

# IOWA 811 ONE CALL<sup>SM</sup>

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STRATEGIC PLAN  
2023 - 2025

Iowa's underground facilities infrastructure is a vital and complicated network of systems put in place to convey the essential services necessary to provide Iowans with safe and efficient processes crucial to protecting life, health, and property. With the expanding utilities infrastructure and the need for continued construction and excavating practices, it is fundamentally important that the underground facilities 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 financial strength.

## MISSION

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.

## VISION

To completely eliminate excavation-related damage to underground facilities in Iowa.

## TECHNOLOGY

Iowa One Call is committed to developing and implementing technologies to eliminate damages to underground facilities.

1. Advance the use of electronic ticketing to 100%, with a 91% usage rate by December 31, 2025.
2. Continually monitor and evaluate the electronic infrastructure for cyberattacks and provide monthly monitoring updates.
3. Further develop and implement enhancements and modifications to the design request system and related processes.
4. Develop and implement the latest technologies to improve efficiencies in the field to allow excavators and operators to perform their responsibilities with the minimum number of interruptions/delays.
5. Develop functional/procedural improvements to enhance the excavator and homeowner online ticketing and mobile applications.

## LEADERSHIP – GOVERNANCE – ADMINISTRATION/FISCAL – FINANCIALLY SOUND

Iowa One Call is committed to providing the highest level of collaborative leadership and administration to assure long-range professional development and a quality damage prevention program. Iowa One Call will manage all financial resources efficiently to support all operational and capital needs by strategically executing financial forecasting and by balancing revenues and expenditures.

1. Work collaboratively with the locating community and other stakeholders, as well as the Iowa Attorney General's Office to develop tactics designed to mitigate locating issues.
2. Continue to develop collaborative efforts with the Iowa Attorney General's Office to review and make recommendations annually regarding current enforcement efforts.
3. Continually analyze and review the impact of making changes to the required 48-hour advance notice.
4. Establish and maintain effective relationships with regulatory agencies.
5. Develop and engage in promotional opportunities and learning events in collaboration with the damage prevention community.
6. Analyze and review a process to communicate or notify facility owners of locating issues/complaints.
7. Review and determine whether modifications to the Iowa One Call Bylaws are necessary.
8. Continue to seek qualified individuals to serve and represent a diverse Iowa One Call board.
9. Continue to review and maintain efficiencies of service to provide the lowest cost per locate ticket/best cost per locate.
10. Implement a plan to effectively conduct the annual budgeting process to assure that board reserve policies are met annually.

## OUTREACH – COMMUNICATIONS

Iowa One Call is committed to executing effective outreach and marketing programs that educate members, stakeholders, and all Iowans about safe digging practices and effective protection of underground facilities.

1. Increase awareness with excavators, locators, and operators about the appropriate use and meaning of status codes.
2. Analyze monthly center tracking data to identify noticeable trends to be reviewed/addressed during the annual excavation safety awareness program meetings.
3. Collaborate with the State-of-the-Art Committee to develop a process that identifies new and out-of-state excavators to be targeted with electronic communications regarding proper Iowa One Call rules and procedures.
4. Evaluate new marketing programs to determine effectiveness and make board recommendations annually.
5. Promote the Iowa One Call website, newsletter, and social media programs annually to enhance readership/viewership with available metrics.
6. Update the catalogue of user training resources to excavators, designers, homeowners, and facility operators to be reviewed annually.
7. Continue a communications plan targeting member operators, professional designers, and locators with specific information regarding the Design Request System and locate ticket process to be reviewed annually.
8. Develop a statewide communications plan to address the online and mobile ticketing processes and the importance of embracing industry best practices to maximize excavation safety.
9. Develop a communication plan targeting Iowa One Call Users to attain 91% electronic ticketing by December 31, 2025.

## LEGISLATIVE

Iowa One Call will provide leadership and input to the processes that impact policymaking, laws, and regulations related to protecting underground facilities.

1. Remain prepared to take appropriate legislative action in the event any third-party attempts are made to amend chapter 480. Review board suggestions/recommendations regarding changes to chapter 480 annually.
2. Continually review proposed or suggested language to extend the time a locate notice is valid beyond 20 calendar days and establish a new time period.
3. Foster positive changes within the underground operator/locating communities to mitigate locating delays.
4. Analyze the current composition of the Board to determine whether it effectively represents Iowa's key stakeholder groups; to increase legislative transparency; and reduce third-party legislative actions that exclude the Board.

