2021 MIDWEST
★ DAMAGE PREVENTION ★
TRAINING CONFERENCE

A More Efficient, Responsive, and Safer
Damage Prevention Ecosystem?

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November 2021
French Lick, Indiana

- B.S.E.E., M.B.A. from University of Michigan
- 12 years as an Executive at USIC
  - Strategic Planning, FP&A, IT, Performance Improvement, Sales, Product Development, M&A
  - Sold 3x for combined $1.3 billion
- Partner at Blood Hound that sold to USIC
- Consulted with many companies in industry (and outside) on improvements, strategy, exits, etc.
- Worked with/for PE firms like Kohlberg & Co, KKR, Sun Capital, OMERS PE, Leonard Green, etc.
- Former Co-Chair of Data Committee and Current Lead of Report Team on DIRT Report

AcretivPartners Biz Metrix LLC Value Creation. Value Extraction. 4

5-Year Trend of Damages per 1,000 Transmissions and per Unit of Construction Spending (*millions of 2020 dollars*)
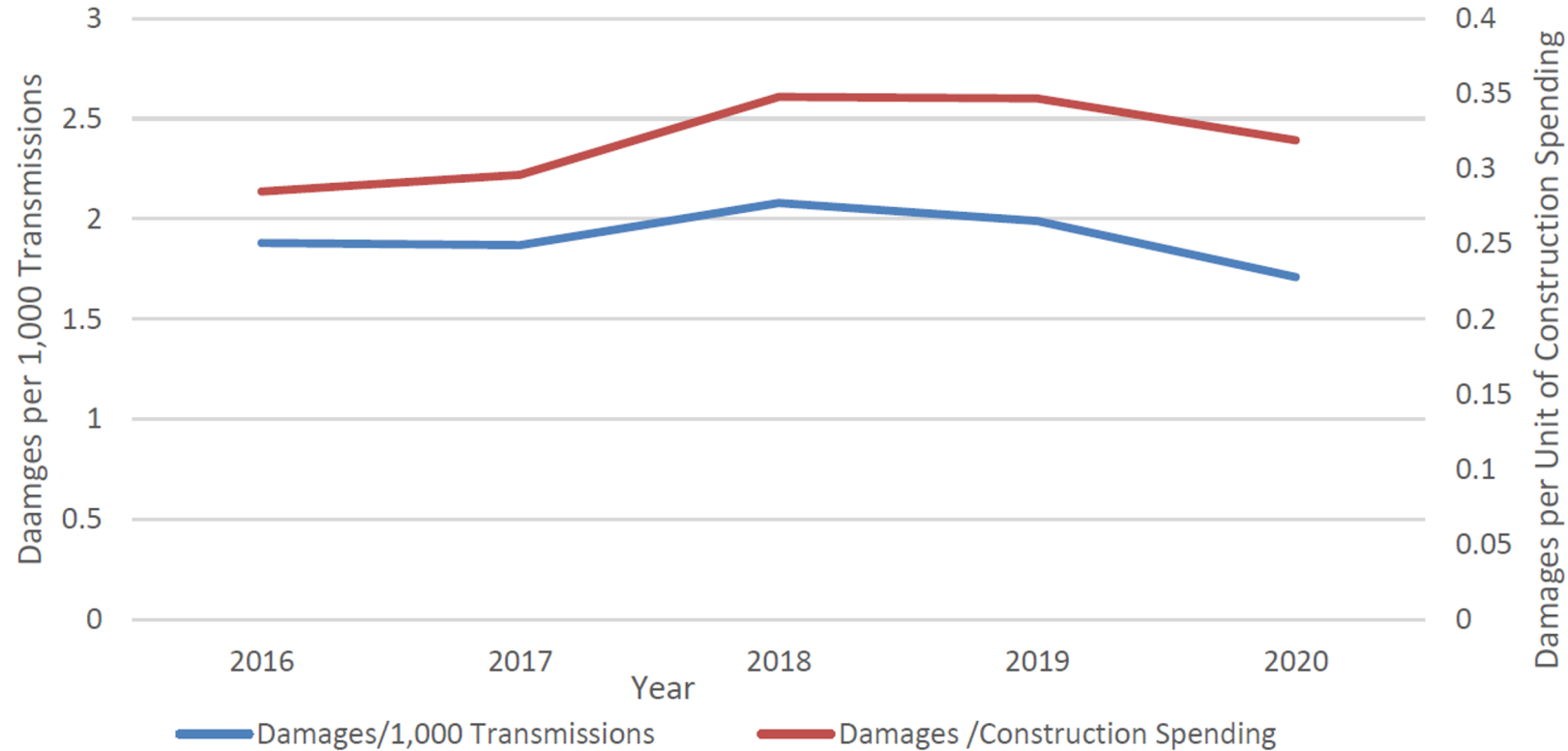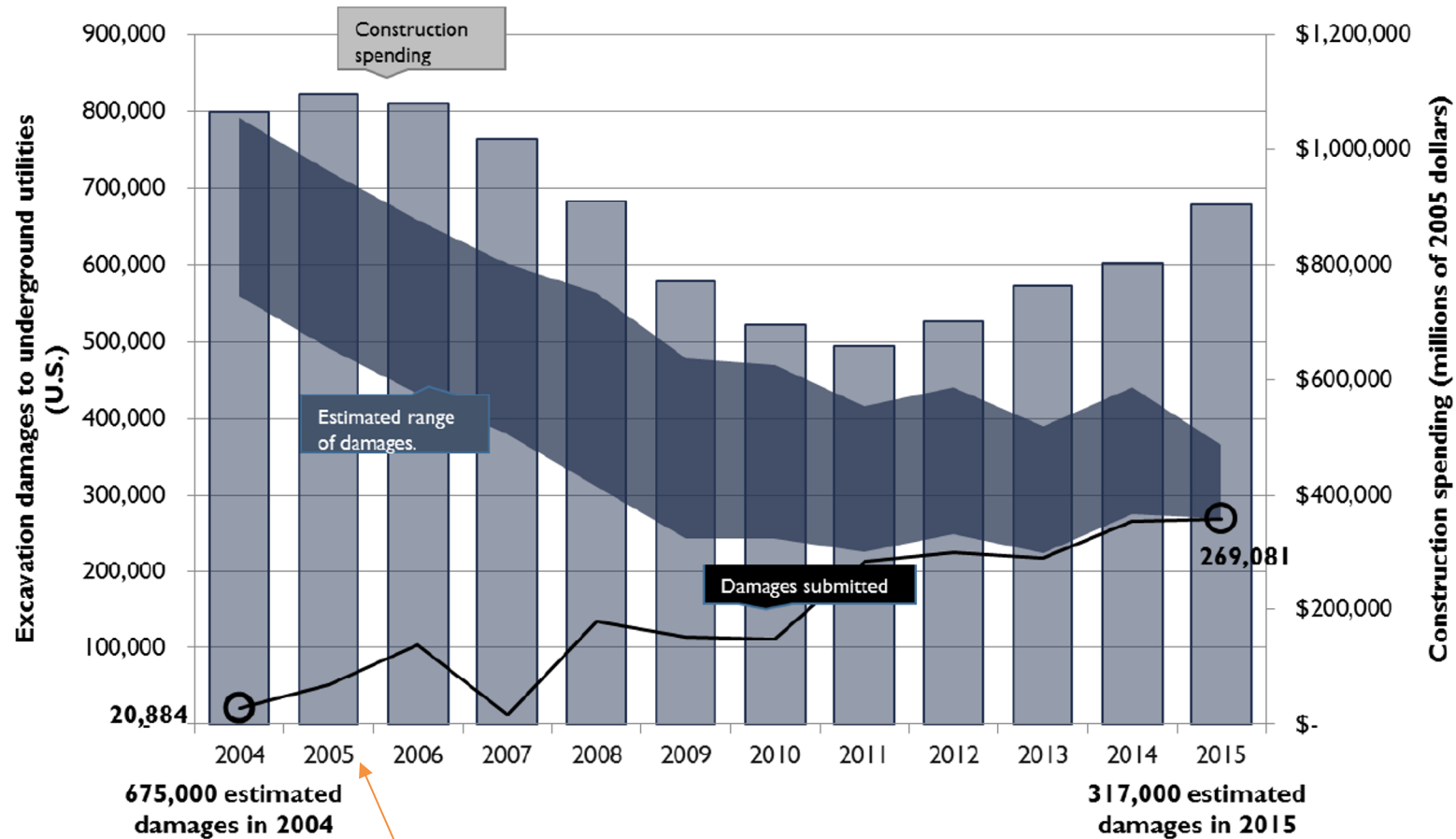
Source: 2020 DIRT Report

- Damages per Excavation Activity has flat-lined for five years

Source: 2015 DIRT Report

- There were steady improvements from 2005-2015

- 811 is established in 2005, marketed, and used
- More mandatory membership in One Calls in more states
- Industry adoption of available technologies
  - Mobile phones, texting
  - Mobile data
  - Laptops and tablets
  - GPS, Google Earth, and other location-based products and services
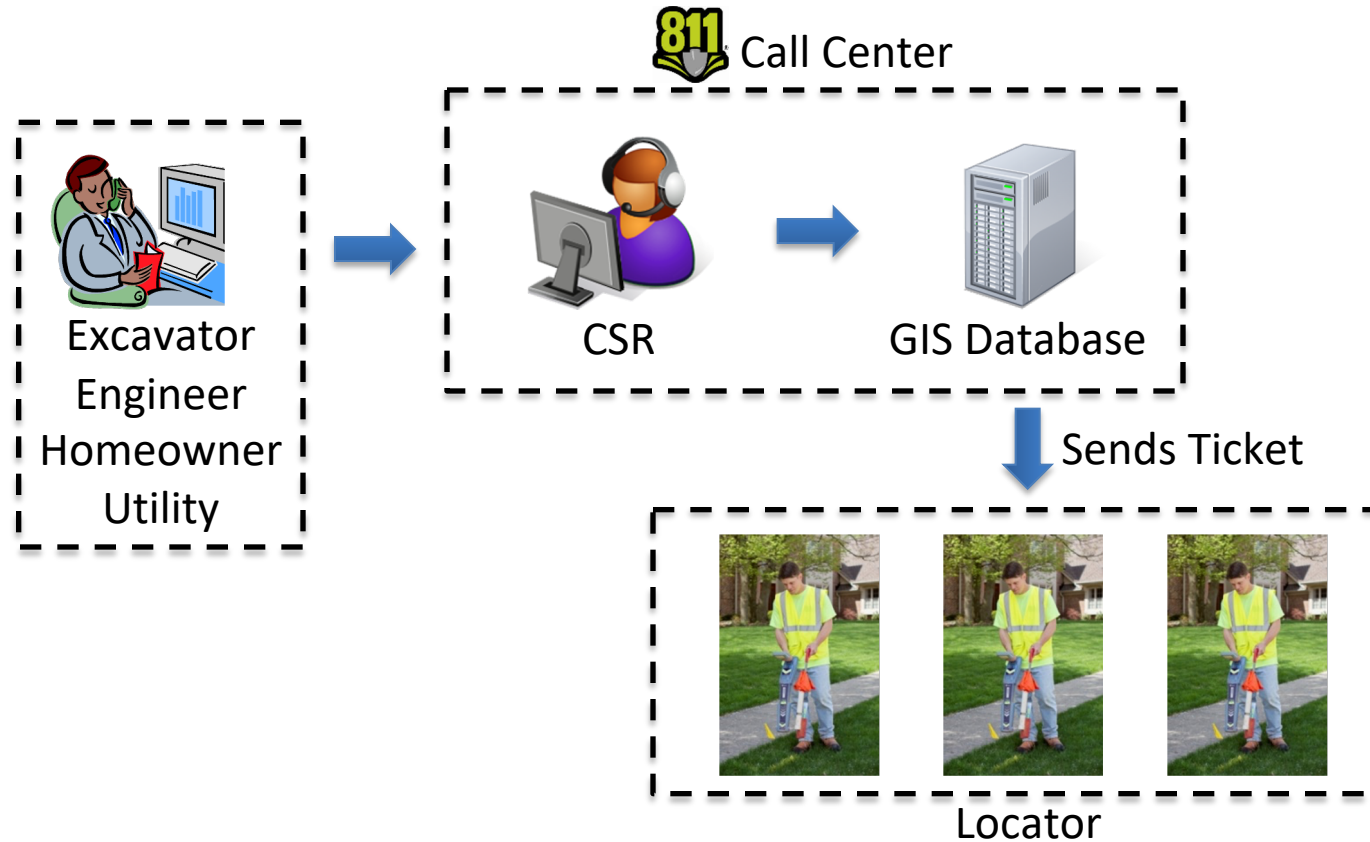 - Ticket management systems and logistics

- Damage prevention ecosystem largely the same way as 30+ years ago – rigid, 1980's
  - Regulatory/legal constraints
  - Private locating, S.U.E., design, updating of locate data, etc. are not well integrated into one call process
- Industry slow to adopt available technologies
  - ML / AI /Predictive Analytics talked about a lot but few stakeholders *really* use it
  - Positive response still weak in some/many states
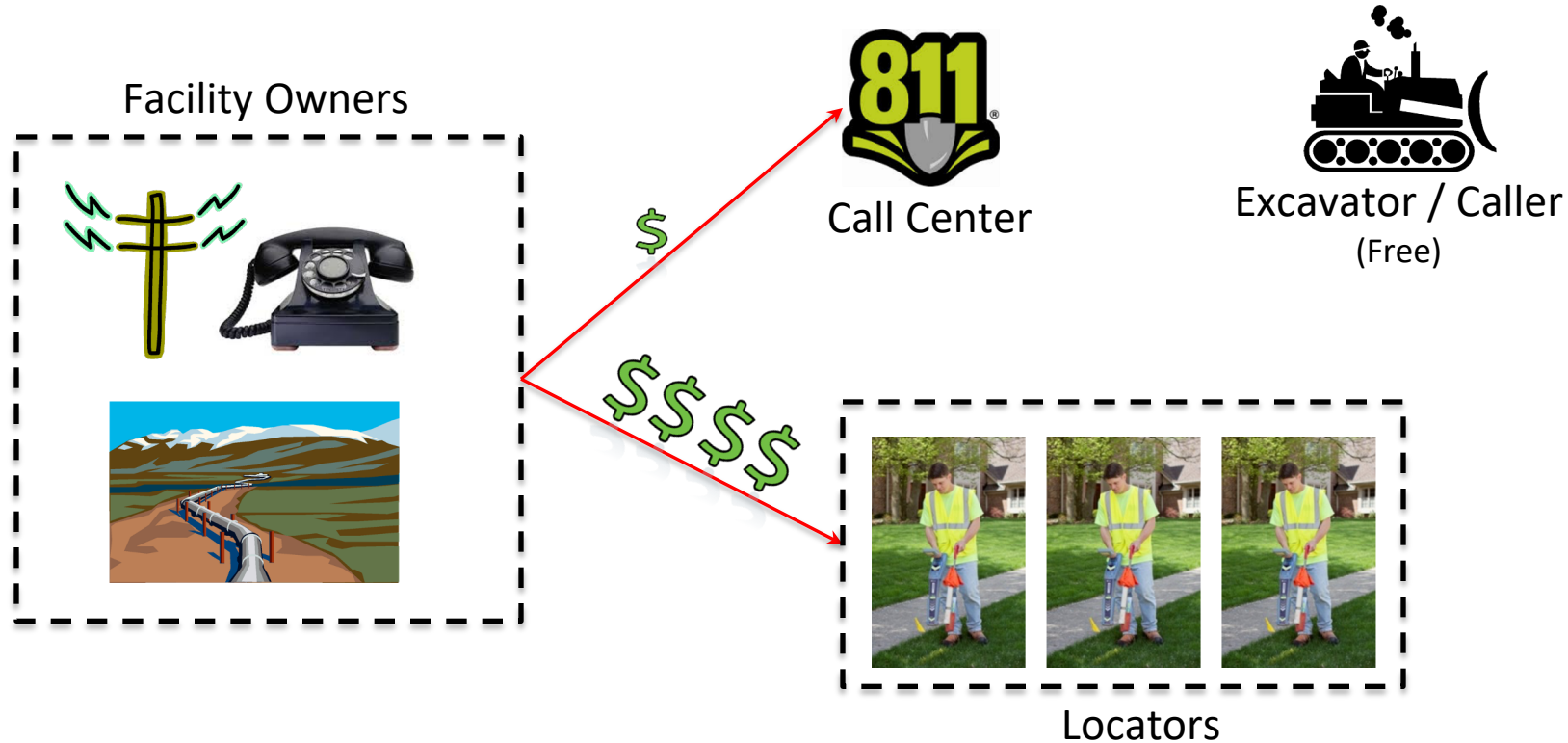- Little sharing/brokering of available data

811 Call Center

CSR → GIS Database

Excavator
Engineer
Homeowner
Utility

Sends Ticket

Locators

- Process takes 48-72 hours – or longer
- Process has fundamentally not changed in 30+ years

Facility Owners

$

811

Call Center

Excavator / Caller

(Free)

$$$$

Locators

- Money Flow has not changed for 30+ years

Excavators / Callers

Facility Owners

Call Center

811

Paint on Ground
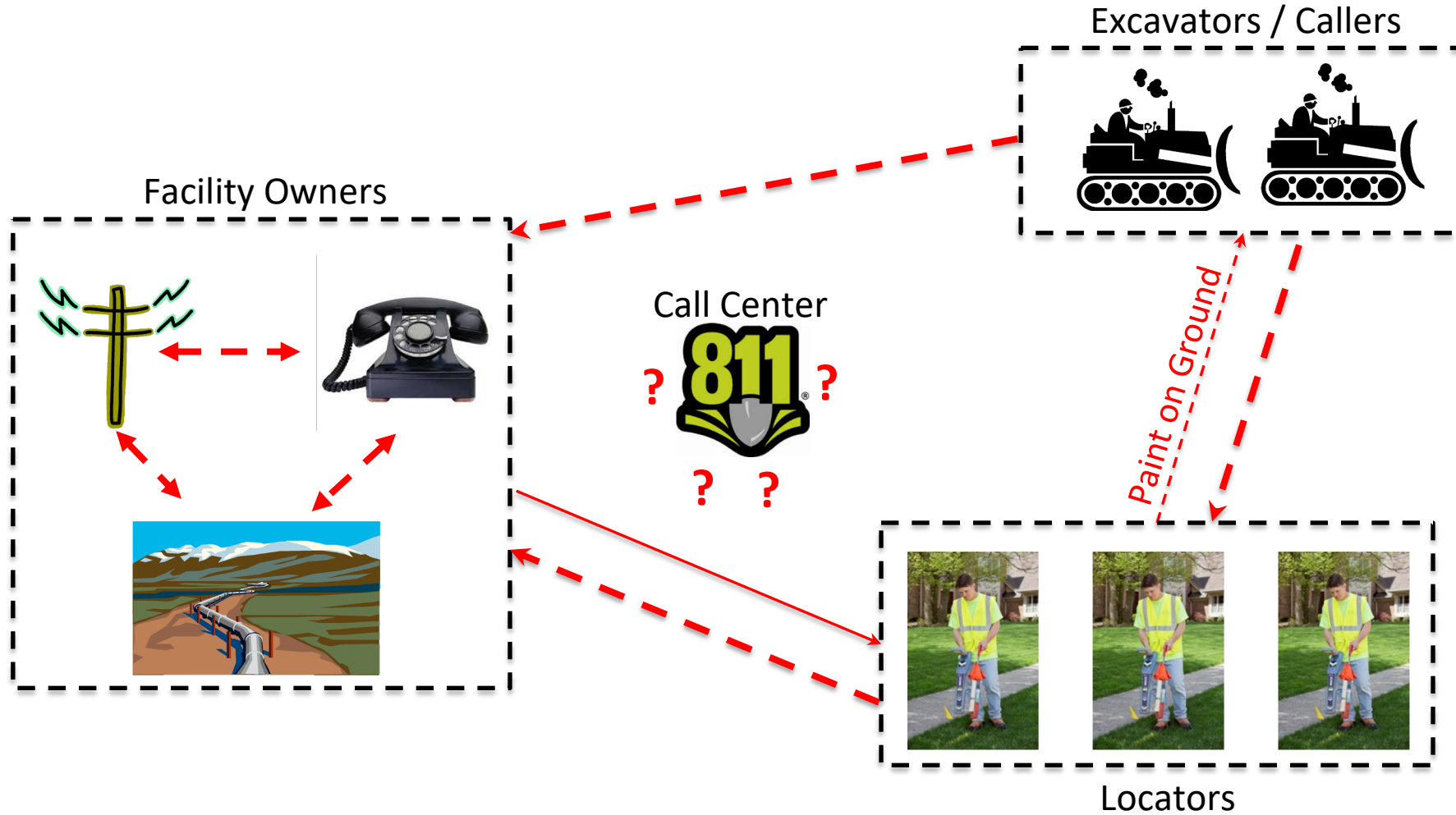
Locators

• Why is there almost no sharing of data?

- Why does Excavator have to wait 48+ hours for a locate?
  - What if Excavator has locators on staff?
  - What if Excavator wants to pay plant owners or others for expedited locating?
  - What if Excavator has the most up to date facilities GIS data and *knows* that there are no facilities in conflict?
  - What if Excavator potholes?
  - What if Excavator got the latest facilities data immediately and can determine next steps?
  - What if Excavator has x-ray vision? Still wait?
- Why does Excavator have almost no recourse if locates are late?

- ## Why does Excavator/Designer pay nothing?

  - Is the locating service valuable or not to Excavator/Designer?

  - Why are plant owners the only stakeholders paying into this ecosystem?

  - Academic research on free goods/services

- ## Why isn't there robust competition among 811 locators?

  - Why is #1 larger than all others combined?

  - Why do #1 and #2 have ~80%+ market share of non-specialized outsourced 811 locating

- Why are projects delayed 48+ hours and people locating the same places day after day?

- Why is there so little sharing of data between stakeholders?

- Why aren't the one call centers clearing houses for private locating and S.U.E. services?

- Why don't the one call centers have the most up to date and accurate underground facilities data

- Why isn't ML/AI used as much in damage prevention as it is in the rest of our lives?
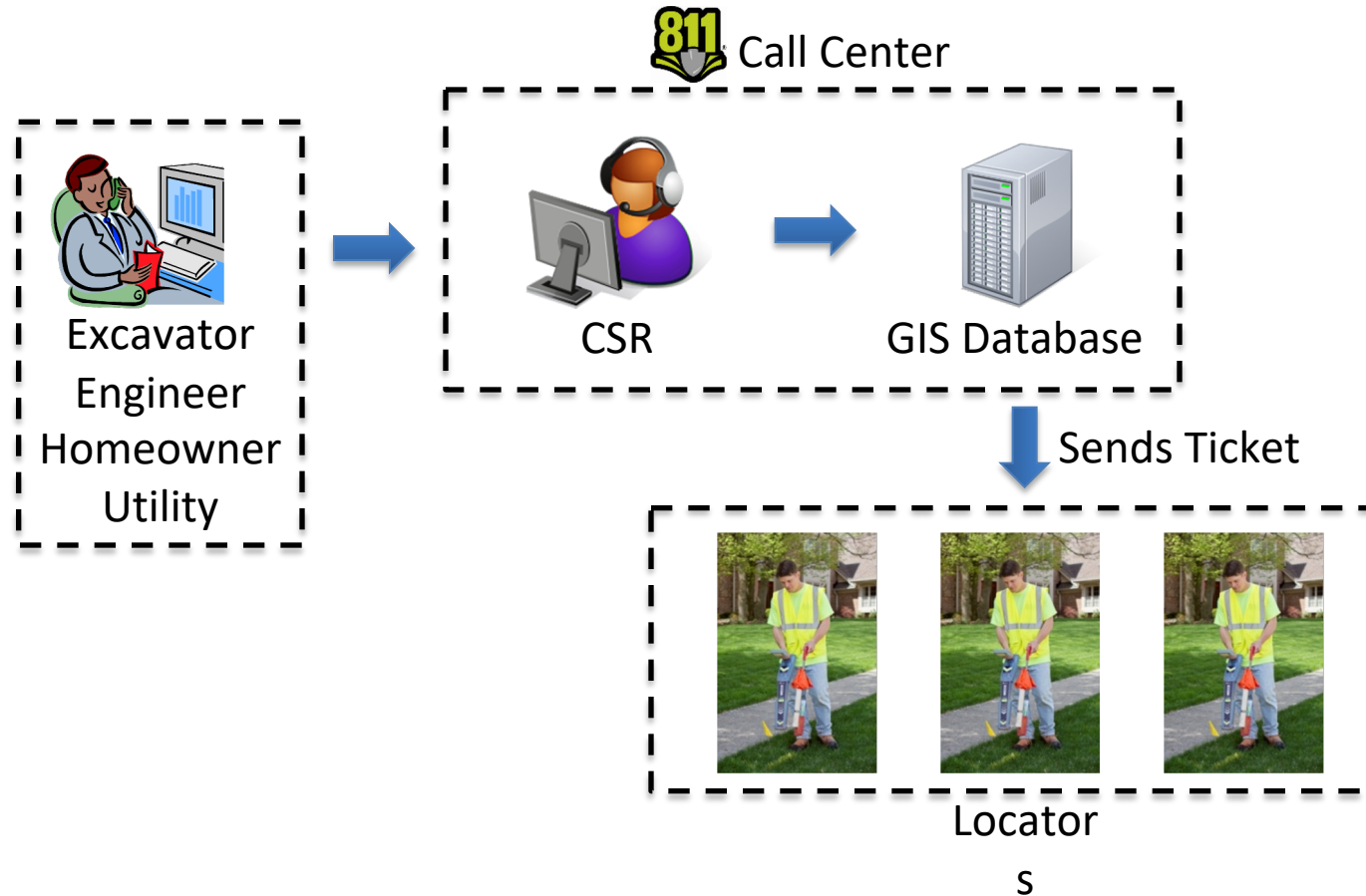
- Why are numerous locators driving numerous vehicles to the same site to locate facilities that are sometimes buried in the same joint trenches and conduits?
  - Inefficient use of scarce resources
  - Higher probability of site being located late
  - Environmentally harmful
- Why are crews who are aware of planned excavation activity for months (e.g., fiber install in subdivision) dumping hundreds of 811 tickets in one day?
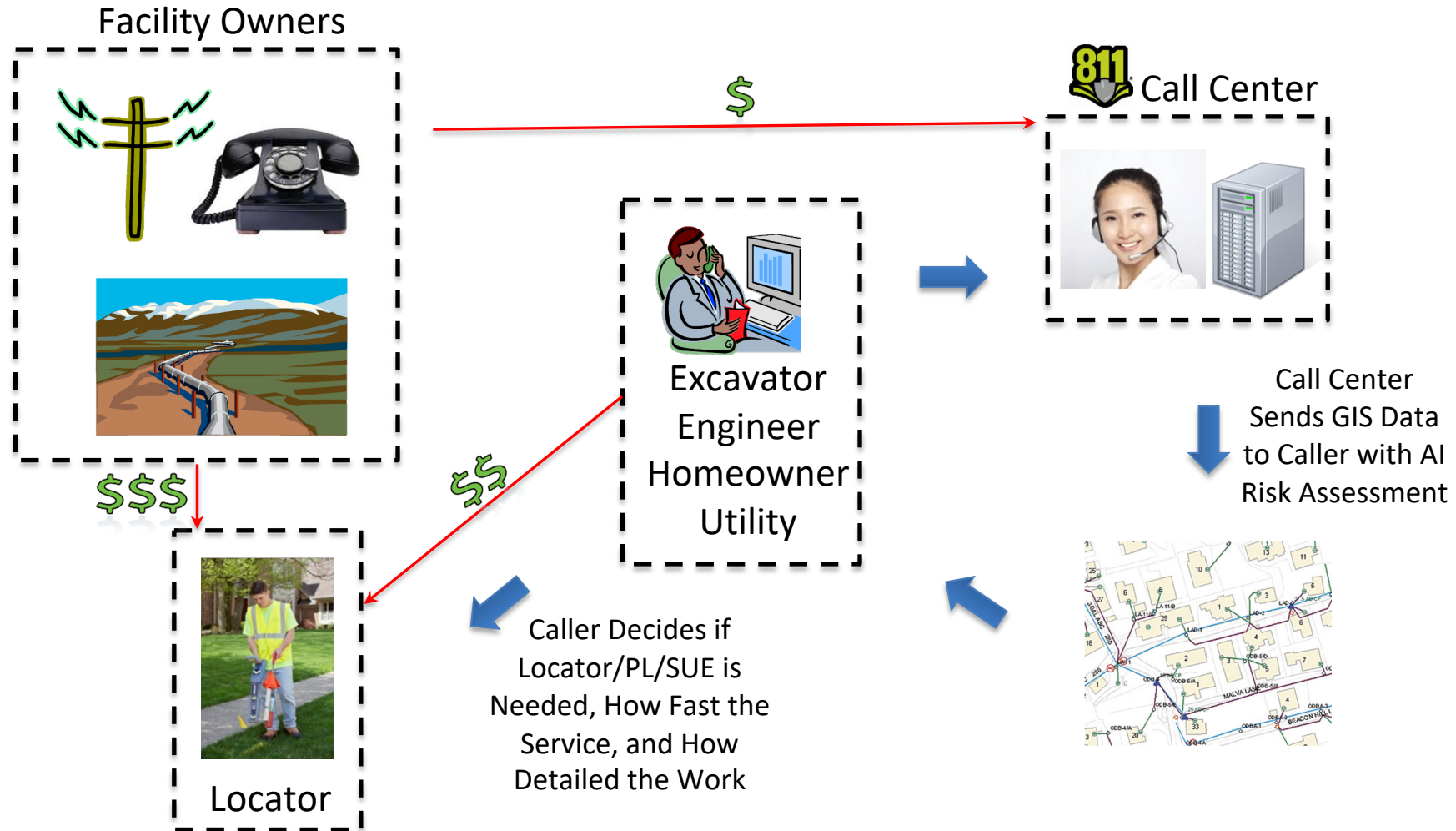
811 Call Center

Excavator
Engineer
Homeowner
Utility

CSR

GIS Database

Sends Ticket

Locator
s

- Do we have the best system or the first system?

Value Creation. Value Extraction.

Facility Owners

$

811 Call Center

Excavator
Engineer
Homeowner
Utility

Call Center Sends GIS Data to Caller with AI Risk Assessment

$$$

$$

Caller Decides if Locator/PL/SUE is Needed, How Fast the Service, and How Detailed the Work

Locator

- More efficient, more responsive, safer?

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