



CORPORATE PROFILE

PURPOSE

“The mission of Alberta One-Call Corporation is to prevent damage to buried and overhead facilities through education, advocacy, public awareness and by providing dependable, cost-effective exchange of information between facility owners and those conducting activity in the vicinity of their assets.”

HISTORY

In the late 1970's, Alberta experienced unprecedented economic growth, primarily due to the development and expansion of energy related industries. This growth, together with the intense construction activity in rural and urban Alberta, created a severe risk of personal injury from an alarming number of damages to buried facilities.

Through the initiative of the Energy Resources Conservation Board and with the support of the Alberta Chapter of the Canadian Public Works Association, the Alberta One-Call System Committee was formed in September 1979 to investigate and prepare a feasibility report on the implementation of a one-call system for Alberta. The Committee comprised representatives from provincial, municipal, utility, pipeline and construction agencies.

In 1979, ground disturbance activities in Alberta caused over 8,600 damage incidents with direct costs in excess of \$4,000,000.00 just for damage repair and loss of product. This sum does not include the secondary costs incurred through loss of service, liability for property damage, personal injury, legal fees or administration.

The Millwoods pipeline disaster in Edmonton on 02 March 1979, which nearly cost one individual his life and forced the evacuation of some 18,000 residents, resulted from an unreported hit on a propane pipeline. This incident was a major factor in the decision to implement a province wide one-call system.

MILESTONES

1982	<ul style="list-style-type: none"> Alberta One-Call Location Corporation incorporated as a non-profit corporation under the Business Corporations Act of Alberta.
1984	<ul style="list-style-type: none"> October 1 - Alberta One-Call Location Corporation begins providing a one-call service utilizing U.S.A. based sub-contractor for the complete system.
1988	<ul style="list-style-type: none"> AOC purchases a computer system and enters agreement with One Call Concepts Inc. for the provision of a software package. On 01 October 1988, AOC becomes complete in-house operation.
1994	<ul style="list-style-type: none"> Alberta One-Call Location Corporation changes name to Alberta One-Call Corporation.



2011	<ul style="list-style-type: none"> • AOC hires new President, Mike Sullivan, with a mandate to enhance services.
2012	<ul style="list-style-type: none"> • AOC launches new website and rebranding • AOC begins promoting ClickBeforeYouDig as its primary call-to-action • ClickBeforeYouDig.com URL secured • AOC develops social media strategy and launches @AlbertaOneCall (Twitter & Facebook)
2013	<ul style="list-style-type: none"> • AOC enters into agreement with the Manitoba Common Ground Alliance to provide one-call services to Manitoba
2014	<ul style="list-style-type: none"> • AOC selects TelDig Systems Inc. as its software service provider. • AOC creates ClickBeforeYouDig.com
2015	<ul style="list-style-type: none"> • AOC initiates ClickBeforeYouDig trademark application • AOC initiates DigSafe Ambassador program in Edmonton and Calgary
2017	<ul style="list-style-type: none"> • AOC enters into agreement with BC One Call to provide one-call services to British Columbia.
2018	<ul style="list-style-type: none"> • AOC initiates the Business Rule Alignment Group with Canada’s four western province One-call centres with an objective to align One-call business rules and launch a request for proposals (RFP) for new software to service western Canada; securing one software license for all four provinces and reducing operational costs. • November - PelicanCorp awarded contract to deliver OneCallAccess to western Canada. • AOC partners with EAPUOC expanding DigSafe Ambassador program to Industrial Heartland
2019	<ul style="list-style-type: none"> • AOC enters agreement with Saskatchewan First Call to provide services to Saskatchewan commencing Q1 2020. • BC1C releases RFP for new service provider and awards contract to PelicanCorp. • Enbridge Pipelines Inc. joins the AOC Board of Directors. • AOC receives completed ClickBeforeYouDig Trademark documentation • Sept - AOC initiates mandatory web requests (soft launch) for Contractors and Members • AOC Board of Directors agree with recommendation to unify AOC & ABCGA services. • December - AOC relocates head office to 1209-59th AVE SE
2020	<ul style="list-style-type: none"> • January 1 - AOC hard launch for mandatory web requests from contractors and members. • March - AOC initiates mandatory work-from-home directive in light of global pandemic. • April - ABCGA Board of Directors agree to unify services under the AOC banner. • November - AOC Board of Directors revises AOC mandate to include damage prevention to overhead energy and utility assets (Where’s the Line? campaign). • December - AOC releases competition for Government Relations Contractor and



	<p>awards contract to Concentric Public Affairs.</p> <ul style="list-style-type: none"> December - AOC releases rebranding RFP reflecting unified services with the ABCGA and Where's the Line? campaign. AOC surpasses 2500 Twitter followers AOC completes ISO 9001 Certification.
2021	<ul style="list-style-type: none"> AOC / ABCGA unification completed and launched.

SHAREHOLDERS

AOC has 15 shareholders precluded from deriving any financial benefit from their shareholdings.

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| APEX Utilities Inc. | EPCOR Distribution & Transmission Inc. |
| ATCO Electric Ltd. | Federation of Alberta Gas Co-ops Ltd. |
| ATCO Gas and Pipelines Ltd. | FortisAlberta Inc. |
| Plains Midstream Canada | Imperial Oil Resources Limited |
| The City of Calgary | TC Energy |
| The City of Edmonton | Pembina Pipeline Corporation |
| ENMAX | TELUS |
| Enbridge | |

SYSTEM

AOC promotes AlbertaOneCall.com and ClickBeforeYouDig.com, as well as a toll-free number (1-800-242-3447) allowing anyone to request information from owners of registered buried and aboveground energy and utility assets that intersect with their site activity. In turn, AOC identifies intersecting assets and notifies registered owners of the proposed activities requiring a response from them.

AOC processes ~400,000 requests annually, with >80% of those requests originating online, and transmits ~1.4 million activity notifications to its members annually. AOC analysis indicates locate requests originating online are less likely to result in damage.

COST

There is no charge to the requestor for AOC's services. Fees to registered asset owners generate AOC revenues.

MEMBERSHIP

More than 850 individual energy and utility companies have registered the location of their assets with AOC. Canada Energy Regulator and Alberta Energy Regulator governed facilities are required by regulation to register the location of those assets with AOC.

Current membership is responsible for the majority of the underground facilities in Alberta.

CONCERNS





Damage to buried and overhead facilities can lead to injury, environmental contamination, product losses, disruption of essential services, loss of business, evacuations and death. Societal cost to Albertans is estimated at \$350 Million annually.

Full utilization of AOC has distinct financial benefits to the digging community, the general public and members of the Corporation. AOC notes that when a locate request has been initiated, triggering the damage prevention process; damages are avoided 99% of the time.

AOC works in four distinct areas toward the prevention of damage to facilities.

- promoting membership in the Corporation
- promoting the use of the Corporation's service to the digging community and those working near overhead assets
- promoting public awareness of:
 - * the need to "Click Before You Dig"
 - * the inherent dangers of disturbing the ground or contacting overhead assets
 - * the need to "Dig Safely"
- promoting the identification, verification and adoption of facility damage prevention and ground disturbance best practices

An annual media advertising campaign underlines the Corporation's commitment to raising public awareness. Advertising strategies address specific targets

- rural Albertans
- urban Albertans
- the digging community
- buried facility operators

LEGISLATION

Securing meaningful damage prevention legislation requiring buried energy and utility assets within registered and public rights of way in Alberta to register with AOC, and all proposed ground disturbances to commence with a locate request to AOC, has been a longstanding corporate objective. In 2019, the Alberta Common Ground Alliance (ABCGA) successfully navigated discussions with the NDP government to table Bill 211, the [Alberta Underground Infrastructure Notification System Consultation Act](#). The non-partisan Bill was symbolically signed by all parties; however, it expired when the Legislature was prorogued for the 2019 provincial election. In 2020, the ABCGA held meetings with MLA Shane Getson to further discuss legislation, including the possibility of registering aboveground energy and utility assets with AOC. In late 2020, AOC secured Concentric Public Affairs as its Government Relations Contractor to help navigate a new path towards meaningful damage prevention legislation.





PARTNERS

AOC shares areas of interest with various organizations in Alberta. Wherever possible, the Corporation works closely with other groups to ensure the consistency of the "Click Before You Dig" message and to coordinate efforts in the prevention of damage to buried and overhead facilities.

The Corporation also maintains a strong online and social media presence and strategy; boasting the most Twitter followers of any One-call Centre in North America. AOC also engages boots on the ground education and awareness through its Damage Prevention Ambassadors and participation at conventions, trade shows and exhibitions promoting public awareness and benefits of membership.

FUTURE

AOC is committed to the continuous improvement of the damage prevention process, and to incorporating technological advances to increase automation and efficiency while improving the accuracy and integrity of information exchanged between requestors and registered facility owners.

