

THE DAMAGE PREVENTION JOURNAL

Autumn 2022 Issue • Ohio's Safe Digging Resource



50 YEARS OF
UNDERGROUND PROTECTION

TECHNOLOGY ADVANCES GUIDED OHIO811 AS A NATIONWIDE LEADER



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Ohio's Safe Digging Resource | Autumn 2022 Issue

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OHIO811 headquarters is located at 12467 Mahoning Ave., P.O. Box 729 North Jackson, OH 44451.

Ohio's Damage Prevention & Utility Coordinating Councils

OHIO811 and our partners remain committed to providing the highest level of Damage Prevention education and training opportunities. Ohio's Damage Prevention and Utility Coordinating Councils are currently conducting their monthly or quarterly meetings using a hybrid model that provides for in-person attendance or participation through video conferencing.

Ohio currently has six Damage Prevention Councils (DPCs) / Utility Safety Councils and six Utility Coordinating Councils (UCCs). Each council provides an open forum to share ideas, strategies and solutions to prevent damage to underground facilities during excavation. Council members include underground facility owners and operators, representatives from OHIO811, excavators, contractors, government agencies and other interested individuals.

To further their respective missions, each council sponsors events, seminars, outings and workshops for members and guests. Visit the events page at www.OHIO811.org to learn more. Please reach out to your OHIO811 Liaison (page 22) for additional information or contact the listed DPC/UCC representative if you are interested in participating.



Meeting Schedule

Central Ohio Damage Prevention Council

When: Third Wednesday of each month at 9:00 AM
Where: The Builders Exchange of Central Ohio,
1175 Dublin Rd, Columbus, OH 43215
Contact: Steve Buskirk, Chairperson,
sbuskirk@franklincountyengineer.org

Eastern Ohio Damage Prevention Council

When: Fourth Thursday of each month at 9:30 AM
Where: OHIO811, 12467 Mahoning Ave, North Jackson, OH 44451
Contact: Kyle Peyton, Chairperson, kylepeyton@usicllc.com

Miami Valley Utility Safety Council

When: Second Wednesday of each month at 9:00 AM
Where: Montgomery County Water Services, 1850 Spaulding Ave,
Kettering, OH 45432
Contact: Kevin Campbell, Chairperson, kcampbell@occls.com

Northern Ohio Damage Prevention Council

When: First Wednesday of each month at 9:30 AM
Where: The Illuminating Company, 6896 Miller Rd,
Brecksville, OH 44141
Contact: Vita Moore, Chairperson, vsmoore@firstenergycorp.com

Northwest Ohio Damage Prevention Council

When: Second Thursday of each month at 11:00 AM
Where: Toledo Edison, 6099 Angola Rd., Holland, OH 43528
Contact: Jennifer Reams, Chairperson, jreams.icc@gmail.com

Southwest Ohio Utility Safety Council

When: First Tuesday of each month at 1:00 PM
Where: Symmes Township Facility, 8871 Weekly Ln, Cincinnati, OH
45249
Contact: Jim Collins, Chairperson, jim.collins@duke.energy.com

Lima Utility Coordinating Council

2022 Meeting Date: TBD
Time: 9:00 AM
Where: Marathon Petroleum, 2295 N. Cole St, Lima, OH 45801
Contact: David Gilland – davidg@oups.org

Southeast Ohio Utility Coordinating Council

2022 Meeting Date: November 1st
Time: 9:00 AM
Where: Washington Electric Cooperative, 440 Highland Ridge Rd,
Marietta, OH 45750
Contact: Matt Hennis – matth@oups.org

Northwest Ohio Quad Utility Coordinating Council

2022 Meeting Date: October 19th
Time: 9:00 AM
Where: Bryan Municipal Building (2nd Fl – Mayor's Conference Rm),
1399 E High St, Bryan, OH 45242
Contact: Jack Bennet – jackb@oups.org

Richland County Utility Coordinating Council

2022 Meeting Date: October 26th
Time: 9:00 AM
Where: Columbia Gas, 1021 N Main St, Mansfield, OH 44903
Contact: David Gilland – davidg@oups.org

Stark County Utility Coordinating Council

2022 Meeting Date: December 6th
Time: 9:00 AM
Where: Beaver Excavating, 2000 Beaver Place Ave SW, Canton, OH
45242
Contact: Matt Hennis – matth@oups.org

Southern Ohio Utility Coordinating Council

2022 Meeting Date: October 19th
Time: 11:00 AM
Where: 166 Pearl St, Jackson, OH 45460
Contact: Jason Broyles – jasonb@oups.org



From the desk of

Roger Lipscomb



In this issue of *The Damage Prevention Journal*, OHIO811 continues to reflect on the progress our industry has realized during the last 50 years, while looking forward to a very robust future for the industry.

In August, OHIO811 set yet another record processing locate requests for a single month. On July 5th, 8,228 locate requests were received in a single day – 4,020 of which were submitted remotely through i-dig. We continue to experience record-level ticket volumes with increasing frequency, generating historic numbers of excavation notifications to our members – all of which

need to be responded to within 48 hours.

The current explosion in excavation is largely fueled by fiber extension and overbuilds, which are creating new challenges in the field. There are more subs-of-subs; out-of-state contractors, who are unfamiliar with Ohio's laws and practices; and crews with non-English-speaking team members. These challenges, and other new developments, will only continue to increase across Ohio.

As you will read in this issue, unprecedented federal investments are being made in Ohio's infrastructure. Billions of dollars have been earmarked for the repair and replacement of existing roads and bridges, improvement and expansion of water systems and fiber networks and more.

All this work will keep Ohio at the forefront of development, requiring further accountability and collaborative efforts to ensure the safety of Ohio's 11.8 million citizens. OHIO811 will continue to facilitate understanding amongst all stakeholders to foster cooperation amongst those stakeholders. These efforts will keep Ohioans safe and the underground utility infrastructure protected.

As we continue to celebrate OHIO811's 50th anniversary, I am excited to see so many in our industry coming together to recognize the innovative and pioneering spirit that has guided our organization and industry for the past 50 years, as well as the tremendous support for our continued efforts into the future.

As always, I want to thank each of our advertisers, partners and staff for making *The Damage Prevention Journal* possible. Your steadfast commitment to safety supports OHIO811 in our mission to help keep Ohioans safe.

Roger Lipscomb

Roger Lipscomb
President/Executive Director



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Promote your company while helping celebrate 50 years of OHIO811's services by running a congratulatory ad in Issue 3 of The Damage Prevention Journal.

For details, contact Mark Wolf at (614) 548-0913 or mwolf@triad-inc.com

Suspect a natural gas leak?

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Also remember to call OHIO811 by dialing 811 at least 48 hours before digging on your property. And if you suspect a gas leak – walk away, right away. Once clear of the area, call Dominion Energy Ohio at **1.877.542.2630**. For more information, visit safegasohio.org.



Learn more at dominionenergy.com, keywords **Natural Gas Safety**.

50 YEARS OF UNDERGROUND PROTECTION

TECHNOLOGY ADVANCES GUIDED OHIO811 AS A NATIONWIDE LEADER

Editor's Note: In celebration of the Ohio Utilities Protection Service's 50th anniversary, The Damage Prevention Journal is featuring highlights and milestones of OUPS through a multi-part series. This issue showcases the impact of technological advancements and other major initiatives from the 1990s-2010.

OHIO811 Timeline 1991-2010 (1972-1990 See The Damage Prevention Journal, 2022 Issue 1)

1990s

Top TV Shows: Cheers, Seinfeld, E.R.

Top Movies: Titanic, Star Wars:
Episode I – The Phantom Menace

1992

U.S. Congress deregulates wholesale power generation, opening competition among electricity producers

1991

Greg Obsincs hired as OUPS' third executive director and serves in the position until 2005; George V. Voinovich becomes Ohio's 64th governor; Internet becomes available for commercial use

As the final seconds ticked away on Dec. 31, 1999, the anxiety of moving from one century to the next grew worldwide. A global reliance on technology raised Y2K concerns with companies and organizations around the world, including the Ohio Utilities Protection Service (OUPS).

"Like so many others, we were concerned with the potential impact of the Julian calendar switching over from 1999 to the double zeros of 2000," said Kelly Peck, a 39-year employee of OUPS, who currently manages Member Services. "The changeover was a big concern for us because of our responsibility to track our records in compliance with the law could have been jeopardized."

"Our IT department made sure they had everything in place and we were prepared with a backup plan" said Lee Richards, who currently heads OHIO811's Education and Awareness programs. "And then, as we celebrated the new millennium, nothing happened."

Just as technology was at the center of the dawn of the 21st century, it has been at the forefront of OUPS' evolution during its first half-century of operation.

As one of the original six OUPS employees, Richards remembers the

process for handling locate requests from excavators by telephone.

"It was 1978. We held a phone to our shoulder and handwrote each ticket with locations in pencil," she said. "We did have computers, but they were primitive. Once the phones stopped ringing for a minute, you would take your turn typing your stack of locations into the computer. The requests would then be forwarded to our member utilities."

"While the outcome largely remains the same, technology has greatly increased our speed," Richards added. "We have continuously added new technology to increase the efficiency of our operations. Online ticket entry programs like i-dig (for professional excavators) and e-dig (for homeowners and single address sites), were launched in 2000 and 2009, respectively. These innovations helped to relieve some pressure off the center staff as the number of locate requests continued to grow."

Under the guidance of Executive Director Charlie Lang, OUPS made several advances to its operations in the late 1980s and early '90s.



CHARLIE LANG

"Charlie established our mapping department," said Richards. "OUPS was the first one-call in the country to build a database for in-house mapping, and that really moved the organization forward."

Other areas of the call center experienced major technological advances under OUPS' third executive director, Greg Obsincs. His tenure coincided with the dramatic increase of buried utilities resulting from the rapid expansion of fiber optics in the 1990s. During that decade, OUPS saw the volume of locate requests double across Ohio.

Understanding the value and importance of mapping utilities, Obsincs hired a database administrator and adopted the Irth System. This new software allowed the center to transition from county/place to quarter-mile grids and eventually to custom polygon databases. As mapping became more refined, the plotting of more exact excavation locations meant more accurate notifications to member utilities.



1993

OUPS adds internal marketing department, increasing awareness through billboards, brochures, TV commercials, public service announcements; Bill Clinton begins his first term as U.S. President

1996

oups.org launched, making it nation's first one-call center website

1994

OUPS rated "Best in Class" in Ernst & Young's study of benchmark telecommunications one-call centers

1995

Rock & Roll Hall of Fame opens in Cleveland

1997

OUPS sponsors first "Safety Day" in Cincinnati; 6 millionth locate request processed



Peck recalls the transformation from facsimile to e-mail notifications. "With a fax, you would have to dial and wait, then hang up when the fax went through. Each utility received its own fax, so you had to send multiple faxes for the same excavation," Peck said. "You couldn't simultaneously notify all potentially impacted member utilities like you can with email." She added that the call center still faxes notifications in 2022 to the few members who don't have dependable internet connectivity.

Obsincs created a marketing department early in his tenure to increase awareness for OUPS and safe digging through billboards, television and radio commercials and more. The call center earned a "Best in Class" rating in a study of benchmark telecommunications centers by Ernst & Young in 1994.

Not resting on its laurels, OUPS unveiled oups.org – the first one-call center website in the U.S. in 1996.



GREG OBSINCS

As part of OUPS' marketing and education efforts, Obsincs also established the

agency's Liaison Program. Starting with three liaisons located throughout the state, the program allowed OUPS to work closely with contractors, excavators, contract locators and member facility owners to promote OUPS and safe excavation. As the liaisons have become more recognized for their expertise, they have been increasingly called upon to facilitate understanding and foster cooperation amongst industry stakeholders.

While technology is great when it works, it isn't when it doesn't. OUPS, just as it did in preparation for Y2K, has been implementing safeguards throughout its history.



"Greg Obsincs saw the need to establish a work-from-home program in order to create a faster recovery plan if disaster were to ever disable the call center," Richards said. "We moved about a dozen



customer service representatives (CSRs) to work out of their homes independently from the office. If something tragic ever happened, we could still function."

The notification center's work-from-home concept continues to be key to OHIO811's preparedness. Its value was realized during the COVID-19 pandemic. "Fast-forward to 2020, the pandemic hit and everyone had to go remote," Richards said. "Because we had established the work-from-home program, we were able to transition to 100% virtual in a matter of days."



ROGER LIPSCOMB

OHIO811's ability to quickly convert its operations to remote working had executives from notification centers across the nation contacting current OHIO811 Executive Director Roger Lipscomb. "They were calling Roger to find out what technology OHIO811 was using because they had to play catch-up," Richards added. "They needed to quickly implement what we had been doing for years."

The 2006 hiring of Lipscomb brought a new mindset to the organization. Lipscomb's diverse experiences within the utility industry, as an excavator and

1998

Nancy Hollister becomes first woman to serve as Ohio governor, an interim position she briefly held when Gov. Voinovich began serving in U.S. Senate; At age 77, Ohio's John Glenn becomes oldest American to travel into space

1999

Bob Taft begins first of two terms as Ohio Governor; Y2K millennium bug feared

2000s

Top TV Shows: Survivor, Friends, CSI, American Idol

Top Movies: Avatar, Dark Knight

2000

i-dig launches, a free, real-time online processing system for contractors'/excavators' locate requests; Columbus Blue Jackets join NHL

2001

George W. Bush becomes first son of a former U.S. President in 172 years (since John Quincy Adams) to lead the nation, as he begins first of two terms; 9/11 terrorist attack

leading a locating company, brought a fresh perspective to OUPS.

"When Roger came, he knew we were starting a new era," said Richards. "We were doing more than just answering the phone, taking a ticket and sending a message. We were offering more services and expertise to our membership."



Lipscomb oversaw the implementation of Norfield's Newtin software and the launching of remote ticket entry for excavators through e-dig and DIRT.

Since 2010, technological advances have included improved communication and service through the creation of the OHIO811 app. The app allows excavators and homeowners the ability to enter excavation notification requests and monitor positive responses.

The app provides a communication link between excavators and facility owners and expedites information regarding markings and no-conflict areas for digging.

"Ohio has been a leader in so many ways," said Richards of the state's utility notification center. "From our mapping department in the Charlie Lang days; to the marketing, work-at-home program and website in Greg's time; and Roger's shepherding of much-needed legislation; continued to make the advancements to keep us one of the top call centers in the country."

(Editor's Note: Our next issue will examine OHIO811's role in strengthening the state's safe digging laws and enhancing public safety.)



TICKET VOLUME THROUGH THE YEARS

Location requests volume for OHIO811 by decade:

1972	13,678	2000	760,735	2021	1,455,791
1980	116,744	2010	974,079		
1990	365,500	2020	1,434,631		

(Source: "The Past, Present & Future of OHIO811")



2003

The 2003 Northeast Blackout disrupts service to 50 million

2007

Ted Strickland begins term as governor

2009

e-dig online ticket entry program for homeowners launched; DIRT enables excavators/facility owners to upload damage information to Common Ground Alliance (CGA); Barack Obama begins first term as U.S. President

2006

Roger Lipscomb named fourth executive director; OUPS develops new logo; begins rebranding process; Ohio voters pass smoking ban in public places; U.S. population surpasses 300 million

2008

First "Safe Digging Month" is held in April; Newtin call center operation software implemented; Columbus Crew wins MLS title

Infrastructure Funding Brings Opportunities & Challenges

OHIO811 Expecting Increase in Locate Requests

The infrastructure bill passed by the federal government will bring \$14 billion to projects across Ohio. This money will help fund roadway and bridge repair, expansion of broadband infrastructure, improvements to public water systems and more.

The 2021 Bipartisan Infrastructure Law (BIL), also known as the Infrastructure Investment & Jobs Act (IIJA), provides \$1.2 trillion in funding nationally for a variety of infrastructure improvements. This historic and unprecedented federal investment in the state's infrastructure is expected to generate an unprecedented increase in the volume of locate requests to OHIO811 in the coming years.

"We're on the precipice of an extraordinary boom in terms of underground infrastructure build out, development, replacement and rejuvenation," says OHIO811 President and Executive Director Roger Lipscomb.

Water Systems

The EPA's Clean Water and Drinking Water State Revolving Fund (SRF) programs in each state have been selected by Congress to manage funds for improvements to drinking water and sewage infrastructure.

Since its establishment more than 30 years ago, Ohio's SRF program has administered billions in financing for similar infrastructure projects across the state.

During the next five years, the Ohio SRF is expected to distribute more than \$1.3 billion in additional BIL funds to address contaminants in waste and drinking water and provide improvements to wastewater and drinking water systems.

"Clean drinking water is part of the foundation for a good quality of life, yet too many communities in Ohio can't reliably provide residents with this basic necessity due to crumbling infrastructure having been too expensive to fix," Ohio Governor Mike DeWine said via a media release. "My administration is committed to helping our communities address these important water issues, and we look forward to additional conversations with the Ohio General Assembly about the potential of expanding this program with additional funds."

Among the improvements to Ohio's water infrastructure will be expansions of service to the state's rural areas. The state legislature has approved three rounds of funding, amounting to \$250 million in Ohio BUILDS grant money to help fund critical water projects in each of the state's 88 counties.

"They're getting millions of dollars to do this clean water build out and to replace old systems," Lipscomb explains. "So that's going to increase the amount of excavation activity."

Broadband Telecommunications

The telecommunications sector also will see a major increase in excavation activity thanks to BIL funding. In addition to a program that would make internet access more affordable for low-income residents, the legislation includes at least \$100 million for projects that will expand broadband infrastructure across the state. For telecom providers eager to get in on the action, BIL-backed broadband expansion is rapidly happening.

"We're seeing these telecom companies rushing to build fiber (lines), and they're all competing to get there first," says Lipscomb. "We are experiencing the problem of crews coming into Ohio from across the country, stepping over each other and getting in each other's way."

"They've increased the volume of tickets coming in to OHIO811, so the workload is increasing at a much faster rate. We need to take steps to increase our capacity so that we can efficiently address each locate request," Lipscomb adds.



Additionally, Gov. DeWine signed Ohio House Bill 2 last May, creating the Ohio Residential Broadband Expansion Grant Program. This program awards grants to internet service providers to fund the construction of broadband projects in unserved and underserved areas of the state.

"High-speed internet is no longer a luxury – it's a critical necessity for everything from school to work to healthcare," the governor said in a release. "We must end the digital divide in our state, and by giving our rural and unserved areas access to affordable and reliable high-speed internet, we will enhance economic growth in these communities and bring about new opportunities for residents."

Roads, Bridges & Rail

Ohio is expected to receive hundreds of millions of dollars in federal highway formula funding to repair highways and bridges, including nearly 5,000 miles of Ohio highway currently classified as being in poor condition.

"Our typical construction program has been just short of \$2 billion annually for a couple of years now," said ODOT Press Secretary Matthew Bruning. "We're looking at about \$300 million per year in additional federal formula revenue."

The use of BIL funds to build electric vehicle charging stations throughout Ohio will facilitate long-distance travel by EVs. This may require a significant expansion of underground infrastructure.

In addition to these state-level projects, federal funds will be distributed for roadway improvements at the local level.

"Counties, cities and the municipalities will also be receiving funds for new bridges, new culverts and new roads," says Lipscomb.

Billions of dollars also have been set aside for maintenance and expansion of the Amtrak system, with new lines connecting Ohio's major cities currently under consideration at the state level.

Electric Power

Not to be outdone, Ohio's electric utilities are expected to allocate billions of BIL funding toward improvements to the state's aging power infrastructure. The legislation also calls for a shift toward 100% carbon-free electricity by 2035, which would likely entail additional overhauls and further excavations.

Public Education & Safety

Even before this landmark infrastructure funding, OHIO811 experienced a consistent increase in the number of year-over-year ticket requests. Throughout the COVID-19 pandemic, and for the majority of the organization's 50 years, locate requests have increased annually. Locate requests in 2022 are once again on pace to exceed 2021's numbers.

With the expected massive increase in excavation projects, OHIO811's mission is more important than ever. Meeting the rising demand will be crucial to maintaining public safety.

"Education is going to be the key for us," Lipscomb explains. "We've put some really robust systems in place. Now, we've

got to get people to understand the value in using them."

Of the 1.5 million locate requests fielded last year by OHIO811, 60% came through its remote ticket entry systems, i-dig and e-dig. Encouraging contractors and homeowners to utilize these self-service resources will help manage increasing request volumes that are expected in the coming months and years.

OHIO811 continues to explore new ways to further streamline the "contact before you dig" process. OHIO811 is part of The Ohio Underground Damage Prevention Coalition, a multi-stakeholder group that promotes meaningful change to the state's safe digging laws. The group continues to work with state lawmakers to enhance public safety.

Looking to the Future

While the BIL funds much-needed opportunity to make improvements to the U.S.'s aging infrastructure, the sheer volume of excavation will present exceptional challenges to OHIO811 and all industry stakeholders.

"Public safety must remain our number one priority," says Lipscomb. "Every industry stakeholder needs to understand what's coming, prepare for it appropriately and help hold themselves accountable for their piece of it."

OHIO811 will continue to do its part in support of these historic infrastructure investments by processing locate requests, delivering public education and outreach and facilitating understanding to foster cooperation amongst all industry stakeholders.





1 Springfield City Schools 8th graders had the opportunity to experience OHIO811's interactive educational trailer. The students learned about underground utilities and excavator safety as part of their annual career day.

2-4 Throughout 2022, OHIO811 has been celebrating its 50th Anniversary with a series of events, including an employee tree planting at the North Jackson headquarters.

5-6 In our annual partnership with CenterPoint at Eldora Speedway in New Weston, OHIO811 met with thousands of mid-July race spectators. Race fans had the opportunity to receive branded backpacks and meet with our Public Education and Outreach team.

7 Continuing our relationship with the Toledo Zoo, children and their families visited the animals and OHIO811's educational trailer.

8-9 This year, OHIO811 Liaisons have delivered hundreds of safety talks including a presentation by George Gillespie for employees at Delaware County Water.

10 OHIO811 Liaisons, our education trailer and public safety partners visited with families close to home at the City of Canfield Safety Day.

11-13 OHIO811 is committed to supporting the outreach efforts of our members, including this year's event hosted by The Energy Cooperative.

14 The Cincinnati Reds have had a challenging season, but that hasn't stopped OHIO811 from joining in the annual festivities and sharing our safety message with baseball fans, parade watchers and the media.

15-16 OHIO811 Liaison Jack Bennett enjoys educating the kids attending the Progressive Agriculture Safety Day at the Ashtabula Fairgrounds.

17 Utilities cross state borders, so our OHIO811 Liaisons often partner with peers to deliver our universal safety messages, including this year's Pennsylvania Safety Day.

18 Hundreds of excavators attended the 2022 Miami Valley DPC events at the Greene County Fairgrounds.





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Eliminating Damages & Disruptions While Promoting Public & Excavator Safety

*OHIO811 Software Provider
Norfield Development Partners
Expanding Platform in 2022*

OHIO811 is preparing to implement a new platform of software products designed to further improve community and excavator safety and minimize damages and disruptions to essential utility infrastructure. While the software platform LOGiX™ may be new to Ohio's facility notification center, the company developing it – Norfield Development Partners – is not.

LOGiX PLATFORM

Norfield and OHIO811 have been working together for nearly 15 years. Norfield currently provides OHIO811's ticket entry processing software, Newtin, as well as other related software services. These tools are used by customer service representatives, professional excavators (i-dig) and homeowners (e-dig).

Norfield also has developed software tools for member organizations that integrate seamlessly with OHIO811's platform.



Chris LeBlanc

"A lot has changed at Norfield over the past year. A new strategic direction, a new business model and technology that will disrupt the market. This is Norfield 2.0," said Norfield's Chief Executive Officer Chris

LeBlanc of the LOGiX™ platform, which by the end of the year will include a suite of five software products. "By leveraging our continuous intelligence platform, our software eliminates the majority of damages that occur before a request goes out."

In addition to the notification software, Norfield's LOGiX™ platform provides geographic information system (GIS) mapping and platform data and analytics. It also has end-user services for utility companies, locators, excavators and H.R. administrative services.

"Newtin is the heart of our call center. It allows us to move a lot of information quickly to exactly where it needs to go," said OHIO811 President and Executive Director Roger Lipscomb. "LOGiX™ is a next generation platform, it will be the core software for OHIO811."

LeBlanc, described by Lipscomb as "an accomplished, established businessman," has been involved in software and technology for more than 20 years in Europe and California's Silicon Valley.

"Through my varied career experiences, I have discovered how technology can be used to address different requirements and solve industry problems on a large scale," stated LeBlanc. This is what drew his interest to the damage prevention industry and Norfield specifically.

"We believe we have created a suite of solutions and services for the entire membership of OHIO811," LeBlanc said. "The damage prevention industry has been underserved from a technological perspective. This is a real opportunity to change the industry and greatly improve damage prevention."

Norfield Development Partners is a member-owned company. It provides software to seven member facility notification centers across the country: OHIO811, Colorado 811, Illinois One-Call System JULIE (Joint Utility Locating Information for Excavators), North

Carolina's NC811, Southern California's DigAlert, UTAH811 and Virginia 811.

"We wanted the company to develop revenue streams outside of its (notification center) partners," Lipscomb said, regarding the damage prevention centers' interest in Norfield. "This new product can be utilized to the benefit of industry stakeholders across Ohio."

For LeBlanc, the growth of Norfield is centered on how it can utilize technology to make working around utilities safer.

"Norfield is reimagining how technology can serve the damage prevention industry and those that work within it. We continue to collaborate with our long-standing partner OHIO811 to keep Ohio communities safe," said LeBlanc. "Working with the talented team at OHIO811 we are introducing our LOGiX™ software suite to their members. We are thrilled to be the technology backbone for OHIO811 as we modernize locates and utilize ticket data in new ways with state-of-the-art tools and intelligence."

"Whether you are an 811 center, utility company or an excavator, we are really focused on two things – safety and how we eliminate those unnecessary infrastructure costs as a result of errors," LeBlanc said. "It's become our mission, Norfield 2.0 - driving safety through innovation."



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LEADERSHIP

AT OHIO811

Imagine a workplace in which staff members at every level wield the same power to make big decisions as the CEO. Though it may sound chaotic, this way of thinking is the cornerstone of Intent-Based Leadership, a revolutionary leadership style that is challenging established workplace norms and changing the way business is done across the globe.



Intent-Based Leadership was developed by former Navy Captain David Marquet, whose 2013 book, "Turn the Ship Around!" describes how

changes to the military's established "leader-follower" structure greatly improved the running of his submarine, the USS Santa Fe.

By empowering his subordinates to make decisions instead of looking to him for orders, Marquet's crew gained a sense of personal investment in their mission. The Santa Fe went on to set records for performance, morale and retention.

For OHIO811 President and Executive Director Roger Lipscomb, the decision to embrace Intent-Based Leadership came after a period of intense personal turmoil.

"In 2017, I was diagnosed with colon cancer," says Lipscomb. "After two failed rounds of chemo and having 14 inches of my colon removed, it looked like I wasn't going to make it."

When all hope seemed lost, Lipscomb found an immune treatment therapy that cured him. It was this difficult period that helped him see that a change was needed in the way OHIO811 was being managed.

"The organization and its decisions were dependent on one or two people at the top," said Lipscomb, who has led OHIO811 since 2006. "If you took out those one or two people, you didn't have anyone left who is able to make a decision."

This realization led Lipscomb to seek out a new way to manage the organization. When he came across Intent-Based Leadership, he quickly realized it could create an ideal culture at OHIO811.

Effective Intent-Based Leadership isn't as simple as managers handing the keys to their staff and calling it a day. The leadership style depends on two pillars that must be embraced by workers to function effectively: technical competence and organizational clarity.

Organizational clarity means having a clear understanding of the organization's values to make the best decision based on those values. Technical competence ensures that the decision being made is safe and well-reasoned based on the information at hand.

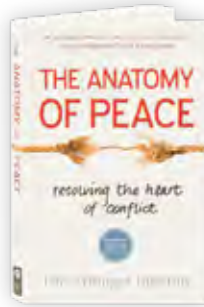
When members of a group are trusted to make decisions based on these factors, a sense of ownership is instilled in the individual toward the organization they represent. There is also less delay involved in the decision-making process, allowing an organization to move more swiftly. Finally, morale is improved as the staff's power to reason, its creativity and its passion are unleashed.

At OHIO811, Lipscomb has seen the positive effects of Intent-Based Leadership unfold in real-time across the entire workforce.

"The employees are taking more ownership in the business. They aren't going through the motions. They're thinking through the problems and seeking out better solutions," he says.

"They're actually making decisions better than I could, because they're closest to the information" Lipscomb added. "That's the huge change we're seeing, and it's happening all the way down to the front-line CSR level. It started with the leadership team, and it's just infectious."

In addition to the methodology of Intent-Based Leadership, Lipscomb credits a shift toward an "outward mindset" as instrumental in OHIO811's positive cultural shift. Outlined in "The Anatomy of Peace: Resolving the Heart of Conflict," a book by the Arbinger Institute, outward mindset culture is all about seeing people as human



led to the positive outcomes Lipscomb envisioned at the onset of this journey. He even credits these bold new approaches with helping the organization avoid the staffing shortages that have impacted so many workplaces following the COVID-19 pandemic.

"We did an employee satisfaction survey last fall. We were at a 94% employee satisfaction rating as an organization," he said. "We've got people lined up who want to come work for us because of this culture and mindset change."

beings rather than objects to serve your objectives.

The embrace of the shift in culture and leadership style by OHIO811 staff has

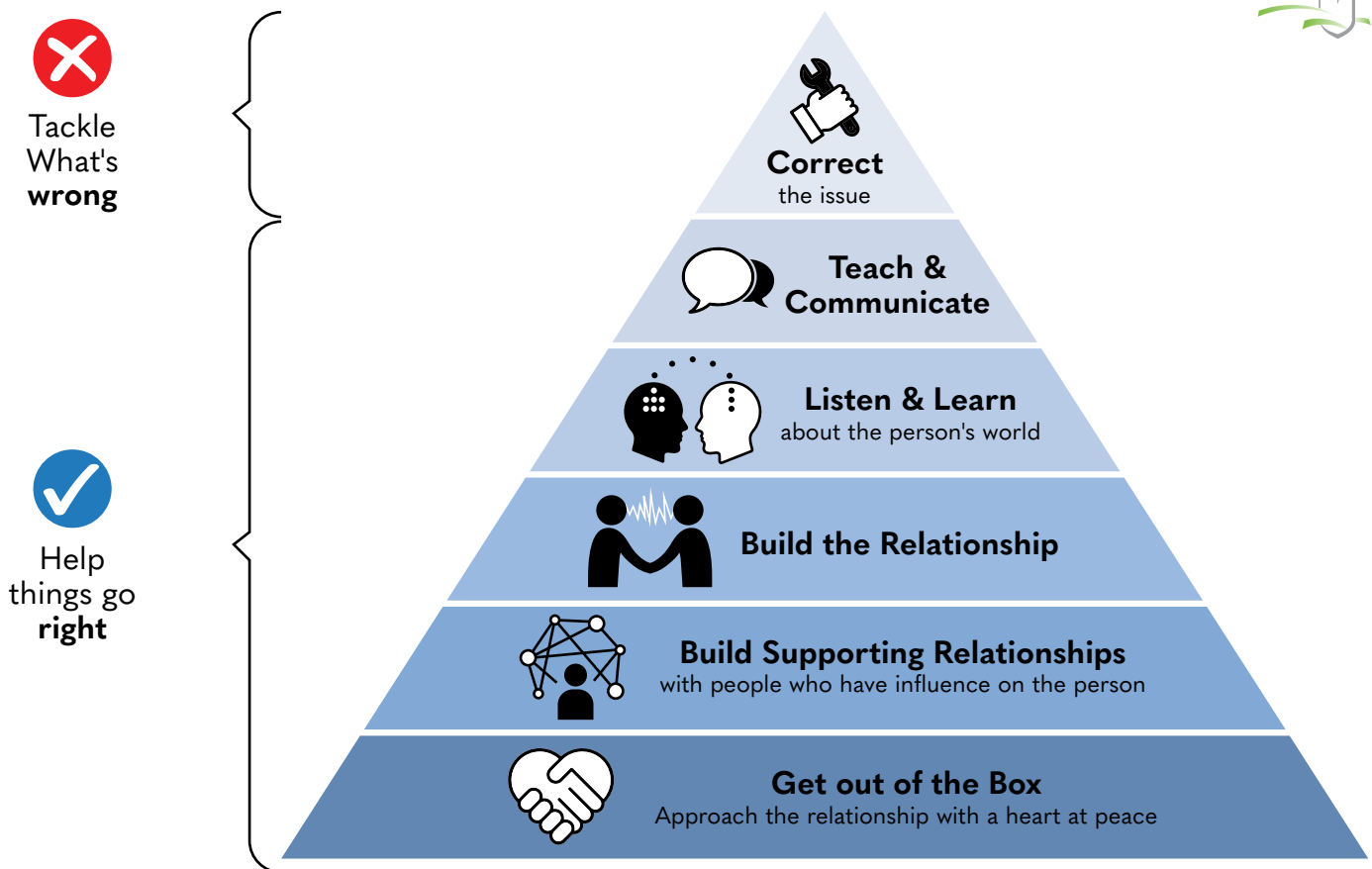
In addition to operational improvements, one of the lasting benefits of Intent-Based Leadership is the empowerment of the next generation of leaders. Of the officers who served under the movement's founder on the USS Santa Fe, a disproportionate number went on to command ships of their own. As for the crew of confident and proactive decision-makers at OHIO811, there's no limit to how far these leaders can go.

Resources

To learn more about Intent-Based Leadership, watch David Marquet's video at: https://www.youtube.com/watch?v=OqmdLcyES_Q



THE INFLUENCE PYRAMID



Adapted from "The Anatomy of Peace," The Arbinger Institute

Can You 'Locate' Them?

50 Words & Terms for 50 Years of OHIO811

Can you find 50 words and terms commemorating OUPS's and OHIO811's first 50 years?

Buried within this word search puzzle are nods to our past and present, from the companies

helping form OUPS in 1972 – East Ohio Gas, Ohio Bell Telephone Company and The Cleveland Electric Illuminating Company; to the buildings and streets – Belmont Avenue, City Centre One and Mahoning Avenue – our notification centers have called home;

to our executive directors – Charles Gabriel (1973-85), Charlie Lang (1985-91), Greg Obsincs (1991-2005) and Roger Lipscomb (2006-current); our mascots – Bobby Backhoe and Sammy Shovel; and more.

Y I C S O J S W D X L O T G N V E N O E R T N E C Y T I C U
J Q E N L O A F Z T W A S N H G N A L E I L R A H C J V Z H
B O I M G E G I H H C A E R T U O D N A N O I T A C U D E C
U Y S L F U O F S N K T E G R O G E R L I P S C O M B I U S
R W Q I W P I T V A A E S N O P S E R E V I T I S O P I V B
I T W C B D H Y P P A E L I B O M O Q E H W V E P T D J X O
E E W N Y A O Y C Z S Q Y G H J R D Z S R L C J S G O V E Z
D K W U A T T E B H A H G G T C H A R L E S G A B R I E L I
L C O O B E S A F K M O L I Y R K M W I D Y Q T P S T D A P
I I U C O R A R Y U M M L D M I F A E T K O M C U H U C E W
N T P G B L E S N G Y E V E J U T G X E X J L F E E P A V G
E J S N B V X O O T S O C X I E I E C L C L X I J G Q L W Y
S S O I Y F D F J S H W D C R G E P A E H W L F W C P L Y T
O R R T B N Q S O G O N S A G V B R V C P L S B O B V B R E
N D G A A O D E L B V E C V Z I 1 E A O U X M H R M J E T F
E O Z N C I E R R A E R V A T 1 Z V T M T D I S K A R F N A
C B D I K T J V T V L U M T 8 M B E I M I Y P S A R F O E S
A C E D H A S I A Z V Q O O H B Q N O U B R U Z T K A R T C
L S L R O L T C A G S U I R E H A T N N X O T X H I C E E I
L O E O E S I E N P N H N L L T Y I E I N T K Q O N I Y K T
S H C O V I C D K I O I M U I H F O G C G A O D M G L O C P
E I T C Z G K M W F S O N N T S R N A A Y L P G E S I U I O
R O R Y K E E A G N N B G O N V I C W T Q U B T T X T D T R
V B I T Y L T Z J T F C O O H P G O E I Z G M C E A Y I E E
I E C I N U S D A Z O E S G P A B U S O M E J M A T O G N B
C L R L G P L V H M K I T A E Z M N U N B R C V M L W G I I
E L C I Q N E D P M A E M A H R F C C S V D N Z V O N H L F
L E D T R F I A Y I V L L Z C P G I Z H W B U L F O E U N V
U I U U P G N R L L A C H T N O I L L I M E N O Z V R X O M
L M D D A Y E S N O P S E R W H L T M A R K E T I N G P W N



The below 50 words and terms related to OUPS and OHIO811 can be found running forward, backward, horizontally, vertically and diagonally.

Belmont Ave	Mapping
Bobby Backhoe	Marketing
Buried Lines	Markings
Call Before You Dig	Mobile App
Charles Gabriel	OHIO811
Charlie Lang	Ohio Bell
City Centre One	Ohio Utilities Protection Services
Damage Prevention Council	One-Call Service (no hyphen)
Digging	One Millionth Call
East Ohio Gas	Online Ticket Entry
e-dig (no hyphen)	Positive Response
Education and Outreach	Regulatory
Electric	Roger Lipscomb
Excavation	Safety
Excavator	Sammy Shovel
Facility Owner	Sewage
Fiber Optic	Telecommunications
Fifty Years of Service	The Illuminating Company
Gas	Ticket Updater
Greg Obsincs	Ticket
Homeowner	Utility Coordinating Council
i-dig (no hyphen)	Water
Legislation	Work at Home Team
Liaisons	www.oups.org (no periods)
Locate	
Mahoning Ave	



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PublicAwareness@CenterPointEnergy.com.





New Members

OHIO811.org welcomes the following groups and companies as new members:

Non-Governmental Voting Members

Exmoor Homeowners Association

1911 Indian Wood Circle STE B
Maumee, OH 43537

IKE Smart City LLC

250 N Hartford Ave.
Columbus, OH 43222

New Market Solar LLC

2355 Stringtown Rd.
Sardina, OH 45171

Southern Ohio Communication Services

219 W Emmitt Ave.
Waverly, OH 45690

Summit Infrastructure Group LLC

22365 Broderick Dr., STE 250
Sterling, VA 20166

Superalloy Manufacturing Solutions Corp

11230 Deerfield Rd.
Cincinnati, OH 45242

Governmental Voting Members

Brunswick Hills Township

1918 Pearl Rd.
Brunswick, OH 44212

RSI Entech

1275 Vanguard Blvd.
Miamisburg, OH 45342

University of Dayton

300 College Park Dr.
Dayton, OH 45469

Village of Evendale

10500 Reading Rd.
Evendale, OH 45241

Village of Fairfax

5903 Hawthorne Ave.
Cincinnati, OH 45227

York Township (Medina County)

6609 Norwalk Rd.
Medina, OH 44256

Contractors

Ace Pipeline Inc.

10016 Teays Valley Rd.
Scott Depot, WV 25560

Candu Homes LLC

3081 Chatman Court
Westlake, OH 44145

DHM Contracting

2740 S. Maplecrest Rd.
Fort Wayne, IN 46815

Make Ready Engineering LLC

8216 Princeton-Glendale Rd.
West Chester, OH 45069

Perma-Gro LLC

1498 SR 46 South
Jefferson, OH 44047

Preston Plumbing

4180 Sylvan Dr.
Dayton, OH 45417

RGG Communications LLC

8415 W. 53rd St.
Overland Park, KS 66202

Utility Services Group LLC

5971 Mayburn Barclay Rd.
Farmdale, OH 44417

Associates

Cobra Resources LLC

4710 S Bailey Rd.
N. Jackson, OH 44451

Utility Safety & Design Inc.

1018 Mount Vernon Dr.
Shelbyville, KY 40065

Visit www.OHIO811.org and click or tap on "membership" to learn about the benefits of becoming a member.



Markerboard Report

Call Center Operations* (January 1 to June 30, 2022)

2021 Total
1,455,791 Locate Requests (Tickets) Processed

2022

738,404 Locate Tickets Processed
368,735 i-dig Volume
42,844 e-dig Volume

2021

419,836 Locate Tickets Processed
184,180 i-dig Volume
33,540 e-dig Volume

*These statistics are current as of June 30, 2022

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OHIO811 Liaisons

OHIO811's Education & Safety Liaisons are part of our Public Education & Outreach Team. They play a crucial role in our mission to promote safe digging. Working closely with contractors, excavators, contract locators and our member network of facility owners; OHIO811 Liaisons work to facilitate understanding to foster cooperation amongst industry stakeholders. The Liaisons serve as our ambassadors, traveling throughout the state to spread our message. They are also available to conduct FREE safety talks to nearly any audience, including businesses, homeowners' associations, community groups, schools and government offices.

For OHIO811 members, the Liaisons serve another important function; they are the representative of the OHIO811 management team and staff. They are your advocates, sharing comments and insights within member meetings and making sure your voice is being heard. Your Liaisons are available to meet with you to discuss questions and concerns related to membership, OHIO811 programs, policies and services and damage prevention.

OHIO811 Liaisons remain available to meet in-person (at your discretion and following all safety protocols) or via video conference. Visit OHIO811.org/liaisons/ for more information about how our Liaisons can assist you or to schedule a free Safety Talk for your company.



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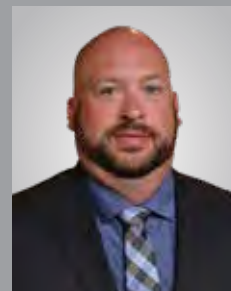
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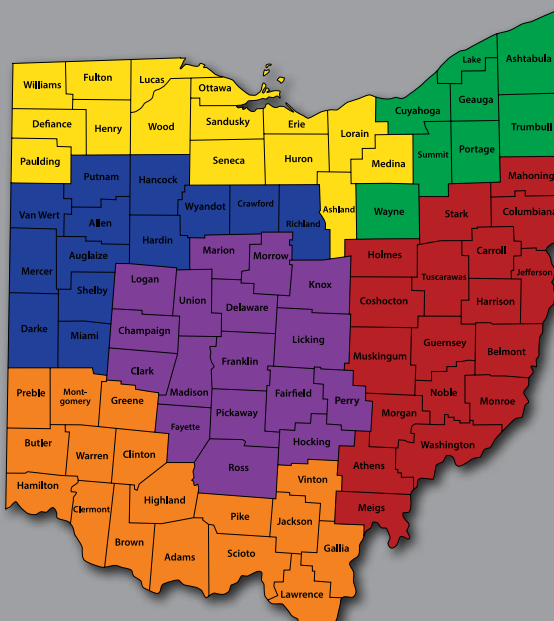
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