

Winter 2016

The **SCOOP**

OKLAHOMA ONE-CALL SYSTEM, INC.

What's Inside

811 Day Activities

Call Okie rebrands to OKIE811

Damage Prevention Across the State

Member Services Updates

Call Okie becomes OKIE811

This fall, leadership within Oklahoma One-Call System, Inc. discussed changing the company's alias from Call Okie to OKIE811. The move stemmed from the current trends of OKIE811 receiving more locate requests through the website and mobile app, as opposed to traditional calls to the 811 line. At this point in time,

Coupled with new marketing initiatives, targeted at educating the general public about the 811 services, leadership and the Communication department put together a plan to transition the company to OKIE811. We've put together some of the most commonly asked questions and brief explanations about our rebranding process.

Why do we want to rebrand?

The overall rationale behind a rebranding initiative is two-fold. First, web ticket generation has outgrown over-the-phone ticket creation on a yearly basis for the past several years. This trend presents the question of whether or not the "Call Okie"/"Call Okie811" moniker is the best alias for Oklahoma One-Call System, Inc (OOC SI) to proceed with in its awareness campaigns and marketing. Furthermore, national organizations such as the Common Ground Alliance are seeing the change in these trends as well and are looking into rebranding the national 811 message. Secondly, OOC SI's marketing efforts will begin to extend beyond bringing knowledge and awareness to professional excavators. Starting in 2016, OOC SI will focus a portion

of our marketing efforts to various campaigns aimed at a state-wide general awareness of the 811 message to existing and future home owners. Therefore, with a renewed commitment to public general awareness campaigns and a changing climate in how the public interacts with OOC SI, we find that rebranding the "Call Okie"/"Call Okie811" alias is essential for further growth and the natural evolution for OOC SI.

Is rebranding necessary?

Rebranding is an essential step in the natural evolution of any organization. Rebranding can take place on multiple levels ranging from modifying an identification package, modernizing logos/visuals, changing of a business name or alias, to all of the above. In order to adapt to the ever evolving changes in company marketing and properly market the services of OOC SI, creating a concise alias and outreach under "OKIE811" is the best way to reach out to new consumers and expand the base of OOC SI.

What would be the new alias of OOC SI?

After careful consideration, the marketing team within OOC SI supports use of "OKIE811" as the sole alias for the organization. The phrase "OKIE" relates the organization with the state and civic pride behind the nickname for Oklahomans while honoring the tradition and history of OOC SI. "811" associates the organization with the larger group of One-Call organizations. It also allows OOC SI to ally itself with those other

organizations in national campaigns aimed at 811 awareness. Combined, the moniker of "OKIE811" ties the national awareness of the 811 campaign to the local roots of Oklahoma.

What changes can we expect over the next several months?

Over the next several months, OKIE811 will begin to introduce its new branding into every facet of the company. At this point in time, we are revising assets such as our company website and social media presence to reflect the OKIE811 branding.

New Branding



Old Branding



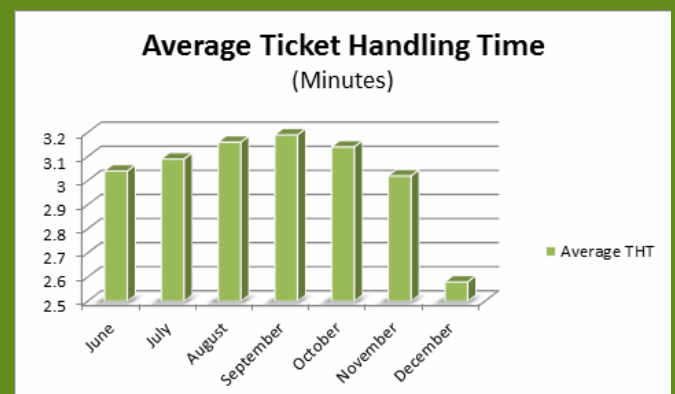
Geocal V3 Release Upgrade

GeoCall is the enterprise ticket management system that is used currently by eleven other state One-Calls and was developed by Progressive Partner's, Inc. On the morning of Oct. 28th 2015, we performed a major upgrade to this application.

The Improvements Included:

- Embedded Secure FTP for Inbound Parsing of tickets
- Faster Web Client Load Times
- Enhanced Change and Control Management of Files

Did this really lower ticket handling times? **YES!**



UPCOMING EVENTS

2016 Annual Meeting

Thursday, March 3, 2016

<http://www.okie811.org/annual-meeting/>
(Free event for all member companies)

Oklahoma Excavation Safety Expo

April 18-19, 2016

<http://www.okexcavationexpo.com/>

OKIE811 Holds Social Media Campaign for 811 Day



For 811 Day (August 11), the team at OKIE811 went in a new direction to promote the 811 message. Instead of attending other events that were hosted by other organizations, OKIE811 took to the road to drive social media awareness. The team hosted a "Where's Okie?" event that invited people from across the state to guess the location the company mascot, Okie, was in. As a prize, OKIE811 randomly selected two winners to receive a new, iPad Mini.

For a week leading up to the event, OKIE811 advertised the event on the radio, at events and through their social media page. OKIE811 also enlisted the aid of other companies like Phillips 66 and Chesapeake Energy Corporation to help promote the events through their social media feeds. Through connecting with these social media streams, OKIE811 was able to grow its Facebook user base by approximately 20%.

Prior to the event, team members from OKIE811

traveled around the state from Woodward and Bartlesville to Oklahoma City and Tishomingo with Okie to take pictures in front of some of Oklahoma's most famous landmarks.

Because of the overwhelming positive response, OKIE811 will look to continue the event next 811 Day by incorporating more member companies into the event. By informing the public through social media, OKIE811 has the ability to quickly and effectively communicate the 811 message.



opportunity to improve the integration of One-Call process with their infrastructure protection.

In December Cody Eale and Matthew Johnson surveyors, for Johnson & Associates, visited OKIE811 and shared maps and files for the project. Jessica Weatherford, GIS Coordinator and Eva Donahue Membership & Database Coordinator provided a tour of the facility and shared formats for shared information regarding project.

Beaver, OK - Beaver County Safety Program 2015

The 2015 OKIE811 County Safety Programs was a success and we are already planning for more programs in 2016. The programs were held statewide. Attendees received information related to the OKIE811 Center, Oklahoma Underground Facilities Damage Prevention Act and the underground industry. Jerry West presented a program to 65 attendees representing Beaver County Districts 1,2,3 located at the County Fairgrounds in Beaver, OK

Digging safely begins with a call to your one-call. Understanding all aspects of underground safety, excavators can save time, money, protect property and save lives.

Nashville, TN - Damage Prevention Liaison Meeting

A meeting was held in Nashville to share Damage prevention best practices. The event attracted 16 Damage professionals representing eight one-calls from Arkansas, Georgia, Mississippi, New York, Oklahoma, South Carolina, Tennessee and Texas met at the Opryland Hotel located in Nashville TN. The round-table covered several topics: public awareness, damage prevention councils, professional orgs, members, design projects, events, marketing and job, volunteers, travel and descriptions/responsibilities.

Statewide 811 Day Celebration

On every August 11 and

throughout the year, OKIE811 and their members remind homeowners and contractors alike to Dial 811 before digging to eliminate the risk of striking an underground utility line. This year Elmo Tillis, Safety Coordinator, for Williams Pipeline teamed up with OKIE811, Centerpoint Energy, Enable, OneGas & ONEOK OGT for their statewide Annual 811 Day celebration.

The event was held at various statewide locations, Tractor Supply Duncan and McAlester, Attwoods Elk City. Jerry West DP manager for Southern region participated handing out information for homeowners, farmers and ranchers about the benefits to Dial 811 prior to excavations. By Dialing 811 before you start your project, you will ensure that your excavation project does not result in an unwelcome surprise to you, your family or neighbors!

How can you and your neighbor afford not to call?

Norman, OK - OGA Annual Fall Conference

The 2015 Annual Oklahoma Gas Association OGA Conference was scheduled for August 31- September 2, 2015 located at the Embassy Suites Hotel and Conference Center in Norman, Oklahoma.

The conference theme was focused around "Are you prepared for a crisis? The event reached over 300 decision makers in the oil and gas industry. OKIE811 was one many vendors offering



attendees damage prevention information, line locating services, corrosion protection,

Norman, OK - ACCO Summer & Safety Conference

The Association of County Commissioners of Oklahoma Summer & Safety Conference was held at the Embassy Suites Conference Center located in Norman, OK. August 5-6, 2015. The 2-day event attracted over 270 safety directors and field safety field coordinators from all 77 counties in Oklahoma. In addition to the county employees 2000+ spouses and families attended this event promoting home, water and outdoor safety. The theme was how you can prevent accidents to your employees and family. During the opening session several county employees shared personal experiences involving accidents and preventive measures. OKIE811 was an exhibitor at this event and was attended by Brenda Hoefar, Amy Copeland and Jerry West.

Oklahoma City, OK - Atoka 100 Mile Pipeline Project

City of Oklahoma City, Oklahoma Municipal Contractors Association and OKIE811 held a Pre-Design Meeting on November 5th, to discuss the proposed 100 mile Atoka Water Pipeline Project. OKIE811 representatives Amy Copeland, Damage Prevention Event Coordinator, Rhonda Fagan, Large Projects Coordinator and Jerry West, Damage Prevention Manager, attended the meeting. Guest included Steve Moore, Director for Oklahoma Municipal Contractors Association, Eric Warner, Public Works Director City of Oklahoma City and 18 civil engineers and survey contractors were present.

Jerry West presented a brief overview of the One-Call process and services followed by Rhonda discussing the benefits of registering new facilities and updating their current database and submitting request for large projects Call Okie shared information and some best practices to enable the city the



leakage surveying, gas distribution and gathering products.

Wagoner, OK – ORWA Conference

The Oklahoma Rural Water Fall conference invited Jerry West to present a break out a session regarding Accident Investigation and Damage Prevention. OKIE811 was an exhibit for this conference. The event located at the Western Hills Lodge in Wagoner, OK drew over 600 state wide rural water operators and owners. The ORWA attendees expressed they are pleased with the OKIE811 process and their efforts to help protect the water resources in Oklahoma. Numerous operators commented how the OKIE811 database department has been instrumental providing current and detailed maps of their facilities. The new maps allow the operators to respond to locates request with increased accuracy in locating.

Wilburton, OK – Robbers Cave Fall Festival

This year marked the 29th year for the festival and OKIE811's 8th year as a sponsor and exhibitor. Annually there are around 65 to 70 thousand people who visit over the three days of the event. The largest day is Saturday, when we are joined by the Fall Foliage Cruise which hosts between 450 and 500 pre-1981 cars, some restored and some customized.

The Kiamichi Country Damage Prevention Council hosted The 29th Annual Robbers Cave Festival which is one of the biggest events educating homeowners, farmers/ranchers and excavators the importance to Dial 811 before they start their projects. This year the festival attracted over 65-70 thousand people who visit over the three days of the event. Of the 70 thousand visitors 9,800 individuals came to the festival from states other than Oklahoma.

A total of 9volunteers representing the Kiamichi Country DP council worked the OKIE811 and BP booth. Volunteers distributed over 5,000 marketing materials with the Dial 811 message. Hats off to the many volunteers for their time and making this event a huge success; Bradley Wilson (8 volunteers) BP Wilburton, Ray Freeman AOG Ft. Smith and Brett Roberts OneGas

Tulsa, OK – Pipeline Energy Expo

Brenda Hoefar, Northern Division Damage Prevention Manager participated in the Pipeline Energy Expo in Tulsa in August. Brenda manned the OKIE811 booth and handed out information and trinkets promoting our organization and our "Call before you dig" message. The expo is a two day show experience to closely connect



visitors with the technologies and people driving the future of the energy industry in Oklahoma and beyond. Key political figures and industry experts discussed timely business and technical topics relating to pipeline challenges, regulation, integrity, proposed projects, and CNG.

Oklahoma City, OK – 811 Message at OSUOKC

The Oklahoma State University Arboriculture department has implemented our "Call before you dig" message into their yearly curriculum. Every year in August, Brenda does a presentation at OSU OKC delivering the importance of damage prevention and using the states' One Call even when doing something as simple as landscaping around your home or business.

Tulsa, OK – Digging the Tulsa Drillers Game

OKIE811 believes it is very important to support our member companies in any way we can. Brenda Hoefar teamed with OneOK of Tulsa, to deliver trinkets and the "call before you dig message" at the Tulsa Drillers baseball game on August 31. Every attendee to the game who came by the OneOK table and was given OKIE811 trinkets and information, as well as, information about OneOK their commitment to safety.

Alva, OK – OKIE811 Works Booth at Lumber Yard



OKIE 811 also teamed with Williams Co. on September 1st in Alva, Ok. Williams and OKIE811 set up a booth in front of Starr Lumber on Main Street in Alva and handed out trinkets and information about safety to the lumber yard customers. The thought behind setting up at the lumber company was to get the "Call before you

dig" message to the everyday project people who had come to the lumber yard for supplies for their "around the house" projects.

Cushing, OK – Presentation at Holly Energy Partners

On September 17, OKIE811 was invited to do a presentation at Holly Energy Partners in Cushing Oklahoma. Holly Energy wanted a better understanding of the proper way to enter a ticket into the OKIE811 system. Lois Warren and Brenda Hoefar worked together and did a presentation about the proper procedures of web ticket entry.

Oklahoma City, OK – Career Day at OSUOKC

Brenda Hoefar participated in the Oklahoma Department of Transportation's Career day on September 25th at OSU OKC. ODOT held this event to give high schoolers who are considering going into the construction industry a better understanding of the industry and its best practices which includes "Calling Before you dig."

Oklahoma – Training with Cimarex Midcontinent

Cimarex Midcontinent invited Brenda Hoefar do a "Call Before you Dig" presentation as a part of their safety trainings. The company's drilling and completion and production divisions were educated on the importance of calling before digging. Cimarex is one of the many member companies who take advantage of our Damage Preventions departments free trainings. The two day program also included a line locating class.

Edmond, OK – Damage Prevention Message at Edmond Lions Club

Brenda Hoefar was the guest speaker at the Edmond Lions Club on July 28th. Brenda presented her "Call Before you Dig presentation" and talked about using the One Call and the importance of using safe digging practices. The group presented her with a Lion's Club statue in appreciation for her efforts.

Beckham County District #2 Receives Prize

Every year the OKIE811 Damage Prevention team presents two, \$1000 checks to a county who has participated in one of our training events. All of the counties who have participated in our county safety programs are entered in to a contest to receive \$1000. The counties are then placed in a hat and 2 names are drawn. This year Beckham County Dist. #2 was the lucky winner of one of the \$1000 checks.

Updates from OKIE811 Member Services

2015 in Review (as of November 1, 2015)

- We have over 1200 memberships with OKIE811
- 659,971 locate requests were created.
- 61% of those locate requests were created using our website or mobile app.
- Nearly 5 million outbound notifications were delivered.
- 50 new memberships were registered.
- 85 dispatch codes were created.
- 1,560 Service Area Registration or Updates were processed by our GIS team.

Email and FTP Transmission Subject Line Change

Important information for member companies that utilize ticket parsing programs. Effective January 11, our subject lines will be changing. We will send a broadcast message in December with more information regarding the subject line changes.

The subject lines will be based on the information sent.

• OKIE811 Locate Request <Ticket Number> <Ticket Type>

Locate Request for excavation in your service area

Billable transmissions per fee schedule

• OKIE811 Audit Report

Daily audit report to check for failed transmissions

Non-billable transmission

• Important OKIE811 Message

Broadcast messages to your designated outputs for important updates from OKIE811.

Non-billable transmission

Broadcasts Message Outputs

Broadcast messages provide significant information to our members of important events or changes. Currently when OKIE811 sends a broadcast message, it transmits to the same location as the locate requests. Sometimes these important messages are overlooked. To ensure the necessary personnel receive these important messages, you now have the opportunity to designate a "Broadcast Message Only" output to an email, or FTP address separate from the locate requests. Please ensure, as a Billing, Database, or GIS Contact, you are setup to receive these broadcast messages.

Member Portal Login

Coming in January, our member portal on our website will be updated. When logging on, you may be asked to update your registration with additional information. This information will help us provide exclusive content to Database, Billing, or GIS Contacts.

Annual Verification

Last year we processed annual verification at the beginning of the year. In 2016, we are going to be providing notice of annual verification with multiple campaigns. Although you may verify your information anytime of the year, you may receive your notice of annual verification later into the year than last. Feel free to request your membership setup and verify your information at any time.

OU GIS Day



OU Day at the Capital



Emergency Short-Notice Callouts

OKIE811 standard procedure is to ensure underground utility operators are aware of emergency and short notice locate requests with a dig time of 24 hours or less via telephone. These transmissions are made in addition to the transmission of the locate request via email, fax, or FTP. The focus is to reach someone as quickly as possible since these calls are in reference to emergency short notice locate requests.

OKIE811 transmits locate requests at time of creation. The callouts are queued based on when the work is set to begin. There may be a time difference in receiving the transmission and when the callout is made. For this reason, it is beneficial for the emergency short notice contacts and locators to have access to locate request to verify receipt of the transmission. This improves response time for the locator before excavation begins.

Please ensure all necessary personnel receive the locate requests. Your company may consider using a shared email address or distribution list. Remember the ticket fee charge is per transmission. Review the 2016 Fee Schedule to determine the best option for your company.

Hours to Call

There are two suggested options for the setup of your contacts.

- **24 hours, 7 days a week option**
- **Office and after hours, weekends, & holidays option.**

OKIE811 will call all contacts within a schedule block.

Who to Call

OKIE811 prefers a minimum of two contacts, a primary and an alternate.

Callback Messages (Standard Procedure)

OKIE811 will call and leave a callback message for the primary contact and allow a reasonable amount of time for the contact to return the call before attempting any alternate contacts. Timely call outs will continue until voice delivery is achieved with someone on the list (see chart to the right).

GIS Activities – Base Layer Enhancements

- **700+ map notes completed**
Includes new Streets
Resolved Address geo-locating issues
Resolved issue geo-locating streets in Lincoln and Wagoner counties
- **Highways, Interstates and Turnpikes color coded to easily identify the difference**
- **New Points of Interest Layer -includes Schools, Airports, Parks, Cemeteries, and Restaurants**
- **Enhanced the color for Bodies of Water to easily stand out**
- **Labels added for Bodies of Water**
- **New address points for Comanche, Cleveland, Delaware and Tulsa Counties**
- **Parcel Selecting Tool now available - Exact Address now geo-locate to parcel with the ability to quickly convert geo-located parcel to polygon**
- **Added Identify Tool Results – Nearby Streets, County, Place, Addresses Nearby and Grids**
- **Added Tinker buildings now on the map**

24 Hours, 7 Days a week

Manual Notification		
Name	Contact At	Note
24/7 EM SN Contact	800.522.6544	800.522.6544 Member Services
		405.840.9955 x 7127 M.G. Govia

Office Hours and After Hours, Weekends & Holidays

In example below, during office hours OKIE811 will call and leave callback message for primary contact and allow a reasonable amount of time for the contact to return the call before attempting any alternate contacts. Timely call outs will continue until voice delivery is achieved with someone on the list. Afterhours, Weekends & Holidays, the locate request information will be delivered on voicemail.

Manual Notification		
Name	Contact At	Note
Mon - Friday 8am - 5pm	405.840.9955	405.840.9955 x 7171 Eva Donahue
		405.840.9955 x 7127 M.G. Govia
Afterhours, Weekends, Holidays	800.522.6544	800.522.6544 Contact Center

Voicemail Delivery (Exception)

Upon request, OKIE811 will call and deliver locate request information on a voicemail. Please note the voicemail delivery considers the information conveyed and no more calls will be made in reference to that particular locate request.

Manual Notification		
Name	Contact At	Note
24/7 EM SN Contact	800.522.6544	800.522.6544 Contact Center (Voicemail)

Welcome New OKIE811 Team Members



Megan Jester



Debbie Sellers



Elana Rodriguez



Dina Troutman

OKIE811 Named 'Top Workplace' for Third Year



3rd consecutive year! We also moved up ranks from #14 last year to #4 this year.

The Top Workplaces lists are based solely on the results of an employee feedback survey. Several aspects of workplace culture were measured, including Alignment, Execution, and Connection, just to name a few.

"The Top Workplaces award is not a popularity contest. And oftentimes, people assume it's all about fancy perks and benefits," says Doug Claffey, CEO of WorkplaceDynamics. "But to be a Top Workplace, organizations must meet our strict standards for organizational health. And who better to ask about work life than the people who live the culture every day—the employees. Time and time again, our research has proven that what's most important to them is a strong belief in where the organization is headed, how it's going to get there, and the feeling that everyone is in it together. Claffey adds, "Without this sense of connection, an organization doesn't have a shot at being named a Top Workplace."

We take great pride in the service we provide to the State of Oklahoma and we are honored to have employees as passionate about their jobs as we are about them and our industry!



Renelle Freeman Named 2015 Employee of the Year



"She has always uplifted me when I have gotten down about a call and given me constructive criticism to help me out."

"Renelle is always around when I need her. I have found her to be dependable and a hard worker. I know she goes the extra mile and participates in many additional responsibilities."

"Renelle is a wonderful team member. She communicates the needs of her department and makes sure that while those needs are of great importance, she will listen and work with you."

"She is an amazing supervisor. She is always staying late to help or do whatever to help us employees."

"Renelle is a great co-worker and representative of the company image."

Stefani Kerr Named 2015 Rookie of the Year

"I am honored to have worked side-by-side with such an energetic person, who goes the extra mile to make sure our company is on top."

"When I first started with [OKIE811] she always encouraged me and answered any questions even when the questions were repetitive."



"This young lady makes every effort at treating our callers with respect and complete professionalism."

"[Stefani] always encourages others to do better and is always willing to take time to help anyone who needs it and always has a positive attitude."

Renelle Freeman and Stefani Kerr were nominated by their peers within OKIE811. Once the nominations were received, the management team from OKIE811 met to discuss the candidates and their merits to receive the awards. The recipients were announced on December 11, 2015 at the OKIE811 holiday party. Congratulations to these ladies for their outstanding work and contribution to OKIE811 throughout 2015.

The full list of nominees for Employee of the Year were: Susan Anderson, Brian Andrews, Amy Copeland, Rhonda Fagan, Renelle Freeman, Stefani Kerr, Hailey Manning, April Miller, Wynette Thompson, Nikki Walls, Jessica Weatherford and Andrew Wilson.