

Gold Shovel Standard Q&A

Dave Mauerman



Gold Shovel Standard

A program that significantly curtails damage from excavation activities.

It has the following characteristics:

- Novel
- Ambitious, Large scale
- Relies on collaboration
- Single uniform rating system

Program vision

- 50% damage reduction from professional excavation (within 3 years)
- Create a single universal platform
- Benefit all involved
- Recognize the program as a long-term play...5-10 years

The Gold Shovel Journey

2010 – San Bruno

2014 – “Why am I paying these guys to hit my network?”

“Where’s the excavation safety thing?”

“The Billion Dollar Stick”

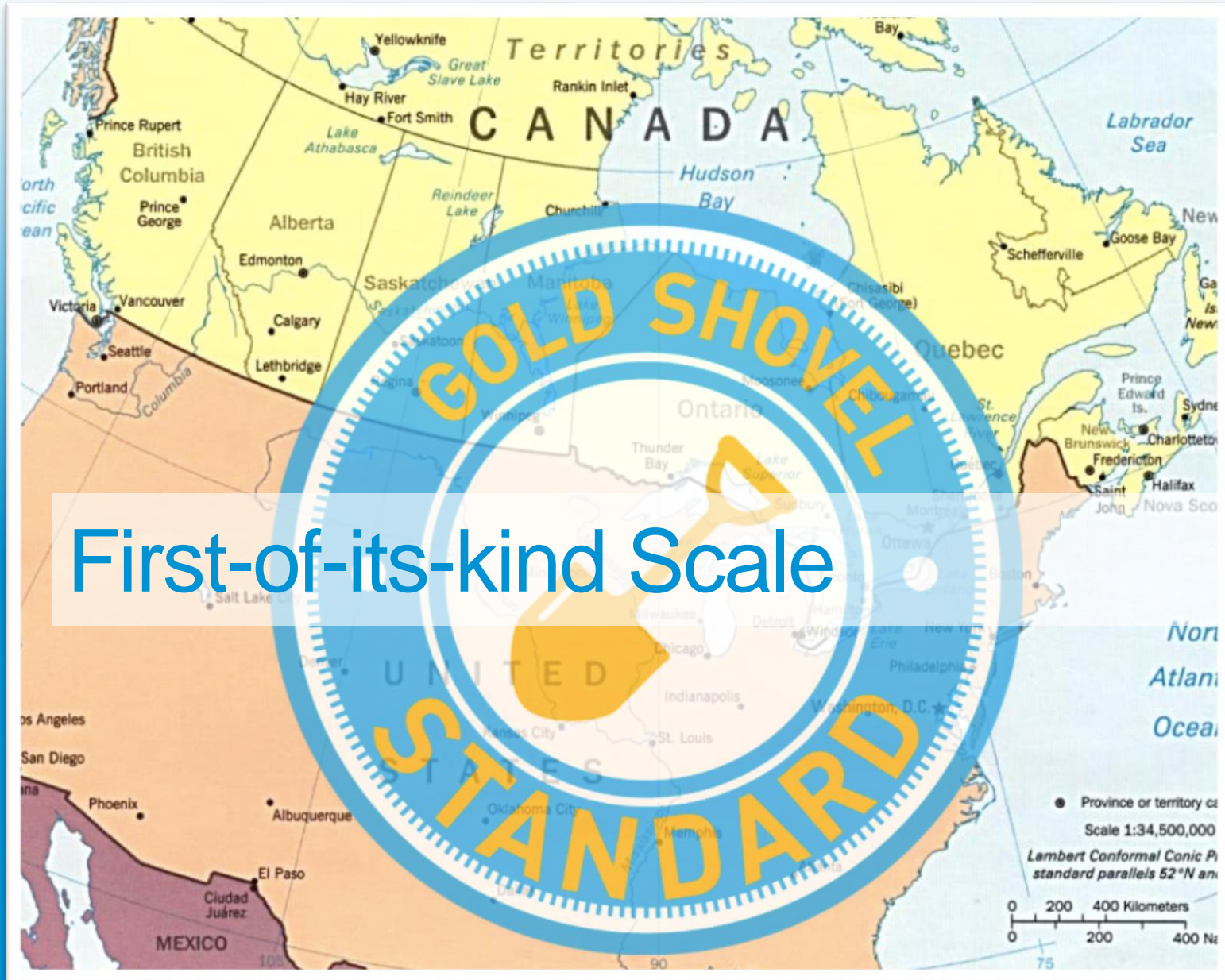
2014 – The Sacramento Revelation

2015 – Separate from PG&E - different

2015 – Non-profit formation (Kinder, Xcel, PG&E)

2015 – Brand Legitimacy

2016 – Expansion



First-of-its-kind Scale

First-of-its-kind Collaboration



First-of-its-kind incentive



First-of-its kind program to target incentives
(both positive and negative) directly at the excavation
company.

2-Part Program

CERTIFICATION

+

EICO™ SCORE OR RATING



Certification

ISO 9001 – Audited to have adequate quality systems

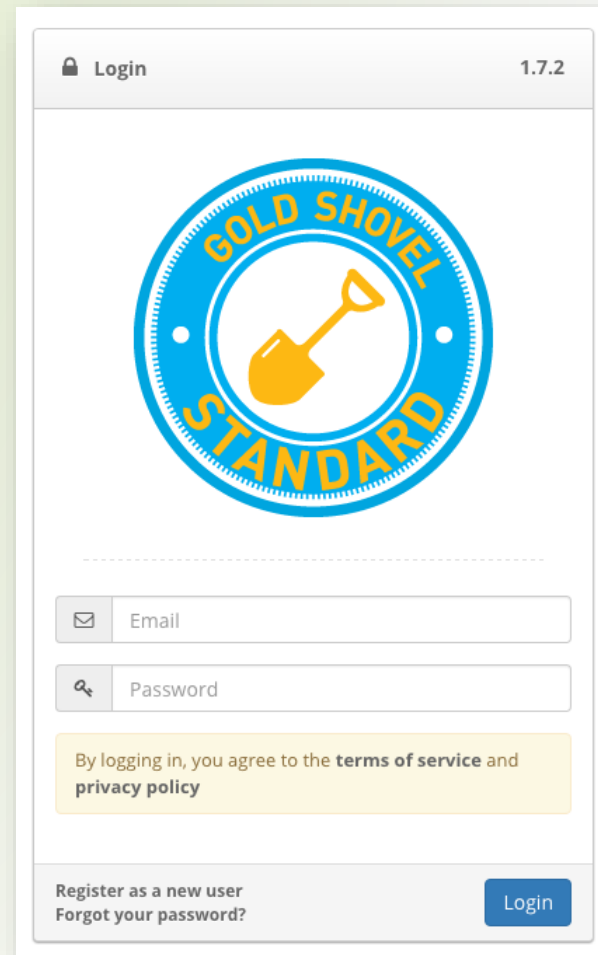
GSS – Audited to have adequate dig-in prevention plan



How to Enroll

www.goldshovelstandard.com

Register link in the upper right corner



The screenshot shows a web interface for the Gold Shovel Standard. At the top, there is a header bar with a lock icon and the word "Login" on the left, and the version number "1.7.2" on the right. In the center of the page is a large circular logo with a blue border. Inside the border, the words "GOLD SHOVEL" are written in yellow at the top and "STANDARD" in yellow at the bottom. In the center of the logo is a yellow shovel icon. Below the logo, there are two input fields: one for "Email" with an envelope icon and one for "Password" with a key icon. Below these fields is a yellow box containing the text: "By logging in, you agree to the **terms of service** and **privacy policy**". At the bottom of the page, there is a footer bar with the text "Register as a new user" and "Forgot your password?" on the left, and a blue "Login" button on the right.

Certification Requirements

- Enrollment Document
- Training Curriculum
- Training Quiz
- Employee Signoff
- Investigation Form
- Corrective Action Plan

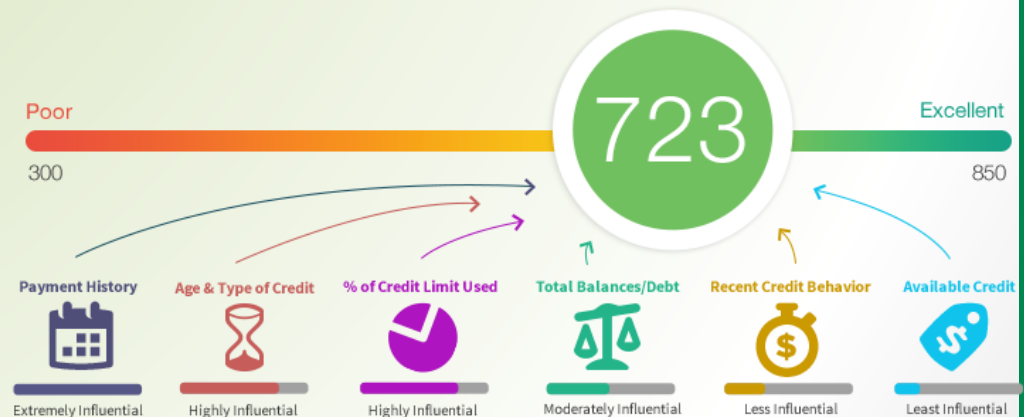
Key Concepts

- It's the law, not just a policy or rule
- One Call ticket physically at the site
- No expired tickets
- Tolerance (Hand Dig) Zones
- Maintain marks
- Mismarked facilities
- Unmarked facilities

EICO™ Score or Rating

FICO – Measurement of credit worthiness

EICO – Measurement of how carefully a company excavates around buried infrastructure



FAIR

TRANSPARENT

CONSISTENT

“What’s your EICO™ score?”

Could you loan me
some money?

How much is insurance
for my company?

Can I do excavation
work for you?

What’s your FICO
score?

What’s your Experience
Modifier?

Do you have an active GSS
certification and what’s your
EICO Score?

How does the scoring work?

Working without incidents



Incidents

FAIR

TRANSPARENT

CONSISTENT

EICO Score (additional details)

- Normalization Factors
 - Volume of work
 - Type of work (boring vs. grading vs. drilling)
 - Location of work (city street vs. rural farm)
- Affecting the score
 - History – incidents on top of incidents
 - Culpability – not all behaviors are equal

Minimally Burdensome

Member ACTIONS

1. Join Gold Shovel Standard (GSS) non-profit organization
2. Notify contractors/excavators to enroll
3. Share damage data with GSS

Minimally Burdensome

Participant/Excavator

ACTIONS for Certification:

- Self-enroll using software application (1 – 8 hours)
 - easy, help available
- Agree to train all employees
- Agree to keep training records
- Agree to hire GSS certified subs
- Agree to report all damages
- Pay an annual subscription fee (\$900 - \$2400)

Minimally Burdensome

Participant/Excavator

ACTIONS ongoing:

- Report all damages to GSS
- 10-minute monthly update (work volume, work type, work location, incidents)

Member Perspective

- Adds new capabilities
 - First-of-its-kind measurement of excavation safety
 - Evaluate vendor performance across networks
 - Evaluate vendor performance across geographies
 - Gain influence over vendors working for others (3rd parties)
- Minimal cost
- Minimal burden on excavators
- Ambitious and novel strategy for reducing damages
- Early adopters get recognition as visionary leaders

Participant Perspective

- Easy to enroll; easy to maintain
- Benefit direction
 - New Business
 - Mis-mark Tracker
 - Insurance
 - Mobile technology
 - Archival Services
 - Promotional
- Creates a level playing field where companies that do a great job protecting buried assets are rewarded for that effort

Why does this matter?

- Can we agree that there is room for improvement?
- Lost service – productivity hindered, upset customers
- Time and cost of downtime
- Time and cost of repairs
- Impact on environment
- Loss of equipment, loss of life

“It’s the right thing to do!”

700+ Contractors and

KINDER  **MORGAN**

 **TELUS**

 **conEdison**



Dominion[®]
It all starts here.[®]

 **Xcel Energy**[®]

 Orange & Rockland
Pike County Light & Power Co.
Rockland Electric Company



*Pacific Gas and
Electric Company*[®]

GBA **GEOPROFESSIONAL
BUSINESS
ASSOCIATION**

Dave Mauerman

COO, Oropala Services

(GSS contract administrator)

Phone: (949) 433-6718

dave@goldshovelstandard.com

www.goldshovelstandard.com