



# BREAKING

# New Ground

Fall 2007/Winter 2008

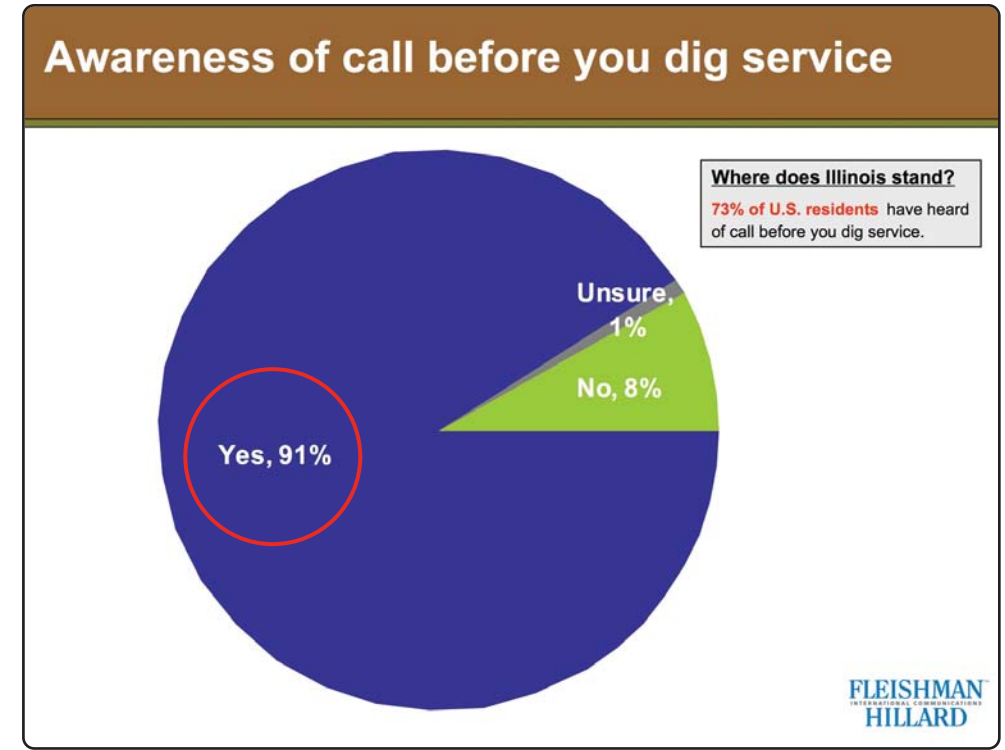
## AND THE SURVEY SAYS...

As part of our ongoing commitment to improving the services of our not-for-profit organization, a statewide survey of Illinois residents was conducted by Fleishman-Hillard (FH) to gauge awareness and attitudes toward residential digging. Key findings were drawn from random telephone interviews with adults throughout the state (with the exception of the city of Chicago) who indicate that they have done a digging project in the past 2-3 years. The survey results were recently presented to the Board of Directors.

According to the findings, Illinois residents are well informed of our call before you dig service. The vast majority of adults who have done a household project requiring digging in the last two to three years are aware of the call before you dig service (91%). This is higher than the nation as a whole, with only 73% of U.S. residents aware of their call before you dig service. Those who say they have heard of JULIE are most likely to have heard about it through television and radio advertisements, inserts in utility bills or bumper stickers on utility vehicles.

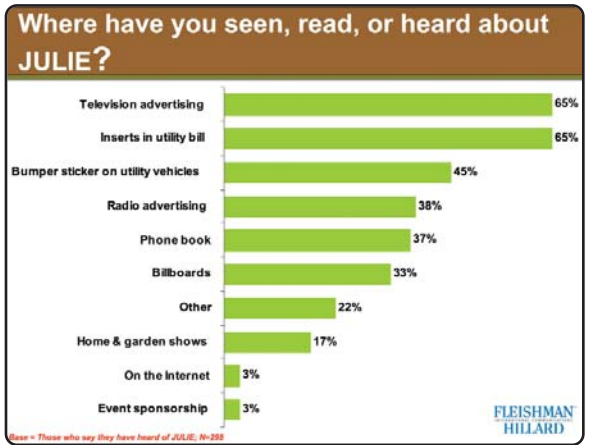
"We are very proud of our efforts to promote JULIE and the 'Call Before You Dig' message," said Executive Director Mark Frost. "Safety is a priority for our organization and we are committed to a proactive education campaign to reach our target audiences across the state."

Illinois residents are also more likely than U.S. residents to have their yard marked before doing both landscaping projects and other types of digging projects. The most common digging projects that residents say they have engaged in during the past two to three years are planting of trees, shrubs or bushes.



A potential area of focus (and opportunity) for JULIE will be the internet. The public seems hesitant to turn to the internet for information about getting lines marked, so a communications strategy aimed at driving more traffic to the Web site will be created next year.

The final results were weighted to reflect the true population distribution throughout the state. FH is one of the world's leading public relations and marketing services providers and specializes in both primary and secondary research.



Graphs illustrate public awareness of JULIE's services.



# QUICK DIGS

## RTE TRAINING CONDUCTED STATEWIDE

More than 1,000 users have been either trained or retrained by JULIE representatives on Newtin Remote Ticket Entry (RTE). RTE is a new, enhanced method for excavators to enter locate requests. It provides all the functionality that currently exists in OCARS WRTE, plus new features that allow the viewing of a map on which a dig site can be identified to improve the locate request process.

Newtin Remote Ticket Entry is the fastest growing segment of total locates for contractors and utility members. Both new users and excavators interested in continuing to enter locates using the new method require



a 90 minute training session. For more information or to schedule a free training session, contact the Data Department at 815-741-5011 or call a JULIE Damage Prevention Manager directly.

## RETURN TO SENDER

In early November, the Data Department sent an annual summary mailing that contains some of the most important information that JULIE sends to coordinators throughout the year.

"These summary reports were sent to more than 1,700 member coordinators," said JULIE Director of Computer Operations Greg Fisch. "It is important that coordinators review the information closely and return the forms as soon as possible, even if there are no changes."

The mailing contained a summary of database parameters currently configured for each company. It also included current names and contact information for JULIE coordinators and alternates. Finally, 2008 dates that are often observed as minor holidays were included for selection, if appropriate.

Coordinators are asked to return the completed 2008 Minor Holiday selection form as well as the Coordinator Contact Report and Summary Report. Completed forms, as well as changes to names and contacts, should be returned in the postage-paid envelopes this month.

## GET JULIE NEWS VIA E-MAIL

Although more than half of our members currently receive informational materials via e-mail, more than 800 members still receive the information via the U.S. Postal Service. JULIE, Inc. recently began a campaign to encourage all members to consider receiving general or informational mailings, including member and contractor newsletters, Board meeting minutes and various other flyers, via e-mail.

### There are major benefits for members receiving information from JULIE via e-mail:

- Members receive news updates and other information more quickly.
- Member coordinators can forward the information to coworkers and other department representatives immediately.
- Members receive less postal mail from JULIE and it decreases the chance of being misplaced.
- Mailing costs decrease, allowing everyone to save money.

If you are interested in receiving general information from JULIE, Inc. via e-mail, please contact Diana Totte, public relations assistant, at 815-741-5673 or [totte@illinois1call.com](mailto:totte@illinois1call.com).

## THINK SPRING

Since the national launch of a new "Call Before You Dig" phone number, approximately 20 percent of JULIE's call volume is generated from professional excavators and homeowners directly dialing 811.

As you make plans for the busy dig season, please keep in mind that JULIE has free safety materials available for your employees and customers. Quantities are limited. For a complete list of available materials, visit [www.illinois1call.com](http://www.illinois1call.com) or call 815-741-5000.



Know what's below.  
Call before you dig.



# 2007-2008 BOARD OF DIRECTORS & OFFICERS

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John Pruden, City of Salem

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## Mark A. Frost, Executive Director

For more information, visit [www.illinois1call.com](http://www.illinois1call.com).

## NEW XML TICKET FORMAT ALLOWS FOR EASY CHANGES

Until recently, the inability to change data included on a locate request ticket without causing disruptions to members was a challenge for one-call centers across the country. After reviewing new options, JULIE recently announced the availability of a new outbound ticket format using Extensible Markup Language (XML) standards for members.

The ability to transmit a ticket in XML format was adopted as a call center best practice by the Common Ground Alliance in 2007. The XML is a general purpose markup language, classified as an extensible language because it allows users to define their own tags for data and text elements in the document. This

can be particularly useful on a JULIE locate request, allowing all information collected from the excavator (i.e. county, place, address, work type) to be uniquely tagged within the transmission for easy parsing by a ticket receiving software application. Furthermore, new fields can be added with new tags without disrupting existing ticket receiving and parsing applications.

For members choosing to use this new format, additional data at a later time will not be an issue. If you are interested in receiving a sample ticket in this new XML format, please call the Data Department at 815-741-5011.

## ANNUAL MEETINGS STRESS SAFETY

With an annual call volume over 1.2 million, JULIE, Inc. is proactively involved in a variety of public and member education and safety programs aimed at increasing the use of the one-call system and reducing accidents through increased awareness of excavation dangers.

Twenty-one excavator safety meetings will once again be held across the state during the winter months. One of the highlights of the new presentation will focus on the recent conversion from the OCARS Pro System to the Newtin locate request processing computer. This conversion has resulted in several new features and functionalities for damage prevention stakeholders in Illinois. In addition to an improved remote ticket entry interface for excavators and quality analysis programs for staff, the new system offers helpful map tools for call center operators to pinpoint on or draw a polygon around a jobsite.

"These regional meetings bring together a variety of stakeholders to discuss the latest issues and challenges," said Kevin Chmura, director of public relations at JULIE, Inc.

Registration is available on-line at [www.illinois1call.com](http://www.illinois1call.com). There is no charge for members and contractors to attend any of the meetings—pre-registration is required and no walk-in attendees are accepted. Our not-for-profit organization must pay for all "no-show" meals, so it is important to notify JULIE if you are unable to attend a meeting. If you have any questions about the registration process, please contact Diana Totte, public relations assistant, at 815-741-5673.

### 2008 MEETING SCHEDULE

January	February
9 Decatur	1 Rockford
10 Mundelein	6 Streamwood
11 Urbana	7 Alton
16 Lisle	8 Collinsville
17 Olney	12 Kankakee
18 LaSalle	15 Springfield
23 Alsip	20 East Peoria
24 Marion	22 Moline
25 Quincy	27 Joliet
30 Rock Falls	29 Effingham
31 Mt. Vernon	

## WELCOME NEW MEMBERS!

- Cable Constructors, Inc.
- Gargoyle Technologies, Inc.
- Granite City Steel
- Northfield Woods Sanitary District
- Spoon River Electric Cooperative
- Township of Stickney Highway Department
- URS Corporation
- Village of Essex
- West Prairie Water Coop

# STORAGE METHOD OPTIONS PROVIDE COST SAVINGS

For the first time in five years, the JULIE, Inc. Board of Directors approved a policy resolution to increase the JULIE message rate. Information about the rate adjustment was sent to member coordinators in August.

The Board of Directors, Finance Committee and staff closely reviewed this issue and determined a 15 cent message rate increase was appropriate and fiscally responsible to pursue the current and long-range goals of our not-for-profit organization. The rate adjustment is effective on July 1, 2008.

With this in mind, there are potential cost savings options available for members, regardless of size and ticket volume. Options include the accuracy of the notification area and the preferred ticket delivery method.

## Accuracy of Notification Area

The method of storing member facility information with JULIE can significantly impact costs. Currently, the most common method is storing grids (quarter sections).

JULIE recently unveiled a new, more effective method of storing member underground facility information. This new method stores member data in a polygon format. The polygons may

be created with current GIS information provided by members or can be hand-drawn at JULIE. There is no charge to convert your data from grid to polygon.

There are four main benefits of providing polygon facility information:

- Polygons allow members to define just the areas to be notified (with a protective buffer zone), rather than the complete grid (quarter section). This should reduce the number of non-conflict tickets.
- If a member has multiple codes, the member can remove the overlap caused by grids with polygon data.
- Polygons can be easier and more efficient to keep updated than the grid system. This also allows the member coordinator the opportunity to focus on other projects.
- Polygons can be used for a portion of the member facilities or all of the facilities. For example, a feeder main that goes from one town to the next can be a polygon and/or the member can choose to keep the rest of their database in grid notification.

For questions or more information, please contact Burt McAlpine at 815-741-5668 or [mcalpine@illinois1call.com](mailto:mcalpine@illinois1call.com).

In addition, all members are encouraged to review grid and place data to make sure it is current. By keeping this information updated, it will help to remove excess grids and places and add new grids and places as underground facilities change in your member code. If you have multiple codes, this is an opportunity to remove the overlapping grids.

The current member grid and place data is available via the Newtin Web site. It can also be provided in either text files or shape files from JULIE, Inc., if requested.

Please contact the Data Department at 815-741-5011 to request or change your current grid and place data or to gain access to the Newtin Web site.

## Ticket Delivery Method

All members are encouraged to review their current methods for receiving and submitting locate requests. Members have several receiving options at different rates, including 1) printer/modem or e-mail, 2) fax or 3) voice. Members who receive less than 400 notifications per year are eligible for fax or voice delivery.

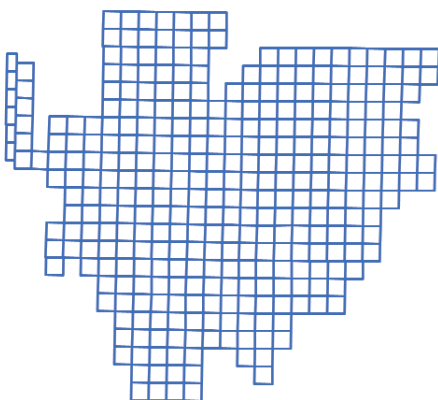
The available methods and the new price effective July 1, 2008 are as follows:

- E-mail and Modem . . . . . \$1.10
- Fax . . . . . \$1.60
- Voice . . . . . \$2.10

E-mail is the preferred delivery method because it is the most reliable and cost effective ticket delivery method. For example, by switching from fax to e-mail, a member could save more than 30 percent. This is a \$50 savings for 100 tickets.

Please contact Debi Andre to request a ticket delivery change at 815-741-5018 or [andre@illinois1call.com](mailto:andre@illinois1call.com).

Past JULIE grid plot method.



New Polygon plot method.



JULIE recently unveiled a new, more effective method of storing member underground facility information. This new method stores member data in a polygon format. The polygons may be created with current GIS information provided by members or can be hand-drawn at JULIE.

## NEW SUITE OF PROGRAMS AVAILABLE ONLINE

As a JULIE member coordinator, you may be asked to produce copies of old locate requests, review and maintain your company's grid or polygon database or gather statistics related to various JULIE activities. Several programs are available online for coordinators and alternates to assist with these functions.

**Ticket Search** – Provides the ability to search for tickets using a wide array of search criteria. Often used for reproducing tickets, counting locate activity in a specific region, or by claims department when researching damages.

**Member Grids** – Used to view current area of notification quarter-section grid selections. Viewing grids on top of the JULIE base map has made it much easier to identify areas that are either not covered or have excessive grids turned on.

Reminder: JULIE Coordinators should review their grid selections annually!

**Member Polygons** – Used to view area of notification polygons. This program has been useful for members converting from grids to polygons, as they are able to easily confirm the positional accuracy of the shapes prior to activation.

**MultiReport** – Contains a variety of useful reports such as List members, 2nd Notice Detail and Ticket Deliveries.

These programs can be downloaded from the Web site (<http://illinois1call.com/>) using the Newtin RTE link, then RTE Training, Programs-Materials, Newtin Applications. Once downloaded, contact the JULIE Data Department at 815-741-5011 to obtain your login account and password to access your data.

## PIPELINE SAFETY PROGRAM REACHES EMERGENCY RESPONDERS

The Northern/Central and Southern Illinois Pipeline Associations (NIPA and SIPA) recently held a series of public safety awareness meetings across the state. The meetings attracted hundreds of emergency responders from local fire and police departments as well as county and municipal officials.

"These meetings provide a basis for facilitating and enhancing communication and cooperation between pipeline companies and various emergency responders so that we may be better prepared to protect the general public in the event a pipeline emergency occurs," said Gina Meehan, Ameren Utility Public Awareness Specialist, JULIE Board member and SIPA president.

"Third party damage continues to be the leading cause of pipeline accidents. By working with the pipeline companies and

local government officials, we hope to increase awareness that excavation safety begins with a call to JULIE," added Dale Kuhn, JULIE Damage Prevention Manager.

Member utility representatives presented the program which covered such topics as pipeline safety, JULIE procedures and emergency response protocol. The sessions culminated with a disaster scenario in which participants formed small groups and formulated a response to the mock emergency. For more information, visit [www.ilnipa.com](http://www.ilnipa.com).



Greg Stauffer of Conoco Phillips Pipeline Company and Scott Smith of Wolverine Pipeline Company met with officials and distributed information at the events.

## OUT & ABOUT

JULIE's Damage Prevention Managers – Dave Van Wy, Dale Kuhn and Ray Muhs – are available to present safety seminars and answer your questions regarding the state law and JULIE's policies, services and programs. The managers can also train and/or retrain members interested in the new RTE system.

**For more information, call the appropriate Damage Prevention Manager listed below:**



### Northern Region

David Van Wy  
Office: 847-963-0387  
Cell: 815-351-5002  
E-mail: [vanwy@illinois1call.com](mailto:vanwy@illinois1call.com)

### Central Region

Dale Kuhn  
Office: 217-698-0813  
Cell: 217-725-0904  
E-mail: [kuhn@illinois1call.com](mailto:kuhn@illinois1call.com)

### Southern Region

Raymond Muhs  
Office: 618-662-2118  
Cell: 618-843-2513  
E-mail: [muhs@illinois1call.com](mailto:muhs@illinois1call.com)

## SAVE THE DATES 2008

**The Old House New House Home Show**  
St. Charles ..... Feb. 8-10

**Home Showcase**  
Tinley Park ..... Mar. 7-9

**Chicagoland Flower & Garden Show**  
Rosemont ..... Mar. 8-16

**Board Meeting**  
Joliet ..... Mar. 19

**Annual Meeting**  
Peoria ..... Apr. 25

Visit [www.illinois1call.com](http://www.illinois1call.com) for a complete list of upcoming events and additional details.

3275 Executive Drive  
Joliet, IL 60431

- And the Survey Says...
- Storage Method Options Provide Cost Savings
- Quick Digs
- New XML Ticket Format Allows for Easy Changes
- Annual Meetings Stress Safety
- New Suite of Programs Available Online
- Pipeline Safety Program Reaches Emergency Responders
- Ameren Safety Fair: Educating the Public & Employees

Breaking New Ground is published by the JULIE Public Relations Department. The contents in this publication are for informational purposes only.

Comments and story ideas should be directed to Kevin Chmura, editor, at 815-741-5000 or [chmura@illinois1call.com](mailto:chmura@illinois1call.com).

To receive this publication via e-mail, please visit [www.illinois1call.com](http://www.illinois1call.com). Designed by Gammon Group.



## Ameren Safety Fair: Educating the Public & Employees

Youngsters get a chance to learn about utility safety.



Gina Meehan, JULIE Director and Ameren Utility Public Awareness Specialist, demonstrates to this youngster how color coded flags are used to indicate the presence of buried utility facilities at the Ameren Safety Fair.

Among the many safety activities for youngsters at the Ameren Safety Fair was a live locating demonstration which allowed children the opportunity to use a locating device to find buried wires.



**The mission of JULIE, Inc.** is to provide Illinois excavators and underground utility facility owners with a continuously improving one-call message handling and delivery service for the safety and protection of underground facilities and those individuals who work or live near such facilities. To guide the corporation's operations toward the fulfillment of the mission, JULIE, Inc., espouses quality, affordability, customer service and a conducive work environment as guiding principles/values for the organization.