

IOWA ONE CALL

Board Packet, March 7, 2019

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Iowa One Call

Board of Directors Meeting & Strategic Plan Meeting

April 18, 2019

Sheraton West Des Moines

IOC 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.

AGENDA

		<u>Purpose</u>
10:30 a.m.	* <u>Meeting Opening</u> (Ross) 1) Call To Order 2) Determination of Quorum 3) Recognition of Guests 4) Approval of agenda and requested changes to consent agenda	Action
10:35 a.m.	* <u>Consent Agenda</u> (Ross) Approval of Minutes – March 7, 2019	Action
10:40 a.m.	<u>Finance Committee</u> (David)	Discussion
10:45 a.m.	<u>Excavator Safety Awareness Meetings</u> (Roger)	Discussion
10:50 a.m.	<u>Advertising Committee</u> (Greg)	Discussion
10:55 a.m.	<u>State of the Art</u> (Steve)	Discussion
11:00 a.m.	<u>Legislative</u> (Brian M)	Discussion
11:05 a.m.	<u>Administrative Update</u> (Staff)	Discussion
11:10 a.m.	<u>OCC Report</u> (Jim)	Discussion
11:15 a.m.	<u>2019/2020 Officer Nominations</u> (Ross) 2019/2020 Officers	Action
11:20 a.m.	<u>Board Member Comments</u>	Discussion
11:25 a.m.	* <u>Guest Comments</u>	Discussion
11:30 a.m.	* <u>Adjourn</u>	Action

UNDERGROUND LOCATION COMPANY
IOWA ONE CALL
Minutes of the Board of Directors and Officers
West Des Moines Learning Center
March 7, 2019

Participating Directors

Randy Brown (Mediacom)
Mark Erpelding (Erpelding Excavating Enterprises)
Greg Gray (Windstream Communications)
Scott Johnson (Aureon Network Services)
Scott Long (T.I.P REC)
Jenny Puffer (Des Moines Water Works)
Tom Sailer (Alliant Energy)
Dave Sherlock (OmniTel Communications)
Steve Stone (Black Hills Energy)
Paul Wiegand (Iowa State University)
Mark Woofter (MidAmerican Energy Company)

Participating Officers

President, Ross Wendell (Century Link)
Vice President, Mike Wildung (Iowa Regional Utilities)
Secretary/Treasurer, David Kamp (City of Des Moines)
Chairman, Brian Mueller (Enterprise Products)

Officers & Directors Absent

Brian Hanna (Consolidated Infrastructure Group)
Roger Morris (Spencer Municipal Utilities)

Additional Participants/Guests

Ben Booth (Walter & Associates)
Seth Hale (Walter & Associates)
Shellie Petek (Walter & Associates)
Nate Richardson (Black Hills Energy)
Connie Schmidt (One Call Concepts)
Nick Sorenson (USIC)
Craig Walter (Walter & Associates)

Call to Order

President Ross Wendell opened the meeting and confirmed we had a quorum.

Approval of Agenda

Motion made by Paul Wiegand and seconded by Greg Gray to approve the March 7, 2019 agenda. All in attendance voted in favor. Motion carried.

Approval of Minutes

Motion made by Paul Wiegand and seconded by Greg Gray to approve the January 4, 2019 meeting minutes. All in attendance voted in favor. Motion carried.

Excavator Safety Awareness Program Report

Seth Hale reported on the 2019 ESAP meetings. Pre-registration was up this year. The distribution list was improved along with use of social media to get the word out for meetings, dates and locations. A possible State

Summit is still being considered. Also the ESAP committee will review this year the dates, number of meetings, locations, breakfast or lunch.

Financial Report

David Kamp reported that the January financials had been distributed. Also, Mr. Kamp shared that the February ticket count is down, which is common for this time of year.

Advertising Report

Greg Gray provided PowerPoint presentation sharing where the budgeted funds for 2019 are being designated. Over \$85,000 has been allocated for radio and \$49,000 for television advertising, which allows more coverage throughout the state than in past years. Utilizing the stations will have some areas that overlap. Mr. Gray reviewed outdoor, digital and social media. Currently IOC has 530 Facebook followers and a number of Twitter followers. Mr. Gray reviewed promotional events scheduled. This year IOC will participate at the Iowa Cubs game on 8/11 (August 11th). IOC has 25 seats available in the skybox for board members that wish to participate.

State of the Art Report

Steve Stone reported that the focus is to continue to drive tickets to be done online.

Joint Meet Tickets: Mr. Stone reported that clarification of Joint Meets is still an issue.

Connie Schmidt explained that with NextGen Joint Meets could be scheduled Monday through Friday between 8:00 AM to 3:00 PM. The ticket will cover the entire scope of the project unless part the project extends outside the allotted business rule.

Joint Meet Ticket - Business Rules:

- 1)When inside city limits each ticket is allowed 1500' per ticket or three (3) city blocks; whichever comes first.
- 2)When outside city limits each ticket is allowed one (1) mile per ticket.
- 3)Each ticket is allowed 10 addresses per ticket in the same 100 blocks within the above parameters.

Steve Stone reported that the SOTA committee will move forward on working out more of the details to share with the board.

Mr. Stone asked Connie Schmidt if other states are doing the Joint Meet tickets and she responded not at this time.

Steve Stone reported that he asked Jim Holzer to have OCC track contractors calling in locates compared to creating tickets online.

Ms. Schmidt reported that as of January 8, 2019 all fax usage has been phased out.

Mobile App: Connie Schmidt reported that the mobile app on Android and Apple will roll out the week of March 18, 2019. The app will allow locators to walk the actual job site to create mapping area.

Legislative Report

Brian Mueller asked board members to visit with their companies and let Craig Walter know of any legislation they may be interested in that would affect Chapter 480.

Several oversight questions have been asked by the Iowa Utility board and also the Attorney General's office.

Administrative Update

CGA Conference in Tampa FL: March 25 – 28, 2019. If any board members wish to attend to contact the office.
IOC Annual Meeting – April 18, 2019 in Des Moines

Strategic Plan 2019-2021

MOTION made by Steve Stone and seconded by Tom Sailer to approve and print the new Strategic Plan 2019-2021 brochure. Motion carried.

OCC Report

Connie Schmidt reported that the phone lines were cut three (3) times affecting the Call Center. The outages lasted approximately three (3) seconds and no calls were lost. The system is set to roll within seconds of the phone lines going down.

2019/2020 Board of Director Nominations

President Ross Wendell reported that we have a couple board members resigning;

- March Woofter (MidAmerican Energy) recommending Alicia Knapp
- Steve Stone (Black Hills Energy) recommending Nate Richardson

Note: Mike Wildung, currently Vice President, due to unforeseen issues will not be moving into the President's position but would like to revert back to a director. All other Class A directors will remain the same.

Class B – Mark Erpelding

Class C – Brian Hanna has also resigned and did not make a recommendation for the Class C position.

MOTION made by Brian Mueller and seconded by Scott Long to accept the slate of directors. Motion carried.

2019/2010 Officers

President – Ross Wendell

Vice President – David Kamp

Secretary/Treasurer – Tom Sailer

Chairman – Brian Mueller

Board Member Comments

Paul Wiegand shared concerns regarding marking schedules and the frustration with contractors, he and would like to have the SOTA Committee review.

OCC Contract

Craig Walter reported that the Executive Committee reviewed extending the OCC contract that ends December 31, 2019; it can be extended for three (3) years without putting out an RFP. Craig Walter will be contacting OCC and requesting a contract proposal. Additional information pertaining to the OCC contract will be available within the next 30-60 days.

Meeting Adjournment

Motion made by Brian Mueller and seconded by Mark Woofter to adjourn the meeting. All in attendance voted in favor. Meeting adjourned.

2019 Board Meeting Dates

April 18	Annual & Regular Board Meeting – Sheraton WDM
June 6 & 7	Golf Retreat & Board Meeting - location TBA
September 5	Board Meeting - location TBA
November 7	Board Meeting - location TBA
Jan. 10, 2020	Board Meeting & Holiday Party - location TBA

**Underground Location Company
d/b/a Iowa One Call
(A Nonprofit Organization)**

**Financial Statements
December 31, 2018 and 2017**

With Report of Independent Auditor

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Independent Auditors' Report

To the Board of Directors
Underground Location Company
d/b/a Iowa One Call

We have audited the accompanying financial statements of Underground Location Company, d/b/a Iowa One Call (a nonprofit organization), which comprise the statements of financial position as of December 31, 2018 and 2017, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Underground Location Company, d/b/a Iowa One Call as of December 31, 2018 and 2017, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Other Matters

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The budgetary comparison is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements.

TBB Advisors, LLP

Clive, Iowa
March 29, 2019

Underground Location Company
d/b/a Iowa One Call
Statements of Financial Position
December 31, 2018 and 2017

	<u>2018</u>	<u>2017</u>
Current Assets		
Cash in bank	\$ 2,123,478	\$ 1,659,049
Accounts receivable, less allowance for uncollectible accounts, \$3,000 in 2018 and \$3,000 in 2017	187,734	271,998
Accrued interest receivable	5,822	2,049
Total current assets	<u>2,317,034</u>	<u>1,933,096</u>
Investments		
Certificates of deposit	<u>872,457</u>	<u>863,429</u>
Property and Equipment		
Furniture and fixtures	23,813	23,813
Leasehold improvements	213,104	213,104
Total property and equipment	<u>236,917</u>	<u>236,917</u>
Less accumulated depreciation	<u>(233,363)</u>	<u>(230,972)</u>
Net property and equipment	<u>3,554</u>	<u>5,945</u>
TOTAL ASSETS	\$ <u>3,193,045</u>	\$ <u>2,802,470</u>
Current Liabilities		
Accounts payable	\$ 88,586	\$ 111,494
Total current liabilities	<u>88,586</u>	<u>111,494</u>
Net Assets		
Unrestricted net assets	<u>3,104,459</u>	<u>2,690,976</u>
Total net assets	<u>3,104,459</u>	<u>2,690,976</u>
TOTAL LIABILITIES AND NET ASSETS	\$ <u>3,193,045</u>	\$ <u>2,802,470</u>

See independent accountants' audit report and accompanying notes.

Underground Location Company
d/b/a Iowa One Call
Statements of Activities
For the Years Ending December 31, 2018 and 2017

	2018	2017
Operating Revenues		
Service revenue	\$ 2,534,050	\$ 2,459,638
Dues	2,250	2,500
Sponsorships ESAP	9,950	-
Total operating revenue	2,546,250	2,462,138
Operating Expenses		
Call center operations	1,460,668	1,511,113
Administrative management	337,192	321,200
Contractor meetings - ESAP	86,217	116,893
Conventions and meetings	46,058	38,938
Advertising and promotion	174,756	163,350
General operating	48,633	44,041
Depreciation	2,391	12,521
Total operating expenses	2,155,915	2,208,056
Excess operating revenues over operating expenses	390,335	254,082
Non Operating		
Investment income	23,148	9,720
Total other income	23,148	9,720
Change in unrestricted net assets	413,483	263,802
Total net assets at beginning of year	2,690,976	2,427,174
Total net assets at end of year	\$ 3,104,459	\$ 2,690,976

See independent accountants' audit report and accompanying notes.

Underground Location Company
d/b/a Iowa One Call
Statements of Cash Flows
For the Years Ending December 31, 2018 and 2017

	2018	2017
Cash Flows from Operating Activities:		
Change in net assets	\$ 413,483	\$ 263,802
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation	2,391	12,521
(Increase) Decrease in accounts receivable	84,264	(127,745)
(Increase) Decrease in accrued interest receivable	(3,773)	(111)
Increase (Decrease) in accounts payable	(22,908)	(40,774)
Net cash provided by operating activities	473,457	107,693
Cash Flows from Investing Activities:		
Capital expenditures	-	-
Withdrawals from certificate of deposits	-	-
Interest added to certificate of deposits	(9,028)	(6,204)
Net cash (used in) provided by investing activities	(9,028)	(6,204)
Net increase in cash	464,429	101,489
Beginning Cash Balance	1,659,049	1,557,560
Ending Cash Balance	\$ 2,123,478	\$ 1,659,049

Supplemental Disclosure

Interest paid	\$ -	\$ -
Income taxes paid	\$ -	\$ -

See independent accountants' audit report and accompanying notes.

Underground Location Company
d/b/a Iowa One Call
Notes to Financial Statements
December 31, 2018 and 2017

NOTE 1 - Organization and Summary of Significant Accounting Policies

Organization

Underground Location Company, d/b/a Iowa One Call (IOC), is a statewide notification center organized to receive and transmit information to and from entities intending to undertake excavation activities which might interfere with or damage underground facilities and to forward information to underground facility operators whose underground facilities may be affected.

Basis of Presentation

The financial statements are presented on the accrual basis of accounting generally accepted in the United States (GAAP). These principles require management to make estimates and judgments that affects the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported amounts of revenues and expenses in the reporting period. Actual results could differ from those estimates. Net assets, revenues, and investment income or loss are classified based upon the existence or absence of donor-imposed restrictions as follows:

Temporarily restricted net assets are assets with donor restrictions that expire with the passage of time, occurrence of an event, or the fulfillment of certain conditions. Earnings relating to temporarily restricted assets are recorded as temporarily restricted net assets until amounts are expensed in accordance with the donor's specified purposes. When these restrictions are met, temporarily restricted net assets are reclassified as unrestricted net assets and reported in the statement of activities as "net assets released from restrictions".

Unrestricted net assets are not subject to donor-imposed restrictions. Board designated net assets are unrestricted net assets designated by the Board of Directors to be used for specific purpose. Board designated net assets are still regarded as unrestricted net assets for financial statement presentation.

Income Taxes

The organization is an Iowa corporation formed as a nonprofit organization as described in Section 501(c)(6) of the Internal Revenue Code and is exempt from federal and state income tax.

Cash and Cash Equivalents

For the statements of cash flows, all of the unrestricted investment instruments with original maturities of three months or less are considered cash equivalents. There were no cash equivalents at December 31, 2018 and 2017.

Investments

IOC records all investments in certificate of deposits with readily determinable fair values at fair value in the statement of financial position based upon quoted market prices.

Property and Equipment

Property and equipment are stated at cost. Depreciation is provided by utilizing the straight-line method over the estimated useful lives of the assets, ranging from 5 to 40 years. Expenditures for routine maintenance and repairs are charged to expense when incurred.

**Underground Location Company
d/b/a Iowa One Call**

Notes to Financial Statements
December 31, 2018 and 2017

Fair Value of Financial Instruments

Financial instruments of IOC consist of cash and cash equivalents, accounts receivable, and accounts payable. The fair value of financial instruments approximates their carrying value in the financial statements.

Reclassification of Prior Year Presentation

Certain prior year amounts have been reclassified for consistency with current period presentation. These reclassifications had no effect on the change in net assets.

NOTE 2 – Related Party Transactions

IOC has contracted with a management company to oversee the operations of the company and to provide administrative services. The company paid \$364,500, and \$369,329 in 2018 and 2017, respectively.

NOTE 3 – Commitments and Contingencies

The company purchases contract services to operate its call center facility. The contract price is \$\$4,508,307 for a 36 month period beginning January 1, 2017 and ending December 31, 2019. The contract currently has a base rate of \$1,860,348 per year and minimum credits of \$357,578 per year during the contract period.

Future commitments under the contract extension are:

	2019 \$	1,502,769
Total future commitments	\$	<u>1,502,769</u>

IOC leases its call center facility. Currently, the lease is under a month to month arrangement.

NOTE 4 – Tax Uncertainties

The company's policy is to record interest expense and penalties assessed by taxing authorities in operating expenses. For the years ended December 31, 2018 and 2017, there were no interest or penalties recorded.

The company's federal tax returns are open for examination for the years ended December 31, 2015, 2016, 2017 and 2018. The company has not been notified of any impending examinations by taxing authorities and no examinations are in process.

NOTE 5 – Subsequent Events

IOC has evaluated events and transactions occurring after December 31, 2018 for recognition and disclosure in the financial statements. Subsequent events were evaluated through March 29, 2019, the date the financial statements were issued. There were no subsequent events that require disclosure.

Supplemental Information

**Underground Location Company
d/b/a Iowa One Call**

Budgetary Comparison

For the Years Ending December 31, 2018 (with budget amounts) and 2017

	<u>2018</u>	<u>2017</u>	<u>2018 Budget</u>
Revenues			
Service revenue	\$ 2,534,049	\$ 2,459,638	\$ 2,325,000
Dues	2,250	2,500	1,000
Sponsorships ESAP	9,950	-	-
Interest income	23,148	9,720	5,000
Total revenue	<u>2,569,397</u>	<u>2,471,858</u>	<u>2,331,000</u>
Expenses			
Call center contractor	1,419,623	1,443,740	1,503,000
Administrative management	337,192	321,200	330,000
Audit and accounting	7,700	7,470	10,000
Bank charges and lock box	8,424	8,060	8,500
Insurance	6,125	5,274	5,000
Legal fees	-	-	5,000
Printing	13,366	7,858	12,000
Postage	6,044	5,984	20,000
Miscellaneous	35	635	1,000
Advertising	140,912	122,077	140,000
Contractor meetings	86,217	116,893	100,000
Promotional	33,844	41,273	50,000
Conventions/exhibits	2,304	2,784	8,000
CGA memberships	2,500	2,500	2,500
Board meetings	26,316	19,923	25,000
Travel	17,437	16,231	42,000
Legislative	1,297	1,150	2,500
Rent	37,212	34,111	38,000
Phone	215	269	1,000
Call center maintenance	3,833	33,263	5,000
Equipment	1,367	3,340	5,000
Records storage	1,560	1,500	1,800
Depreciation	2,391	12,521	-
Total expenses	<u>2,155,914</u>	<u>2,208,056</u>	<u>2,315,300</u>
Change in net assets \$	<u>413,483</u>	<u>\$ 263,802</u>	<u>\$ 15,700</u>



IOWA ONE CALL
Board of Directors

Action Item No.: 041819A
Meeting Date: April 18, 2019

SUBJECT:
SUMMARY

Nominations for the 2019-2010 Iowa One Call Board Officers.

STRATEGIC IMPACT

Per legislated mandate, the IOC Board of Directors is the governing body essential to the governance of Iowa One Call.

RECOMMENDED ACTION

Vote to nominate the following Board Officers

- **President: Ross Wendell**
- **Vice President: David Kamp**
- **Secretary/Treasurer: Tom Sailer**
- **Chairman: Brian Mueller**

BOARD REQUIRED ACTION

Vote to approve the nominees.

RECOMMENDING COMMITTEE / ORIGINATION OF ACTION

Nominating Committee



IOWA ONE CALLSM

Underground Location Company

Administrative Office

9001 Hickman Rd, Ste 220

Des Moines IA 50322

Email: onecall@iowaonecall.com

www.iowaonecall.com

2018 Annual Report

About Iowa One Call

Underground Location Company a/k/a/ Iowa One Call (IOC) or One Call is a non-profit entity that maintains underground facility information and provides notification services to underground facility owners/operators, contractors/excavators and the general public throughout Iowa. Iowa One Call is governed by a board of directors whose focus is to implement the latest and most cost-effective technologies available in order to provide the most efficient and effective damage prevention notification system possible. The following report details the services provided by the Iowa One Call Board of Directors and the independent contract vendors retained to operate the notification center and provide communications and outreach programming pursuant to Iowa Code chapter 480 and industry recommended best practices.

- **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 services vital to protecting life, health, property and the environment. It is vitally important, with the expanding utilities infrastructure and the need for continued construction and excavating practices, that the underground facilities damage prevention industry think, plan and act strategically. Iowa One Call's strategic plan, which is renewed every three years, provides the framework for developing and executing strategies designed to enhance system efficiencies, program effectiveness, user compliance and long-term financial 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.*
- **Iowa One Call Vision:** *To completely eliminate excavation-related damage to underground facilities in Iowa.*

2018 at a Glance

- **Participating Owners and Operators:**

<u>Class A</u>	<u>Class B</u>	<u>Class C</u>
1,434	51	53
- **3-Year Comparison (Total Tickets):**

<u>Year</u>	<u>Incoming</u>	<u>% Change</u>	<u>Outgoing</u>	<u>% Change</u>
2016	541,095	+5.1%	2,708,401	+2%
2017	572,664	+5.8%	2,780,437	+2.6%
2018	597,115	+4.3%	2,895,860	+4.1%
- **Busiest month:** May
- **Busiest day:** Mondays
- **Busiest times:** 7:30 a.m. to 11:00 a.m. weekdays
- **Seconds on hold:** Average 25 seconds
- **Talk time:** Average 6.9 minutes
- **Ticket time:** Average 3.4 minutes
- **Abandoned:** 2.8 %

Building Facilities, Telecommunications, Computer and other Equipment

The Iowa One Call Notification Center is located at 320 LeClaire Street in Davenport, Iowa. The facility is large enough to accommodate additional space for both personnel and equipment.

The Center is configured with one local PRI T1 line (high speed digital circuit – supporting both voice and data) and includes 23 lines; and three long-distance (LD) PRI T1 lines that includes 69 lines. Locate calls are answered on any of the 69 LD PRI T1 lines. Outbound calls are routed depending on whether local or long-distance via either 23 local PRI T1 channels, or the 69 long-distance PRI T1 channels.

Methods of reaching the Notification Center to provide notice of an excavation are through a toll-free telephone number **1-800-292-8989**; the **811** abbreviated dialing system, and the **ITIC** online/electronic ticket entry system (accessed via the IOC website at: www.iowaonecall.com). Licensed design professionals (e.g.: engineering firms, surveyors, professional design and engineering groups/individuals, etc.) may request **Design Information Requests and Design Locate Requests** via the online **Design Request System (DRS)**, which requires a registration process (accessible online at www.iowaonecall.com). Excavators may request a “**Joint Meet with Locates to Follow**” via the notification center.

Board of Directors

The Iowa One Call Board of Directors is elected in April of each year for a one-year term. The Board of Directors elects the Officers of the organization. Officers and Board members serve without compensation. Every effort is made to have the Board of Directors reflect the makeup of the general membership.

Vendor

Current operations at the Davenport, Iowa Notification Center are handled by the Hanover, Maryland based vendor, One Call Concepts (OCC). February 1, 2011 marked the beginning of OCC’s contract term. Following a formal complete bidding process in 2016, Iowa One Call renewed the contract with One Call Concepts beginning January 1, 2017 through December 31, 2019.

Organized in 1982, with current one call center operations in 17 states, One Call Concepts is headed by Dan Florenzo, President and Chief Financial Officer.

Administrative Director

Walter & Associates, Des Moines, Iowa, supplies administrative services to the Iowa One Call Board of Directors. Walter & Associates provides the interface between the Board of Directors and One Call Concepts and carries out all administrative functions required by the Board.

Excavation Safety Awareness Program (ESAP) Meetings

In 2018 Iowa One Call implemented the annual Excavation Safety Awareness Program (ESAP), which targets Iowa contractors/excavators and other industry stakeholders. The ‘contractor’ meetings, which were held in 17 different locations throughout Iowa between January 9th and March 29th, provided valuable educational information that highlighted excavation safety and damage prevention protocols, the Common Ground Alliance “Recommended Best Practices,” and the requirements mandated in Iowa Code chapter 480. The total number of attending contractors and stakeholders was 2,450.

During each of the 2018 ESAP program meetings, an Iowa One Call representative conducted an educational/training presentation featuring a custom PowerPoint slide show and custom-produced safety/damage prevention videos. One of the videos featured Assistant Iowa Attorney General Jacob Larsen, who discussed the penalty provisions of Iowa Code chapter 480, and provided an historic overview of the different enforcement actions taken by the Iowa Attorney General’s Office, including an in-depth review of the most recent Iowa One Call enforcement actions. Another video focused on how

excavators can expedite the locating and marking process and reduce locating delays by developing and submitting proper locate requests with the NextGen online ticketing system. The main focus was on proper communication procedures and effective practices that reduce problems associated with miscommunications between excavators and locators. Both videos were developed and produced in-house at a substantial cost-savings over the projected costs to outsource video production.

As with previous year's Excavation Safety Awareness Programs the 2018 ESAP presentations focused on excavation safety and damage prevention. The program covered key areas of underground facility damage prevention, the general rules and regulations of Iowa Code chapter 480, and the system usage requirements of the notification center and the locating and marking process. Discussion points included multiple examples of the potential hazards and liabilities associated with excavation-related incidents involving underground facilities, and the recommended (and required) procedures and protocols necessary for avoiding conflicts with underground facilities. Printed materials and promotional items designed to increase understanding and usage of the Iowa One Call System were distributed to the attendees of each meeting. Direct mail brochures/invitations were developed for the 2018 ESAP program, which were mailed out to more than 17,000 professional contractors and industry stakeholders across Iowa.

Communications and Outreach Programming (Public Relations and Advertising)

In 2018 the Iowa One Call Advertising Committee worked 'in-house' with the IOC administrative staff to develop a comprehensive advertising, marketing and public relations campaign. The primary media components of the campaign included a statewide television, radio, outdoor advertising, and social media schedule that ran from April through October. The 30-second television, radio and outdoor ads were developed by the administrative staff working in conjunction with a local creative agency in Des Moines. Both the radio and television commercials were aired throughout the state, covering the vast majority of Iowa cities and towns. While the media schedule was consistent throughout the seven-month run, heavier than normal schedules were aired during key events, including the Iowa State Fair (where Iowa One Call has a strong presence), "811-Day," 'spring planting season' and 'fall landscaping/home improvement season.'

The statewide outdoor advertising portion of the campaign was implemented as a public service announcement (PSA), which means all of the billboards were posted at no charge to Iowa One Call, making it an extremely cost-effective tactical strategy (Iowa One Call paid for the printing, production and shipping of the actual billboard posters). The "Click Before You Dig" portion of the campaign was designed to raise awareness of the NextGen online ticketing system. In addition to the television, radio and outdoor advertising media schedule, the campaign was supplemented with a comprehensive social media schedule featuring Facebook, Twitter, YouTube and Google marketing strategies, including extensive "ad words" usage and targeted digital streaming ads

Additional outreach efforts included extensive media relations tactics, including the development and distribution of press releases and media alerts sent out to all Iowa television, radio and print media outlets at key times throughout the year – resulting in statewide media/news coverage, and multiple media interviews with the IOC spokesperson, which aired on more than 20 radio stations and appeared in multiple newspapers around the state.

Technology

In 2018, the State of the Art (SOTA) Committee, in conjunction with the vendor, One Call Concepts (OCC), finalized extensive developments on the NextGen software system and launched the newer/revised version, featuring enhanced system tools and a more comprehensive geographic database providing users the ability to generate more accurate mapping than was previously attainable.

In 2018 the SOTA Committee conducted a comprehensive review of the Design Request System in order to assess system effectiveness and efficiency, and to address areas determined to be insufficient.

As part of a statewide communications plan to educate member operators about the importance of adhering to the Design Request System protocols, the committee developed a strategy for reaching the top member operators via scheduled meetings to include a presentation conducted by IOC representatives. As part of the presentation, the committee directed staff and the vendor to develop a custom PowerPoint presentation and video featuring information about the Design Request System.

As part of an ongoing process to streamline system efficiency by utilizing the latest and most cost effective technologies, the committee directed the vendor to begin a one-year process to eliminate FAX transmissions – in order that all transmissions are executed electronically or via automated voice out protocols. The process included sending out a series of official letters – followed up with telephone calls – to all FAX users advising said users of the final date for FAX transmissions, and with instructions on how to receive transmissions electronically, or via voice outs.

Legislative

The legislative Committee continued their ongoing efforts to monitor and assess the adequacy of the current requirements in Iowa Code chapter 480, including the monitoring of other state one call laws, the surveying of key stakeholder groups, and ongoing involvement with Iowa legislators at the State Capitol, and representatives at the Iowa Attorney General's Office. The committee worked with the IOC Board to review candidate item for potential future code changes.

Summary

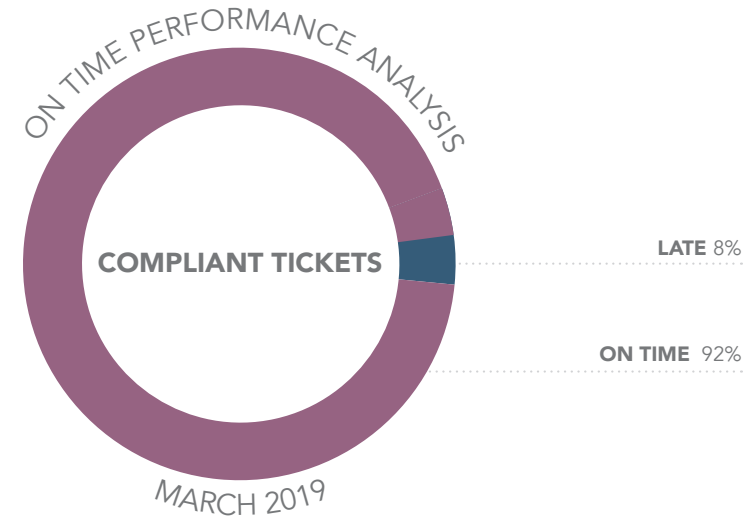
The Iowa One Call Board of Directors continually reviews the operations of the Notification Center and the activities of the call center vendor and the administrative staff to insure that a high level of quality services and efficient programming is maintained at as reasonable a cost as possible to its members. The Board also reviews/monitors and implements the latest and most cost-effective technological improvements to ensure that operators and excavators are effectively provided with the most accurate data available.

The Annual Meeting of IOC is scheduled for April 18, 2019, at the West Des Moines Sheraton located at 1800 50th Street in West Des Moines, Iowa.

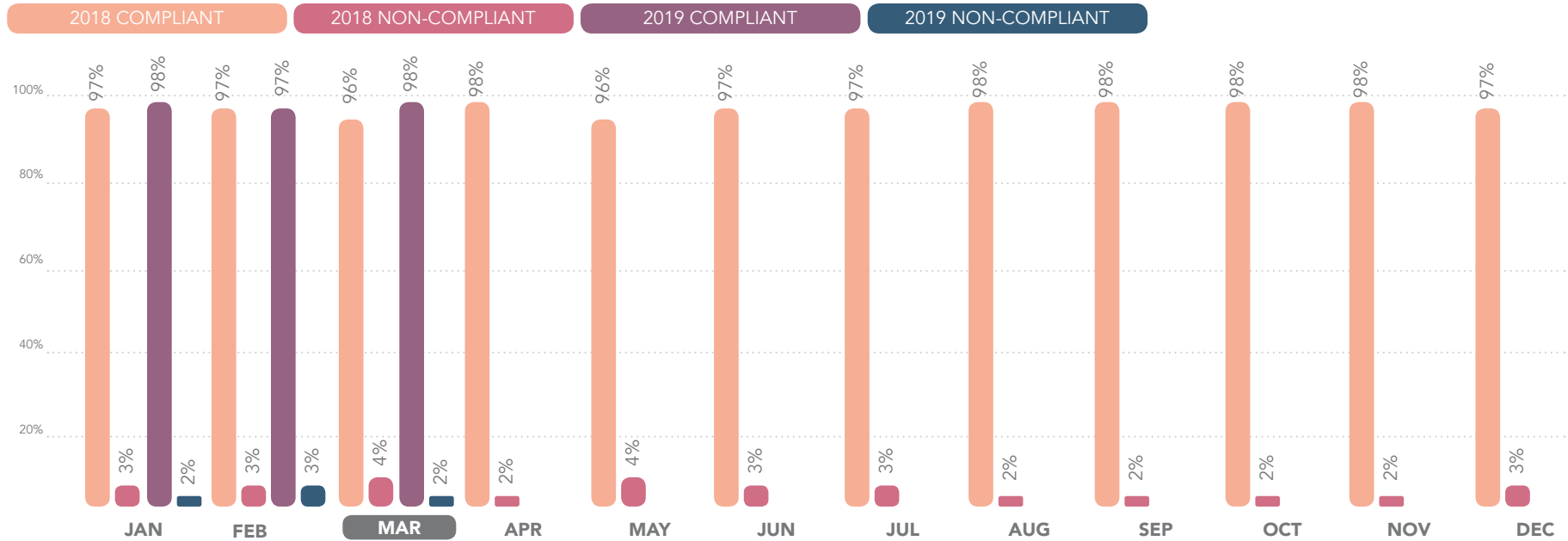
NOTE: At the January meeting, the Board requested an additional measurement be added to the Dashboard. An updated graphic will be added soon. The data for the report is as follows:

Scanned Emergency Tickets for March, 2019: 1,494
 Emergency Tickets with previous requests: 51
 Total tickets with previous requests: 67

The bar graph below shows the percentage of all tickets to which operators have responded in compliance with state law, without regard to timeliness. The pie chart to the right shows the percentage of tickets to which operators have responded using an IOC status code within the time frame established by state law.

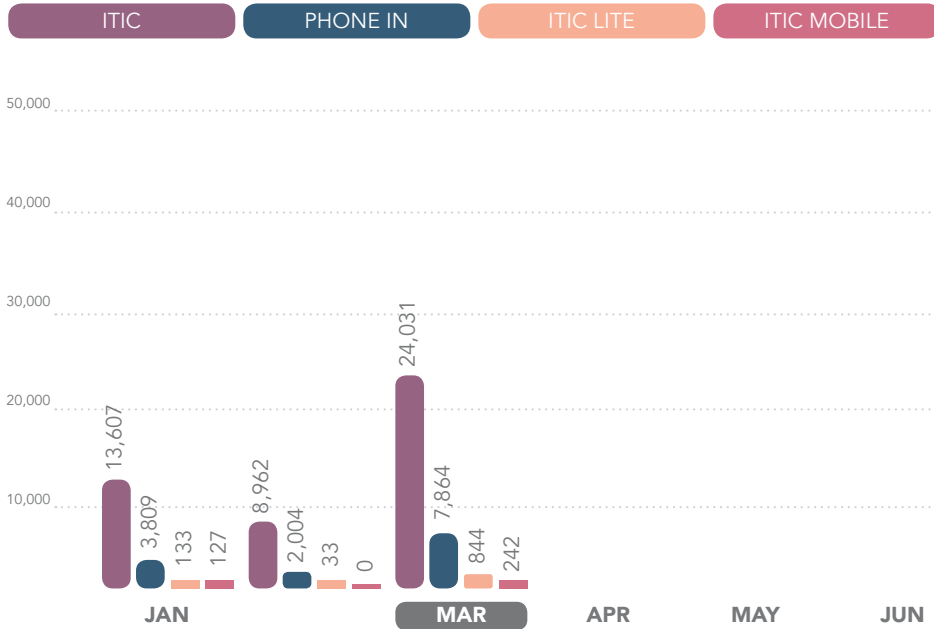


POSITIVE RESPONSE COMPLIANCE

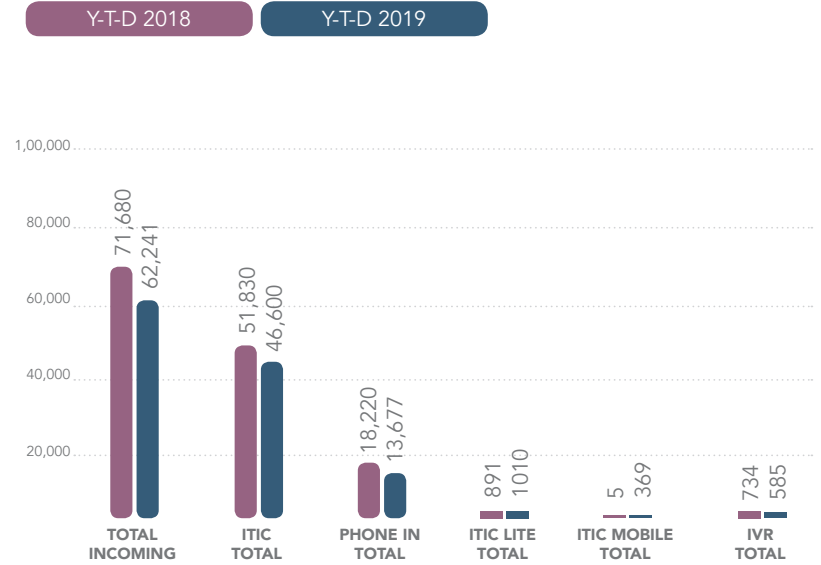


ITIC, ITIC Lite and ITIC Mobile activity all continue to grow, making up a greater percentage of incoming locates than ever. Phone In volume continues to drop as more IOC users make the change to on-line ticket entry. Overall volume is lower than 2018, largely due to weather conditions.

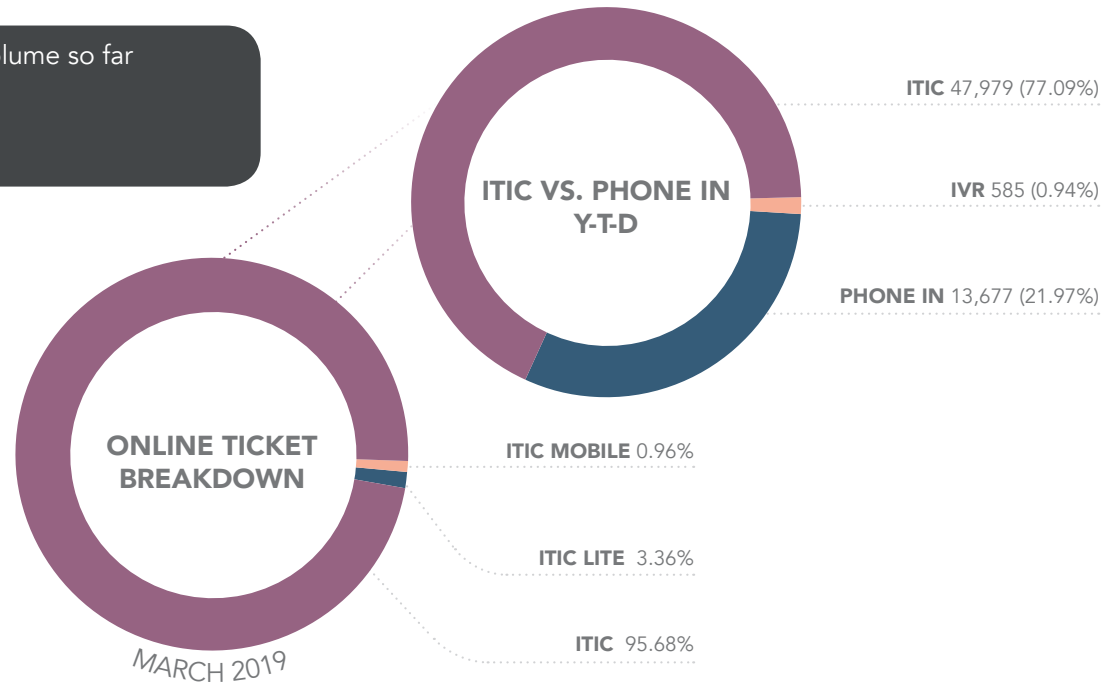
MONTHLY ITIC ACTIVITY



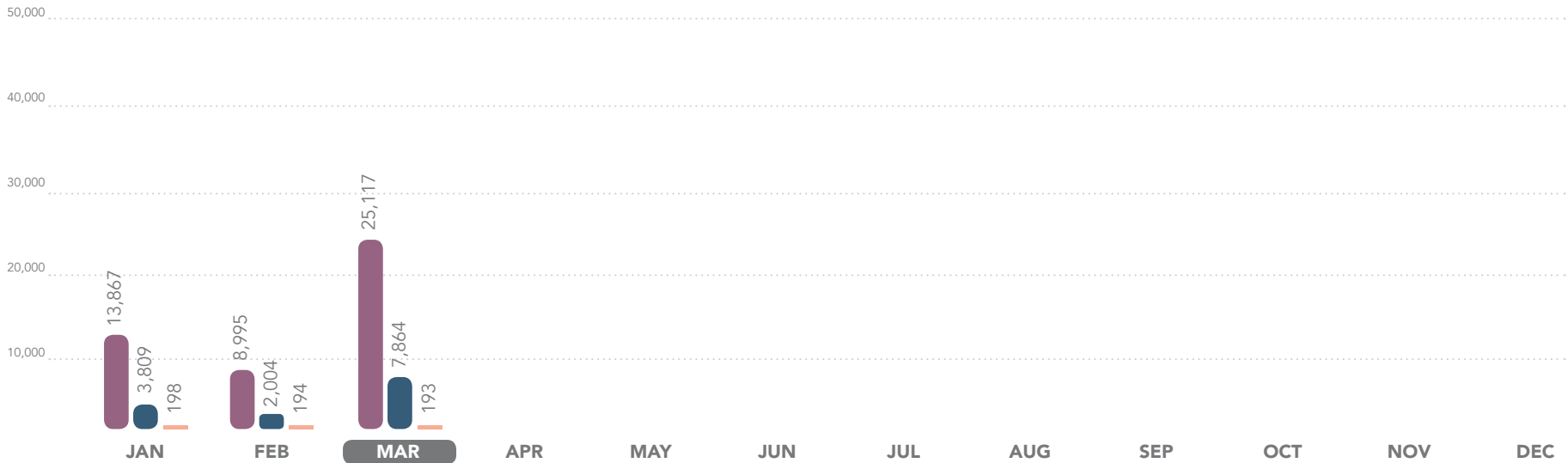
ITIC ACTIVITY Y-T-D



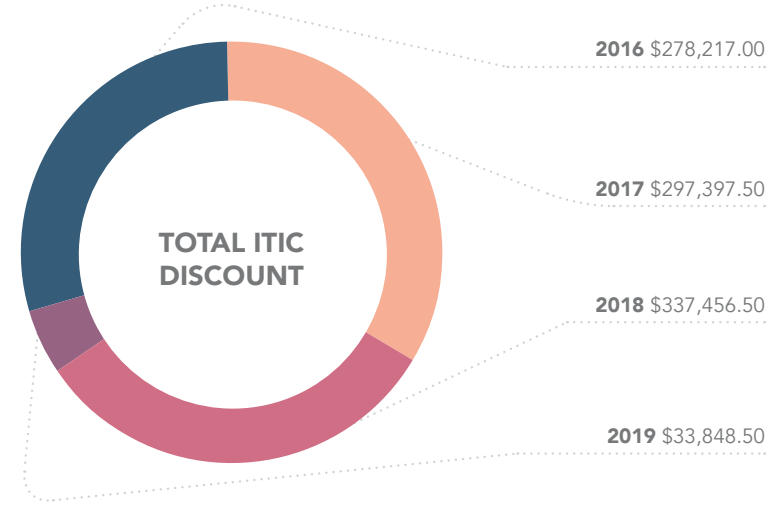
The number of tickets received through ITIC exceeds 77% of the total volume so far this year.



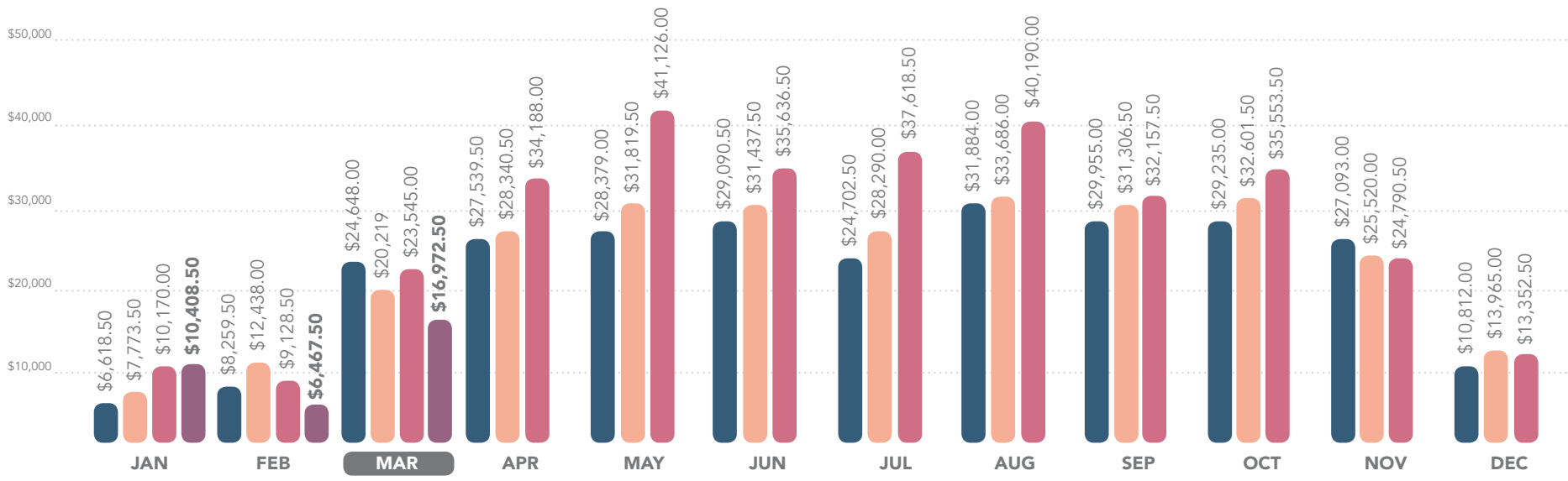
ITIC VS. PHONE IN



The savings continue to grow! These charts have tracked your ITIC savings during the last few years. Its easy to see how ITIC usage helps reduce everyone's overall costs.

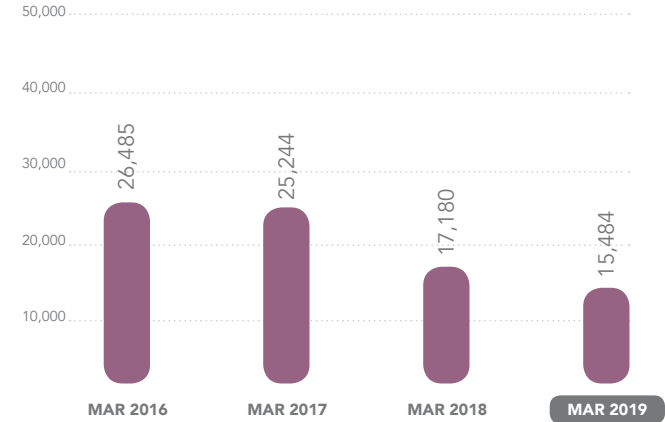


ITIC DISCOUNT SUMMARY

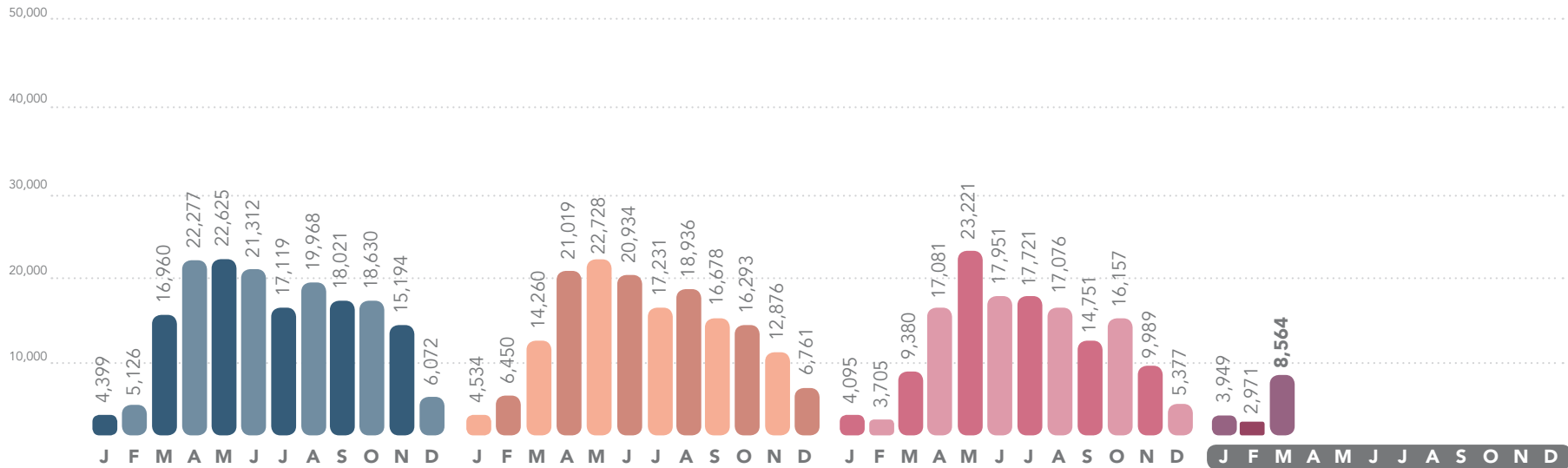


The number of phone calls received by the center continues to decline as ITIC usage grows.

TOTAL INCOMING CALLS Y-T-D

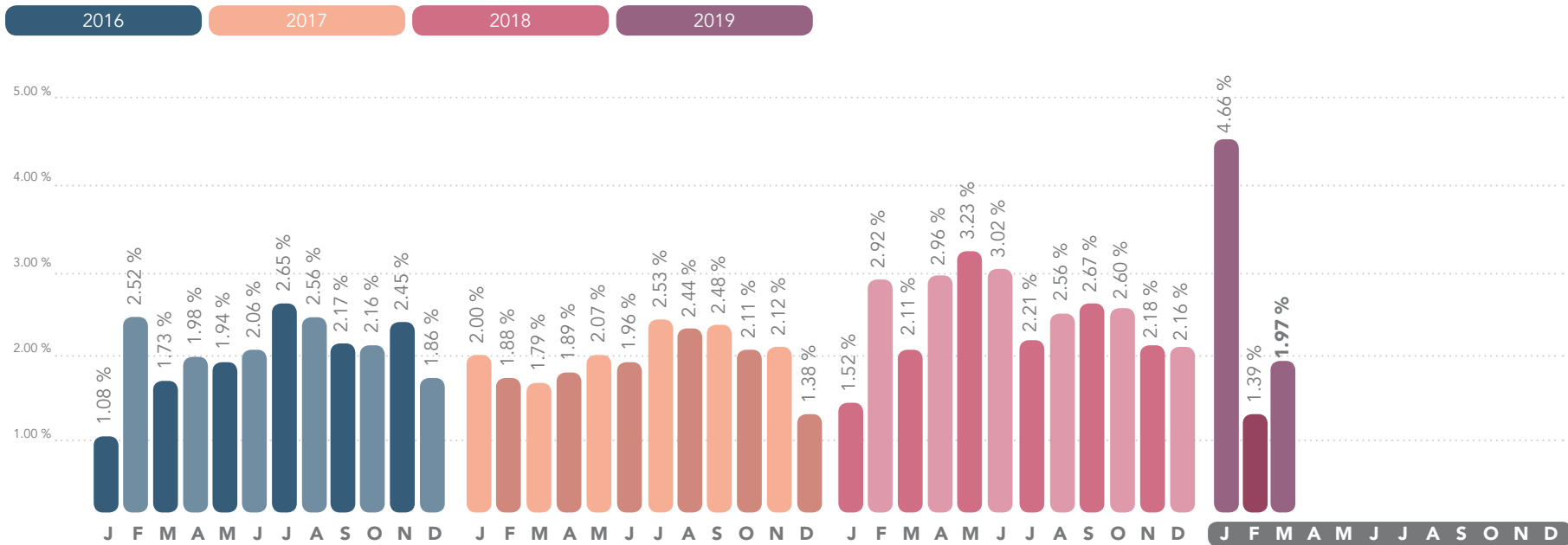


TOTAL INCOMING CALLS



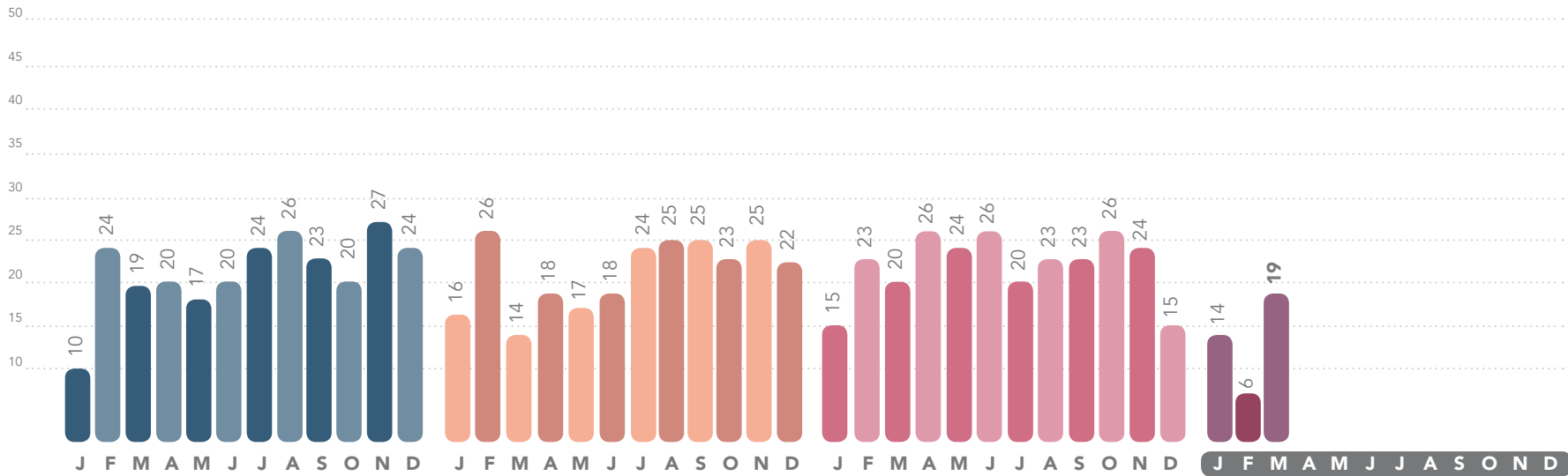
January's abandonment rate was the result of a series of prank calls received by the center throughout the month. Once we blocked the caller's phone number, the calls stopped, and you can see that the abandonment rate returned to historical levels.

CALLS ABANDONED

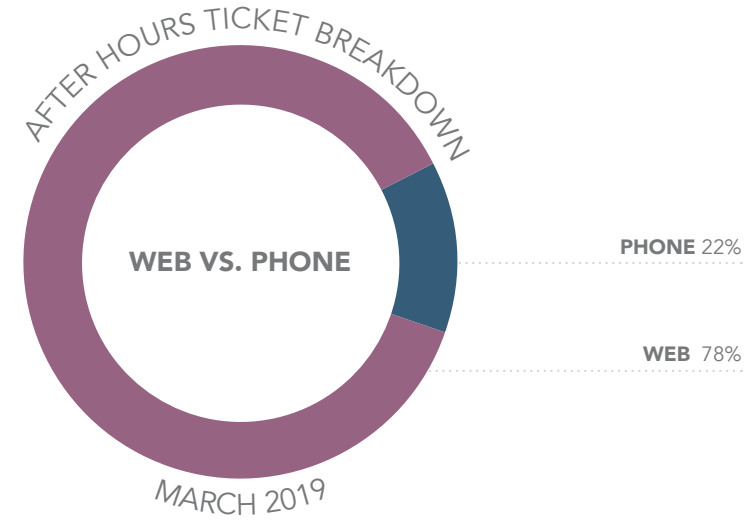


The average speed to answer is about the same as it was last year.

AVERAGE SPEED TO ANSWER

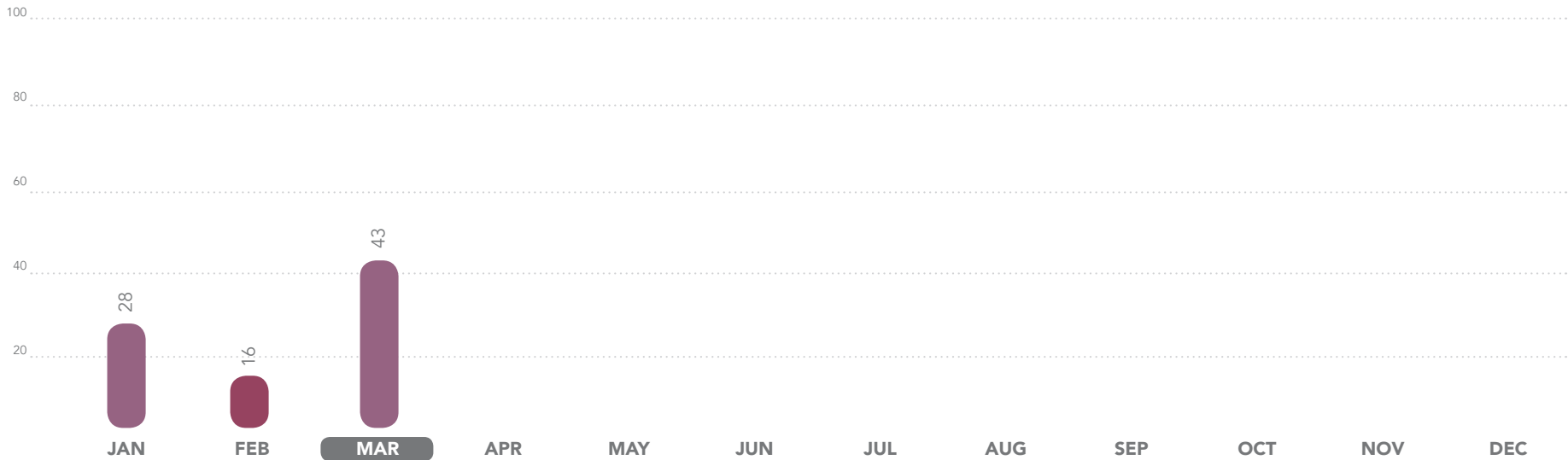


The chart below reflects the average speed (ASA) to answer during the after hours period. The chart to the right shows the breakdown of after-hours tickets between phone and ITIC.



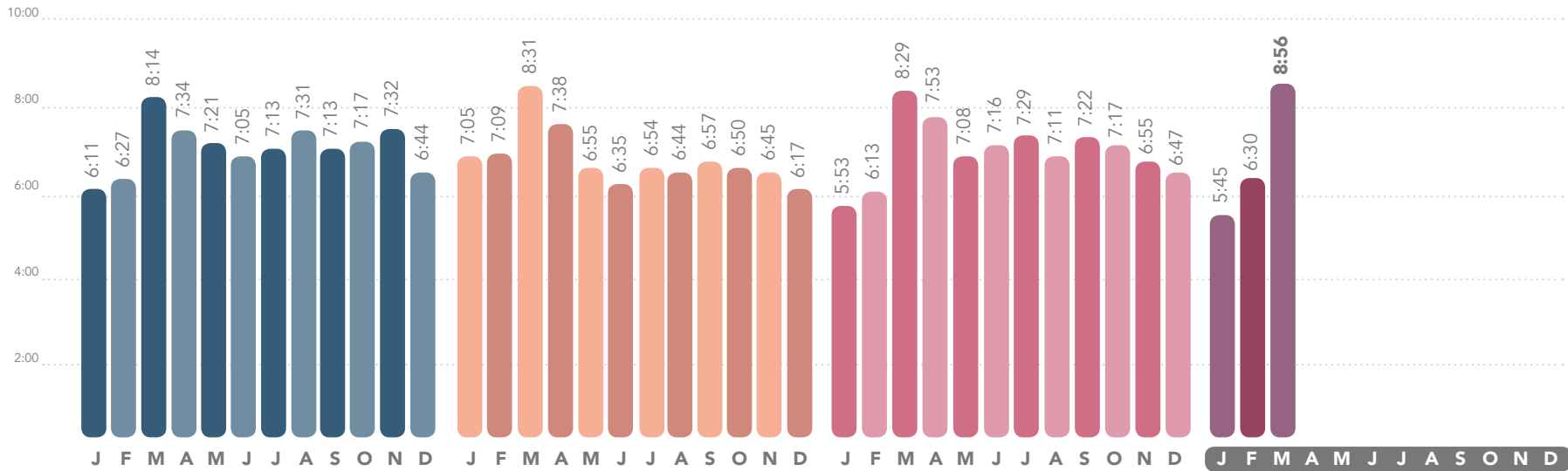
AVERAGE SPEED TO ANSWER AFTER HOURS

2019



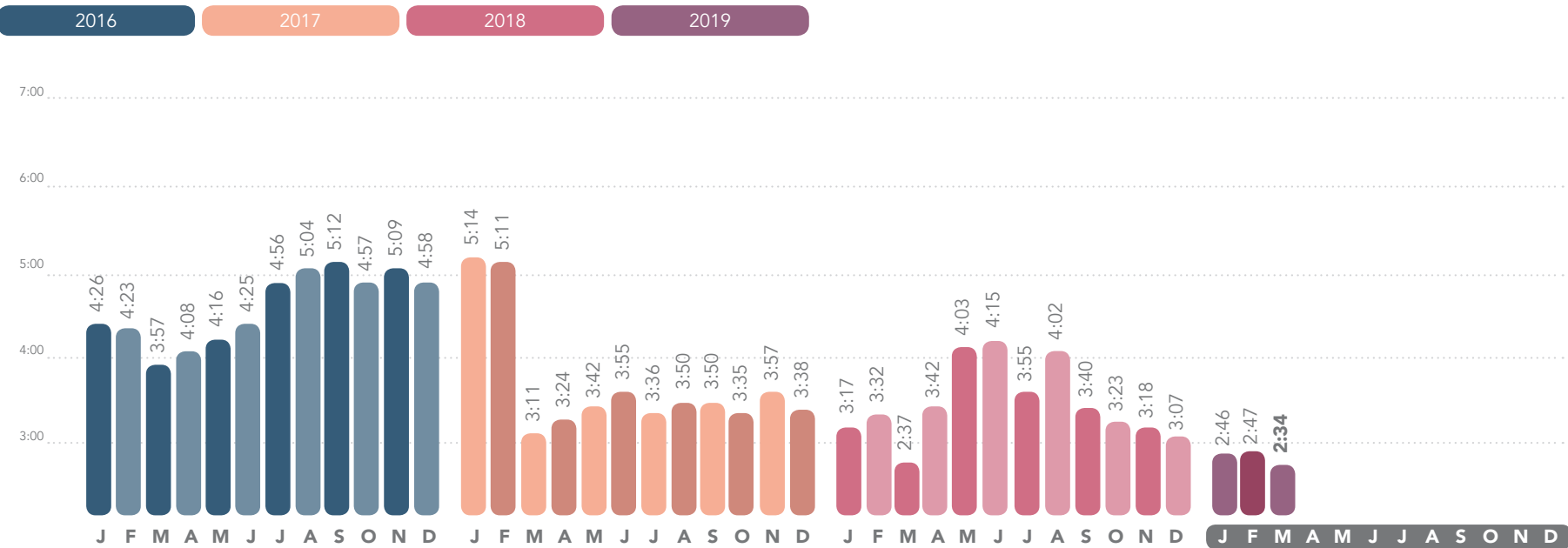
Average talk time is consistent with the previous year's measure.

AVERAGE TALK TIME



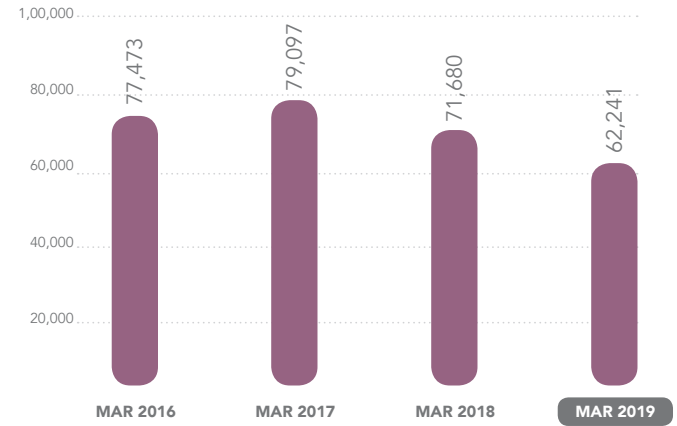
The average time per ticket for this month is lower than last year but consistent overall with that which has been historically experienced.

AVERAGE TIME PER TICKET



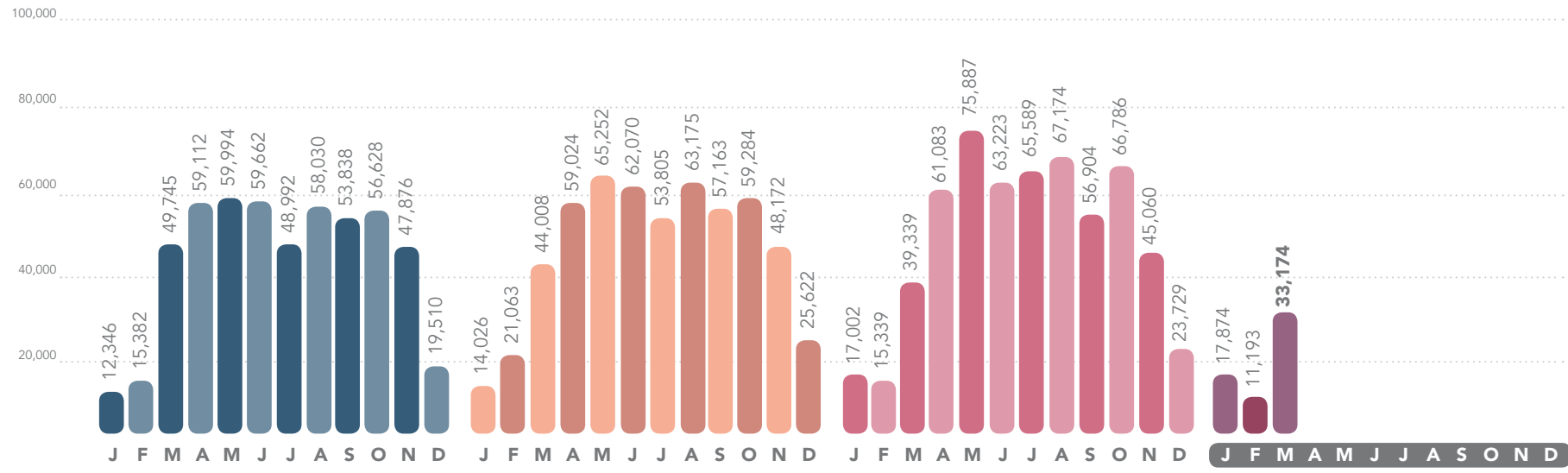
2019 March ticket volume is slightly lower than last 2018.

INCOMING TICKET TOTALS Y-T-D



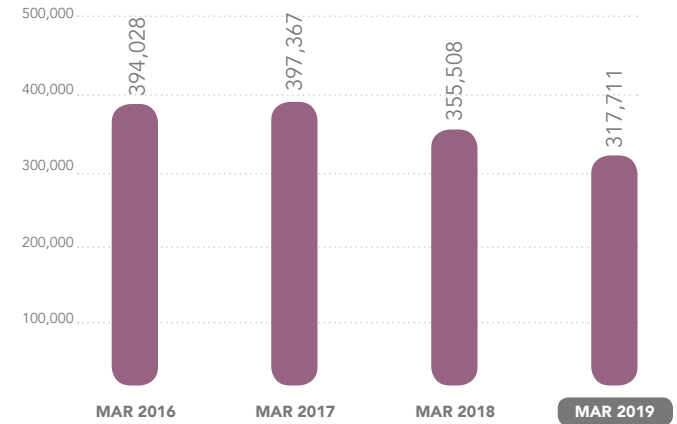
INCOMING TICKET TOTALS

2016 2017 2018 2019

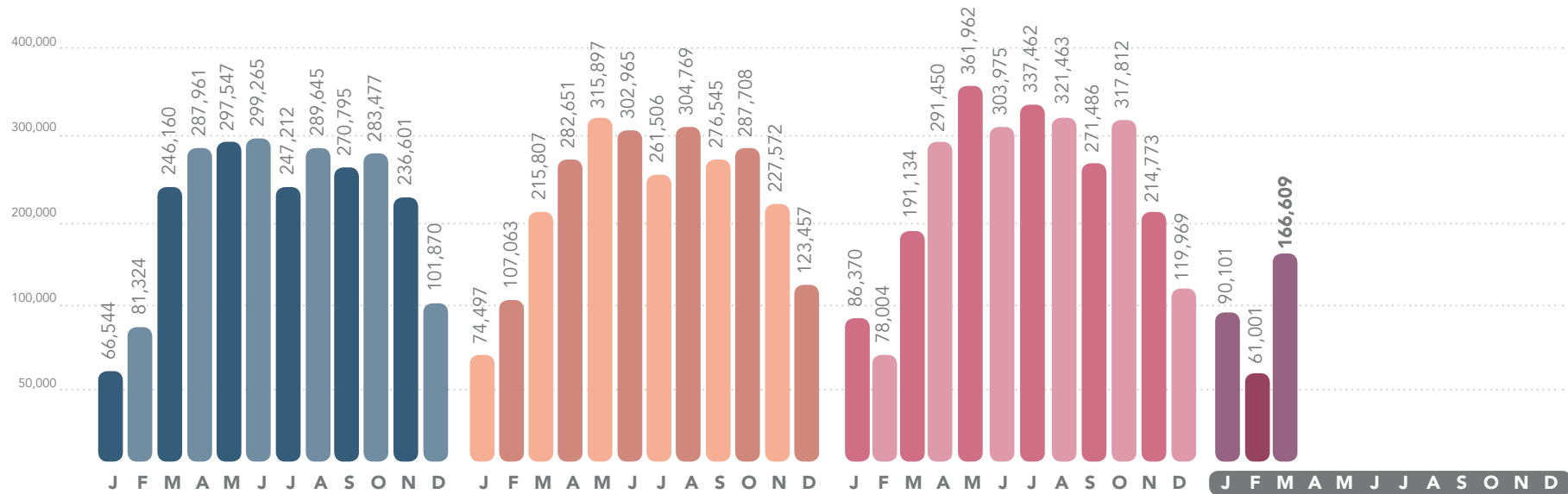


Outgoing ticket totals follow the pattern set by incoming tickets.

OUTBOUND TICKET TOTALS Y-T-D

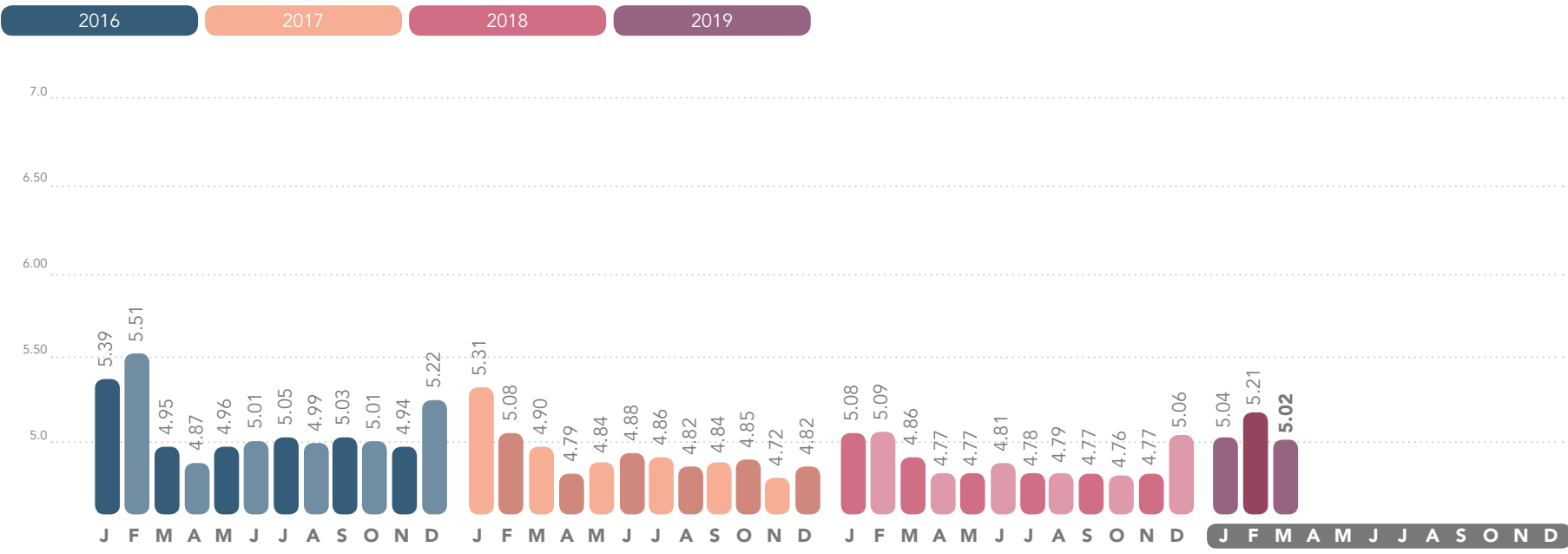


OUTBOUND TICKET TOTALS



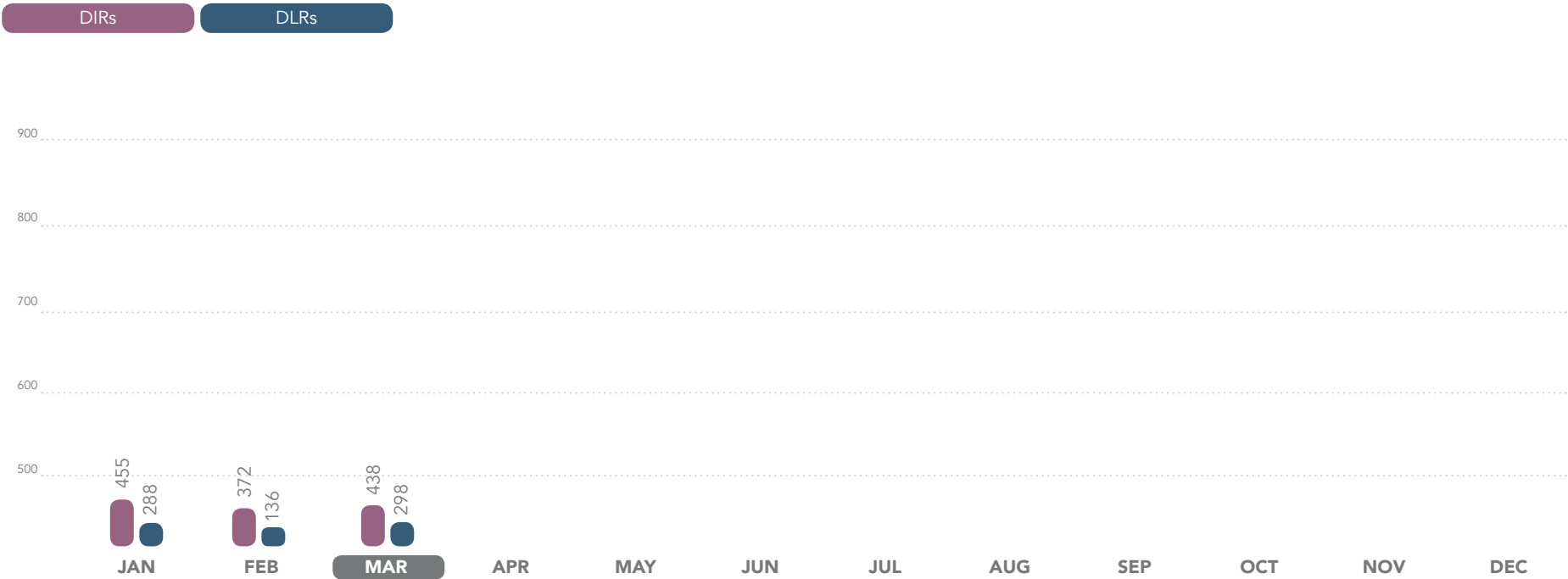
The in/out ratio has followed the historical pattern.

IN/OUT RATIO

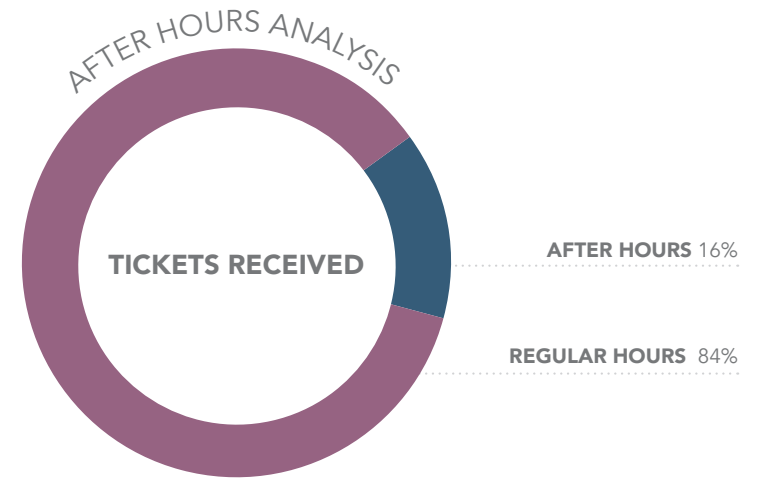


Design Request System (DRS) Activity shows the total number of Design Information Requests (DIRs) and Design Locate Requests (DLRs) placed in a given month. Activity in both areas has grown since the system was activated.

DRS SYSTEM ACTIVITY



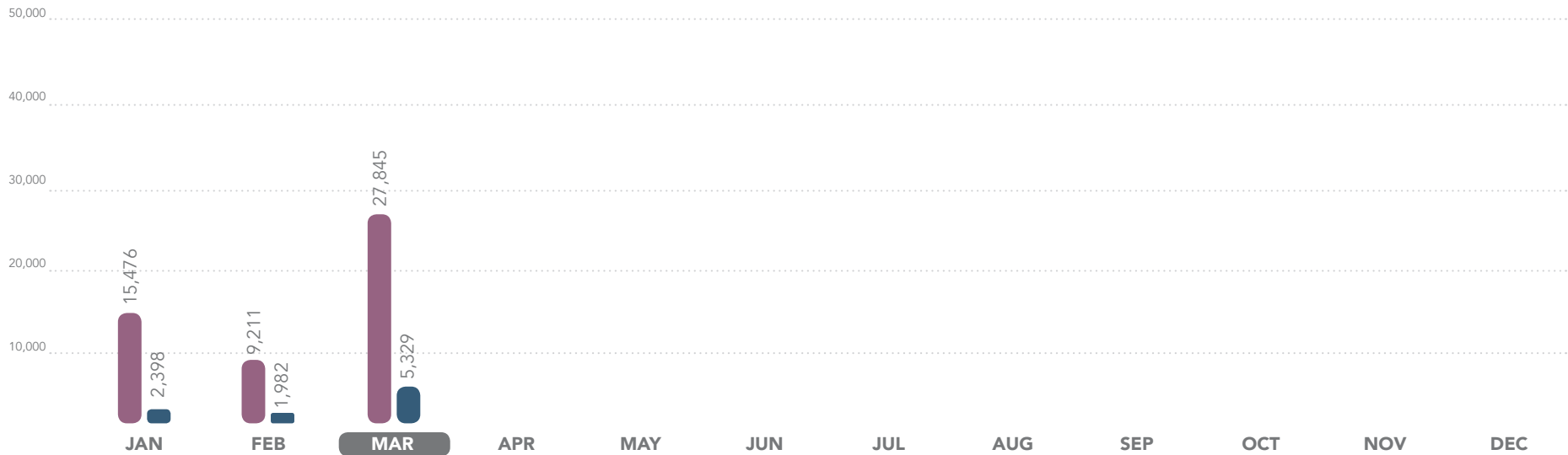
The charts on this page provide a breakdown showing the time of day that incoming tickets were received.



TIME OF RECEIPT ANALYSIS

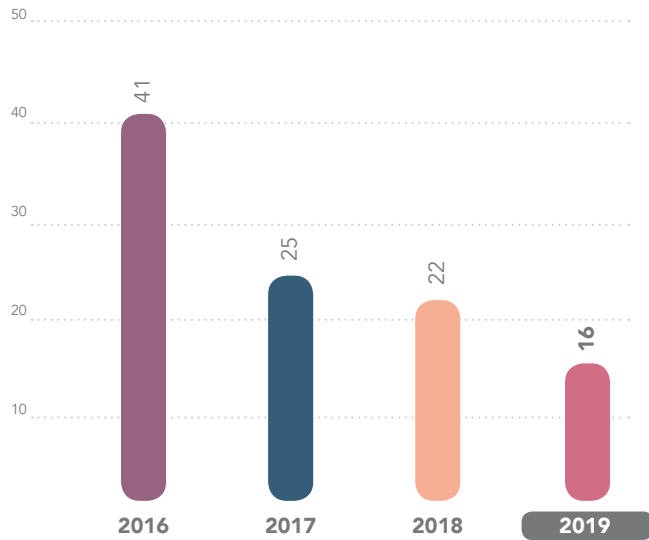
REGULAR HOURS

AFTER HOURS

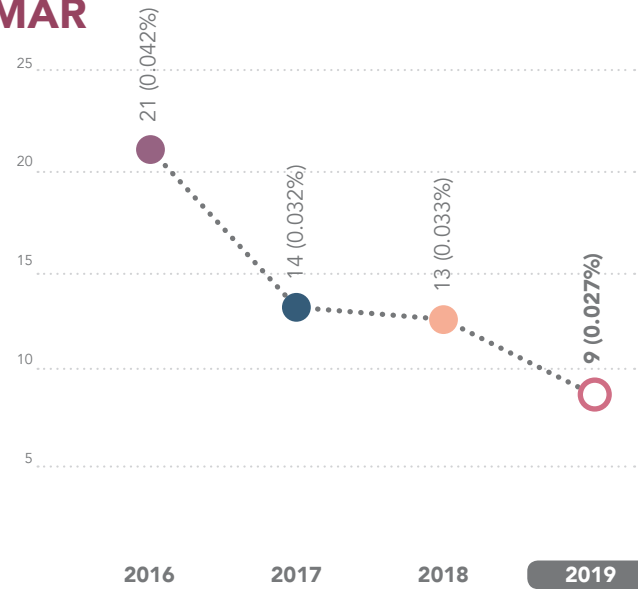


The total number of non-compliant tickets received is only slightly lower than 2018.

NON-COMPLIANT TICKETS Y-T-D

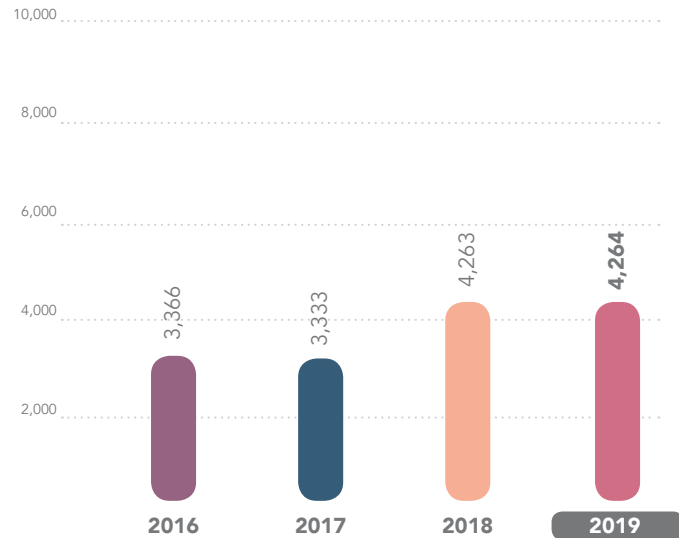


NON-COMPLIANT TICKETS MAR

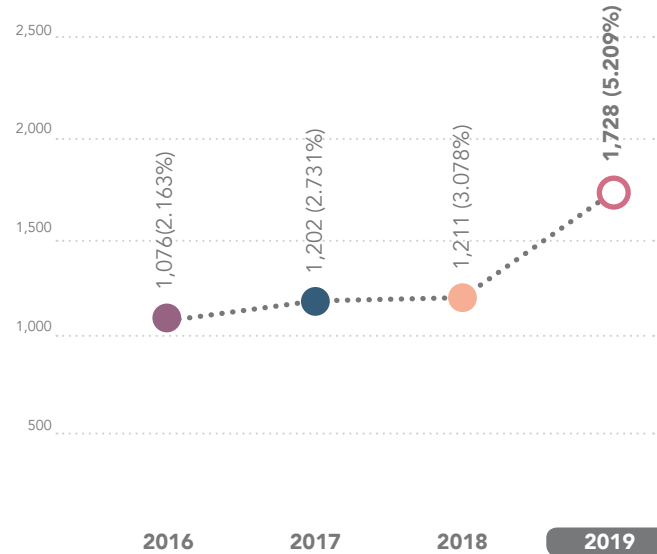


The total number of emergency tickets received Y-T-D is now nearly the same as 2018. The monthly total is higher. The monthly increase could be due to severe weather experienced in March.

EMERGENCY TICKETS Y-T-D

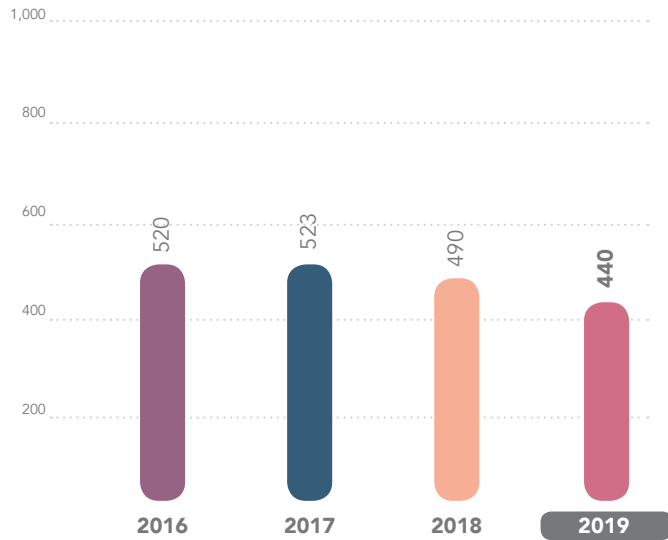


EMERGENCY TICKETS MAR

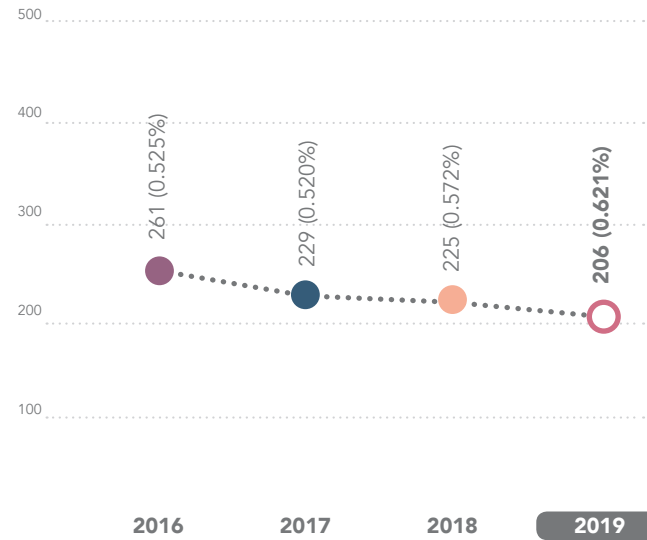


The Y-T-D total number of dig-in tickets is slightly lower in 2019 than in 2018.

DIG IN TICKETS Y-T-D

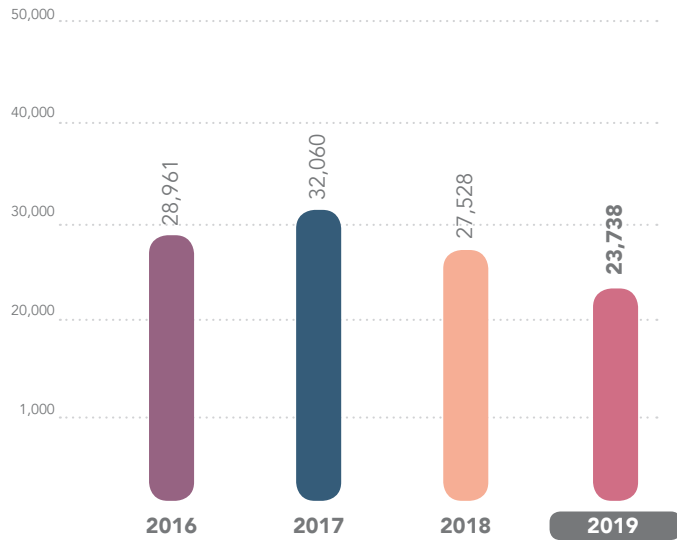


DIG IN TICKETS MAR

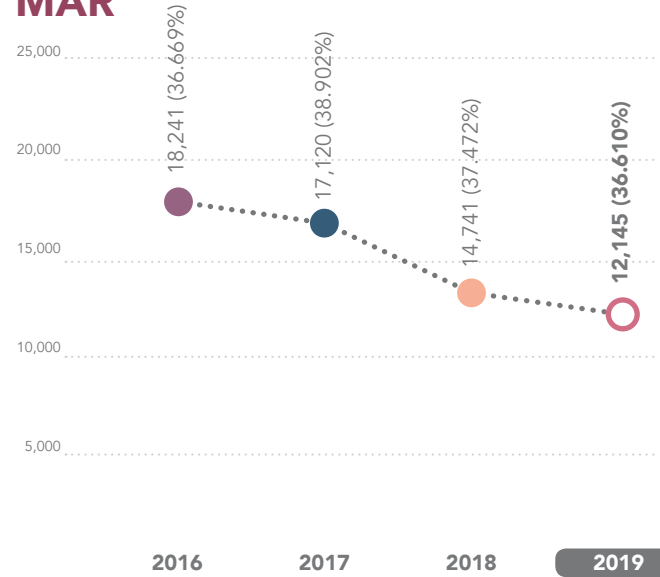


The Y-T-D total number of tickets where callers report the job is whitelined has decreased over last year's levels.

WHITELINED TICKETS Y-T-D

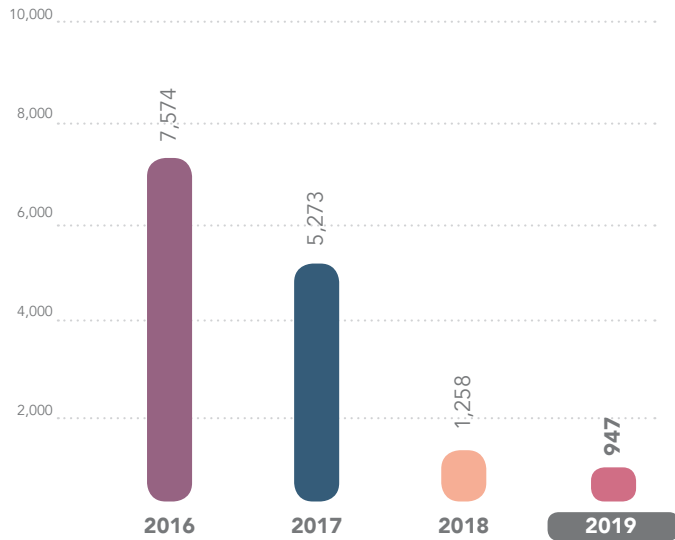


WHITELINED TICKETS MAR

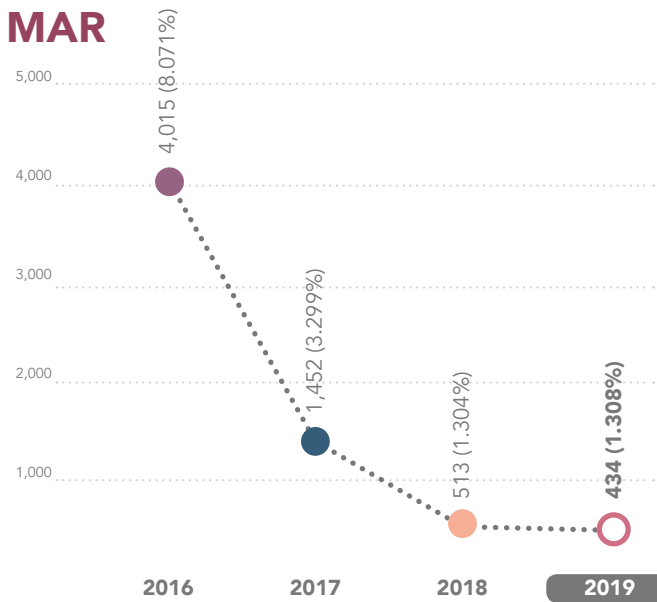


The overall number of tickets with GPS coordinates is significantly lower in 2019 than it was in 2018. This may be a result of the detailed mapping available through NextGen.

TICKETS WITH GPS Y-T-D

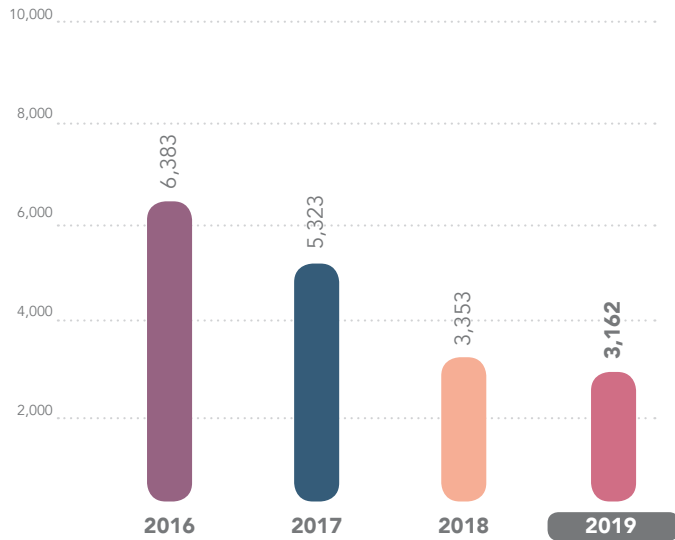


TICKETS WITH GPS MAR



Overall homeowner ticket volume is lower than it was in 2018. March's volume could have been affected by the severe weather this month.

HOMEOWNER TICKETS Y-T-D



HOMEOWNER TICKETS MAR

