

**DAMAGE PREVENTION BOARD  
VIDEOCONFERENCE MEETING**

**Thursday – November 21, 2019 – 9:30 a.m. (MST)**

**Division of Building Safety  
1090 East Watertower Street, Suite 150, Meridian  
1250 Ironwood Drive, Suite 220, Coeur d'Alene  
2055 Garrett Way, Building 1, Suite 4, Pocatello**

**MINUTES OF THE NOVEMBER 21, 2019 MEETING**

**NOTE:** The following report is not a verbatim transcript of the discussions at the meeting; however, is intended to record the significant features of those discussions.

Chairman Jeffrey Diehl called the meeting to order at 9:30 a.m. (MST)

**Board Members Present:**

Jeffrey Diehl, Chairman  
Jerry Piper, Vice-Chairman  
Bob Chandler  
Scott Spears  
Roy Ellis  
Julie Maki  
Vaughn Rasmussen  
Jeanna Anderson  
Nichole Rush  
Darrin Ulmer

**DBS Staff Members Present:**

Chris L. Jensen, Administrator  
Ron Whitney, Deputy Administrator  
Spencer Holm, Deputy Attorney General  
Larry Jeffres, Regional Manager, Region 1  
Patrick J. Grace, Regional Manager, Region 2  
Adam Bowcutt, Regional Manager, Region 3  
Jamie Buckingham, D. P. Program Specialist  
Amy Kohler, Compliance Program Specialist  
Renee Bryant, Administrative Assistant 2

◆ **Open Forum**

Positive Response – Bill Adams, Idaho Pipeline Corporation, proposed the Board consider amending the law to include Positive Response, which is a way for utility companies to communicate with excavators about their job sites (marked, unmarked, not in conflict, high priority) through Idaho's 811; i.e., DIGLINE or Pass Word. The Board took no action as Open Forum is a platform for discussion only of topics not on the agenda.

◆ **Approval of the November 21, 2019 Agenda**

There was a request to switch agenda item 02 *Education and Training Subcommittee Update* with item 04 *Financial Report*. It was agreed this change will be made to future agendas as well.

**MOTION:** Jerry Piper made a motion to approve the agenda with the modification. Darrin Ulmer seconded. All in favor, motion carried.

◆ **Approval of the September 26, 2019 Meeting Minutes and August 1, 2019 Special Meeting Minutes**

**MOTION:** Roy Ellis made a motion to approve the meeting minutes as written. Bob Chandler seconded. All in favor, motion carried.

◆ **Financial Update**

Financial Report – Deputy Administrator Ron Whitney reviewed the FY2020 financial spreadsheet. DBS has been awarded the full \$100,000 grant from the Pipeline and Hazardous Materials Safety Administration (PHMSA). Although the Division has not received its first of payment, it can continue to accrue expenses against the grant through the end of the grant period, which is September 2020. The Public Utility Commission (PUC) received a grant for \$52,200. There is a Memorandum of Understanding between the two agencies, and beginning December 2019, the Division will invoice PUC monthly. In the FY2021 budget, DBS has requested an additional \$97,800 in spending authority.

Marketing and Advertisement – It is the intent of the Division to make public a Request for Proposal (RFP) for basic marketing, advertisement, content development, etc. Anticipating the type of revenue generated and cash available, the Board might want a regularly budgeted annual amount to spend on marketing and advertising, as well as to have a firm handle everything. Once a marketing firm has been awarded, and after the initial year, it would be a matter of negotiating with the firm each year on what they will provide and how the funds will be used.

◆ **Damage Prevention Training Report**

Handouts – Provided were handouts on the *National Excavator Initiate* brochure, and *2019-2020 Call Idaho 811 Campaign Recommendations*.

Grant Update – The State Damage Prevention Grant authorized \$20,000 for digital updates on training material. The Division had 30 days from the issuance of the grant to award the funds. After discussion with the Board at a previous meeting, the Division moved forward and contracted with a local company named Tovuti.

Industry Feedback & Considerations – Since taking over the role of the Damage Prevention Compliance Specialist, Jamie Buckingham has been focusing on outreach to the Idaho Utilities Commission Councils (UCC).

Exemptions and Agricultural Activities – There are exemptions for some agricultural activities in the state but not all. In 2020, part of the outreach program will be to provide education and training to the farm/agricultural communities.

UCC Membership – The Board was asked if it would be interested in maintaining memberships with the 12 active UCC's across the state of Idaho. If so, the combined registration fees would be approximately \$550. It was Deputy Attorney General Spencer Holm's opinion the Board has broad authority to participate as a member.

Advertising – There had been a question on whether there was any movement towards digital advertisement, and if so, how would it be broadcast. Billboards were a suggestion, as well as radio, television, and click-through content on digital. Provided was an example from a local advertising agency on three different campaign tiers, \$25,000, \$50,000 and \$90,000, and the type of advertising that could be made within those price ranges.

First Time Offender Training – In September 2017, the Board approved for Intermountain Gas to provide training to first time offenders. Recently, it has come to the attention of the Damage Prevention Board Compliance Specialist that there has been a miscommunication between the

Division and Intermountain Gas as it pertains to keeping track of the individuals/companies completing the training. The Chairman recommended Intermountain Gas continue to provide training to first time offenders; however, partner with DBS to enhance the tracking system.

Participation in Training – In 2018, 788 individuals participated in training, either in-person or online. In 2019, there were 1118 participants.

◆ **Education and Training Subcommittee Update**

National Excavators Initiative (NEI) Brochure – The brochure is available through the Division’s Meridian office.

Digital Training – As part of the PHMSA grant, \$20,000 has been set aside for digital training. The on-line training website has been secured by DBS and is currently in the infancy stage. Tyson Chaplain, Tovuti, provided a presentation of the customized on-line training program specifically designed for the Damage Prevention Board. The Board has 100% control over the content; however, Tovuti will own the platform and charge an annual fee. The targeted launch date is January 6, 2020.

Advertising (Cont’d) – Brought forth was the idea of advertising on billboards throughout the state of Idaho. There would be a monthly fee with an annual contract. The Division could create the content for the billboards, which would be either canvas or digital. Confirming with the Deputy Attorney General, the Division can begin the RFP process.

When subcommittees are ready for a decision (vote) from the Board, contact Chairman Diehl and/or Board Support Renee Bryant to place the topic(s) on the upcoming board meeting agenda as an action item(s).

Additional advertising ideas were: 1) Click-through concept with cell phones, and 2) Idaho Transportation Department’s electronic signs over freeways/highways.

Combining Subcommittees – Since the inception of the Finance and Education & Training Subcommittees several years ago, the dynamics of the two have changed; thus, the question whether to combine the two subcommittees. Board Member Bob Chandler offered to participate on the Education & Training Subcommittee. With Board Member Chandler, there are a total of five subcommittee members with two serving on both. Paul Good, Avista, has been appointed to the Underground Pipeline Facility position recently vacated by Mark Van Slyke. There was concern if the two subcommittees merged, and the dual seated members were no longer, there could potentially be a quorum. The subcommittees were encouraged, based on the current configuration, to evaluate what meeting schedule is most efficient for the members involved and either stay separate, meet jointly, or meet with a dual agenda meeting without formally combining the two subcommittees.

◆ **Compliance Report**

Compliance – Currently there are no appeals, and everything is status quo.

DPB NOV Trend Report – Compliance Program Specialist Amy Kohler will provide one years-worth of NOV trends at the January 2020 Board meeting.

Idaho's Guide to Safe Digging Booklet – Board Member Bob Chandler requested, and the Division agreed, to send 400 booklets to the city of Coeur d'Alene.

NOV Data and Training – To assist in driving down damages, the Board is most interested in Compliance Program Specialist Amy Kohler's data on alleged violations being utilized by Damage Prevention Compliance Program Specialist Jamie Buckingham to shape and mold the training program. For future reports, the Board would like to know how the NOV data is being used to influence training and outreach.

DIRT Letter – The Division is in the process of generating a letter to all facility owners, reminding them of the requirement to report damages through DIRT by March 31, 2020. Board Member Julie Maki will provide DIGLINE's email list of facility owners, as well as contact Pass Word for their list. The letter will be sent the middle of January 2020, with a follow-up the first of March 2020.

◆ **Administrator Report**

PHMSA Report – Idaho's 2018 audit was approved with a score of 247 out of 258. The only issues were exemptions, how to use the data related to impact, and making information readily available on a regular basis. Regional Manager Patrick J. Grace will contact David Appelbaum, PHMSA State Evaluator, to clarify his expectations. In addition, Regional Manager Grace will have a link to the next report placed on the Division's website.

New Office Location – The budget has been set and is in the Governor's office. One major change is a line item where DBS purchased a building in Blackfoot, once owned by the Department of Labor. Consolidation of the Division's Idaho Falls and Pocatello offices will be completed by the end of November/first of December 2019.

Donations – It was suggested rather than entities donate specifically to the Mike Rowe Campaign/NEI, monies be offered to education, training and outreach measures as there is already approved spending authority in the budget.

CONEXPO – North America's largest construction trade show will be held March 10-14, 2020, in Las Vegas, Nevada.

◆ **Adjournment**

Chairman Diehl adjourned the meeting at 11:50 a.m.

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JEFFREY DIEHL, CHAIRMAN  
DAMAGE PREVENTION BOARD

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CHRIS L. JENSEN, ADMINISTRATOR  
DIVISION OF BUILDING SAFETY

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DATE

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DATE

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