

ORCGA Events and Communication Committee Meeting Minutes

February 13, 2019

1:00 p.m. – 4:00 p.m.

Sheraton on the Falls – ORCGA Symposium – Strategy Room 1

Attendees:	Committee Members:	Company:	Email:
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✓	Dave Mowatt		

Agenda Item	Notes	Action Item
Review of Agenda	•	
Symposium	<ul style="list-style-type: none"> • Gretchen reviewed details of the Symposium <ul style="list-style-type: none"> ○ 2018 - 230 Registration at Collingwood ○ 2019 - Niagara Falls – 268 Registrants ○ Changes and updates made for the vendors ○ All 30 booths have been sold 	Review feedback and comments from Vendors at

	<ul style="list-style-type: none"> ○ Vendor Subcommittee worked on making improvements based on feedback from Collingwood ○ Brice, Ashleigh and Liz to meet the morning of Fri Feb 15th to discuss feedback, issues and comments from the vendors at this week's Symposium. 	next meeting
Dig Safe 2019 Update	<ul style="list-style-type: none"> ● Increased social media platform, goal is to reach a broader group ● Tim Hortons advertising – full month, Trans Canada will be participating <ul style="list-style-type: none"> ○ Information has been shared with Alectra ● There is a sub-committee for Dig Safe as well ● Planning is ongoing – <ul style="list-style-type: none"> ○ Kingston Mar 28/29 (revised) ○ Cambridge April 16 ○ St. Catharines April 18 ○ Sarnia April 23 	Gretchen to send out more information regarding the advertising opportunity
Locate Rodeo	<ul style="list-style-type: none"> ● 52 Competitors, 72 Volunteers – More than anticipated ● Excavator Challenge – growing, better outcome ● Durham College 2019 – cost savings in booking this location ● 2018 was not a money making event 	
Golf Tournament	<ul style="list-style-type: none"> ● 296 – Attendance higher than anticipated ● Station Creek – cost savings in this location ● Club Links (location used 2 years ago) 	
Events and Communication Committee Re-branding	<ul style="list-style-type: none"> ● Education and training programs AND Communication and Events programs <ul style="list-style-type: none"> ○ Sub Committee working on brochures ○ Creating tailgates that can be made available on the website for anyone to access <ul style="list-style-type: none"> ▪ Today, wish to discuss further ● Require a group to concentrate on training programs ● Excavator training programs to be discussed at AGM (4pm) 	
Tailgate Talks	<ul style="list-style-type: none"> ● Slips Trips ● Wildlife ● What to do when there is a damage ● Managing Locate paperwork – Validity Periods, Limits of the Locate ● Refer to Best Practices – Getting around underground ● What to do when there is a bad locate signal – Locator Specific ● James – would be nice to provide the information to subcontractors ● Stephen - Could a safety checklist be created rather than a Tailgate talk? ● Ian – Simplify the message/checklist, use icons simple words, easily consumed, *Ian would like to be involved in creating the product* ● Gretchen – Simple formats ● Video – Making videos available <ul style="list-style-type: none"> ○ Reviewed 811 video promo – “Blondie Parady” ○ Issue with Videos is that the content can get outdated ● Reviewed IHS Safety Bulletin ● What is the measure of success? Reduction in insufficient excavation practices 	<p>Derek to share tailgate talks at next meeting</p> <p>Refer to DIRT results to help prioritize messages</p>

	<ul style="list-style-type: none"> Excavators are now acquiring locate equipment, tailgates on proper locating could be beneficial 	
ORCGA Dig Safe Message	<ul style="list-style-type: none"> Refer to Presentation from Ian at ON1Call (notes below) New home builder's – big culprits for damage Water and Sewer are no longer the biggest offenders TSSA can help direct excavators to these resources Planning Stage – Municipality Offices, at the time of permit application, this is at the time when they are looking for permission to work. <ul style="list-style-type: none"> Easier to enforce at this stage How do you plan on protecting the utilities? How do you approach the municipalities? <ul style="list-style-type: none"> OPWA IHWT? (Gretchen to confirm) Right Away conference Fencing – are permits required? Create information can be brought to various tradeshow that members attend Do we have any documentation on cost of losses? Ex. Cutting through fibre, cost to the homeowner <ul style="list-style-type: none"> Real numbers may paint the picture Fencing, Pool – ads from Info-Ex, CCGA (Sirano used to gather data) gathered information on costs Is sharing the cost effective? <p>*Mandate to the committee, from ORCGA – focus on excavator*</p>	Gretchen to look into IHWT
ON1Call Marketing	<ul style="list-style-type: none"> Aided vs Unaided Focus: Getting people to act, DIY – targeted on digital and social media <ul style="list-style-type: none"> Catch them in the planning stage Launch in Dig Safe month Facebook and Instagram – main media outlet Commercials coming out in 3 weeks time – pushing through streaming apps (ex. CTV-go), HGTV <ul style="list-style-type: none"> Weather network Google searches will prompt ON1Call campaign Garden Centres and Home Depots <ol style="list-style-type: none"> Awareness – no one knows ON1Call <ul style="list-style-type: none"> Going to use humour and education <ul style="list-style-type: none"> “Do YOU Dig?” Male and female, not just male as previously done in campaigns Targeted Press kits <ul style="list-style-type: none"> Includes current stats Retailing: Contesting in stores Confusion – misunderstanding about who ON1Call are. <ol style="list-style-type: none"> Consistent message – industry jargon 	Are there any partnering opportunities?

	<ul style="list-style-type: none"> b. Remove confusing jargon from website c. Simplify communication pieces d. Creating Brand rules e. Member Tool Kit – tool kit for anyone in the industry to use, social media posts, press releases, user friendly, promotes consistency <p>3. Consistent Messaging – between ON1Call, members, associations</p> <p>4. Experts giving mis-information</p> <ul style="list-style-type: none"> a. Not telling people to contact ON1Call b. Goal: leaders in education <ul style="list-style-type: none"> i. Creating a certification program ii. Educate in store “experts” Home Depot, will promote ON1Call message (just before dig safe month begins) <ul style="list-style-type: none"> 1. Fun education material to share <ul style="list-style-type: none"> • ON1Call want to partner with any marketing initiatives being done within each utility/members • What is the metric? <ul style="list-style-type: none"> ○ Public Awareness ○ Amount of calls/clicks 	
ORCGA Messaging	<ul style="list-style-type: none"> • Want to work with ON1Call for consistent messages on what needs to take place after you have called for your locate. • ON1Call focus is on awareness and calling for a locate, Doug mentions that he is pursuing increased communication on the whole picture (what happens after you get your locate) <p>Collectively as an industry - what can be done through ORCGA and members to add to the message once there is awareness of making the call.</p>	
Review of Draft Minutes	<ul style="list-style-type: none"> • Reviewed minutes from last meeting 	Motion to pass minutes: Bill and Stephen
Canada Blooms	<ul style="list-style-type: none"> • Ashleigh to send out a link to sign up for volunteers • Jennifer – want to improve message at Canada Blooms <ul style="list-style-type: none"> ○ Sub Committee could provide input into the display 	<p>Ashleigh to send out link</p> <p>Members to sign up for timeslots</p>
New Events to consider	<ul style="list-style-type: none"> • Curling bonspiel? <ul style="list-style-type: none"> ○ Smaller ones at each GC? Attract attendance from non-members ○ GC co-chairs in Sarnia are on board 	<p>Discuss at Next Meeting</p> <p>Approach each of the GC co-chairs to gauge interest in a bonspiel at a more local level</p>

Round Table Discussion	<ul style="list-style-type: none">• Jeff – appointed co-chair of Kingston• James – last meeting, role has changed. Talked to GM about having someone filling the spot, it is being considered	
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Next meeting Dates: TBD