



Protecting What Really Matters

2011-2013 Strategic Plan

Strategic Plan

The underground facilities infrastructure is a vital and complicated network of systems put in place to convey the essential services necessary to provide communities with safe and efficient processes vital to protecting life, health, property and the environment. It is vitally important that with the expanding utilities infrastructure and the need for continued construction and excavating practices that the underground damage prevention industry think, plan and act strategically.

This three-year strategic plan will provide the framework for Iowa One Call to develop and execute strategies designed to enhance system efficiencies, program effectiveness, user compliance and long-term fiscal strength.

Mission Statement

Iowa One Call, as mandated by law, operates a statewide notification system to provide effective communications to protect the citizens and underground facilities of Iowa.

Purpose

To protect underground facilities essential to the wellbeing of all Iowans.

Goal

To prevent damage to the Iowa underground facilities infrastructure.

Key Results Areas

Fiscal / Financially Sound

Iowa One Call will manage all financial resources efficiently to support all operational and capital needs by strategically executing financial forecasting and by establishing revenue / expenditures stability.

Action Plan # 1

Set and maintain reserve levels at a defined percentage of annual income based on history and financial forecasting.

- Board to set reserve levels by April 30, 2011.
- Complete annual assessment of reserves during annual budget process and adjust accordingly.

Action Plan # 2

Assess current and future building needs, current lease options and other building alternatives with board recommendations by January 1, 2012.

Action Plan # 3

Evaluate alternative revenue sources and make board recommendations for utilization by September, 2012.

Leadership / Governance

Iowa One Call is committed to providing the highest level of leadership to assure long-range professional development and quality programming. Iowa One Call's future workforce needs will be met through effective succession planning and skill development initiatives.

Action Plan # 1

Analyze current board qualifications, term lengths, required participation and contributions and make board recommendations as needed by January 1, 2013.

Action Plan # 2

Establish a tactical plan for dealing with the succession of board member retirements, with board recommendations by January 1, 2013.

Action Plan # 3

Establish a tactical plan for dealing with the succession of the Administrative Director, with recommendations to the Executive Committee by December 31, 2011.

Action Plan # 4

Analyze current and future administrative and staff needs and make recommendations to the board for modifications by December 31, 2011.

Action Plan # 5

Develop a biannual review process for evaluating the call center vendor by August 2, 2011.

Action Plan # 6

Assess call center security and develop a plan to identify needs by July, 2011.

Legislative

Iowa One Call will provide effective input to the processes that impact policy-making, laws and regulations related to protecting underground facilities.

Action Plan # 1

Develop a plan for sponsoring legislation to include all pertinent steps in the process to change the Iowa Code, Chapter 480 by November 1, 2011.

Action Plan # 2

Develop legislation for changing Iowa Code Chapter 480 by the 2013 legislative session.

Outreach / Communications

Iowa One Call is committed to executing effective outreach, marketing and education programming that pertains to underground damage prevention and excavation safety and speaks to the values, interests and wellbeing of all members, stakeholders and Iowa communities.

Action Plan # 1

Assess current marketing programs to determine effectiveness and make board recommendations for the next three-years of programming by August 1, 2011.

Action Plan # 2

Develop and implement an external communications program designed to garner collaborative damage prevention partnerships to coincide with three-year marketing program by March, 2012.

Action Plan # 3

Develop and implement custom training to address key system abusers to coincide with three-year marketing program.

Action Plan # 4

Develop procedures for updating and maintaining the Iowa One Call website with initial updates completed by July 31, 2011.

Action Plan # 5

Develop, produce and distribute a new comprehensive Board Member Handbook to all board members by December 31, 2011.

Action Plan # 6

Design and implement a web-based secure communications system for Iowa One Call Board of Directors by September 1, 2012.

Technology

Iowa One Call is committed to maintaining the latest, most cost-efficient technologies and technological improvements in order to provide all stakeholders with the most accurate data available in the most effective manner.

Action Plan # 1

Develop board recommendations for enhancing the Design Request System by November 1, 2011.

Action Plan # 2

Implement enhancements to the ticket management system to improve the overall effectiveness of the underground facilities locating system and processes by March 31, 2012. Areas to be addressed include:

- *White-lining*
- *Life of a ticket*
- *Re-locates*
- *Joint Meets*
- *Ticket abuse*
- *Identifying dig-site location*

Action Plan # 3

Develop and implement a plan with a goal of 100-percent electronic ticketing (excluding Emergency Notifications), with 50-percent electronic ticketing realized by November 1, 2013.

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Know what's below. Call before you dig!