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STRATEGIC PLAN  
2019 - 2021





# 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 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 longterm 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 damage to underground facilities.

1. Advance the use of electronic ticketing to 100%, with a 95% usage rate by December 31, 2021.
2. Continually monitor and evaluate the electronic infrastructure for cyber-attacks and provide monthly monitoring updates.
3. Further develop and implement enhancements and modifications to the design request system and related processes.

## LEADERSHIP - GOVERNANCE – ADMINISTRATION

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.

1. Explore opportunities to expand locating options (i.e. allowing excavators to conduct locating), and continue to explore – via ongoing/open dialogue – options/recommendations to develop a locating certification in the state of Iowa, by December 31, 2020.
2. Develop collaborative efforts with AG's office to review and make recommendations regarding current enforcement efforts by December 31, 2020.
3. Develop a business plan to assure continuity/stability of the functions performed by the administrative contractor, including operations/duties and succession plans by November 1, 2020.
4. Review and establish a contingency plan for the relocation of the call center by September 5, 2019.
5. Evaluate the impact of a potential change of a 48-hour notice to 72-hour notice by September 5, 2019.
6. Establish a relationship to better understand the Iowa Utilities Board processes and procedures by July 2019.
7. Develop promotional methods for the Common Ground Alliance Best Practices by November 7, 2019.

## LEGISLATIVE

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

1. Develop enhancements to the processes in place for collecting board suggestions/recommendations regarding changes to Chapter 480 (to be reviewed by the board annually) by September 5, 2019.

## 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. Annually analyze dig-in data to determine common causes of underground facilities damage and include the data analysis in the annual ESAP.
2. Develop a communications plan targeting new out-of-state excavators by December 31, 2020, to be reviewed annually.
3. Evaluate new marketing programs to determine effectiveness and make board recommendations annually.
4. Promote the Iowa One Call website, newsletter, and social media programs annually to enhance readership with available metrics.
5. Update the catalogue of user-training resources to excavators, designers, homeowners, and facility operators to be reviewed annually.
6. Continue a communications plan targeting member operators, professional designers, and locators with specific information regarding the Design Request System and locate tickets to be reviewed annually.
7. Develop a communication plan targeting Iowa communities to address the importance of locates, excavation safety, and best practices.
8. Develop a communication plan targeting Iowa One Call Users to attain 100% electronic ticketing by December 31, 2019 to be reviewed annually.

## 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 balancing revenues and expenditures.

1. Implement a plan to effectively conduct the annual budgeting process to assure that board reserve policies are met annually.
2. Review disaster contingency and vendor staffing to ensure business continuity. To be completed in the first quarter annually.
3. Implement elements within the next administrative services contract that address staffing availability and turnover. To be reviewed in 2020.
4. Review the existing contract with One Call Concepts (OCC) in preparation for negotiating a new contract with OCC within the first half of 2019.