

2019 Annual Report



**Pennsylvania One Call:
The Keystone of Damage Prevention**

Pennsylvania811®

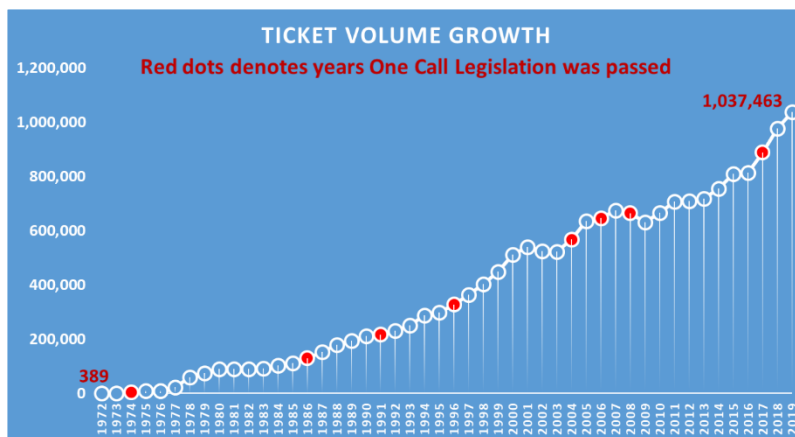
Dear PA One Call Stakeholders – Underground Facility Owners, Excavators, Designers, Project Owners, Locators, DIY-Homeowners, and Emergency Responders:

2019 was a record breaking year on several fronts. On Wednesday December 11, 2019 at 8:32 AM EST Pennsylvania One Call System Inc. received our one millionth dig notification for the year. Ticket volume increased by 6.3% over 2018 ending the year with 1,037,463 notifications. Increased technological and educational efforts regarding Coordinate PA and complex projects helped create the largest increase in usage of the collaboration tool. Coordinate PA projects increased over 290% from 2018 with a 460% increase in notifications. This increased use of Coordinate PA impacted the productivity of all stakeholders and our call center. Facility Owner, Excavators, Project Owners and Designers can now manage their resources more effectively at significant cost savings. As these online notifications increased, the average talk time in the call center decreased due to fewer runs of notifications taken by the CSRs. To help facilitate the additional meetings we added 2 regional Liaisons to the Education Department to assist with and educate about CPA planning and complex projects with coordination and collaboration of their projects.

In our first full year of submitting Alleged Violation Reports (AVRs), 8,397 reports were collected and forwarded to the Pennsylvania Public Utility Commission for enforcement of the Underground Utility Line Protection Law. I serve on the PUC's Damage Prevention Committee and we met nine times in 2019. Please check www.puc.pa.gov for a summary of actions from each meeting as well as a schedule of upcoming meetings.

Please Dial or Click PA 811 before you plan, demolish, or excavate. Thanks to all who participated in making Pennsylvania a safer place to live and work!

William G. Kiger
President and CEO



BOARD of DIRECTORS

INDUSTRY

Associate - PA Builders Association

Cable Television - Comcast

Contractor - NUCA Pennsylvania

Designer - Larson Design Group, Inc.

Electric

FirstEnergy

Adams Electric Cooperative, Inc.

PECO Energy

PPL Electric Utilities Corporation

Gas

Columbia Gas of Pennsylvania

PECO Energy

National Fuel

Peoples Natural Gas

Municipal

Philadelphia Gas Works

Butler Township

PA Municipal Authorities Association

PA State Association of Boroughs

PA State Association of Township Supervisors

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Dave Haverstick

Nathan Ehrman

Debbie Ross

Joseph Leva

Thomas Knights

Michael Kyle

Thomas Gramling

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Joseph Murphy

INDUSTRY

PA Emergency Management Agency

PA Department of Transportation

PA Public Utility Commission

Pipe Line

Texas Eastern/Enbridge

Williams Gas Pipeline - Transco

Energy Transfer/Sunoco

UGI Utilities, Inc.

Telecommunications

Verizon Business

RCN Telecom Services

Telephone

Verizon Pennsylvania LLC

Windstream Communications

CenturyLink

Verizon North, LLC

Water

Lehigh County Authority

Pittsburgh Water and Sewer Authority

Pennsylvania American Water

Municipal Authority of Westmoreland County

Represented by

Philip Barker

Jon Fleming

Vacant

Ryan Lumbatis

Jerry McInaw

Molly Carriere

Eric Swartley

Kenneth Montanari

Tyrone Cokley

Kelli Messa

Jeffrey Sauder

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Joseph Murphy

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Dwight Howes

President and CEO

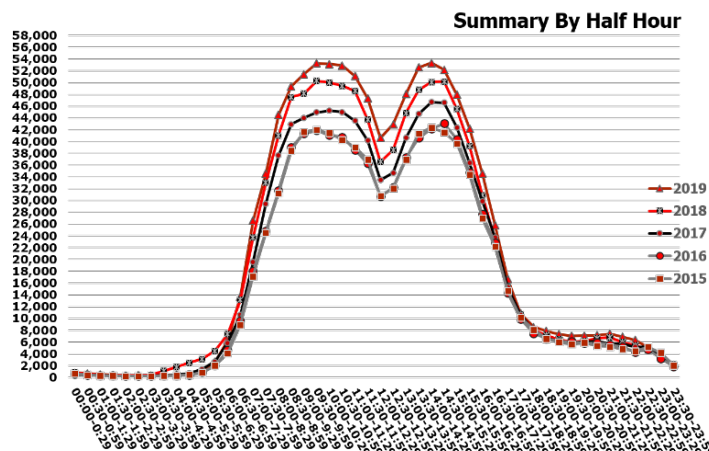
William Kiger

OPERATIONS...

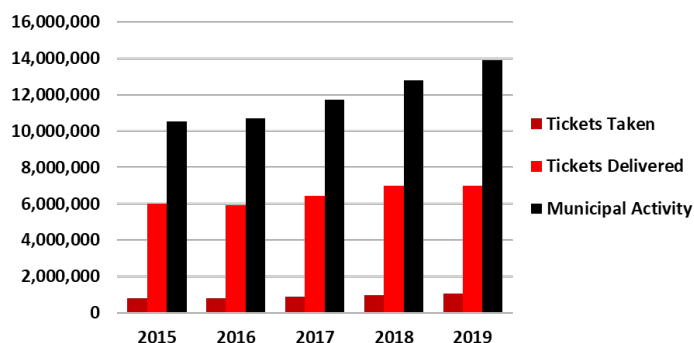


Pennsylvania One Call System, Inc. is a non-profit Pennsylvania service company dedicated to minimizing utility service interruptions, reducing the number of on the job injuries and deaths, promoting a higher level of public safety and protecting the environment. The company can be reached using the national call before you dig number of **811** or through its toll-free telephone number **800-242-1776** by anyone requesting location of underground lines prior to digging, or by creating notifications online through our website www.paonecall.org. All services are available 24 hours per day, every day of the year. Information is obtained from the person planning or scheduling excavation or demolition and disseminated to underground facility owners/operators via email, fax or web view. Additionally, text notifications can be sent to members when emergency notifications are received, or voice relay is possible outside of normal business hours. The system accepts the required automated responses from facility operators and relays them to the originator of the notification. We provide supplemental electronic member mapping service which allows members to define polygonal notification areas to reduce the number of non-involved dig notices they receive, saving them time and money on their end, as they do not need to receive, research or respond to dig notices outside their spatial service area. There is no additional charge for this service and it can be managed completely online. The member still has online access to the excluded notifications.

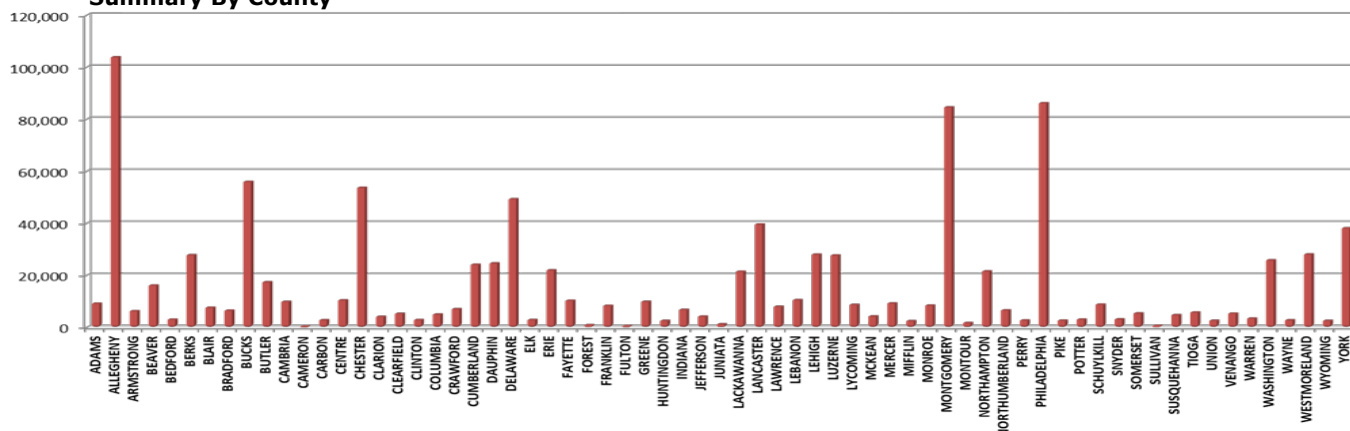
Use of the service by excavators increased from 389 tickets the first year to 1,037,463 in 2019. Increased revenues from growth are used to offset operating expenses.



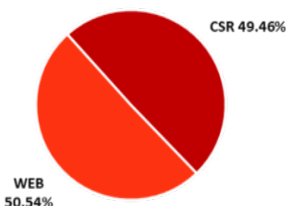
Ticket Volume with Municipal Activity



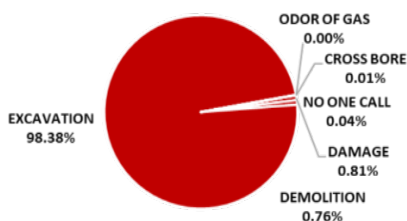
Summary By County



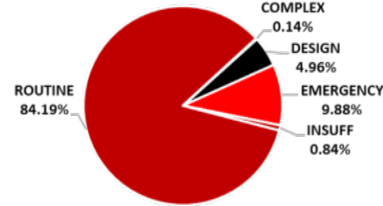
Input Method



Message Type



Message Class

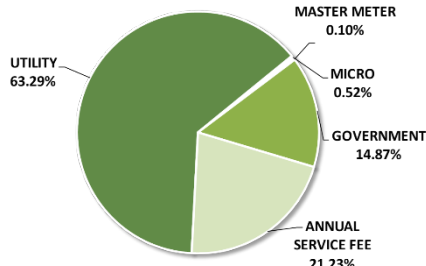


FINANCIALS...

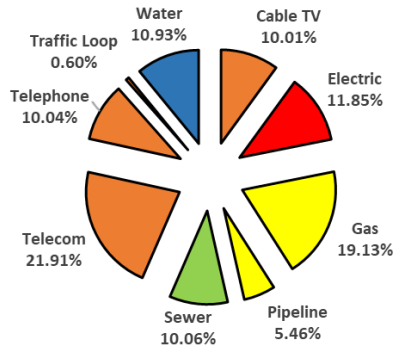


The corporation's financial position is audited annually by the independent certified public accountants Love, Scherle and Bauer, in accordance with the auditing standards generally accepted in the United States of America. In 2019, Pennsylvania One Call System's total operating revenue was \$13,436,661 and its total operating expenses were \$13,221,213. More complete information in the form of financial statements is on file in the offices of Pennsylvania One Call System, Inc. and is provided to the Board of Directors for review and approval annually.

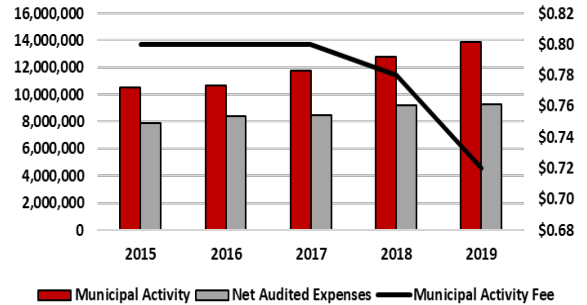
REVENUE BY STAKEHOLDER



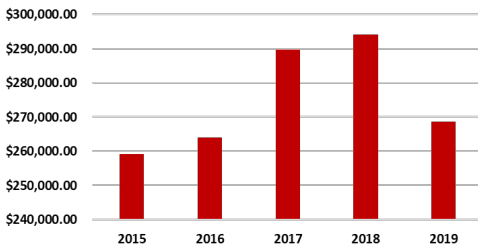
NET REVENUE BY PRIMARY FACILITY TYPE



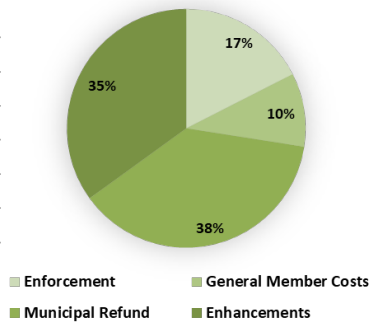
Municipal Activity Fee



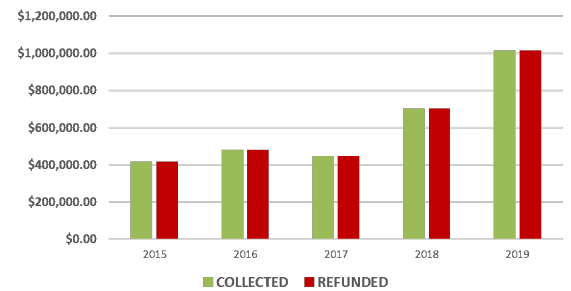
ANNUAL SERVICE FEE COLLECTED FOR GENERAL MEMBER COSTS Sec. Ref. 3.1(e)



ANNUAL SERVICE FEE COLLECTIONS



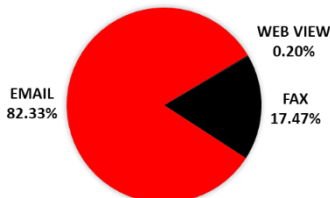
ANNUAL SERVICE FEE COLLECTED AND REFUNDED FOR MUNICIPAL REFUND Sec. Ref. 3.1(f.1)



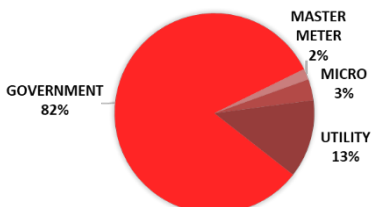
MEMBERSHIP...

Since its inception in 1972, Pennsylvania One Call System, Inc. has increased its membership from six (6) utilities to 3,663 underground facility owners from the following industries: cable television, electric, gas, propane, Marcellus shale, pipeline, sewer, telecommunications, telephone, water, and government, including state, county, city, borough, townships of the first class, townships of the second class, and municipal authorities. Members also include private master meter companies, manufactured housing communities and private entities, such as schools, hospitals, manufacturing sites, and others owning underground facilities which cross public roads.

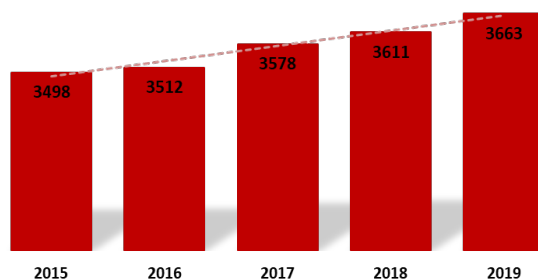
MEMBERSHIP BY SERVICE TYPE



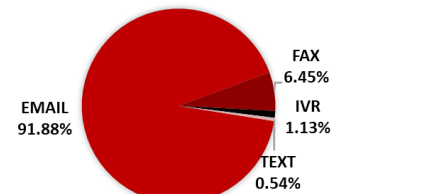
MEMBERSHIP BY ENTITY TYPE



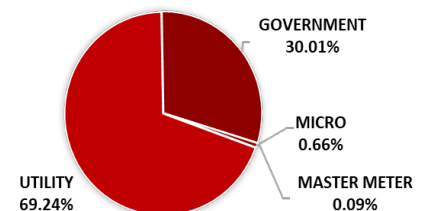
MEMBERSHIP 2019



MEMBER TRANSMISSIONS BY SERVICE TYPE



MEMBER TRANSMISSIONS BY ENTITY TYPE



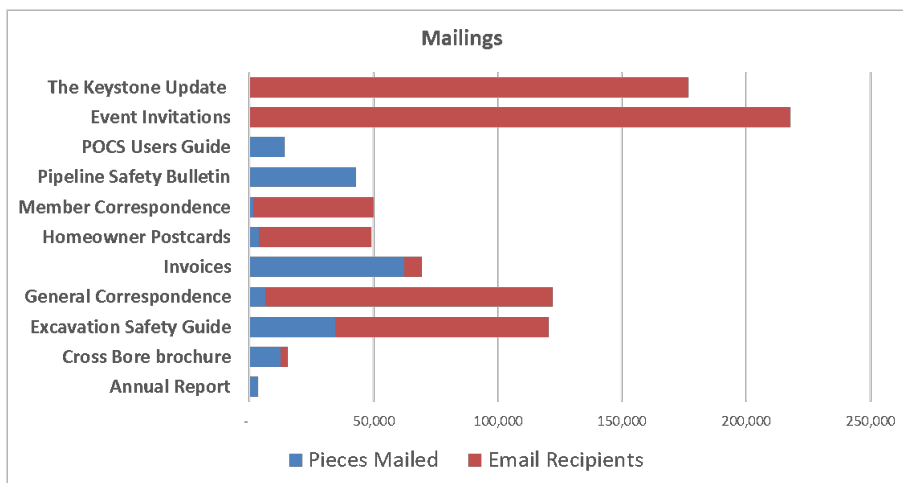
EDUCATION...



In 2019, Pennsylvania One Call System's (POCS) educational activities across the state consisted of numerous educational events with regional Damage Prevention Liaisons as well as outreach to stakeholders through social media, web, email, postcards, magazines, ads, banners, sports sponsorship, and radio campaigns.

The Damage Prevention Liaisons reached 113,318 stakeholders at over 520 events. The Liaisons educated stakeholders with 92 POCS Training Excavator and Locator Programs with 3,084 attendees; 142 PA Act 287, as amended for the Project Owner, Facility Owner, Locator, and Excavator presentations with 5,107 attendees; included in that overall total were the Act 50 Compliance Training courses for the Excavator and Locator. These courses were specifically designed in conjunction with the Public Utility Commission (PUC) to provide excavator and locators an educational option to learn about their responsibilities under the Underground Utility Line Protection Law of PA (UULPL), due to a violation of the UULPL. In 2019, there were a total of 65 Compliance Programs with 755 attendees.

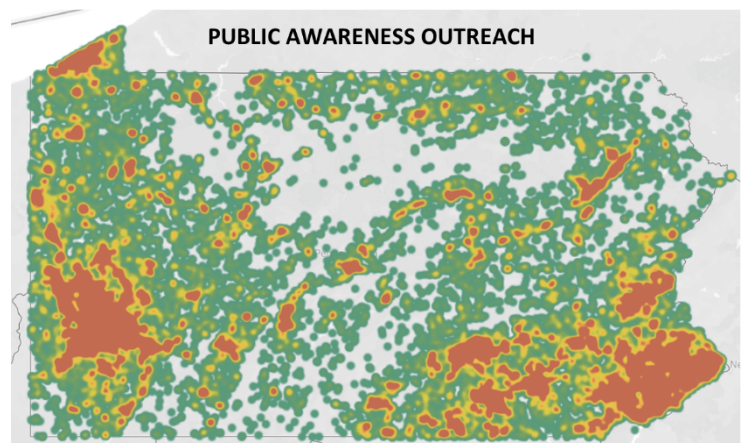
The Education Department also had another great year with its Safety Day events. There were five Safety Day events across Pennsylvania with 2,080 attendees. The 2019 Safety Day event keynote presentation focused on overall individual safety practices and changing your behavior on how you think about safety. The events had breakout sessions which focused on key underground safety topics, i.e. Coordinate PA, Complex Projects, Four Components of a Correct Mark, and the alleged violation process.



Direct mailings continue to be an important part of the Education Department's outreach program. POCS sent a gas safety mailing to assist members with federal regulation compliance, an underground excavation industry-specific Excavation Safety Guide, which contained a complete copy of the UULPL, and newsletters promoting educational events. Direct mail pieces in 2019 totaled 180,609 pieces. In addition, emails were sent to 181,391 recipients covering a variety of topics such as PA Act 287 training, invitations to events, and notifications of Utility Coordinating Meetings.

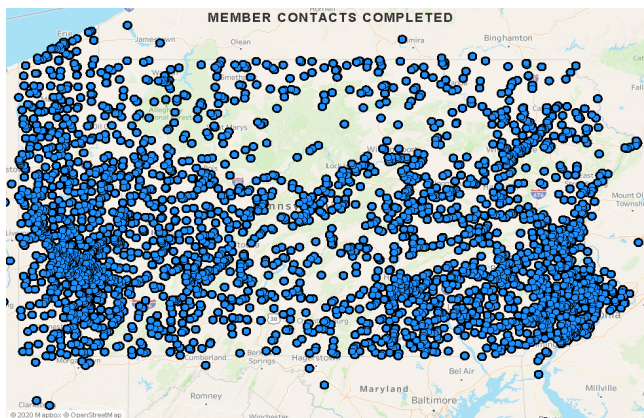
Social Media outreach grew in 2019 through Facebook and Twitter. With our social media outreach posts, the Education Department saw a significant increase with the number of Total Impressions (1.5M), Engagements (28K), and Followers (3K). Facebook advertising campaign continued to encourage the use of online web single address for homeowners. A digital advertising campaign was done on August 11 to promote 811 to smartphone users who entered Home Depot and Lowe's stores throughout PA. A campaign through Pandora radio played both audio ads and displayed click through banner ads on the user's device.

POCS continued public awareness programs to promote safe digging practices within local communities across Pennsylvania through its firehouse campaign and banner program. Every fire house entry and banner was promoted on social media via POCS' Facebook and Twitter accounts. An outdoor outreach program in Southeastern PA placed ads in transit shelters, posters, and bulletins. Billboards were placed in the fall in high damage counties in Northern



and Western PA. The Call 811 Before You Dig message was advertised during sporting events such as the Pittsburgh Steelers, Philadelphia Eagles, major and minor league baseball, and horse racing. Print ads were run in newspapers, magazines, and township directories.

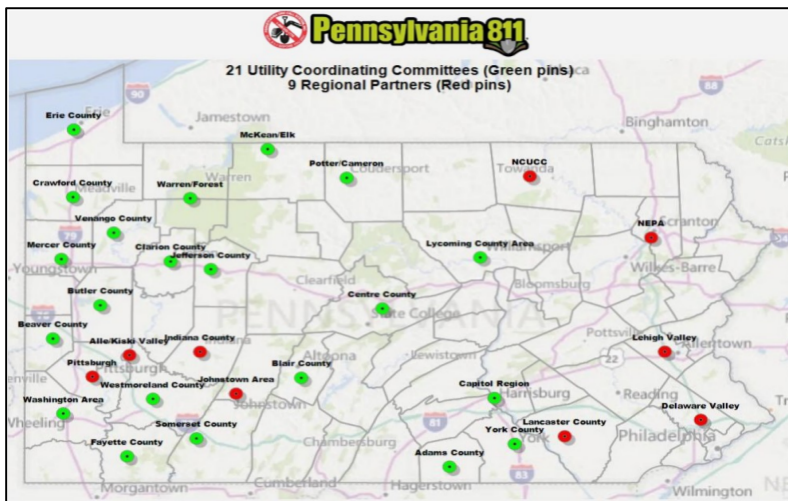
Additionally, during April, "National Safe Digging Month", outreach was made to the Governor of Pennsylvania, the Pennsylvania House of Representatives, the Pennsylvania Senate, and every County and Municipality in the Commonwealth of Pennsylvania asking each entity to proclaim April as Safe Digging Month in support of the national campaign. This year 238 local, county and state entities sent POCS official proclamations in support of National Safe Digging Month.



The Damage Prevention Liaisons completed 3,543 member contacts. These contacts were made to the facility owner Ticket Receiver Representatives in 2019. The Damage Prevention Liaison checks in with an annual call to answer any questions and update each member on new developments. The call alternates each year between the company representative and the ticket receiving site representative. A survey is sent to each member after the call along with invitations to POCS educational opportunities and Safety Day events.

POCS believes strongly that early utility coordination is an important component of damage prevention, and devoted resources to starting, building, contributing and maintaining 21 active Utility Coordination Committees (UCC) throughout the Commonwealth. These committees also provide the Liaison an opportunity to educate the committee members on POCS's products and Services, and new developments with POCS's ticket management applications.

In 2019, there were 1,206 attendees at 81 UCC meetings throughout the state.



Pennsylvania One Call System Contacts

Bill Kiger	President & CEO	412-464-7111
Ellen Kiger	Vice President & COO	412-464-7115
Sherry Harim	Director – Member Services & Accounting	412-464-7116
Jonathan DeMoss	Director – Technology	412-464-7150
Linda Covelli	Manager – Operations	412-464-7110
Kelly Pearl	Manager – Member Services & Accounting	412-464-7106
Norm Parrish	Manager – Education	484-366-6647
S. Robin Johnson	Compliance Coordinator	412-464-7127
Penny Modrick	Executive Secretary	412-464-7118
Donna Williams	Business Analyst	412-464-7119
Marcos Bernal	Senior Liaison Representative	412-999-8009
Jim Larkin	Senior Liaison Representative	717-602-5976
Allison Evanitz	Liaison Representative (Southwest)	412-427-0112
Erica Dominick	Liaison Representative (Southwest)	814-615-7047
Kevin Goldblum	Liaison Representative (South Central)	717-487-0797
Kirk Kirkpatrick	Liaison Representative (Northwest)	814-572-8113
Greg Danks	Liaison Representative (Southeast)	215-834-2069
Mark Lipka	Liaison Representative (North Central)	570-939-7042
Jim Reynolds	Liaison Representative (Southeast)	215-859-2868
Maria White	Liaison Representative (Northeast)	570-954-3545
Administrative Offices		800-248-1786
Accounting		412-464-7137
Education		412-464-7136
Member Services		412-464-7168
KARL Response System		800-222-6470



Pennsylvania One Call: The Keystone of Damage Prevention.

MISSION STATEMENT

Our purpose is to prevent damage to underground facilities. To promote safety, we provide an efficient and effective communications network among project owners, designers, excavators, and facility owners.