

Prevent. Empower. Protect.



Gold Shovel
Standard[®]

GSS Mission

Gold Shovel Standard (GSS) is a nonprofit organization committed to improving workforce and public safety and the integrity of buried infrastructure.

Gold Shovel is supported by over 1,300 operators, excavators and locators in North America



The Goal

GSS aims for a 50% reduction in the frequency of damages to infrastructure in North America on professional excavation sites by the end of 2025.

2015



2025

Four Fundamental Changes by 2025



Universal Incorporation of Damage Prevention Programs

Fundamental Change #1

Improvement requires universal integration of damage prevention programs

Need

There is no independent third-party entity that can objectively *verify* the existence of an DP program, *consult* on building one, and *monitor* compliance with that SMS.

Solution

GSS provides a low-cost, scalable solution to stakeholders that includes a standard, minimum set of policies and procedures they must abide by to become GSS Certified.



Verify | Consult | Monitor



100% of Gold Shovel companies
have Damage Prevention Programs

Example – GSS in Use

1,000+



Damage Prevention Program

Verify | Consult | Monitor



Standardized Metrics

Measuring causes improvement.

Fundamental Change #2

Every stakeholder must incorporate DP measurements, KPIs and metrics into their operations.

Need

Currently, there are no standardized measurements systems which support normalized comparisons across various entities, companies and stakeholders.

Solution

GSS offers a mechanism through which stakeholders can be compared apples-to-apples, even if they are doing dissimilar types of work.



Kaizen
改善



Agri-Business Educational
Foundation, Inc.



BALDRIGE
Performance Excellence Program

TQM

Total Quality Management

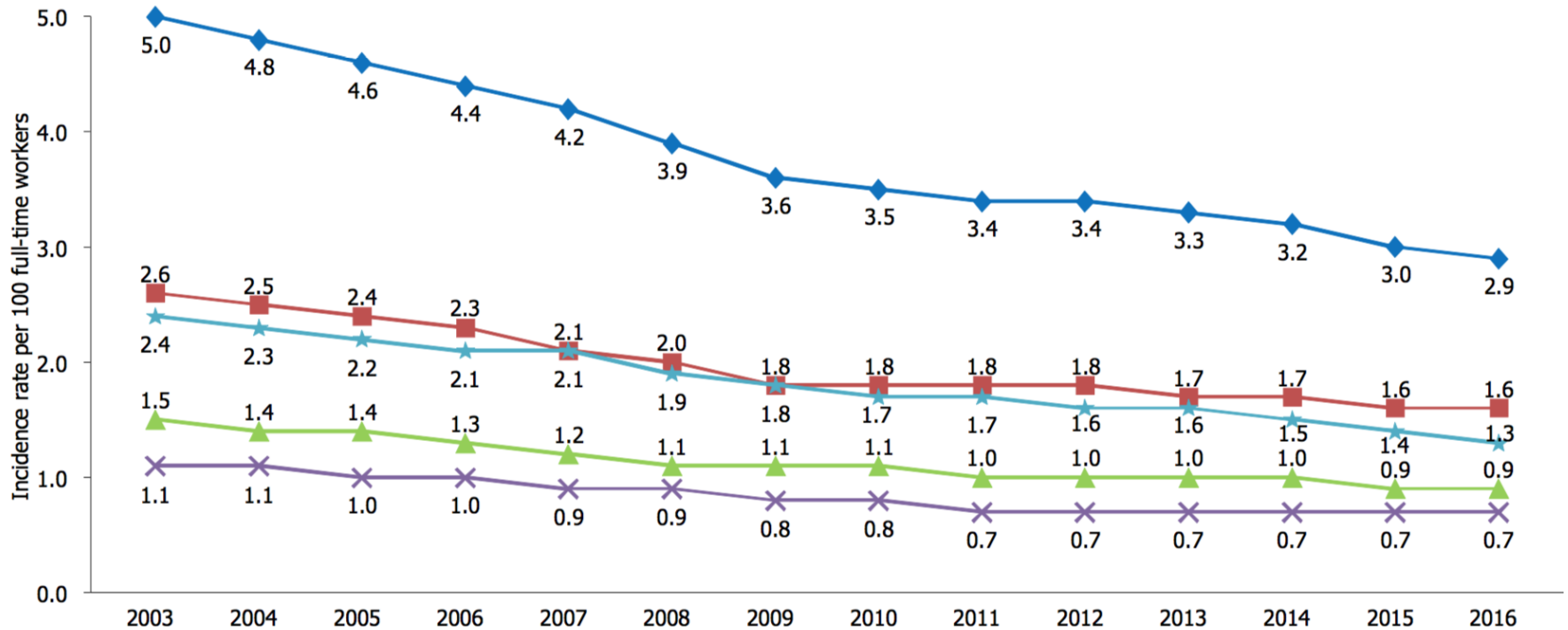
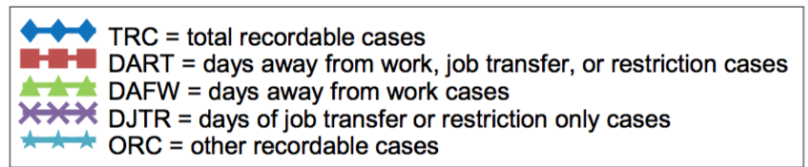


EFQM[®]

Leading Excellence

Success Case Study: Health and Safety Metrics

Nonfatal occupational injury and illness incidence rates
by case type, private industry, 2003-16



Most damage prevention organizations are missing 25% of the necessary data.

Performance metrics.



Damage Prevention Program

Verify | Consult | Monitor



Standardized Metrics

That which gets measured can be managed



Technology

Technology

Fundamental Change #3

By 2025 we must upgrade the technologies used by all stakeholders

Need

Most companies do not have the internal technology necessary to accomplish the goal, as it relates to elevated performance.

Solution

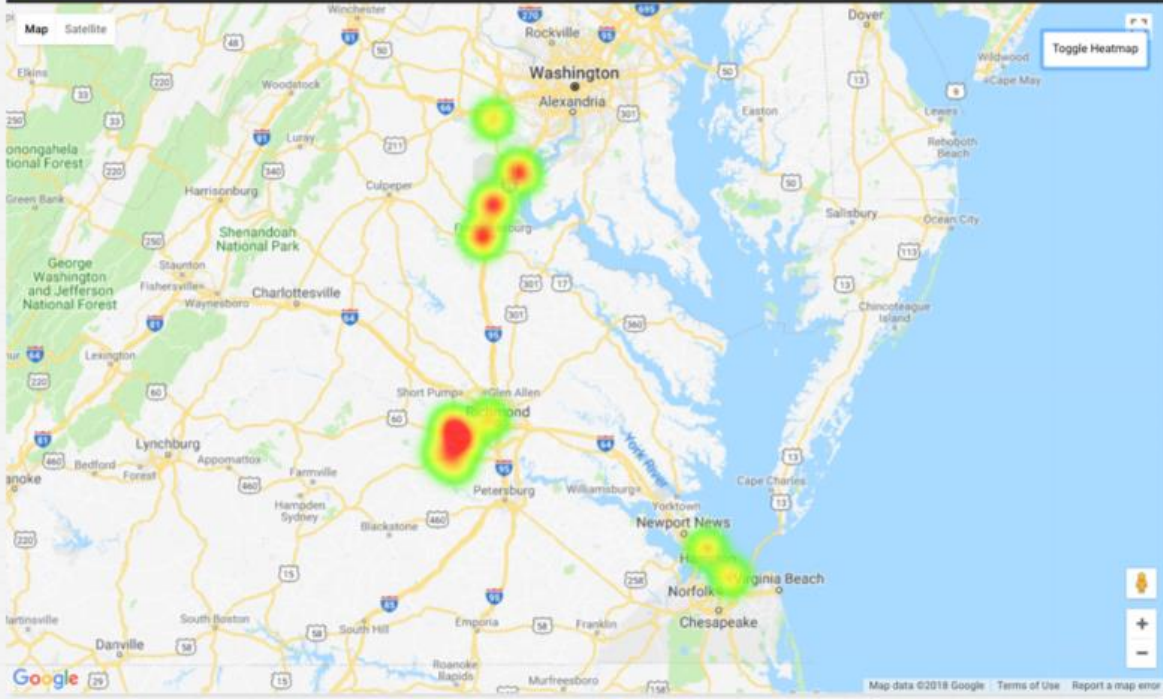
GSS develops technology necessary to succeed and provides it to its stakeholders.



**HEWITT
CLARKE
SERVICES**

Map contains only incidents selected on the grid.

Incident Mapping





HEWITT CLARKE SERVICES

[View Tickets](#)

132
Open Tickets

2
Expiring Soon

113
Awaiting Responses



Damage Prevention Program

Verify | Consult | Monitor



Standardized Metrics

That which gets measured can be managed



Technology

Success requires the right tools



Combine influence to reduce 3rd party damages

Potential of Combined Influence

Fundamental Change #4

We must combine our shared influence and we must tap into the enormous potential of municipalities to affect change.

Need

We as a society are not fully leveraging municipalities, which have a great deal of untapped influence in preventing damages.

Solution

GSS is a turnkey solution enabling municipalities to adopt a sophisticated damage prevention program inexpensively and quickly, and tap into their enormous influence over damage prevention behavior.



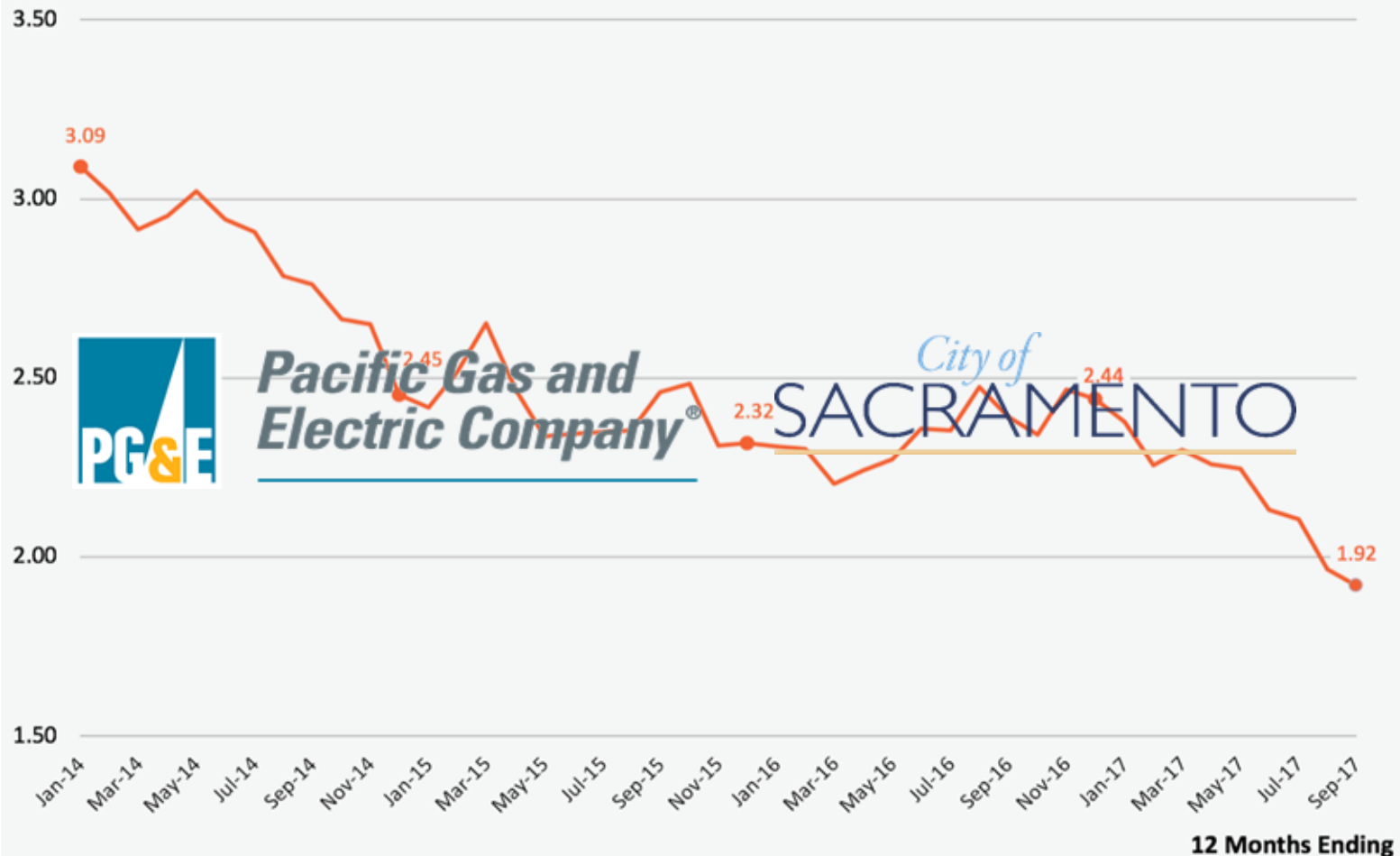
Every 3rd party
is someone's 2nd party

GSS works to establish innovative partnerships with municipalities known as Gold Shovel Standard Communities.

By collaborating and forming continuously expanding regions of influence, we can increase safety and decrease the risk to buried infrastructure.

Example – GSS in Use

**PG&E 3rd Party Gas Dig-In Ratio | 12-Month Rolling Averages,
Sacramento Division**



GSS Fall Conference

Newport Beach, CA
September 26, 2018

- Complimentary to regulatory enforcement activities
- Complimentary to Common Ground Alliance
- Does not overlap with other organizations
- Market driven solution

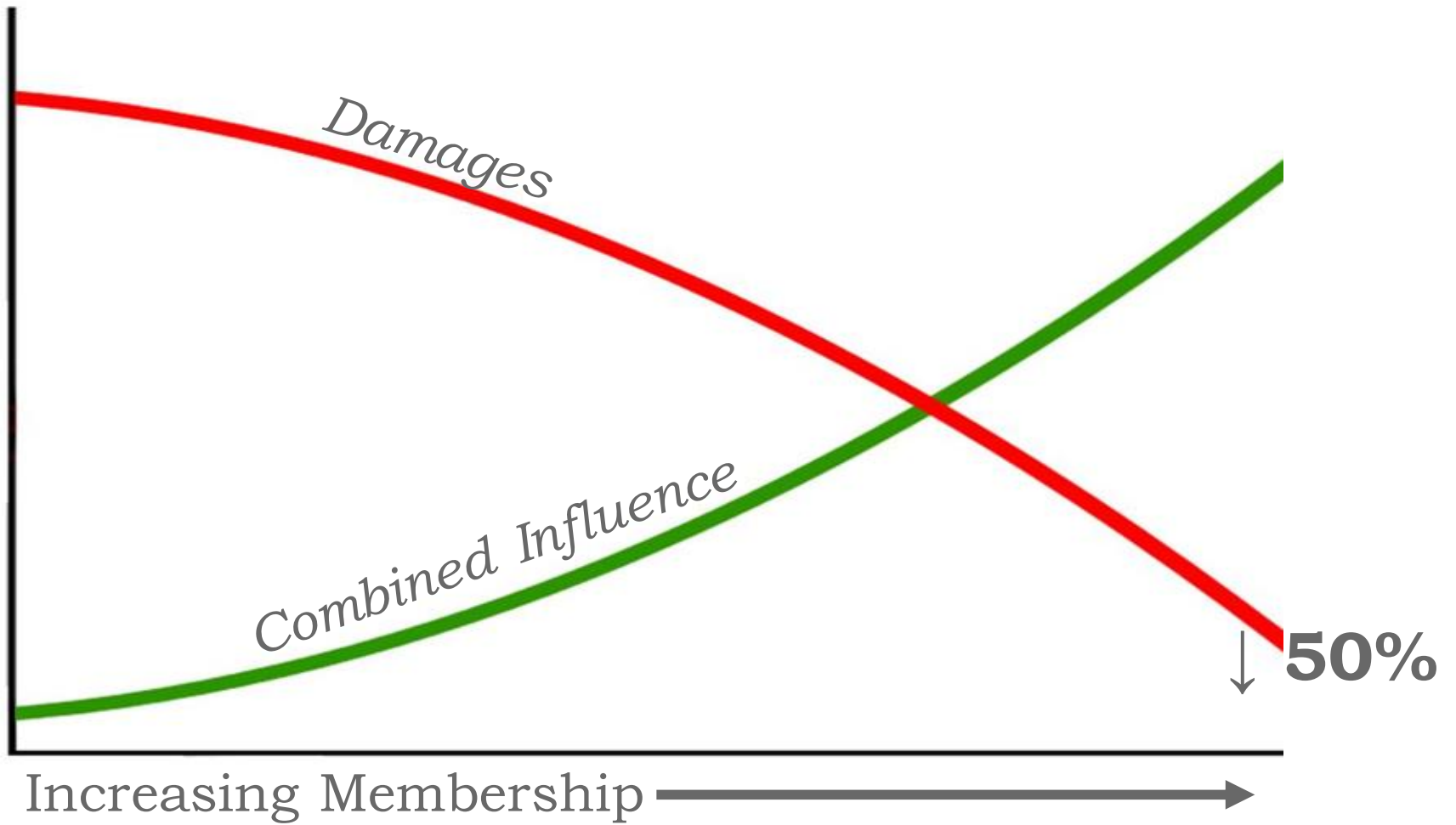
Key Takeaway

GSS is an established and rapidly growing program representing a ***logical next step*** in preventing life-threatening damages to infrastructure, empowering field teams to operate safely, and protecting excavation crews and the public.

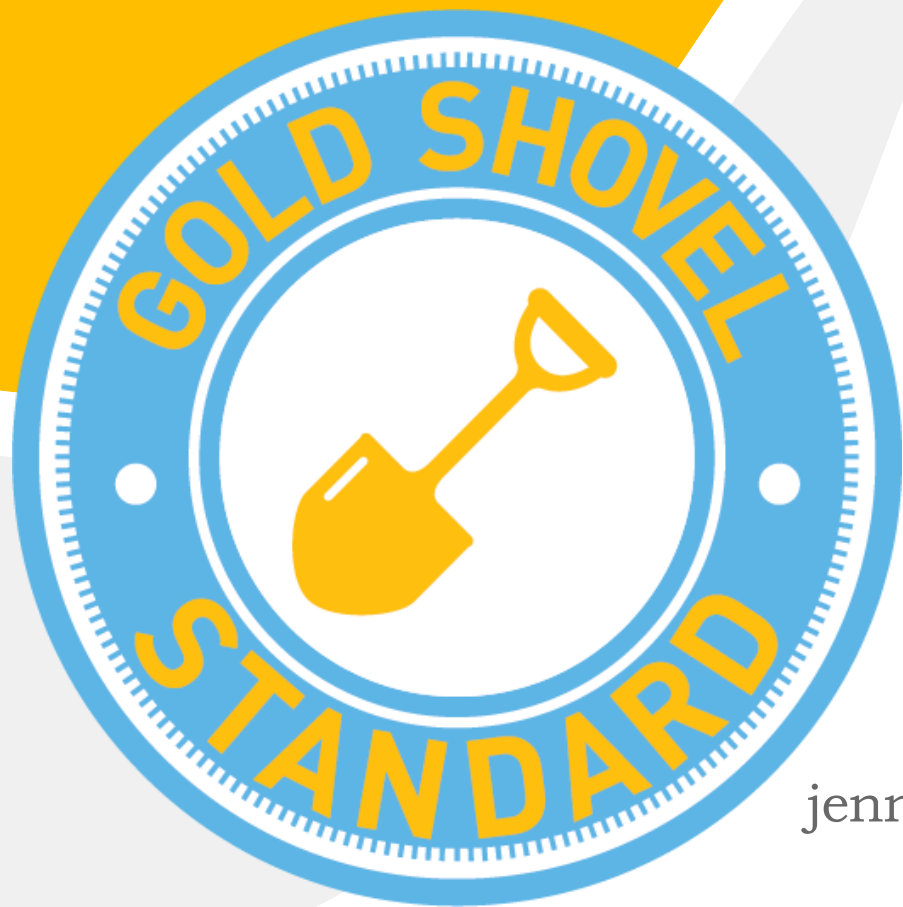


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