

**From:** [James Wingate](#)  
**To:** [Reed, Jenni@CALFIRE](mailto:Reed.Jenni@CALFIRE)  
**Cc:** [Branaman, Brittney@CALFIRE](mailto:Branaman.Brittney@CALFIRE)  
**Subject:** RE: Cost Estimate Questions  
**Date:** Monday, August 5, 2019 2:51:47 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

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**Warning:** this message is from an external user and should be treated with caution.

Hi Jenni,

Our member database is not as well organized as it should be. Unfortunately, for decades we have allowed members to join without requiring them to specify what types of facilities they own or to provide contact info for more than one person. That being said, of our 1,307 California members, there are 246 that are named "City of [X]" and another 26 that are named "County of [Y]." You could probably tease out a handful of additional counties or cities from the names, but the search is not as easy as looking for the word "county" since many companies have names similar to "[Z] County Water District."

We have been developing a "member update portal" to allow members to come to a website, see their existing contact info, and update it themselves quickly and easily. It's in beta mode now but we will be showing it to our Board tomorrow morning in our board meeting. We intend to send a letter to all members asking them to go to the website and update their contact info.

We also reached out to DigAlert to see their different contact types, and we will likely change ours to match their structure, which should help provide a consistent experience for excavators. We currently have 1,906 active member codes and 1,158 of them have a vacuum contact listed. That number is not separated by state, but since this is a rough calculation only, hopefully it's okay to assume the same percentage exists in both CA & NV (ratio of CA members to NV members is 1,307 to 205).

Your other questions are also difficult to answer precisely, but here is some information that may help:

-- We paid Norfield around \$33,000 for the configuration changes associated with the ticket standardization. There were several changes made, and adding ACE was only one change so we can't really calculate how much of that bill goes with ACE. (NOTE: the Dig Safe Board can take credit for the entire bill, though, because in all probability we would not have done the standardization at this time without pressure from the Dig Safe Board. Not because we didn't want to standardize, we just didn't have a catalyst to get us thinking about standardization.)

-- There will not be a new delivery format for ACE, it will be a Y/N field that exists on every ticket. Right now delivery of that field is suppressed, but it will be activated when the time comes. The reminder is a different story as we do not yet have the ability to do that. I'll see if I can guesstimate a cost for you when we figure out how to do the reminders.

-- We are not doing anything with SMS text yet. Our intent is to use the same system that DigAlert uses to deliver tickets via SMS, but we have not yet started doing that. I assume our costs will be similar to the number Ann gave you, since we'll be using the same vendor.

Please let me know if you need any additional information.

James

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**From:** Reed, Jenni@CALFIRE <jenni.reed@fire.ca.gov>  
**Sent:** Friday, July 26, 2019 11:29 AM  
**To:** 'Ann Diamond' <ann@digalert.org>; James Wingate <james.wingate@usanorth811.org>  
**Cc:** Branaman, Brittny@CALFIRE <Brittny.Branaman@fire.ca.gov>  
**Subject:** Cost Estimate Questions

Hi Ann and James,

I am writing to ask you guys for some cost estimates. Here's what I am looking for:

- 1) What are/were the incremental costs associated with configuring your systems to produce the proposed ACE ticket renewal reminder?
  - o Examples would be –
    - If you have a vendor who administers your app, and you have to pay them a certain amount to configure content and protocols for an app-based ACE renewal notification, the amount you pay them for this specific change would be the amount I am looking for; and/or
    - If you have a staff employee who manages the aspect of your system that deals with automated email communications, and they need to produce a new email template and delivery rules for the ACE renewal reminder, I'd want the number of hours it would take for them to complete that task x their hourly rate.
    - If you are implementing changes on multiple platforms to communicate the ACE reminder in multiple ways, I am interested in all of them.
  
- 2) What do you estimate the incremental costs to be for each electronic reminder that will be sent? I am assuming the vast majority of the cost will be associated with setup, as opposed to per reminder costs, but even if it's pennies, it's still helpful to know that info if possible.
  - o If you will be sending reminders on multiple platforms and the incremental costs are

different (say email vs SMS), please give me the estimates for each, if you have it.

Lastly, are you able to provide me with a couple member statistics? If this stuff is available in a report of something, feel free to just forward that doc to me. I am looking for:

- What portion of your members currently provide a contact for the “vacuum” category?
- What portion of your members are municipal operators? (If you don’t have this info, it’s ok. Asking just in case you do )

Thank you both!!! If you have any follow up questions, feel free to call or email back.

-Jenni



**Jenni Reed**

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