



# Northern Exposure

Ontario One Call  
Northern Users Group

February & March 2011

North Bay

Sudbury

Sault Ste. Marie

Timmins

Thunder Bay

# SESSION OUTLINE

- ⦿ About Ontario One Call
- ⦿ Northern Help Desk
- ⦿ Northern Facts and Solutions
- ⦿ Policy and Procedures
- ⦿ Service Enhancements
- ⦿ Marketing Initiatives
- ⦿ Membership

# ABOUT ONTARIO ONE CALL

## ◎ Our Goal:

To reduce damages to underground facilities and promote safe excavation practices through the operation of a state of the art One Call Centre.

## ◎ To do this, we will:

- Increase membership
- Understand our member needs
- Maintain relationships with service providers
- Promote damage prevention initiatives
- Provide open and dependable communication
- Adopt best practices

## DID YOU KNOW...

- ⦿ Ontario One Call represents over 140 facility owners across Ontario
- ⦿ Designed to provide a single point of contact for obtaining utility locates
- ⦿ Ontario One Call is recognized as the “One Call” centre for Ontario
- ⦿ Classed as an essential service
- ⦿ Established in 1996 by

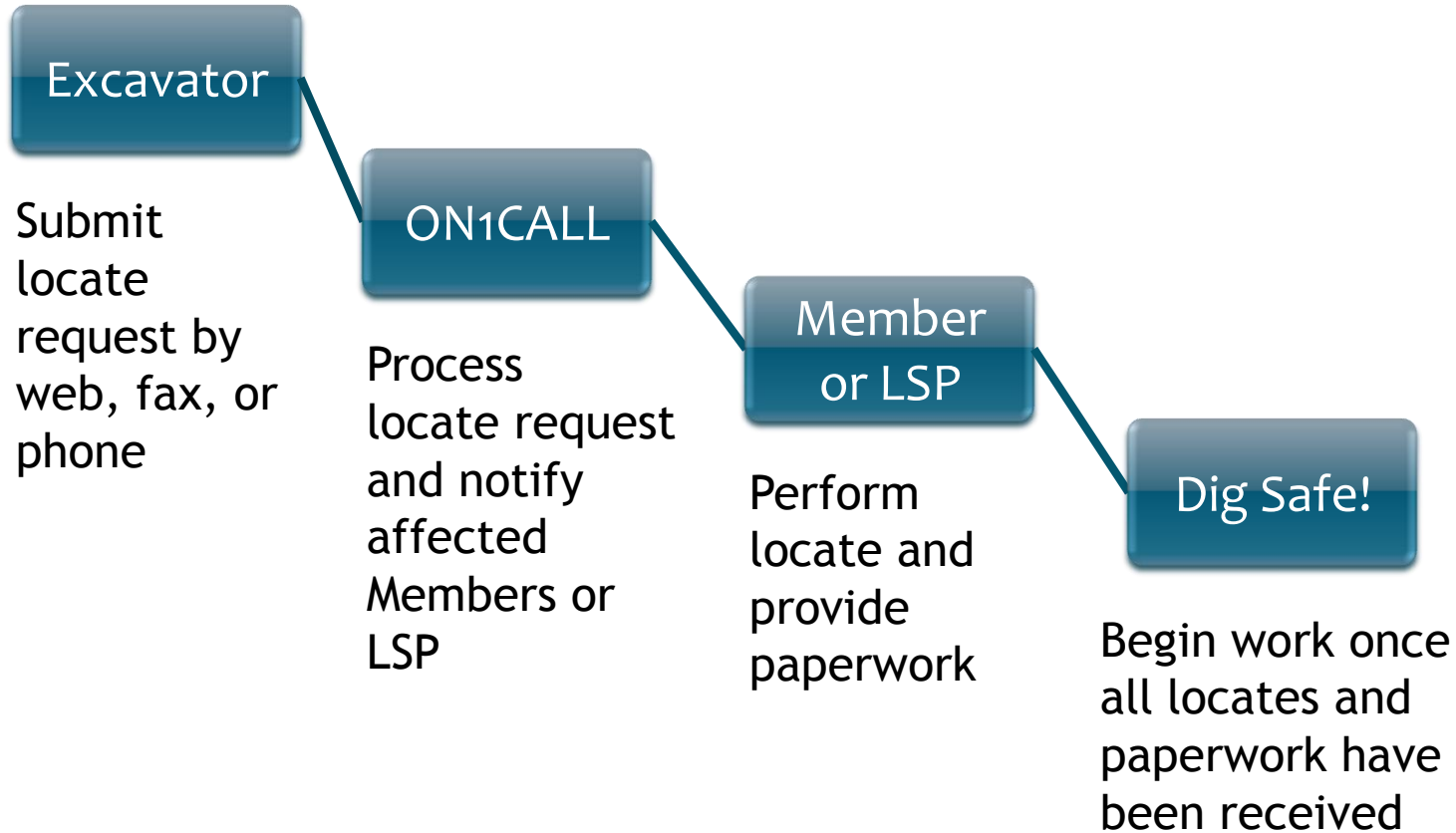
The Bell logo, featuring the word "Bell" in a blue, sans-serif font.The Enbridge logo, featuring a stylized orange and red swirl above the word "ENBRIDGE" in a bold, purple, sans-serif font.The Uniongas logo, featuring a blue circular icon with a white flame-like shape above the word "uniongas" in a blue, sans-serif font. Below it, the text "A Spectra Energy Company" is written in a smaller, blue, sans-serif font.

- ⦿ 2011 is Ontario One Call’s 15 year anniversary

# OUR OBJECTIVE

- ⦿ To achieve a true “One Call” centre for the province by encouraging all facility owners to become members of Ontario One Call
- ⦿ To exercise due diligence through education and awareness campaigns
- ⦿ To help reduce damages, improve public and worker safety, and promote safe digging practices

# HOW THE PROCESS WORKS



## ◎ Tips to Speedy Locate Processing

- Know your Contractor ID numbers
- Use standard fax forms provided by Ontario One Call
- Use typed requests instead of handwritten
- Be sure of your community/municipality
- Know the nearest *minor* cross streets to the location rather than major intersection
- Provide distance & direction from nearest major intersection
- Provide a map of your dig area
- Always review your ticket confirmation

## ◎ Accuracy is Important!

- More opportunity of System/Office Clearances
- Extending the dig area without updating the locate request increases liability risks
- Always update your locate request if the scope of your work changes
- Contact your Locate Service Provider (LSP) if the entire dig area was not marked

# BENEFITS OF ONTARIO ONE CALL

## ⦿ **Reduce:**

- Risk of accidents and injuries
- Capital cost by extending the longevity of infrastructure
- Plant damages by ensuring that members are notified of digging activity
- Risk to plant due to no locates

## ⦿ **Increase:**

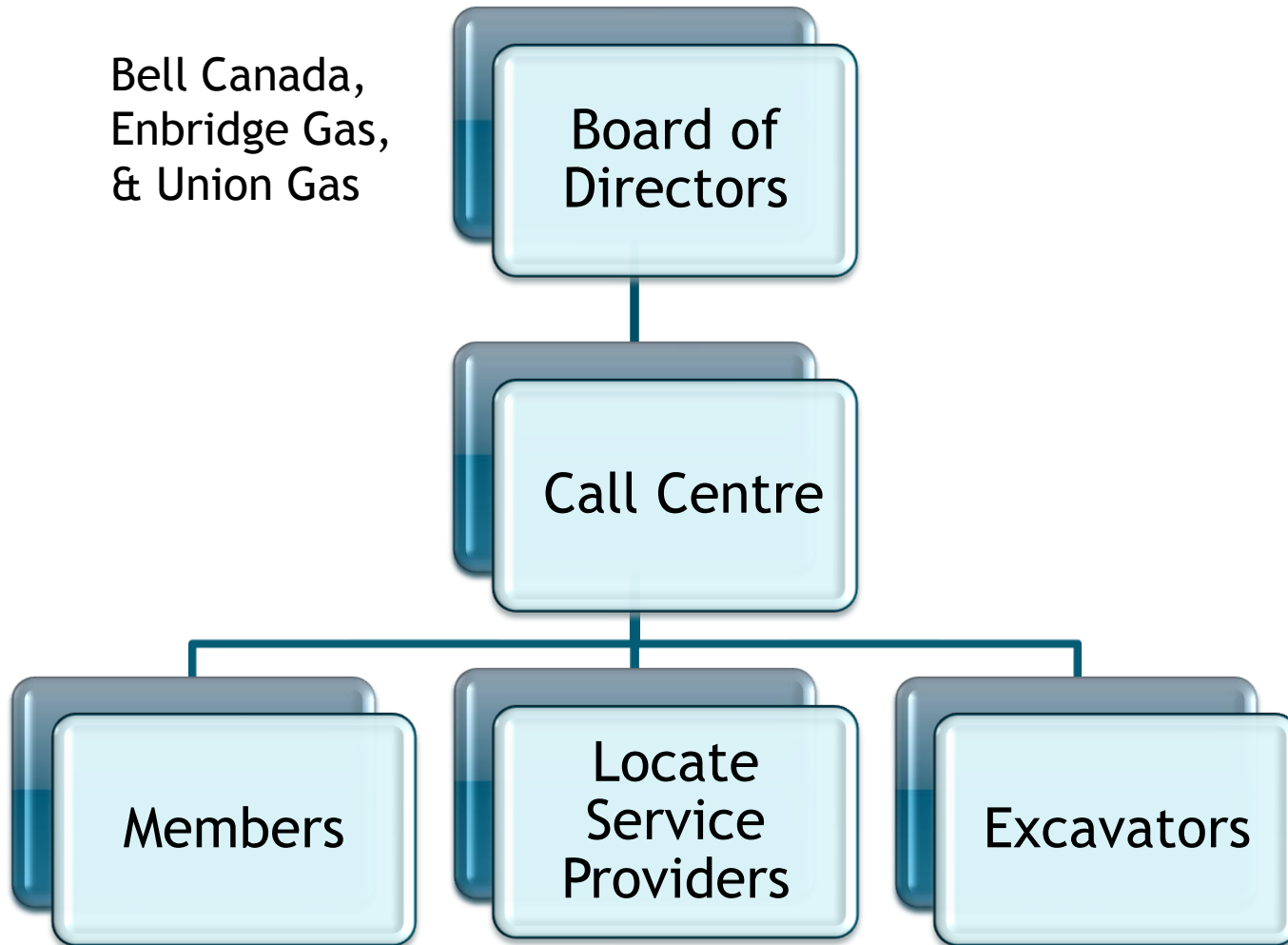
- Ease of use by simplifying the process with a single point of contact
- Awareness of buried infrastructure and safe excavation

## ⦿ **Prevent:**

- Service interruptions

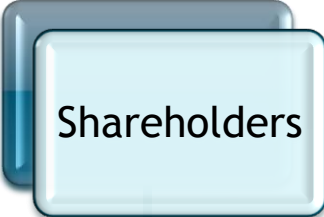
# CURRENT GOVERNANCE

Bell Canada,  
Enbridge Gas,  
& Union Gas

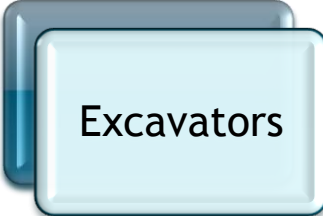
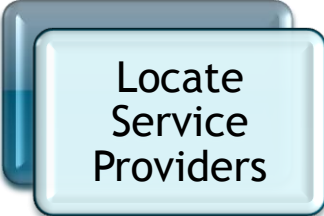
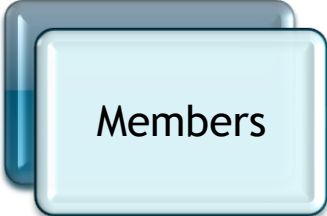
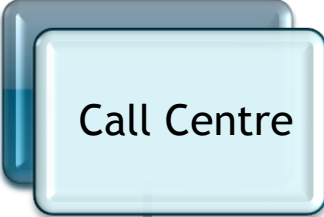


# FUTURE GOVERNANCE

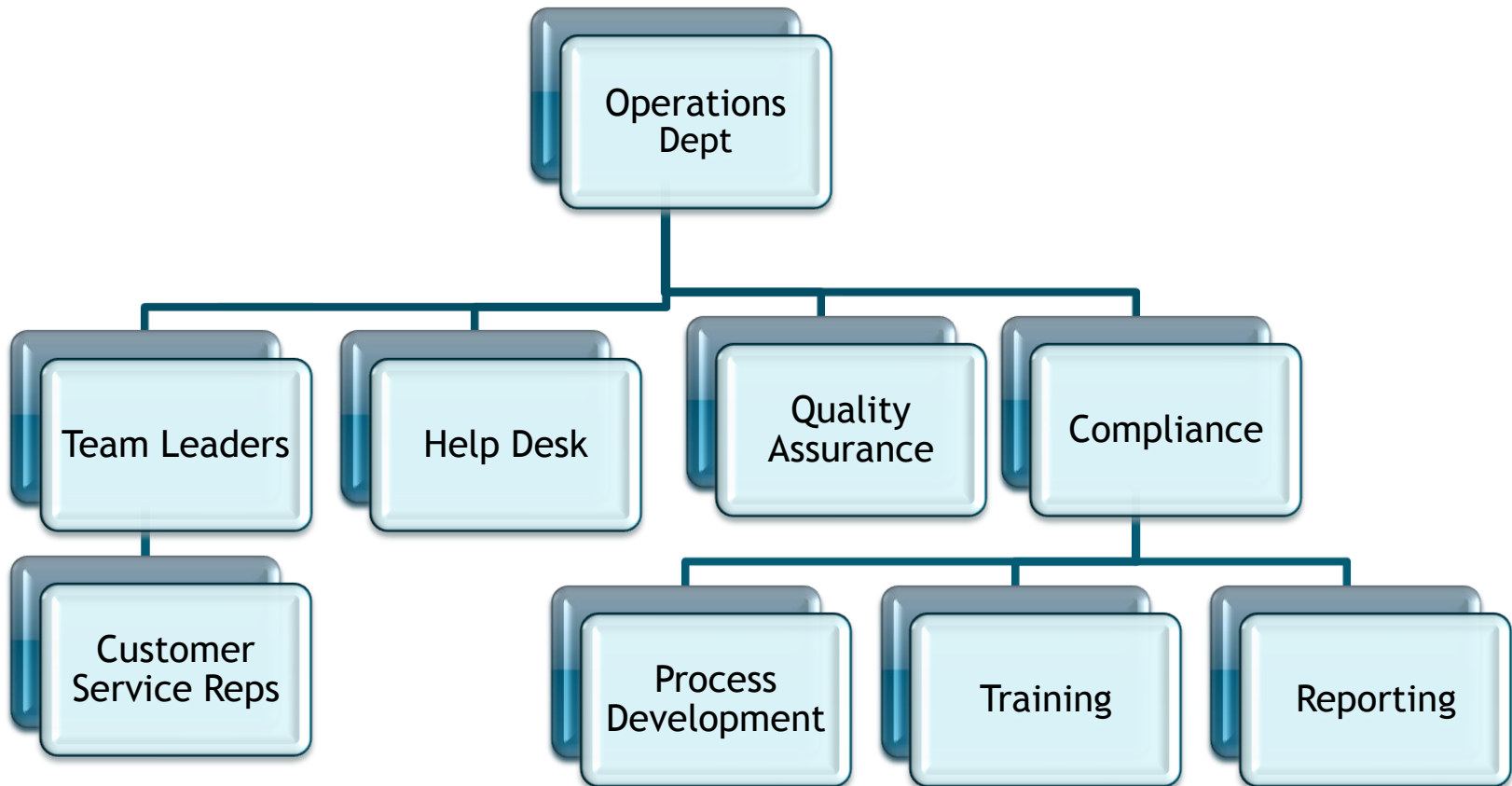
Bell Canada,  
Enbridge Gas,  
& Union Gas



Representation of all  
stakeholder groups,  
including municipalities



# CALL CENTRE ORGANIZATION



# NORTHERN HELP DESK

- Ontario One Call is establishing a team of specialists to service the Northern Regions
- The Help Desk will process all locate requests for the Northern Regions to ensure consistency and customer satisfaction
- We will troubleshoot for:
  - Locate requests for non-excavation
  - Locate requests for pipeline crossings
  - Locate requests for non street segments
  - Locate requests in remote areas

## ◎ We will help with delayed locates

- Contact the locate company on your behalf
- Determine the reason for the delay and make all efforts to get all locates completed in a timely and efficient manner

We are looking for volunteers to collaborate with our team in building the Northern Help Desk. Tell us what the needs/challenges in the North are so that we can develop processes and our system to better service our clients.

# NORTHERN FACTS

- ⦿ Not all dig locations have a dig street and a cross street
- ⦿ Not all locate requests are for ground-piercing work
- ⦿ Locate requests for pipeline crossing details can be obtained through Ontario One Call for its members

# NORTHERN SOLUTIONS

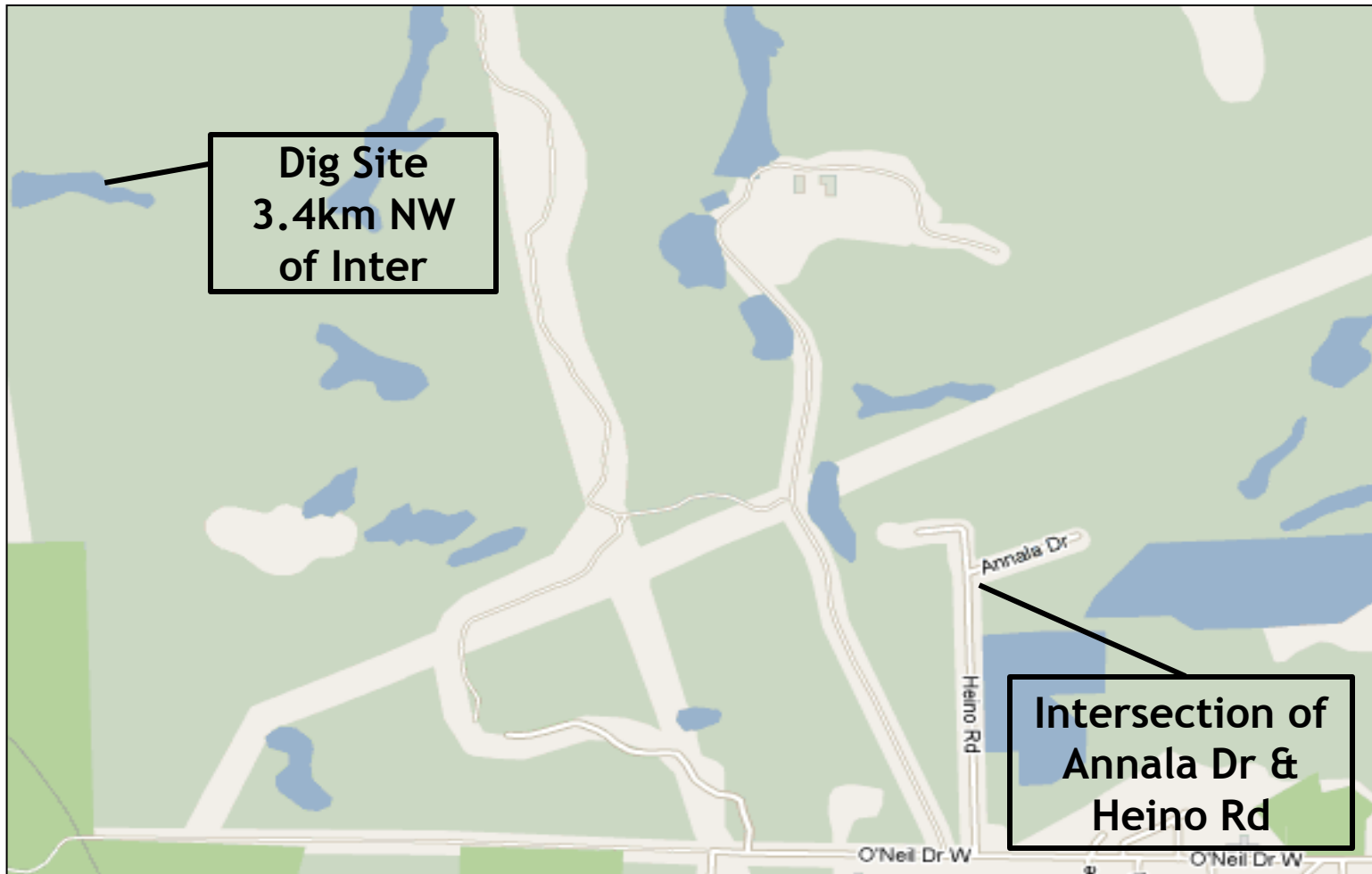
- ⦿ Details can be included in the notes such as:
  - Latitude/Longitude
  - Lot/Concession
  - Distance and Direction from starting point
- ⦿ By providing maps, locations can be verified without additional contact to the requestor
- ⦿ These sketches can be attached to web requests at [www.on1call.com](http://www.on1call.com) to process tickets at your convenience

- Use Google maps to locate the area
- Cut & Paste a screenshot of the Google Map into a Word Document
- Use the label features in Word (shapes) to create text boxes
  - Outline the nearest intersection to the area
  - Outline the dig site compared to the nearest intersection, include distance & direction
  - Supplement the map with a brief written description of your work area

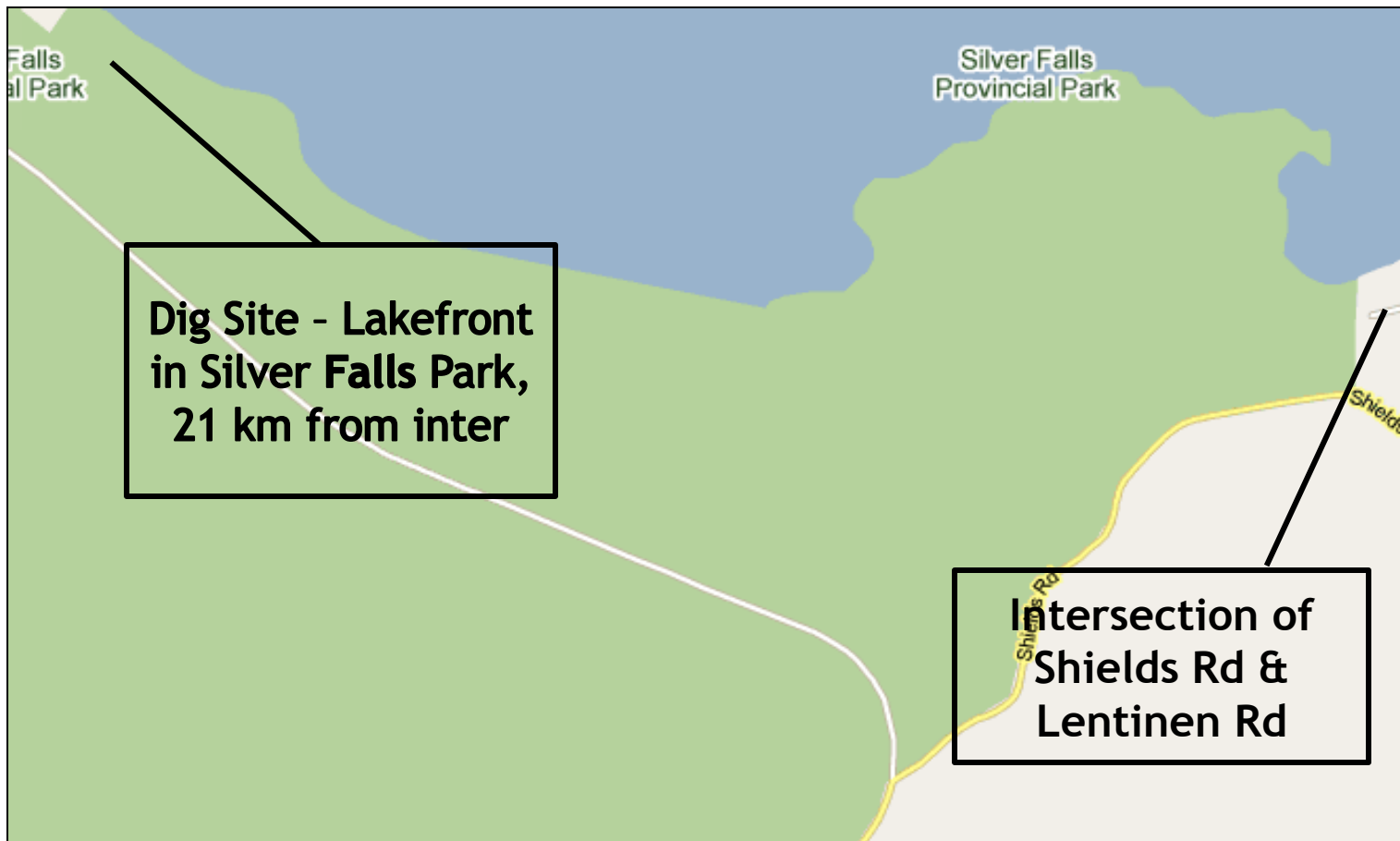
## REQUESTS WITHOUT A MAP

- ⦿ Determine the nearest major highway intersection to the dig site
- ⦿ Determine the distance (in kilometers) and direction from the intersection to the dig site
- ⦿ Include this information on your locate request submission
- ⦿ The Northern Help Desk will then map out your work area accordingly

# EXAMPLE OF DIG LOCATION SKETCH (OUTSIDE OF PROVIDED TOWN)



# EXAMPLE OF DIG LOCATION SKETCH (REQUEST WITHIN A PARK)



# POLICY AND PROCEDURE

## SEWER SERVICE LINE INSPECTION PROGRAM

- ⦿ New in 2009, initiated by Enbridge Gas
- ⦿ Implemented to prevent damage when gas and sewer lines cross
- ⦿ Primary purpose is to protect infrastructure from technologies of the plumbing industry
- ⦿ Participating members are notified of sewer line blockages to respond accordingly
- ⦿ Requests are treated as emergencies

# ACCESS TO EXISTING REQUESTS

- ⦿ Previously information could only be disclosed to individuals listed on the request
- ⦿ Recognizing impacts of role changes, vacation, etc. any individuals from the company can have access
- ⦿ No need to call the centre, information is accessible online
- ⦿ Result is increased efficiencies
  - Eliminate ticket recreation to list new contacts
  - Eliminate waiting for original contacts to return
  - More accurate tracking of ticket history/activity

# PROCESSING YOUR REQUESTS

## ⦿ Mandatory Locate Request Information

- Contact Information
- Municipality and Community
- Accurate information about dig location (latitude/longitude, lot/concession, etc.)
- Type of Work

## ⦿ Mark Your Work Area

- Clearly identify work area to reduce LSP time required for to complete field markings
- Use white paint/flags/stakes for your field markings

# SERVICE ENHANCEMENTS

- ⦿ For large projects submit requests online
  - Go to [www.on1call.com](http://www.on1call.com) to process large requests
  - Attach all relevant maps/sketches
  - Process your projects up to 1 year in advance
    - System programs ticket release based on user indicated Work to Begin Date
- ⦿ Check your locate status
  - Visit our 360 Feedback page on our website
  - Contact the Locate Service Provider for details
  - Contact the Northern Help Desk for follow-up

## ⦿ Alternate Locate Agreements (ALA)

- Agreement between facility owner and excavator
- Utilized for low-risk type of work
- Based on scope of work
- Eliminates field marking portion of locate

## ⦿ Auto-Populate Intersection (API) Feature

- System generates the closest cross streets
- Ensures accurate notification

## ⦿ Utilities/Priority Waiver

- For phone requests
  - “Not all Utilities are members of Ontario One Call...”
  - “For safety and service reasons you should not excavate...”

## ◎ Submit Requests Online

- At your convenience, 24 hours a day
- Eliminates processing delays due to illegibility or missing information
- Excavator captures details exactly as required
- Ticket confirmation transmitted immediately
- Notification is generated to Member/LSP directly
- Requires dig street and cross street

We are currently looking for volunteers to work on making a more user-friendly website submission form for the Northern Region

# Direct Ticket Entry

## ⦿ How To Use It

- Contact our Help Desk to get set up
- Process single, multiple, and project work
- Attach PDF, JPG, and PNG sketches
- Red \* indicates mandatory fields

## ⦿ How It Saves Time

- Convert requests into Excel spreadsheets
- Reduces delays
- Once removed from audit, tickets are sent directly to the Member/LSP
- Option to transmit to 3rd party

## ⦿ Request a Demo for Your Organization

# MARKETING INITIATIVES

- ◎ **NEW** user-friendly ON1Call website!
  - Become a Member form
  - Links to TSSA, ESA, MOL, ORCGA, and LAC
  - Resource Library with ON1Call literature
  - Facts about Ontario One Call
  - Calendar of Events and marketing initiatives

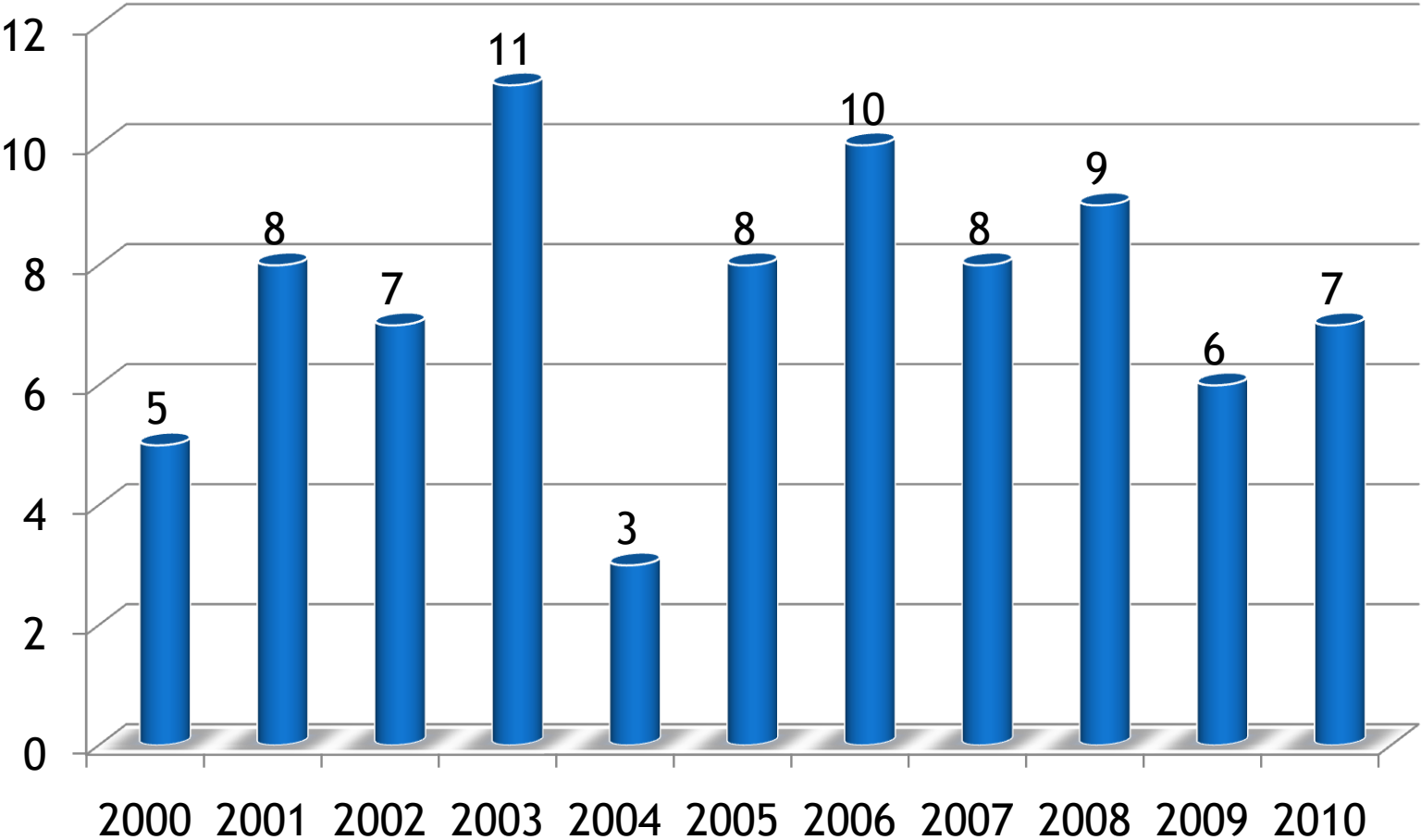


# PILOT PARTICIPATION

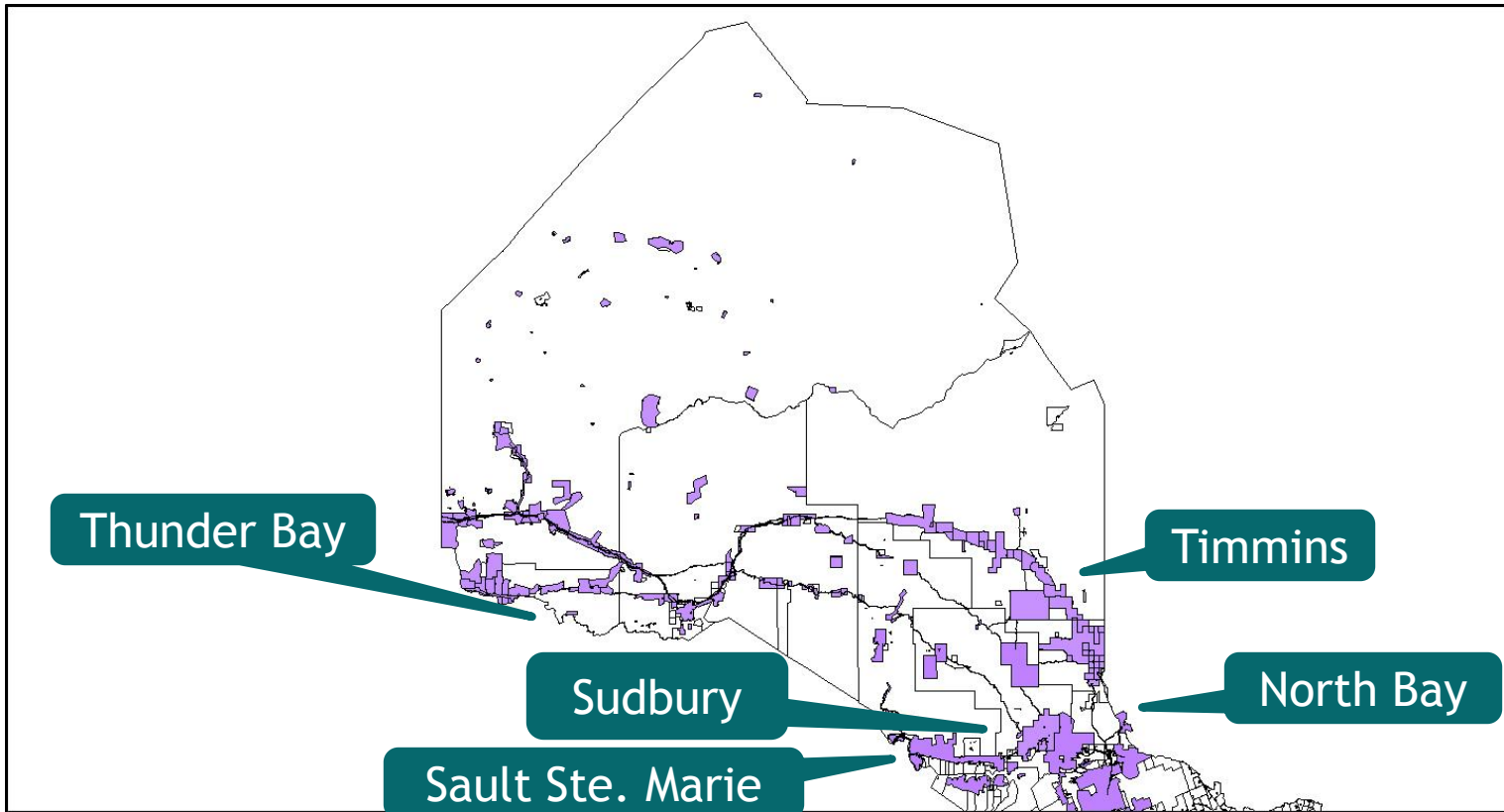
- ⦿ Recruiting pilot participants for:
  - Direct Ticket Entry (DTE)
  - Web Ticket (redesign the web ticket)
- ⦿ Pilot participants will:
  - Test new products/features
  - Provide feedback
  - Preview and assist in developing a more user friendly system

# MEMBERSHIP

Over 140 Members and Growing



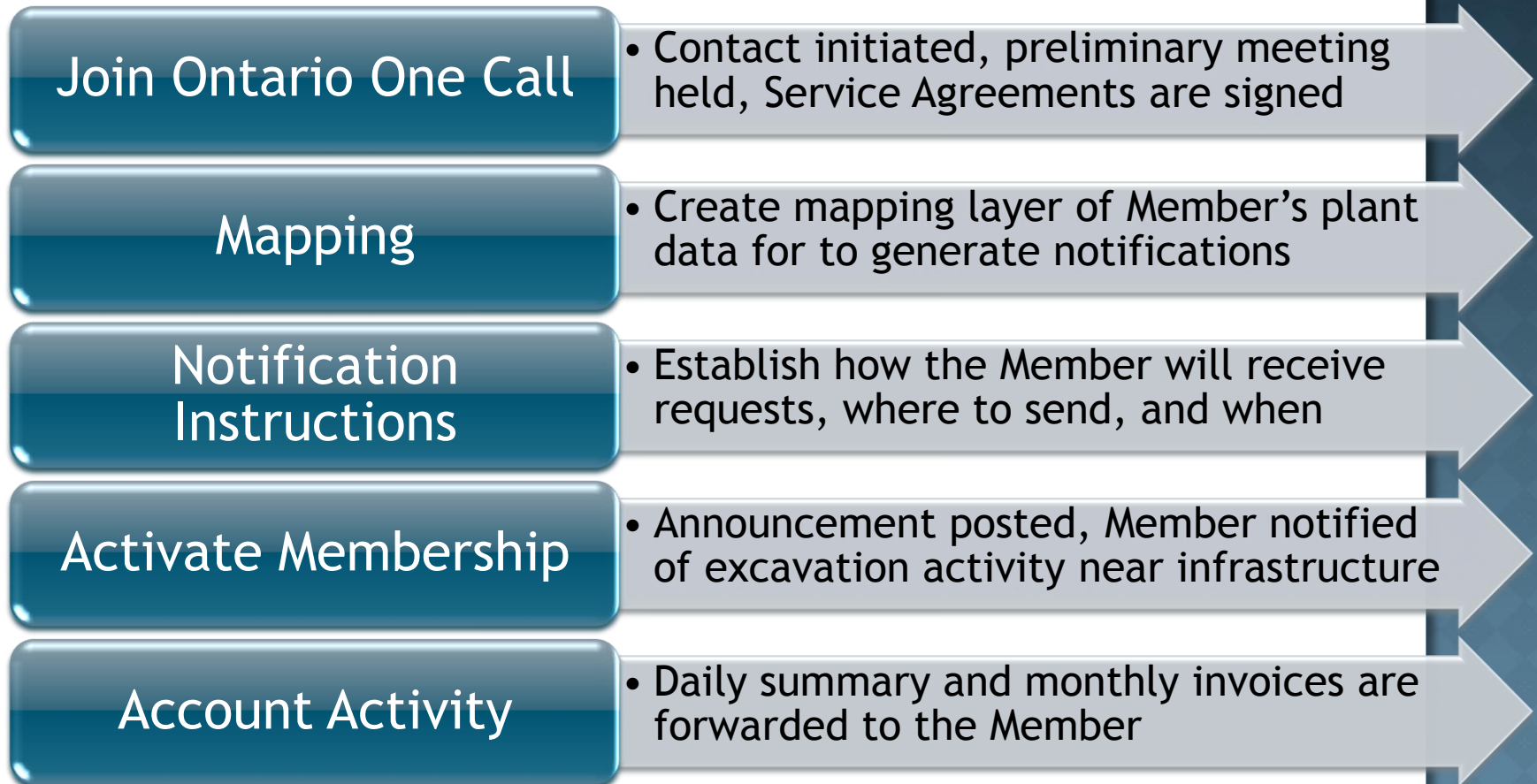
# MEMBERSHIP IN THE NORTH



- Total members of Ontario One Call **141**
- Total members of Ontario One Call in Northern Regions **13**
- Northern members account for **9.2%** of Ontario One Call total membership

Northern Membership	
Allstream	Greater Sudbury Street Lights
Bell Aliant/Canada	Superior TV
Champion Pipelines	Telus
Greater Sudbury Hydro Plus	Trans Canada Pipelines
Group Telecom	Union Gas
Imperial Oil	Via Net
Northern Tel	

# MEMBERSHIP PROCESS



# SUBSCRIPTIONS

- ⦿ Contain important details
  - Coverage area and plant location
  - Receiving mediums (email, fax, FTP, modem)
  - Where tickets transmit, at what time, which day(s) of the week, holidays, etc.
- ⦿ All members must have a subscription in order to receive locate requests
- ⦿ Annual validation begins every January

# MAPPING VALIDATION

- ⦿ Annual mapping validation is mandatory for each member
- ⦿ Campaign runs January to March
- ⦿ Members can update their coverage online
- ⦿ Our Compliance team verifies updates
- ⦿ Frequency of updates is up to the member
- ⦿ Process ensures that mapping data is accurate and current

# OUR COMMITMENT TO YOU

- ◉ We will simplify the process
- ◉ We will enhance the experience through
  - Developing a more user friendly system
  - Establish business rules and procedures that are relevant to Northern Regions
- ◉ We will provided support and direct contacts
- ◉ We will collaborate to meet your needs
- ◉ We will increase our presence in the North
- ◉ We will increase Ontario One Call membership in the Northern Regions

# THE NORTHERN TASK FORCE

- ⦿ Have you ever been frustrated when trying to submit locate requests?
- ⦿ Do you have ideas on how we can improve?
- ⦿ Are you interested in working with us to build a team dedicated to the North?

**Contact us to join our task force!**

**[northern solutions@on1call.com](mailto:northern solutions@on1call.com)**

**THANK YOU FOR ATTENDING.**

