



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

2020 Annual Report



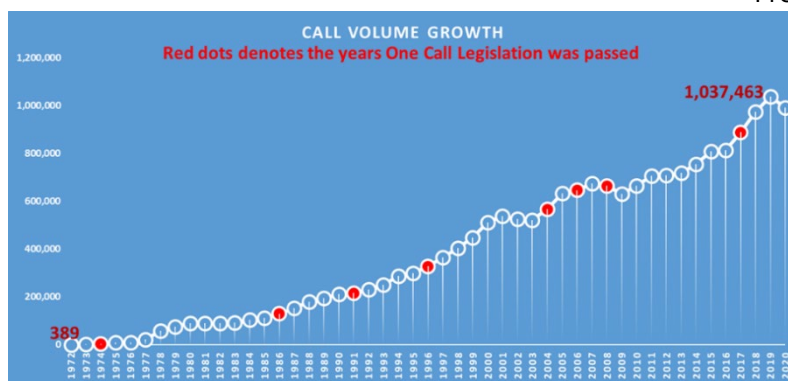
Dear PA One Call Stakeholders – Underground Facility Owners, Excavators, Designers, Project Owners, Locators, DIY Homeowners, and Emergency Responders:

2020 was an unprecedented year that presented challenges felt by all stakeholders. Pennsylvania One Call System continued to serve all stakeholders without interruption in service. We thank our staff for their quick action in mobilizing 90% of all employees to work remotely within a day's notice. Their flexibility and ability to adjust along with our implemented and practiced disaster recovery plan made this transition seamless.

Despite the pandemic, we continued to enhance services, provide educational outreach, and support our mission by providing an efficient and effective communications network. Our Workforce Management system was upgraded adding functionality to analyze calls and automation of quality monitoring. The architecture of the website was changed to provide more flexibility, implement a new Content Management System to allow for easy web content management, and simplify the menu structure and site navigation. Coordinate PA (CPA) updates included a release of the API, providing third party applications the ability to initiate a transfer of data to CPA, and a technology backbone upgrade. Through the MS Teams platform, Staff, Board Committees, the Board, and Commission Enforcement carried on. Enhanced cleaning began immediately at the West Mifflin center for employees remaining in the building, including those who did not have the home environment or internet needed to ensure full service operations continued. Each department was able to address the needs of our Stakeholders remotely while in the safety of their homes. Thank you for your cooperation and we look forward to getting through this TOGETHER!

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

North Wales Water Authority

Represented by

Douglas Meshaw

Rick Moslen

Armando Ferri

Vacant

Stephen Schafer

David Bolton

Rob Bedics

Mark Santayana

Ray Geesey

Dave Haverstick

Jacob Specht

Debbie Vergenes

Matthew Crosby

Thomas Knights

Michael Kyle

Thomas Gramling

Holly Fishel

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

Terri Cooper Smith

Ryan Lumbatis

Jerry McInaw

Molly Carriere

Eric Swartley

Kenneth Montanari

Tyrone Cokley

Kelli Messa

Jeffrey Sauder

Stephen Putt

James Hagle

Kevin German

John McCarthy

James Gable

Tom Ceraso

OFFICERS

Chair

Ray Geesey

Vice Chair

Kevin German

Treasurer

Michael Kyle

Assistant Treasurer

Ryan Lumbatis

Secretary

Stephen Schafer

Assistant Secretary

Eric Swartley

Immediate Past Chair

Jerry McInaw

General Counsel

William P. Boswell

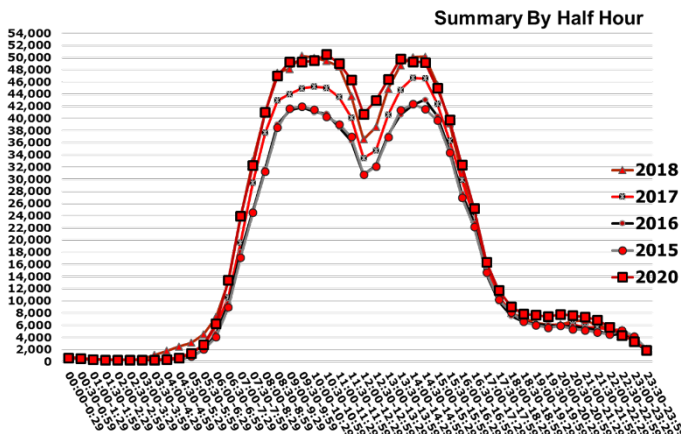
Assistant General Counsel

Dwight Howes

President and CEO

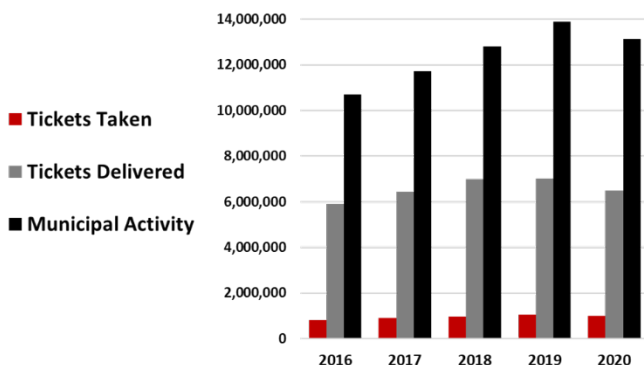
William Kiger

OPERATIONS...



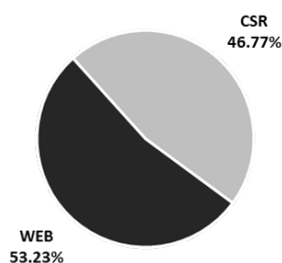
Pennsylvania One Call System, Inc. is a non-profit Pennsylvania service company dedicated to minimizing utility service interruptions, reducing the number of on the job injuries and deaths, promoting a higher level of public safety and protecting the environment. The company can be reached using the 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.

Ticket Volume with Municipal Activity

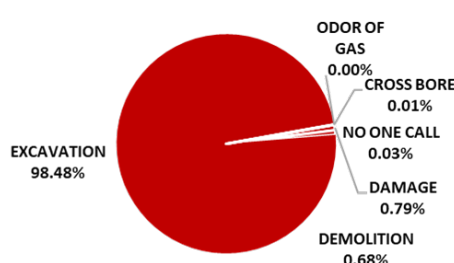


Use of the service by excavators increased from 389 tickets the first year to 991,975 in 2020. Increased revenues from growth are used to offset operating expenses.

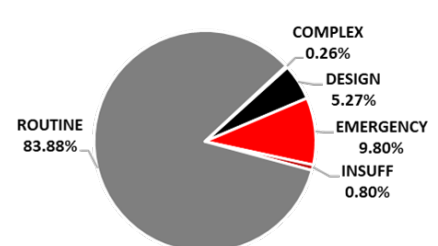
Input Method



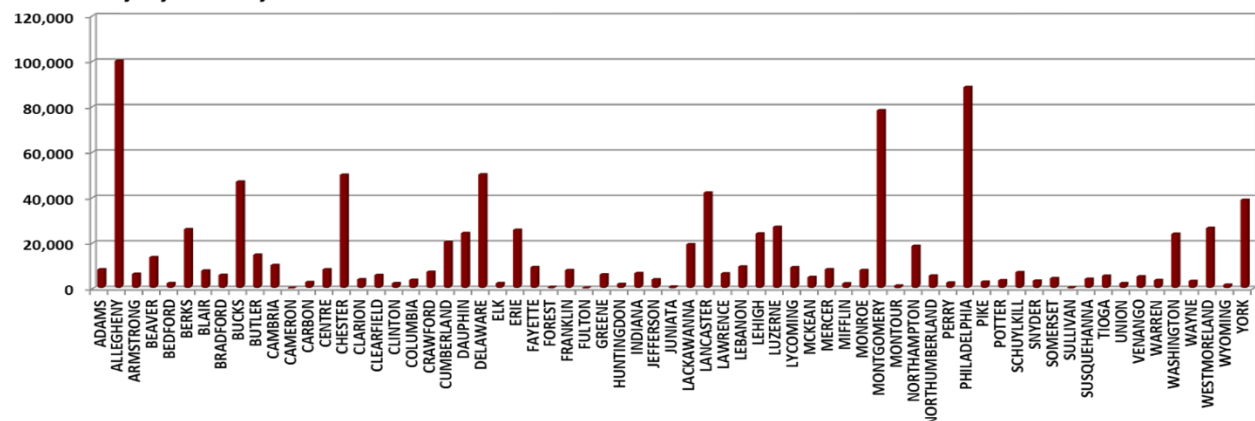
Message Type



Message Class



Summary by County

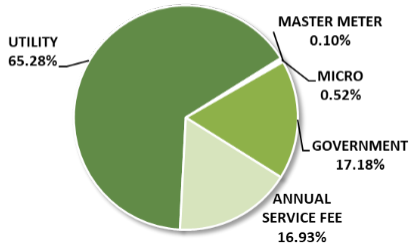


FINANCIALS...

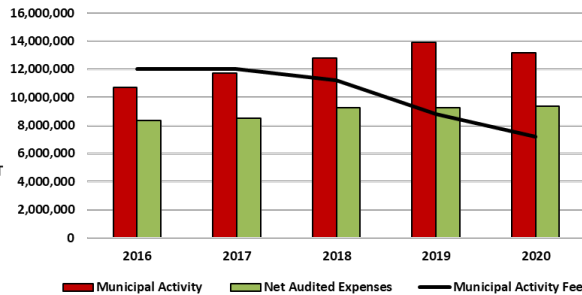


The corporation's financial position is audited annually by the independent certified public accountants Love, Scherle and Bauer, in accordance with the auditing standards generally accepted in the United States of America. In 2020, Pennsylvania One Call System's total operating revenue was \$12,881,514 and its total operating expenses were \$13,797,506. 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.

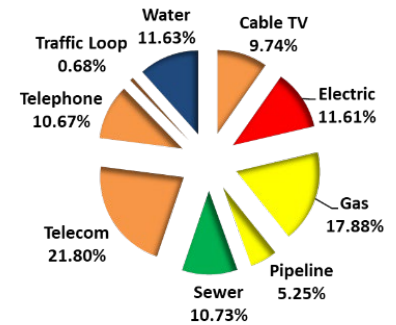
REVENUE BY STAKEHOLDER



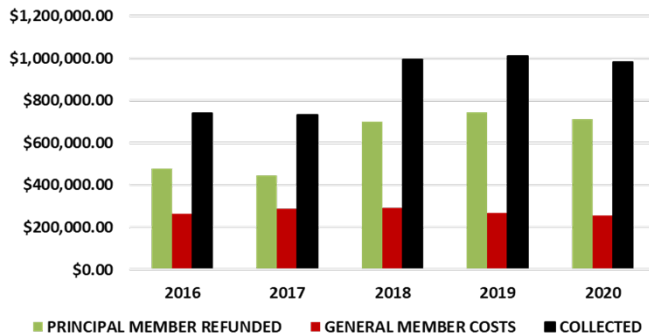
Municipal Activity Fee



NET REVENUE BY PRIMARY FACILITY TYPE

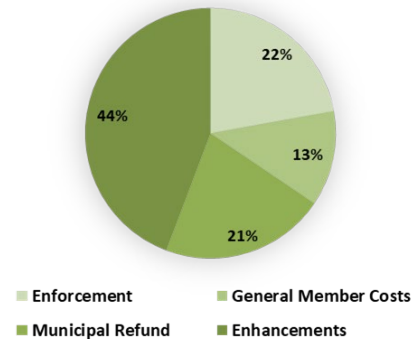


ANNUAL SERVICE FEE COLLECTED*



*Used for General Member Offset & Refunded Principal Municipal Members Ref. 3.1(e) & (f.1)

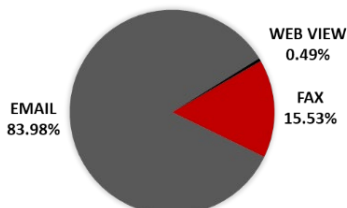
ANNUAL SERVICE FEE COLLECTIONS



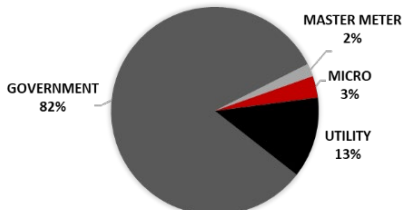
MEMBERSHIP...

Since its inception in 1972, Pennsylvania One Call System, Inc. has increased its membership from six (6) utilities to 3,680 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.

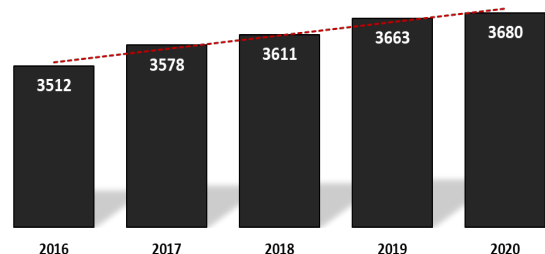
MEMBERSHIP BY SERVICE TYPE



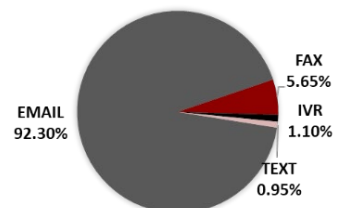
MEMBERSHIP BY ENTITY TYPE



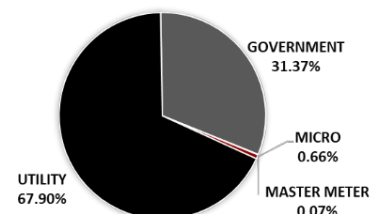
MEMBERSHIP 2020



MEMBER TRANSMISSIONS BY SERVICE TYPE



MEMBER TRANSMISSIONS BY ENTITY TYPE



EDUCATION...



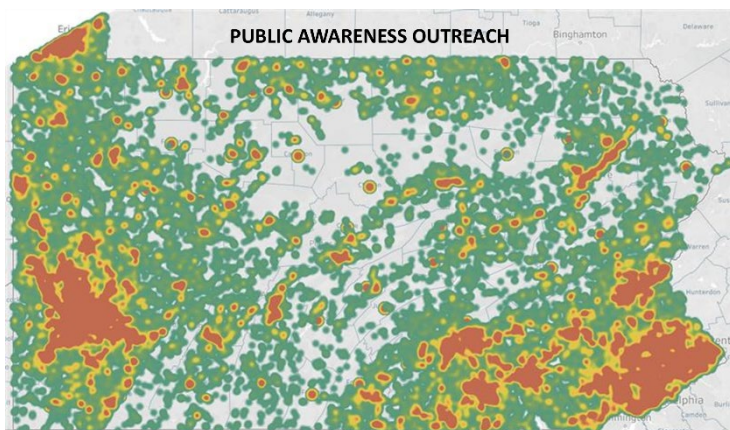
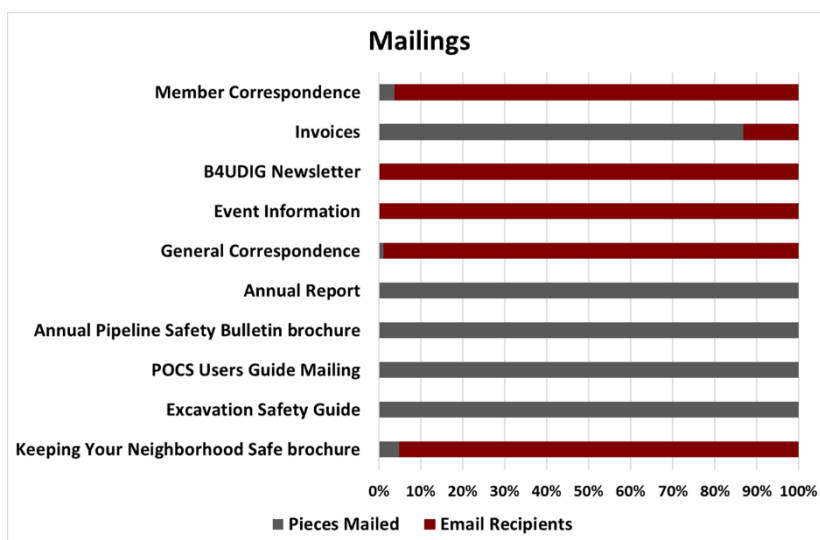
The year 2020 was very challenging for the Education Team. Beginning in early April the Education Team had to cancel all “live” presentations for the year because of COVID-19. The good news is that when the COVID shutdown occurred in March, the Education Team pivoted quickly, developed and implemented a Virtual Education program for all of our underground stakeholders.

Educational activities across the state consisted of numerous “live” and “virtual” educational events with the regional Damage Prevention Liaisons, as well as outreach to stakeholders through social media, web, email, postcards, magazines, ads, banners, sports sponsorship, radio and television campaigns. Damage Prevention Liaison outreach consisted of the following educational and training activities: 336 educational programs with 9,247 attendees, and attended 366 meetings with 4,781 attendees.

The Education Department also had to cancel all of its 2020 Safety Day events; however, several “virtual” events were held to fill the Safety Day void. There was a National 811 Day webcast that was attended by 298 people. This event was done virtually on WebEx and also streamed live on Facebook. A new educational web event called Liaison Library was rolled out in 2020. The Liaison Library Series launched its first webcast in October with 87 attendees and the second in November with 90 attendees. These monthly virtual programs are designed to provide our members education and training on a variety of topics associated with underground safety, planning, designing and excavation.

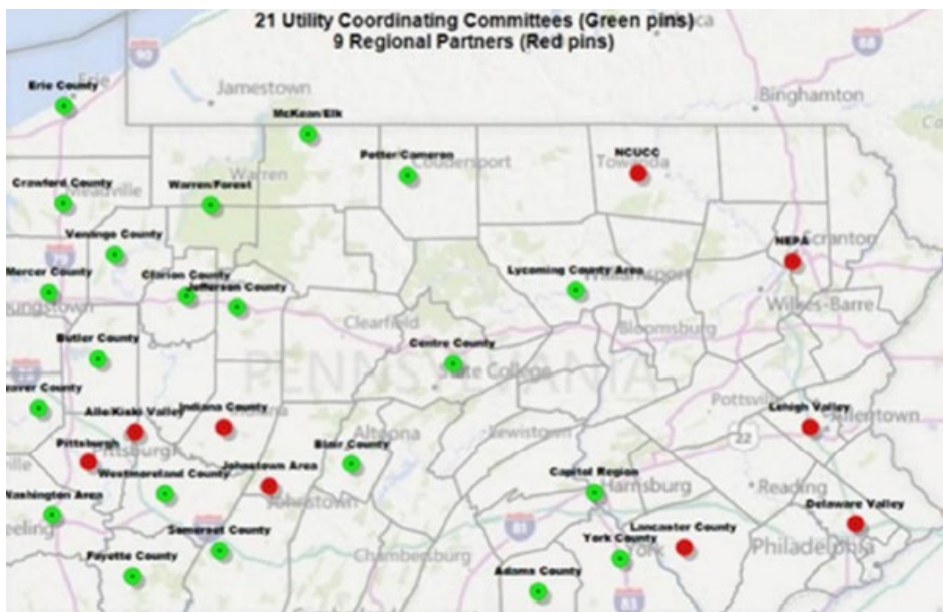
Direct mailings continue to be an important part of the Education Department’s outreach program. POCS sent a gas safety mailing to assist members with federal regulation compliance, an underground excavation industry-specific Excavation Safety Guide, which contained a complete copy of the UULPL, and newsletters promoting educational events.

Direct mail pieces in 2020 totaled 181,571 pieces. In addition, emails were sent to 2,761,358 recipients covering a variety of topics such as PA Act 287 training, invitations to events, and educational information.



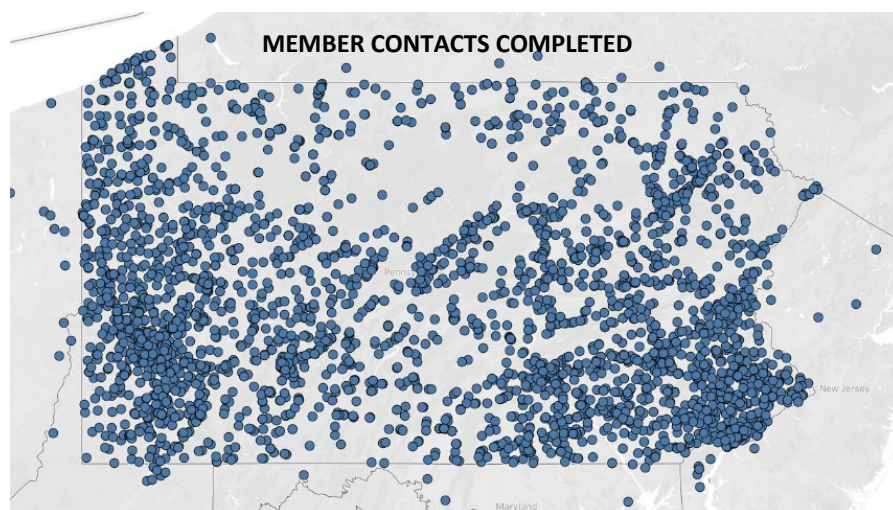
POCS continued public awareness programs to promote safe digging practices within local communities across Pennsylvania through Gas Station TV ads, an OTT Video Everywhere campaign, and a Digital Marketing Plan with Entercom targeting specific consumers based on their characteristics, behavior, lifestyle, demographics, and interests. POCS continued its Geo-Fencing digital banner ad campaign targeted equipment rental stores and landscaping, engineering and construction companies. POCS also continued posting billboards in high damage rate counties.

To promote the 811 brand, POCS used the National Excavator Initiative (NEI) campaign materials. This material was published to our social media channels. Pennsylvania 811 promoted the national statistics for damage to buried utilities, how to notify 811, a reminder to call 811 or submit a request online, and happy safe holiday wishes.



Pennsylvania 811 believes strongly that early utility coordination is an important component of damage prevention, and devoted resources to starting, building, contributing and maintaining thirty (30) 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 2020, there were 1,016 attendees at 76 UCC meetings throughout the state.

The Damage Prevention Liaisons completed 3,377 member contacts. These contacts were made to the facility owner Company Representatives in 2020. The Damage Prevention Liaisons check 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 events.



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
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
Ryan Parrish	Liaison Representative (Southeast)	610-906-5137
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.