



Miss Utility rate information for Town of Boonsboro.

Town of Boonsboro’s rate per ticket (notice of intent to excavate) has been \$1.03 since 08/07/2014. Effective 9/1/2024, the rate will be adjusted \$.03, to \$1.06 per ticket, a **2.9%** increase. This modest change is required primarily because of increases beyond our control in the following economic factors:

Maryland Minimum Wage

Labor is the largest component of Miss Utility costs. The table below shows the drastic increase in minimum wage mandated by Maryland law. Since August 2014, the minimum wage has increased **106.9%**.

Date	Amount
August 2014	\$ 7.25
January 2024	\$ 15.00
Increase	\$ 7.75
Percentage Increase	106.9%

Our starting pay rate is always higher than the minimum wage. However, the increase in minimum wage puts upward pressure on all hourly rates up the line. Looking at the drastic increase in the minimum wage may cause you to ask how it was possible for us to wait until now to implement a rate adjustment. The answer is **ITIC** – Miss Utility’s self-service internet ticketing tool which was implemented in 2002. **ITIC** shifted the balance of ticket entry. Prior to introducing **ITIC**, 100% of the tickets were entered by center staff. Since then, excavator acceptance has led to almost **90%** of all tickets being entered via **ITIC**. In order to promote use of **ITIC**, we offered discount pricing for any ticket entered with **ITIC**. Having harvested all of the cost suppression benefit available by growing **ITIC** usage to 90% of the ticket volume, all benefit that can be derived from a discount program has now been exhausted. We are, once again, impacted by the movement in labor costs.

Other Significant Items

While the change in the Maryland Minimum Wage had a significant economic impact, other key factors play a part in the need for an adjustment.

- **Technology:** We continue to invest in technology with Miss Utility’s two largest stakeholder groups, facility operators and excavators, in mind. As stakeholder reliance on ITIC and other online tools and technologies continues to grow, so too does the expectation of 24/7/365 bullet-proof reliability. In order to continually improve ITIC, while at the same time meeting ever-increasing stakeholder expectations, we have **more than doubled our IT staff** since 2015.
- **Google Maps:** Since ITIC users account for approximately 90% of the notifications, use of Google Maps is integral to the Miss Utility System. When Google Maps was first implemented as part of the system, Google charged \$0.0003 per unit. In 2018, Google increased the per unit charge to \$0.0057 per unit. This amounts to a **1,820% increase**. Our review of available mapping solutions leads us to conclude that nothing currently available compares to Google Maps.

Google costs 2017:	\$ 3,937
Google costs 2023:	\$ 406,758

- **General Inflation:** The U.S. Bureau of Labor and Statistics website shows the Maryland area has seen a **30.3% increase** in cumulative inflation since August 2014. While this is significant, inflation does not necessarily affect every cost category experienced at the call center.

Date	CPI Index
August 2014	241.752
April 2024	314.927
Increase	73.175
Percentage Increase	30.3%

These factors have made it necessary for us to increase our rate and will allow us to continue providing high-quality services. If you have any questions or comments, please contact Matt Ruddo at mruddo@missutility.net or at 410-782-2025.