



Gold Shovel Standard®



What are we talking about?

- Buried infrastructure and excavation
- Safety, safety, safety
- Our communities
- Collaboration between infrastructure owners
- Leading by example
- A dramatic reduction in damages
- Rollout of a program that is simple and low cost to embrace
- Market driven approach vs. regulation



Origin

- Dissatisfaction with status quo
- Recognition of need for continuous improvement
- Opportunity to reduce damages?
 - Safety risk to excavation crews, customers, repair teams, and the community
 - Loss of product/Negative financial impact
 - Service reliability
 - Reputation



GSS Background - Mission

Gold Shovel Standard (GSS) is a nonprofit organization committed to improving workforce and public **safety**, and the **integrity** of vital buried infrastructure. GSS believes that greater **transparency** in all aspects of damage prevention among buried-asset operators, locators and contractors is essential to drive **continuous improvement**, and vital to ensure increasingly **safe** working conditions and communities.



Long Term Ambitions

- 50% reduction over 2015 levels in the frequency of damages in North America on professional excavation sites by the end of 2025
- More than half of North American municipalities rely on GSS metrics when hiring, establishing or renewing franchise rights and offering permits by the end of 2025
- More than 100 Gold Shovel Standard Communities have been established throughout North America by the end of 2025



Two Important Services

- A 3rd party confirmation of an in-place Damage Prevention - Safety Management System (DP-SMS) for the protection of buried assets, *a role served nowhere else*
- An ambitious effort driven by industry (including contractors and locators) to create fair and transparent metrics for damage prevention similar to other safety metrics (LTIR, EMR, TRIR, DART, etc.), *a gap filled by no other program*



Improvement Path

- Significant reduction in damages is limited unless all responsible parties (owner / operators, locators and contractors) continuously improve and measurements underpin continuous improvement
- Fair and transparent metrics are a very effective and underutilized means of driving continuous improvement
- Standardized metrics for damage prevention are superior to inconsistent and assorted measurement schemes.
- The absence of standardized metrics to measure the performance of individual companies in damage prevention is a glaring gap in our ability to continuously improve.



Gold Shovel Standard Communities

A Gold Shovel Standard Community is one where infrastructure owners (water, sewer, telecommunications, gas and electric) partner together through Gold Shovel Standard to reduce the number of dig-ins, helping protect the public from the hazards of damaged underground infrastructure.



City of Sacramento





A RISING TIDE
LIFTS ALL BOATS.



THE CASE FOR STANDARDIZED METRICS





STANDARDIZED METRICS

Standardized Metrics are a streamlined and uniform way of collecting and comparing performance data. It is an industry tool for individual organizations to judge their own progress, and for making data-driven comparisons. Standardized Metrics are a practical, necessary and fair tool created by industry to drive safety and good performance.



WHY STANDARDIZED METRICS

- The urgent need for industry to create Standardized Metrics can be successfully met with measurements that are plausible, practical and fair
- Standardized Metrics are a way to measure damage prevention performance to drive continuous improvement
- Standardized Metrics for owner/operators, locators and contractors are a key ingredient to improving public and workforce safety



BENEFIT TO PUBLIC & WORKFORCE

- Deeper commitment to DP-SMS, driving both public and workforce safety
- Provides higher visibility/transparency
 - Top-performers recognition
 - Opportunity for others that may be deviating from average
- Health hazards reductions



EVOLUTIONARY APPROACH TO STANDARDS

- Standardized Metrics are designed to be adaptable as program evolves
- This is the first version of on-going, iterative process
- Standardized Metrics are an opportunity for significant advancement within industry
- Presented as tool in the field
- Metrics committee can make adjustments based on key learnings (PDCA)



Bottom Line

Gold Shovel Standard is a compelling means of driving public and workforce safety and reducing damages in the realm of buried infrastructure.



DISCUSSION

Dave Mauerman

dave@goldshovelstandard.org

949-433-6718

