



2024 ANNUAL REPORT



**SAFETY IS IN YOUR HANDS.
EVERY DIG. EVERY TIME.**



Our Purpose:

To protect the assets of member companies.

Our Vision:

We are an indispensable service for the Commonwealth of Kentucky.

Our Mission:

We continuously educate, influence legislation, leverage all resources, and produce quality locate requests.

Our Core Values:

RESPECT Kentucky 811 is committed to creating a safe and secure working environment and recognizing and appreciating the qualities, knowledge and abilities of others.

ACCOUNTABILITY We will own our decisions and be responsible for the outcomes. We will be solution-oriented and learn from our mistakes.

HONESTY & INTEGRITY Kentucky 811 is committed to maintaining transparency and truthfulness at all times. We will act ethically and strive to do the right thing always.

INNOVATION Kentucky 811 is committed to continuous improvement of our processes and systems. We will develop and incorporate new technology and encourage thoughtful, creative and inspirational ideas.

SOLUTION-ORIENTED We are committed to working cohesively and collaboratively to obtain the goals and fulfill the mission of the organization.

From the Executive Director



Kentucky Underground Protection, Inc. is approaching its 40-year anniversary of leading the underground utility damage prevention and excavation safety efforts in Kentucky. Yet 2023 was a year of many firsts. It was also a record setting year for 811 locate request activity. The corporation was rebirthed following the separation from Underground Safety Alliance and firmly established a standard for safety within the communities and neighborhoods of Kentucky.

Following the separation from Underground Safety Alliance, Kentucky Underground Protection, Inc., d.b.a. Kentucky 811, restructured corporately and put in place the foundations to build a world-class utility damage prevention and excavation safety organization. The year 2023 was the first full year of our partnership with One Call Concepts to provide contact center services. It was also the first year working with our network of business partners: Goforth & Herron, Dean Dorton, Stablemate Creative, SimplifIT, Hawkins HR Consulting and Design Web Louisville. This network of service providers was outstanding and performed with precision and professionalism.

It was the first year for our new staff. We added two damage prevention managers and a business manager. Jamie Gaddis is Damage Prevention Manager for the eastern part of the state, and Patrick Donoghue is Damage Prevention Manager for the western part of Kentucky. Diane Bischoff is Business Manager and works closely with the board of directors and with me on corporate issues.

Operationally, we had several firsts. Volumes for 2023 exceeded those for 2022 all twelve months. Nine of the months were all-time “history of the company” records. We surpassed 80% online web locate request entry for the first time ever. We outperformed our key performance indicators in every category. The average speed of answer was faster than our target of 60 seconds for all twelve months and was less than 30 seconds for four of the months.

We built efficiencies into the mapping system and web entry drawing tools that greatly rewarded our member utilities. These efficiencies returned hard dollar savings by reducing the number of locates that we transmitted by over 300,000. That’s not only a monetary savings, it is removing a lot of unnecessary locates from the already stressed system.

We are in the process of building a new public facing website that will replace the current www.kentucky811.org. This was the first year that we operated an online promotions store that provided easy access to order giveaway items that promote Kentucky 811 and safe digging. Additionally, we built an internal intranet site for electronic storage of corporate documents.

Another first for 2023, we established a pilot scholarship program through the Kentucky Technical College System, Owensboro Campus. Two scholarships will be awarded annually to students entering the technical college system to learn a construction related trade. To be eligible, the students must be related to an employee working for one of our member utility operators.

As a result of the excellent strategic direction and leadership provided by the Board of Directors, Kentucky Underground Protection, Inc., is financially sound, has excellent controls in place, is structurally solid and positioned for many more years of overwhelming success.

As always, feel free to contact me if you have questions or need additional information. Thanks for supporting Kentucky 811 and for all you do to promote safety in Kentucky. The goal is ZERO damages—one day at a time!

Tim Vaughn, Executive Director

2024 Board of Directors



CHAIRMAN
Tim Owen
Atmos Energy



VICE CHAIRMAN
Thadd Kistler
Logan Telephone Cooperative



SECRETARY
Sara Austin
AT&T Services, Inc.



TREASURER
Greg Harbour
Kinder-Morgan



Ben Tooley
*Muhlenberg County
Water District #3*



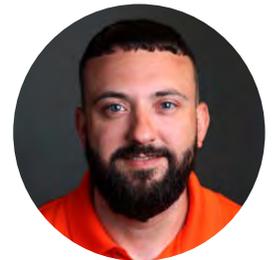
Brandon Drake
Louisville Water



Charles Dick
*Kentucky American
Water*



Chris Givens
*Warren Rural Electric
Cooperative*



Dennis Durnal III
Marathon Pipeline



Jennifer McCleve
*Kentucky
Transportation Cabinet*



Keith Meador
Frankfort Plant Board



Lisa Smith
*Columbia Gas
of Kentucky*



Mark Henry
Duo County Telephone



Tom Baker
Cleary Construction



William Ballard
*East Clark County
Water District*

Not pictured:

David Doggette – *Team Construction*

Darren Sledge – *Bowling Green Municipal Utilities*

Brian Mayer – *Charter Communications*

Jeremy Timmerding – *Duke Energy*

Organization Chart

STAFF



Tim Vaughn
Executive Director



Diane Bischoff
Business Support Manager

EDUCATION & OUTREACH



Patrick Donoghue
*Damage Prevention
Manager – West*



Jamie Gaddis
*Damage Prevention
Manager – East*

BUSINESS PARTNERS

OPERATIONS – *One Call Concepts*

FINANCE – *Goforth & Herron, CPA*
– *VonLehman; Dean Dorton – Auditor*

MARKETING – *Stablemate Creative LLC*

INFORMATION TECHNOLOGY – *SimplifIT; Design Web Louisville*

HUMAN RESOURCES – *Hawkins HR Consulting*



Membership

474

**unique utility
operator members**

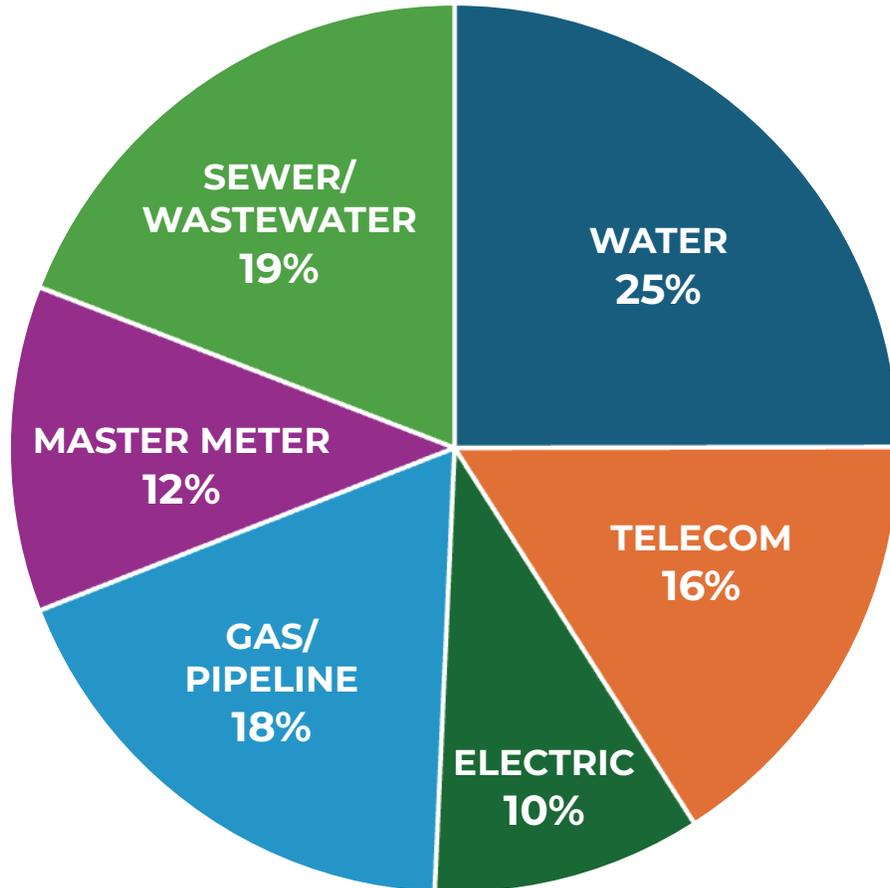
769

**utility
services**



Kentucky 811 has 474 unique utility operator members. This member base operates 769 utility services (many utility members operate multiple utility types).

Membership Makeup by Utility Type

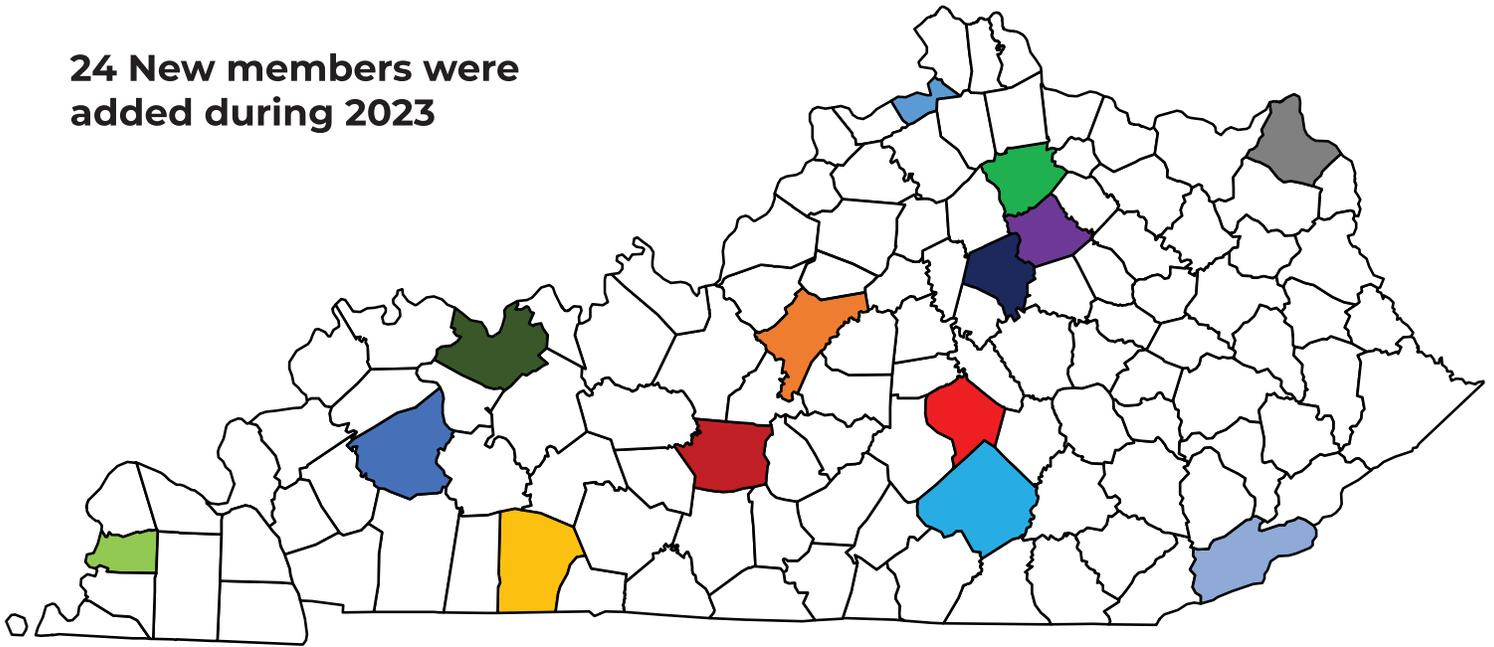


Water	192 members
Sewer/Wastewater.....	147 members
Gas/Pipeline	141 members
Telecom.....	123 members
Master Meter	91 members
Electric	75 members

769 members

Membership

24 New members were added during 2023



Multiple County Coverage:

American Electric Power Transmission
 AT&T Mobility
 Cogent Communications
 Litfiber
 Ritter Communications
 Windstream Kentucky, Inc.

- City of Cynthiana (Harrison)
- City of Flatwoods (Greenup)
- City of Paris – Electric (Bourbon)
- City of Stanford – Waterworks (Lincoln)
- East Daviess County Water Assn.
- Gallatin County Water District
- Green River Valley Water District (Hart)
- Housing Authority of Paris (Bourbon)
- Milburn Water District (Carlisle)
- Northfield Manor (Logan)
- PWRE2 Liberty Heights Apts (Fayette)
- South Kentucky RECC (Pulaski)
- Whitesville Water Works (Daviess)

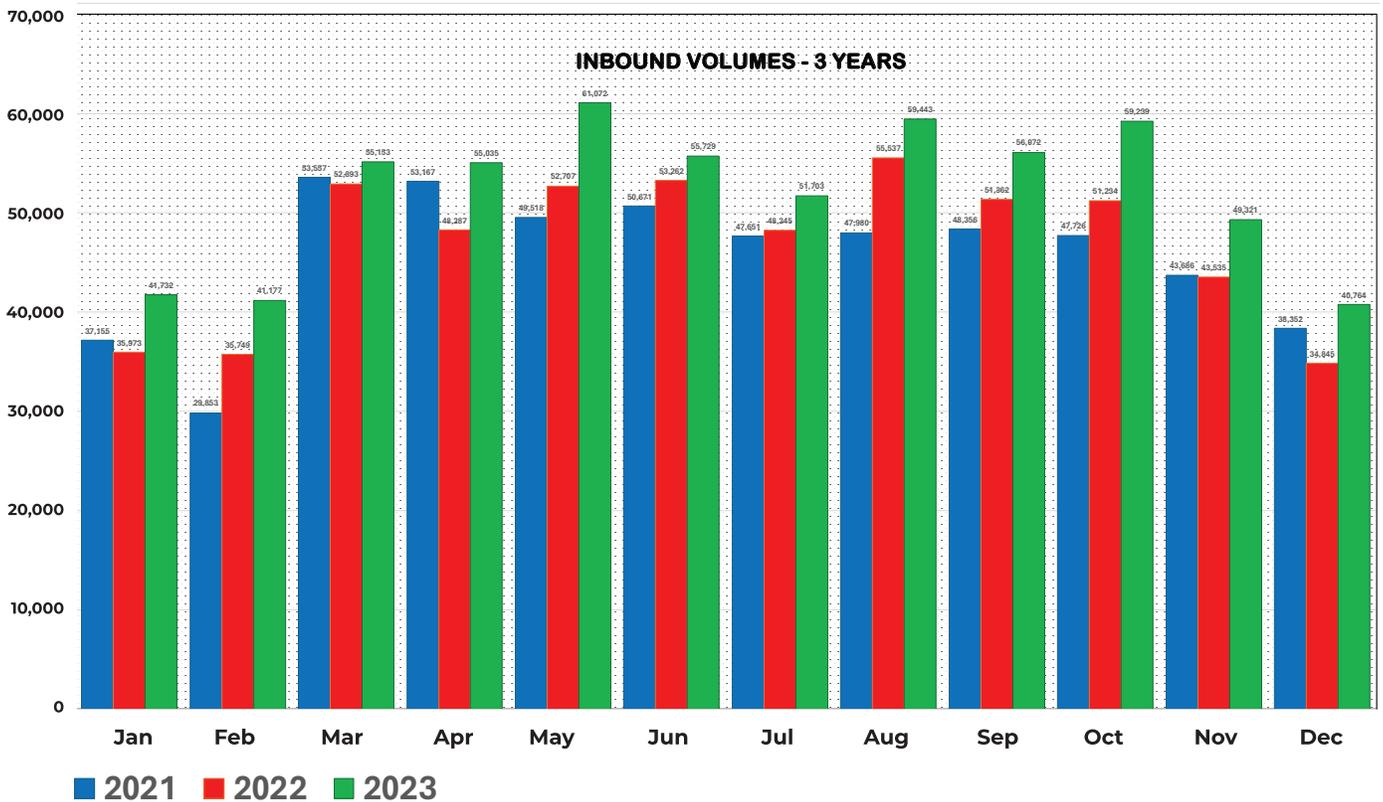
By County:

- Bardstown City Electric (Nelson)
- Bardstown Connect
- Bardstown Water and Sewer
- Black Mountain Utility District (Harlan)

Operations Activity

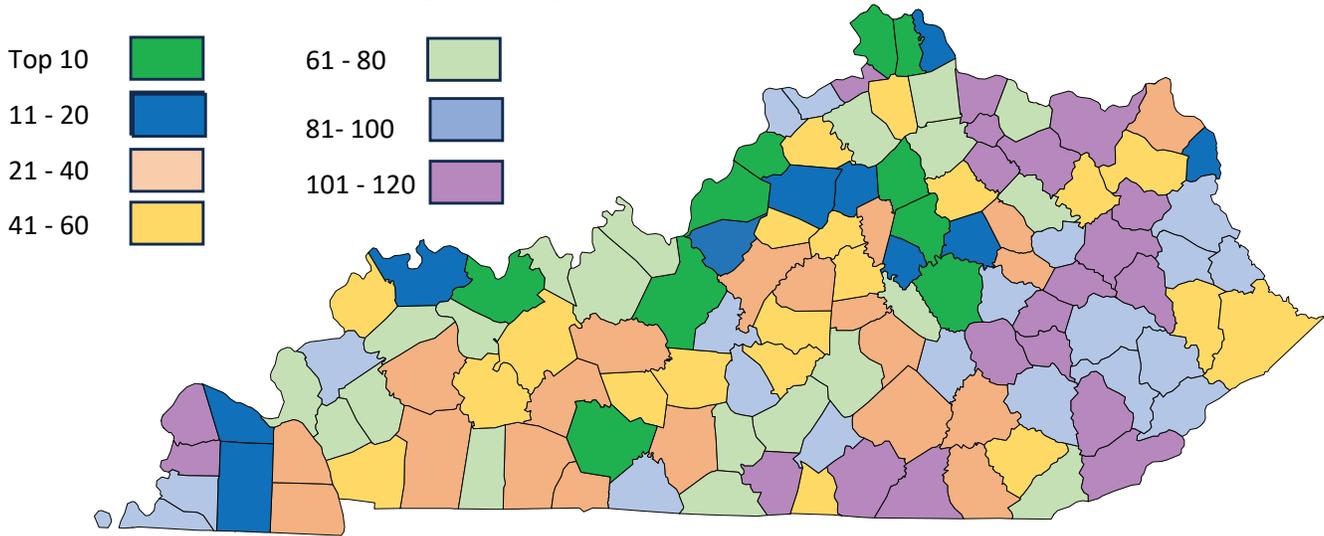
Inbound Locate Request Volume

2023 surpassed 2022 volumes for all 12 months and set all-time *“history of the company”* records for 9 months.



Operations Activity

2023 Inbound Volumes by County



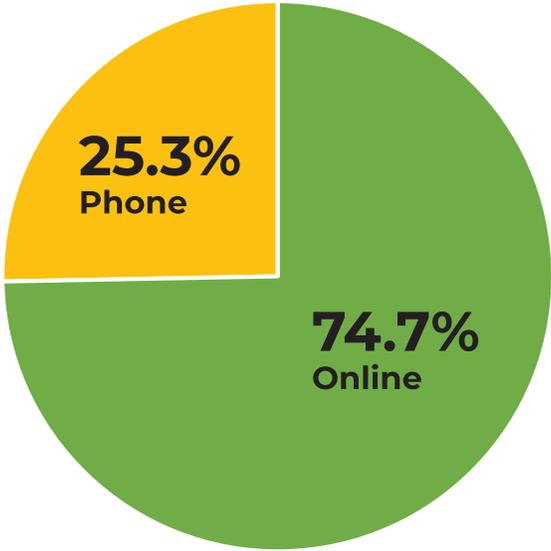
COUNTY	VOLUME	COUNTY	VOLUME	COUNTY	VOLUME
ADAIR	1,578	GRANT	2,727	MCLEAN	2,045
ALLEN	1,381	GRAVES	7,861	MEADE	2,144
ANDERSON	2,568	GRAYSON	4,081	MENIFEE	1,037
BALLARD	911	GREEN	1,310	MERCER	2,250
BARREN	5,495	GREENUP	3,871	METCALFE	2,114
BATH	1,680	HANCOCK	1,602	MONROE	1,474
BELL	1,712	HARDIN	13,657	MONTGOMERY	5,226
BOONE	20,262	HARLAN	694	MORGAN	592
BOURBON	3,333	HARRISON	1,713	MUHLENBERG	3,477
BOYD	7,669	HART	2,675	NELSON	6,447
BOYLE	4,801	HENDERSON	8,327	NICHOLAS	555
BRACKEN	654	HENRY	2,960	OHIO	3,310
BREATHITT	1,274	HICKMAN	1,261	OLDHAM	21,659
BRECKINRIDGE	1,764	HOPKINS	6,240	OWEN	1,649
BULLITT	12,546	JACKSON	373	OWSLEY	419
BUTLER	3,764	JEFFERSON	100,380	PENDLETON	1,572
CALDWELL	1,897	JESSAMINE	9,495	PERRY	1,151
CALLOWAY	6,623	JOHNSON	1,471	PIKE	2,957
CAMPBELL	8,542	KENTON	17,895	POWELL	4,046
CARLISLE	769	KNOTT	1,080	PULASKI	5,519
CARROLL	1,460	KNOX	2,831	ROBERTSON	256
CARTER	3,091	LARUE	1,321	ROCKCASTLE	1,413
CASEY	1,897	LAUREL	7,468	ROWAN	2,215
CHRISTIAN	6,392	LAWRENCE	1,057	RUSSELL	1,175
CLARK	8,590	LEE	990	SCOTT	14,096
CLAY	1,043	LESLIE	416	SHELBY	7,994
CLINTON	2,236	LETCHER	1,052	SIMPSON	4,209
CRITTENDEN	1,087	LEWIS	889	SPENCER	2,536
CUMBERLAND	724	LINCOLN	3,945	TAYLOR	3,113
DAVISS	21,126	LIVINGSTON	2,117	TODD	1,715
EDMONSON	3,757	LOGAN	5,497	TRIGG	2,510
ELLIOTT	441	LYON	1,767	TRIMBLE	1,209
ESTILL	1,381	MADISON	15,065	UNION	3,389
FAYETTE	51,443	MAGOFFIN	500	WARREN	25,032
FLEMING	834	MARION	3,018	WASHINGTON	3,960
FLOYD	3,198	MARSHALL	6,774	WAYNE	568
FRANKLIN	8,302	MARTIN	1,383	WEBSTER	1,791
FULTON	1,038	MASON	1,738	WHITLEY	5,452
GALLATIN	996	MCCRACKEN	10,749	WOLFE	446
GARRARD	1,743	MCCREARY	607	WOODFORD	4,859

Web Ticket Entry

Online locate requests (Web Ticket Entry) is the most efficient way for an excavator to communicate precise information to the utility locator. Our online system called ITICnxt has several drawing tools that allow the requesting excavator to draw their project directly on the map. This drawing is available to the locator for use in the field during the locate process.

During 2023 Kentucky 811 and One Call Concepts conducted six “software summits” throughout the state to train excavators on the use of the online request entry tool.

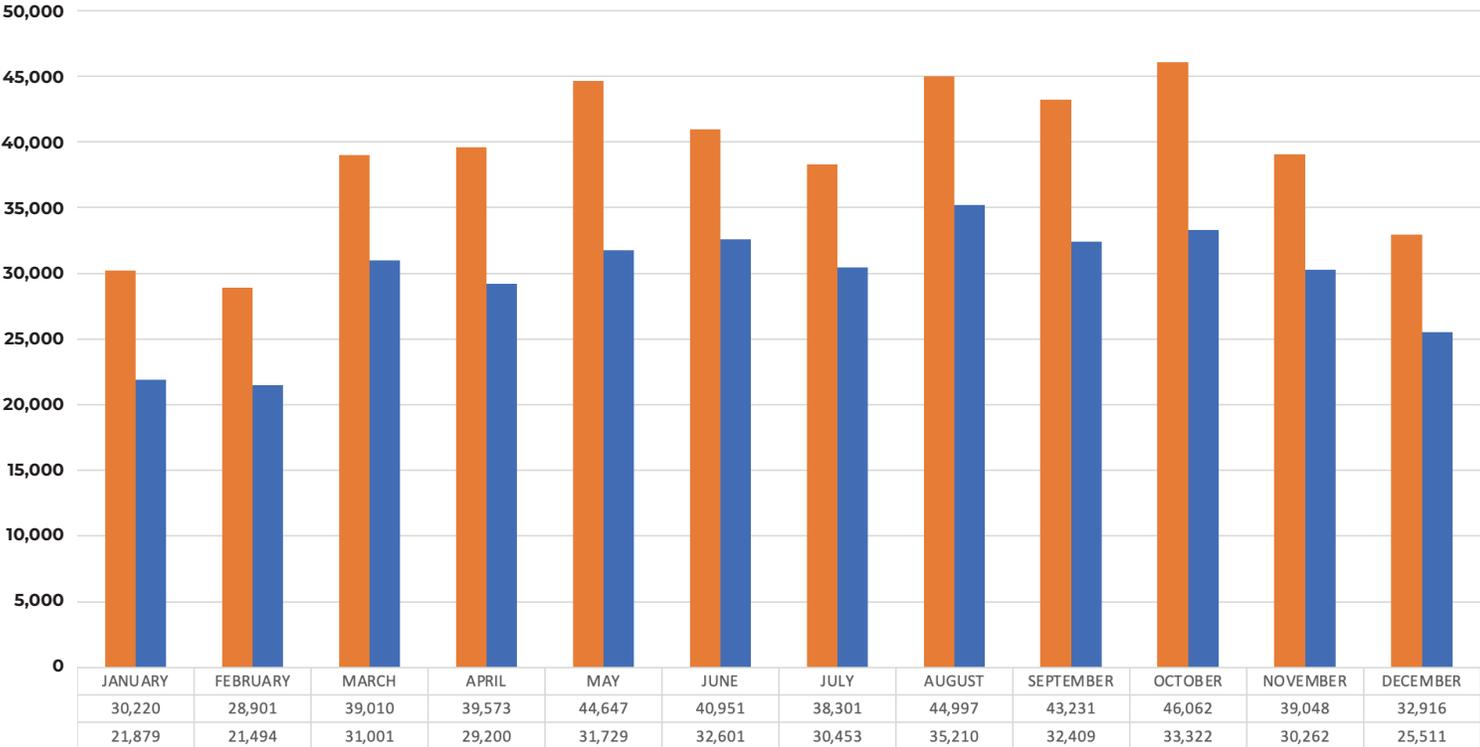
Web Ticket entry volumes increased during 2023 and accounted for 74.7% of all locate requests.



2023 Online Request Entry

Web Ticket Entry 2023 & 2022:

2023 VOLUME 2022 VOLUME



Operations Activity

Outbound Transmissions

Notifications sent from Kentucky 811 to Members to be located.



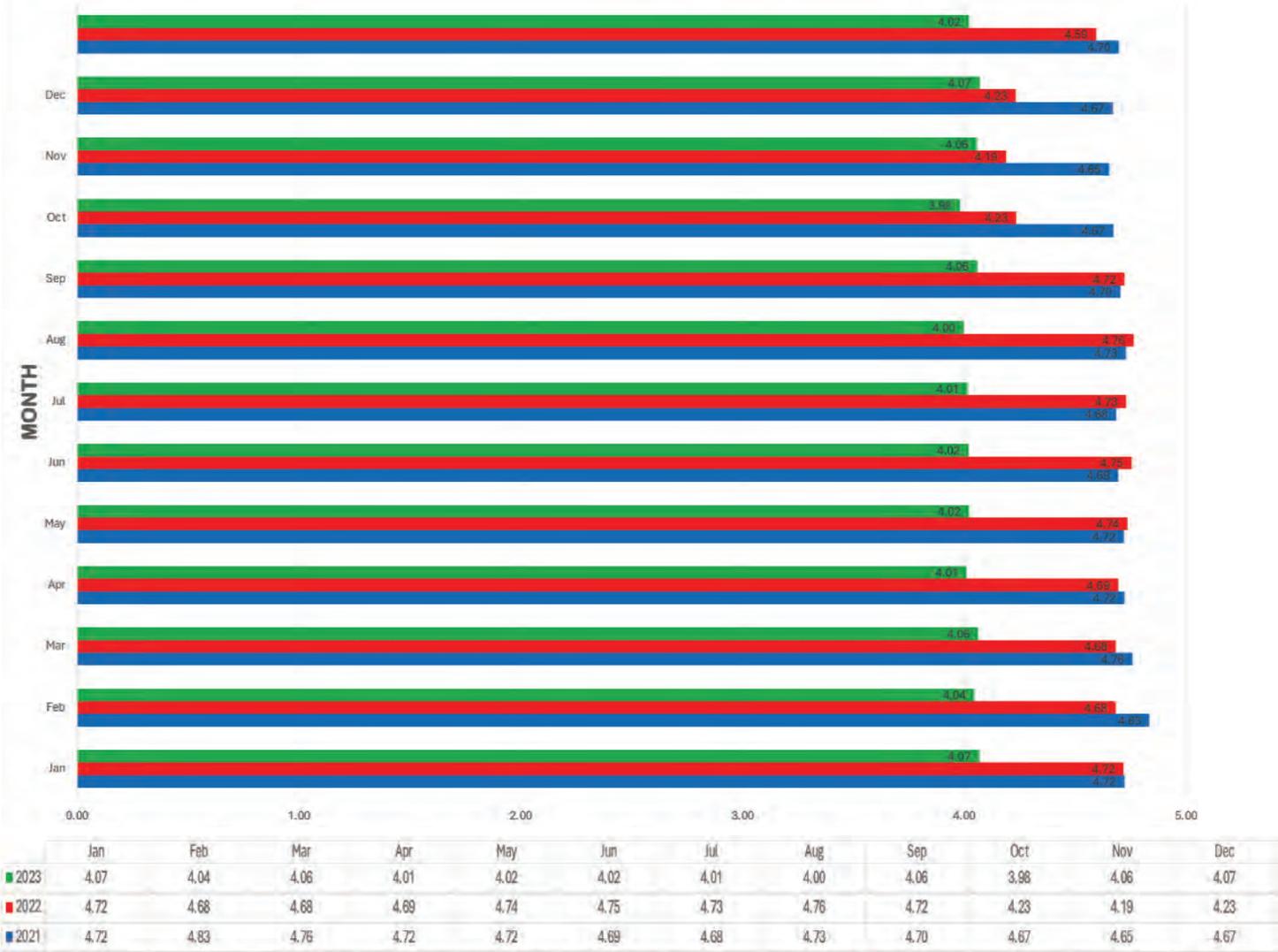
Outbound Ratio

Outbound ratio is an average of how many transmissions are sent to our members for every inbound request we receive. The ratio dropped during 2023 because of Kentucky 811 having more accurate base maps with the purchase of county parcel data and the increased use of the online web ticket entry system which allows the excavator to be precise about where they intend to excavate. The result was a reduction in locate requests that would have been transmitted to our members that were not in the proposed excavation area provided by the requesting excavator.

Outbound Ratio

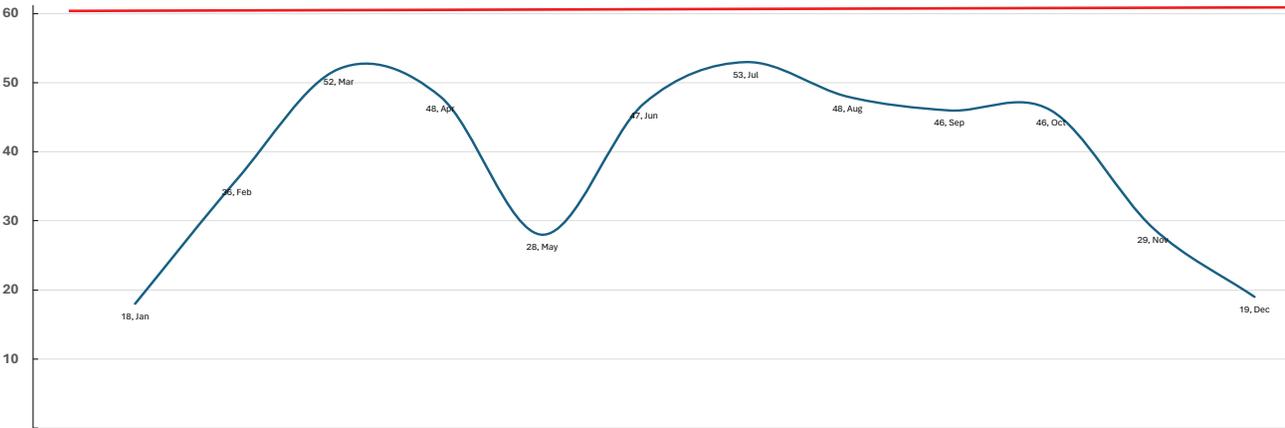
Average number of Members notified for each inbound request.

■ 2023 ■ 2022 ■ 2021



2023 Average Speed of Answer

Measured in seconds | Target = less than 60 seconds



Operations Efficiencies

Improved mapping

- Built-in tools to alert the KY811 GIS team to add new areas and roads to the maps.
- Parcel data added to maps is used to narrow scope of work to single addresses from block to block
- Continual map improvements used to reduce mapping of excavation areas during the ticket taking process
- Precise and accurate mapping has an impact on the number of tickets sent to member utilities saving them time, money, and resources.

New enhanced online ticket processing

~80% of tickets are processed online.

- Ability to process all ticket types online
- Excavators can precisely map their excavation sites online using multiple enhanced mapping tools. Access to the interactive maps showing the precise excavation sites is sent to the members and locators on each ticket.
- Scheduling tool allowing excavators the ability to process tickets in advance and release them when they are ready for marks.
- Each ticket confirmation includes educational information about the KY811 process as well as an interactive link allowing all excavators (professional and homeowners) the ability to take additional actions (request remarks, see positive response, etc.).

Free ticket management system for all member utilities

- Voluntary electronic positive response increased to over 90%

Self-service options through the phone system allow excavators the ability to process remarks without speaking to a call center representative.

Web service for ticket submission interfaces with company's internal processes to efficiently process tickets.



Financial Information

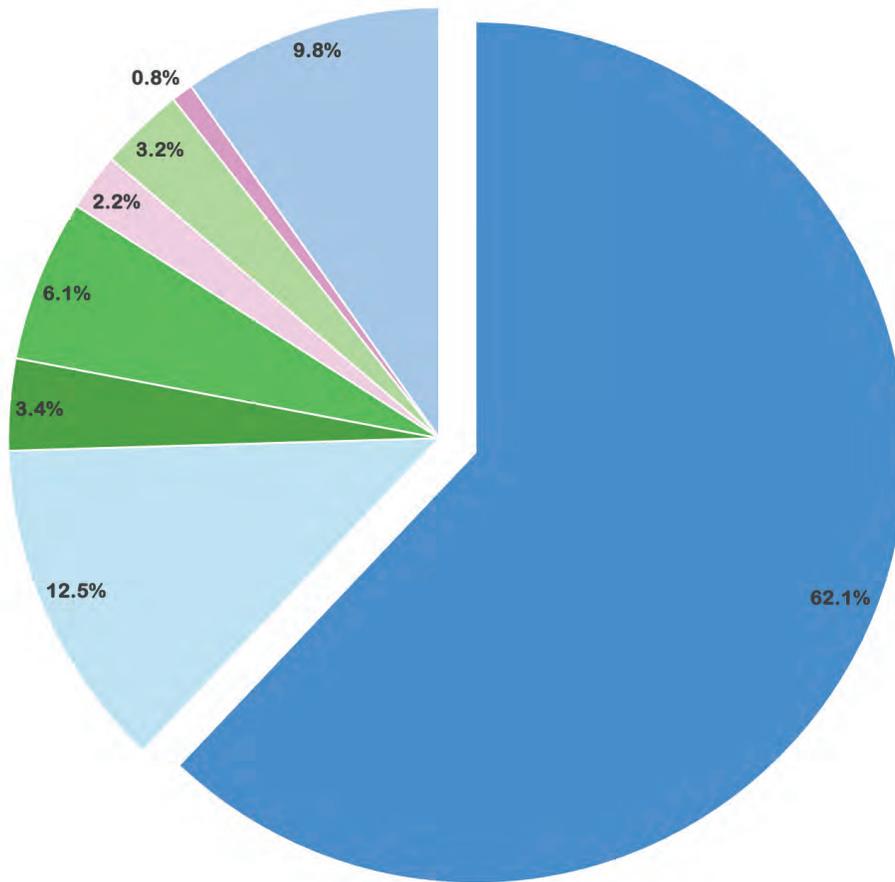
Financial Information

2023 Total Revenue = \$3,947,477

2023 Total Expenses = \$3,209,088

Difference placed in Operating Reserves = \$738,389

2023 Expenses As % Of Total



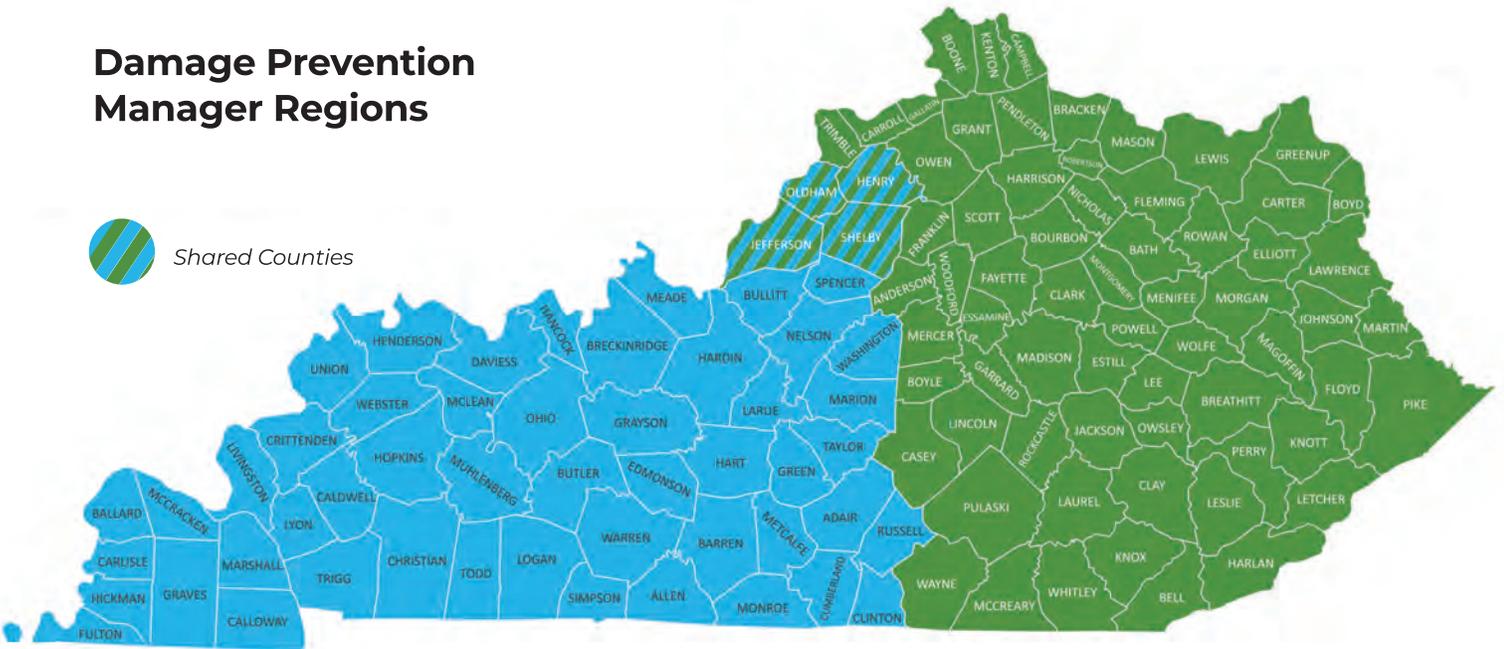
- Call Center
- Board Travel and Meetings
- Advertising & Promotion
- Staff Travel and Meetings
- Contract Services
- Financial Expenses
- Office & Administration
- Personnel Expenses



Education & Outreach

Damage Prevention Manager Regions

 Shared Counties



 Patrick Donoghue
Western Region
pdonoghue@ky811.com

 Ms. Jamie Gaddis
Central & Eastern Region
jgaddis@ky811.com

Education & Outreach

Association Memberships and Affiliations

Associations

- KYRBA – Kentucky Rural Broadband Association
- KRWA – Kentucky Rural Water Association – Diamond Partner (New)
- KAHC – Kentucky Association of Highway Contractors (New)
- NUCA – National Utilities Contractor’s Association of Kentucky – Board of Directors
- KWWOA – Kentucky Water Wastewater Operator’s Association
- AGC – Association of General Contractors of Kentucky (New)
- CGA – Common Ground Alliance – Education and Outreach Committee.
- NAWIC – National Association of Women in Construction
- NUCA Board of Directors seat

Chambers

- Bowling Green Area Chamber of Commerce (New)
- Commerce Lexington
- Ashland Alliance Chamber & Economic Development
- Northeast Kentucky Chamber of Commerce
- London-Laurel Chamber of Commerce
- Southeast Kentucky Chamber of Commerce

Active Damage Councils

- Northeast Damage Prevention Council
- SW Ohio Utility Safety Council
- Northern Kentucky Damage Prevention Council

**Education & Outreach
Initiatives reached over**

**1 million
Kentuckians
this year**

**Over 300
visits to
members &
potential members**

Trainings and Presentations

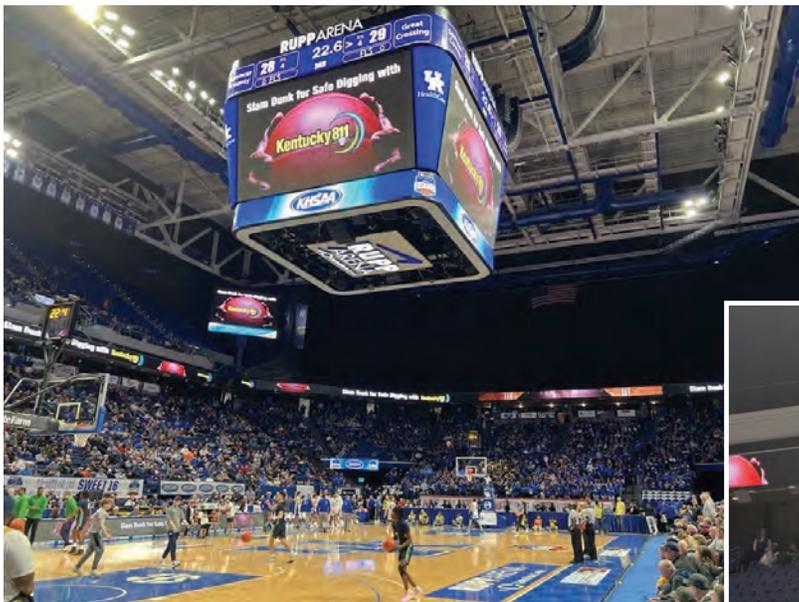
Almost 100 training sessions and presentations were conducted this past year by our new Damage Prevention Managers.



Events and Sponsored Activities

- KY 811 Summit
- KY Association of Conservation Districts Annual Meeting
- 2023 KY/TN Water Professionals Conference in Memphis, TN
- 8/11 Day event with Atmos Energy
- WKU Freshman Move-In Event
- HomeBuilders of South Central KY Luncheon
- Butler County, KY Progressive Ag Community Safety Day
- Atmos – Roy Pearson Golf Scramble
- NUCA Golf Scramble
- KY/TN Rural Broadband Conference in Franklin, TN
- KGA Showcase
- KRWA Utility Law Seminar
- 2023 National Liaison Conference in Nashville, TN
- NUCA of KY Utility District Preview
- KAHC Annual Christmas Reception
- C-Lex Legislative Appreciation Breakfast
- NUCA of Kentucky New Year's Kickoff
- KAHC Legislative Day
- KRWA Legislative Luncheon
- NUCA of Kentucky Legislative Breakfast
- Bowling Green Chamber of Commerce Coffee Hour at Corvette Museum
- KYRBA Management Meeting
- Carter County Farm Safety Day
- Tennessee 811 Summit





Events and Sponsored Activities, *continued*

- CGA Conference in Colorado Springs, CO
- NUCA of Kentucky Clay Shoot
- KYTC District 3 Safety Rodeo
- Atmos April Safe-Digging Event
- OCC Strategic Planning
- KWOWA Golf Scramble and Annual Conference
- KRWA Operator Expo
- NUCA of Kentucky Inaugural Live Trench Training
- George Rogers Clark High School
- Mississippi 811 Summit
- Tennessee 811 Summit
- CGA Committee Meeting – Gulf Shores, AL
- Kentucky Cooperatives Safety Day
- Department of Transportation District Rodeos
- Kentucky Telecom Annual Meeting
- Paradigm Pipe Safety Meetings
- Jan. 23 – March 14
- in 24 different locations*
- BG Hot Rods Sponsorship
- Murray State University Sponsorship (social media)
- Spirit in the Bluegrass Festival
- Fallsburg Summer Festival
- Laurel Cove Music Festival
- KHSAA State Tournament “Moment of Exclusivity” Sweet 16 Basketball;
- Football State Championship

New Initiative: Social Media Engagement

A **significant** increase in social media activity and engagement was realized after the addition of our new Damage Prevention Managers in June 2023.

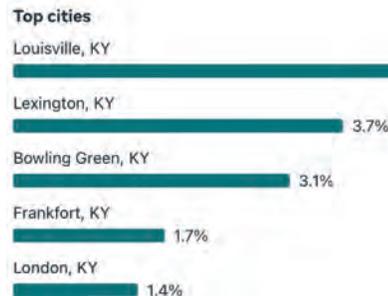
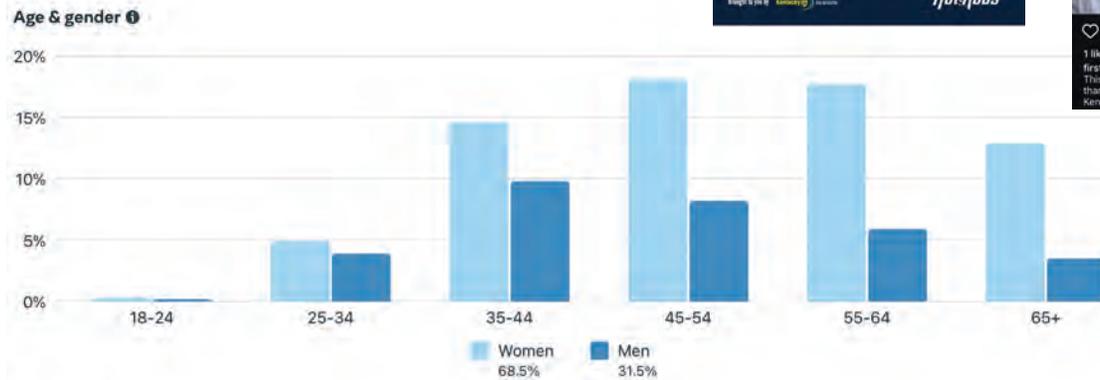
Audience reach was expanded through more frequent and regular postings that included a Facebook photo Contest and creation of Kentucky 811 calendar.

 **2,132 total reach**
(January-May 2023)

vs.

17,194 total reach
(June-December 2023)

Facebook audience demographics shown below. Most active engagement times are Mon-Fri between noon and 3 pm.



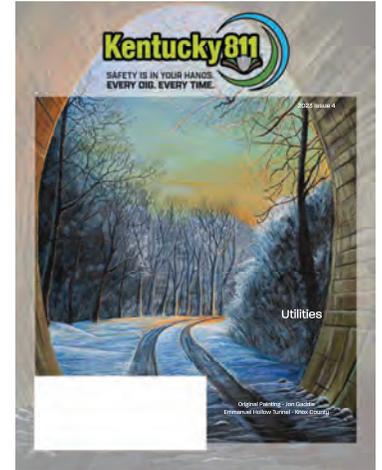
Facebook visits 
3.8K ↑ 363.1%



Education & Outreach

Publicity & Advertising

- Updated magazine with more Kentucky-focused articles
- Earned media strategies including articles and mentions in KRWA Waterproof Magazine and Pennyrile's Best 2024 Magazine
- Creation of utility bill stuffers
- Radio and television advertising package through KY Broadcasters Association
 - 66,195 radio commercials
 - 16,976 television commercials
- Complimentary print ads in various publications and event programs



- 2023 Damage Prevention Summit



Save these dates for the inaugural



October 20-22, 2025
at Marriott City Center
Lexington, Kentucky



**CELEBRATING FORTY YEARS
OF SAFE DIGGING**



For more information, contact:

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Jamie Gaddis • Central & Eastern Region • 859.457.0405

Patrick Donoghue • Western Region • 270.935.9935

www.kentucky811.org