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New Jersey One Call Center Activity Update
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Ticket Volume

2010 ticket volume is consistent with 2009 ticket volume.

Date	March – August 2009	March – August 2010	Net Change
Total	287,411	289,334	1,923

NOTE; above data does not include the partial month of February.

This is an encouraging trend, given the state of the economy. Many one call centers are still experiencing declines in ticket volume.

Initiatives

The center is currently involved in three major software initiatives:

Automated Positive Response

The RFP under which the center operates requires that the vendor provide an automated positive response system. This will help improve communication between the facility operator and the excavator.

NJOC will circulate a functional specification intended to answer all but the most technical questions on the system very shortly. Due to the possible software modifications that will many participating operators will require, we plan to begin testing after the Fall busy season has ended. Full implementation of the automated positive response pilot is expected to begin in early 2011.

Revised outbound ticket format

Several changes will be made to the outbound ticket format to increase ease of use and provide additional information. In addition, a new ticket type for notices of damaged facilities will be added. A specification will be made available to all users of automated systems once completed.

Testing of the new format will begin after the end of the Fall 2010 busy season. In order to assure that all participants can process the new outbound format, the center will test each receiving location and ask for a positive confirmation of receipt. Facility operators that receive by Fax or dial-up printer will be asked to Fax a copy of the test ticket to the center for verification. Conversion to the new ticket format is expected before the Spring 2011 dig season.

Virtual White Lining

OCC Systems Division has been working in support of the Rutgers Virtual White Lining research project. OCC's developers are wrapping up work on an XML schema that will streamline communications between the field component of the project and NJOC.

2010 Advertising

NJOC engaged in two major rounds of advertising this year. Each was timed to coincide with annual peak digging activity. The Fall component of this year's advertising is underway:

Radio

Radio advertising began the week of September 6th and will continue through the week of October 25th. Ads run in a "two weeks on, one week off" pattern. This schedule is designed to reduce "listener fatigue" and help keep the message fresh and memorable.

Stations were chosen based on their share of listeners in the demographic group of males, aged 18-45, as determined by Arbitron. Geographic coverage reaches Northern, Center and Southern New Jersey. Spots air throughout the day including during morning and afternoon drive times.

Commuter rail ads

Billboard advertising began running at ninety (90) New Jersey Transit commuter rail stations on October 4th and will run through November 28th. Actual size of the ad is 84" x 42". Timing of the campaign is designed to reinforce the radio message.

This is the first time NJOC has advertised in this kind of venue. The ads will be viewed more than 45 million times during the display period.

Movie Theatre Advertising

Pre-movie advertising will run from November 2nd to December 5th. It will appear in forty-four (44) theatres on three hundred and five screen across New Jersey, but predominantly in the Northern and Central parts of the state. It will be "slide" advertising that appears before the movie starts. The Clearview Cinema Group owns many of theatres in which the ad will be displayed.

Theatre advertising will overlap with the commuter rail campaign. The ads will carry the "call before you dig" message, but will as a secondary message emphasize the availability of training through NJOC. This will help us gauge the effectiveness of this form of advertising.