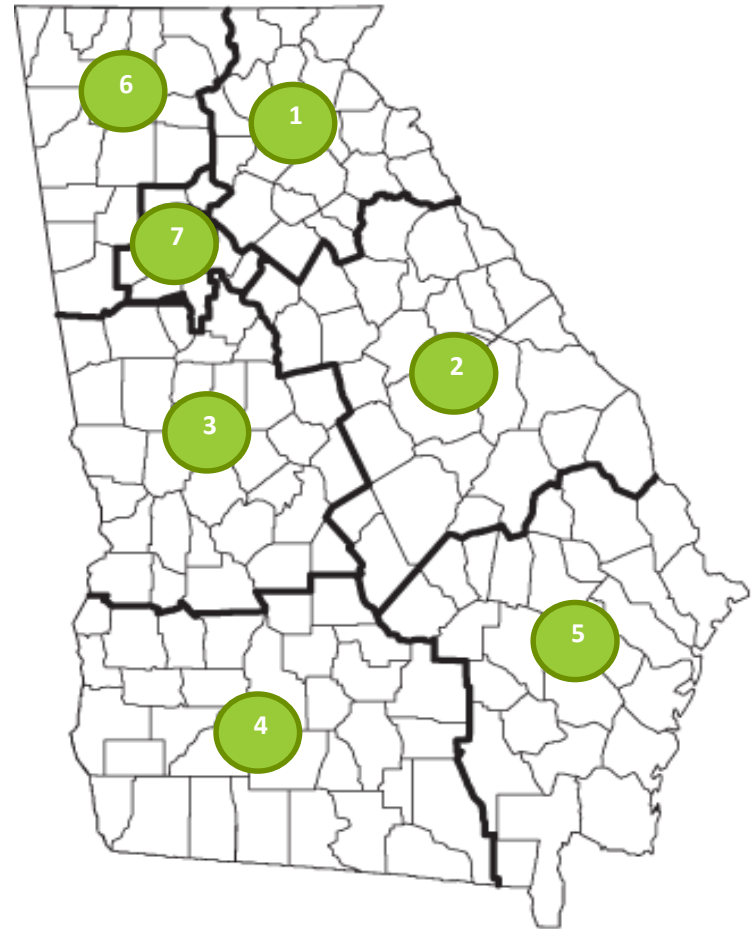
Goal:

1. to visit all Georgia 811 members annually
2. to provide education, reporting tools, industry news and customized assistance each member.

- Meetings last less than 30 minutes
- You will meet the liaison covering your region
- Review new member reports
- Review member contact information
- Discuss any issues or concerns
- Schedule future continuing education

GUFPA, DOT & Pipeline Meeting Participation

- Pipeline Safety Meetings
 - 13 of 14 meetings attended
 - 645 attendees
- DOT Quarterly Meetings:
 - 17 of 18 meetings attended
 - 819 Attendees
- GUFPA Training:
 - 6 classes 27 attendees
- Member Outreach Meetings:
 - 68 meetings completed
 - 1 cancelled, 8 postponed
 - 13 meetings scheduled
 - 24 waiting for member response
 - 21 members declined meeting



2019 Meeting & Tradeshow Participation



YTD Total Exposure 15K+

Shows Attended:

- ❖ **APWA**
 - GA Chap Annual Meetings
 - UPROW Locating and Marking BP
- ❖ **Build Expo (Cobb Galleria)**
- ❖ **GMA Gas**
- ❖ **GMA**
- ❖ **GTA Annual Meeting**
- ❖ **Electric Cities**
- ❖ **GEMC**
- ❖ **PHCC**
- ❖ **GRWA**
- ❖ **GPRI**
- ❖ **SOCS**
- ❖ **GMA**

❖ **P2 Users Meeting**

- ❖ GeoCall Software Users
- ❖ **CGA**
 - ❖ OCSI
 - ❖ Marketing & Education
 - ❖ Best Practices
 - ❖ Stake Holder Advocacy
 - ❖ Regional Partners
- ❖ **GHCA Hispanic Fair**
- ❖ **CEFGA (Construction Education Foundation of Georgia)**

Upcoming Shows:

- ❖ **Sunbelt Ag Expo**
- ❖ **The Farm Bureau**

Georgia 811 Liaisons

Holly Files, Liaison Director

Region 1: Becky Kinsey

Region 2: Becky Kinsey & Rick Routh

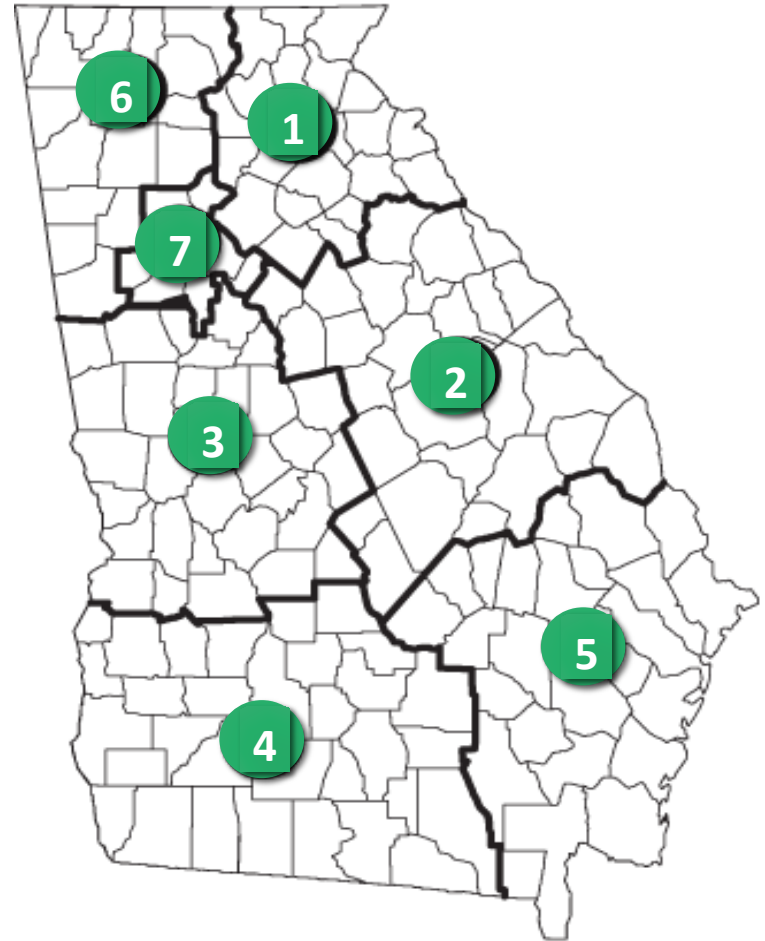
Region 3: Josh Chambers

Region 4: O'tania Jenkins

Region 5: Rick Routh

Region 6: Terry McLaurin

Region 7: Mike Bell



Training Topics



- Underground Utility Damage Prevention
 - 15 min
 - 45 min
 - 2 hours
- Marking Standards
- Damage Investigation
- PRIS
- Large Projects
- Potential Membership
- High Voltage Safety Act

Web Services



72 YEARS OF COMBINED SERVICE AT GEORGIA 811

- **Web Entry Training**
- **eRequest Ticket Processing**
- **Web Quality Assurance**
- **Web Help Desk**
- **External User Troubleshooting**
- **Online Chat**



Max Recio

WEB SERVICES SUPERVISOR

16 years of service

2 Senior CSRs

4 CSRs

DEPARTMENT OVERVIEW

The Web Services Department is responsible for providing exceptional support for web users, EDEN troubleshooting, web entry training, and eRequest user support.

2 TYPES OF EXTERNAL USERS:

- ❑ Users without a login
(Untrained)

eRequest & Restaker

- ❑ Users with a login
(Trained)

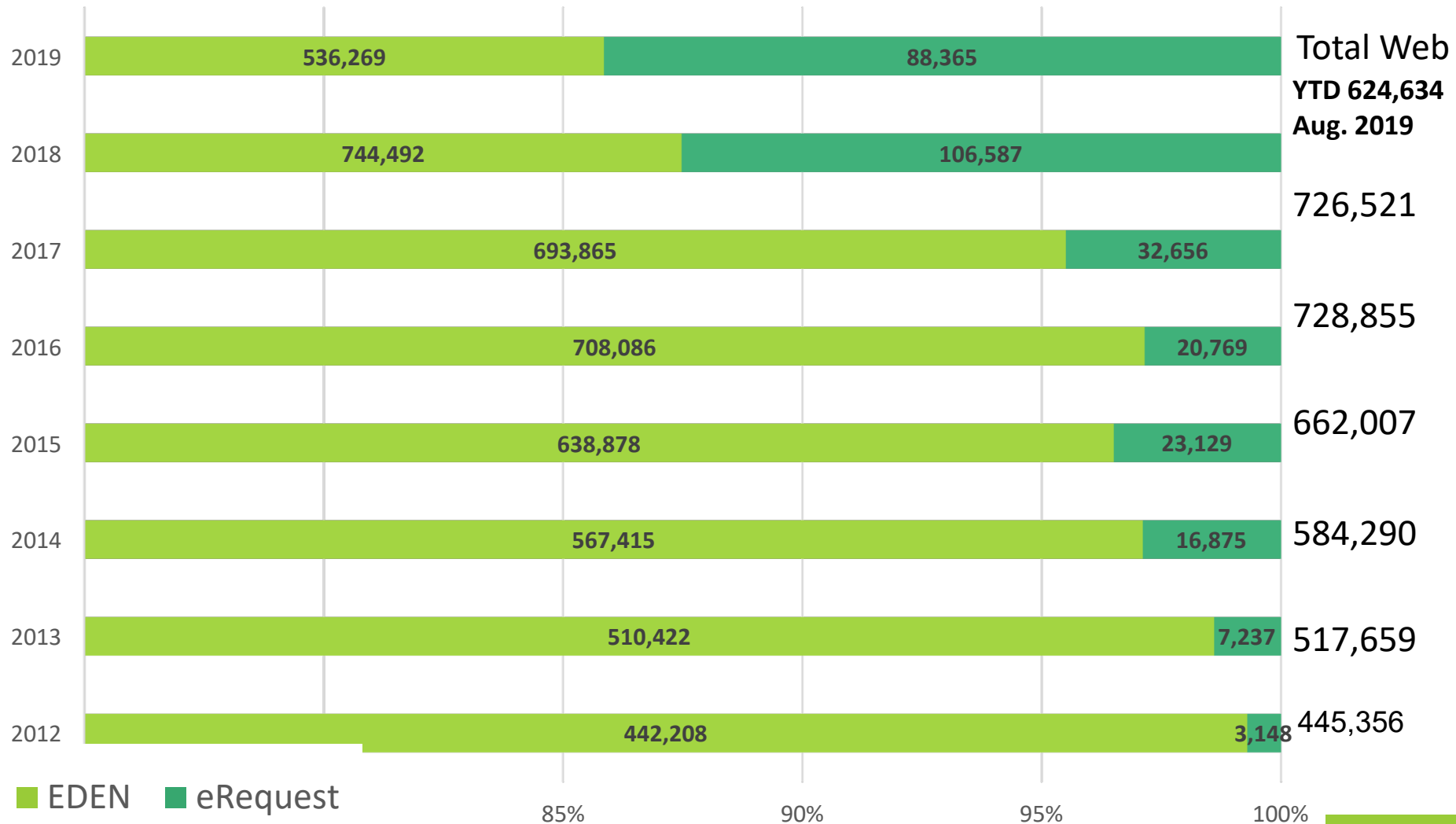
Web Entry



EDEN Web User Request vs. eRequest Growth

eRequest

2018 was a 74% Increase over 2017
YTD we are 19.6% increase for 2019



EDEN Web Entry Quality Assurance

(New & Existing EDEN Trained Users)

Month	# Web Requests Reviewed	Average Score
January	4,548*	94.2
February	4,499*	97.6
March	4,219*	87.8
April	4,565*	95.0
May	4,541	99.9
June	5,407	99.9
July	5,455	99.9
August	6,013	99.8
TOTAL	31,416	99.9

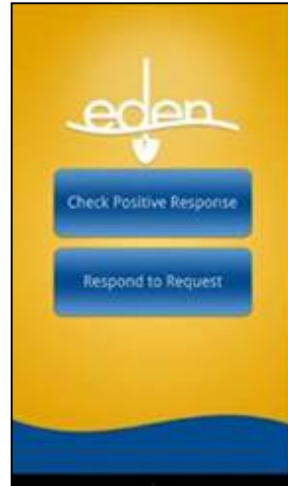


*Number of tickets reviews prior to updated Web Quality process



GA811 Excavator App

- eRequest
- GPS feature



EDEN PRIS App

- Check member response codes
- Respond to
Locate Requests



- eRequest
- Create complete tickets
- Renew tickets
- Register for training

How To Access Georgia 811 Online

Corporate Communications



Megan Estes

**CORPORATE
COMMUNICATIONS
MANAGER**

Has been with Georgia 811
for 11 years.

DEPARTMENT OVERVIEW

Effectively communicate the
importance of safe digging to
all stakeholder groups.



Maria Copeland

EDUCATION
ADMINISTRATOR

- Digger Dog Program
- Resource Fulfillment
- Inventory Control



Brian Crews

CREATIVE MEDIA
COORDINATOR

- Social media
- Webmaster
- Graphic Design



Fiona Bowen

COMMUNICATIONS
SPECIALIST

- Communications Support
- Event Planning

Safe Digging Month

- Media Tour – Columbus, Atlanta, Augusta
- Statewide Proclamation
- 811 Poster Contest
- Press Release
- Home Depot Social Media Contest
- Augusta Greenjackets Game
- Braves Partnership
- DIY Video Release
- Excavator App Release



Proclamations – Safe Digging Month



City of Ball Ground
City of Holly Springs
Cherokee County Fire
& Emergency Services
City of Woodstock
Cherokee County
City of Canton
Town of Waleska
Peachtree City
Fayette County
Town of Tyrone
Town of Brooks
City of Fayetteville
Town of Woosley

Coweta County
City of Commerce
Town of Alto
City of Atlanta
City of South Fulton
Morgan County
City of Madison
City of Rutledge
Georgia
Forestry Commission
Paulding County
City of Hiram
City of Covington
City of Douglasville
City of Monroe
City of Good Hope





Proclamations - Safe Digging Day

- Coweta County Fire Station 1
- City of Auburn
- City of Winder
- City of Dallas
- City of Oxford
- City of Douglasville



811 Day

- Member Collaboration with GPC & AGL
- Atl & Co
- USTA Mixed Doubles Tournament
- Geofence Home Depot and Lowe's



Georgia 811 Run





Digger Dog

School Total YTD = 56

Show Total YTD = 62

Student Total YTD = 6,873

Teacher Total YTD= 373

Community Event Total YTD= 23

Total reached=1,016,730



www.DiggerDog811.com



@georgia811

FOLLOW US ON



Instagram

@georgia811
adventures



SEE YOU
NEXT YEAR!