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Iowa One Call Administrative Office

9001 Hickman Road, Suite 220

Des Moines, IA 50322

p: (515) 278-8700

f: (515) 278-0245

Call Center Help Desk

(563) 884-7762



SCAN ME



STRATEGIC PLAN

2026 - 2028



Iowa's underground facilities infrastructure is a vital and complex 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 operations, 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.

STRATEGIC PLAN

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 a consistent 95% usage rate by December 31, 2028.
2. Continually monitor and evaluate the electronic infrastructure for cyber-attacks and provide quarterly dashboard updates.
3. Maintain and enhance notification center operational efficiency, including but not limited to the following actions:
 - Maintaining ongoing operational collaboration with OCC-managed states, including one structured annual review with documented recommendations.
 - Proposing mapping rule updates to improve ticket mapping efficiency, including limits on the number of excavation entities allowed per ticket, with recommendations by mid-2026.
 - Reviewing the electronic ticketing system to simplify the relocate option process and improve user clarity, with updates completed annually prior to the start of each dig season.
 - Exploring implementation of a new ticket type that allows excavators to report field inconsistencies and marking discrepancies that could affect safety or damage prevention.
4. Identify practical applications of AI that can strengthen Iowa One Call's initiatives and improve processes across key result areas.
5. Develop functional/procedural improvements to the electronic homeowner ticketing system by incorporating mapping tools used in the professional version of ITIC, with a test version available by Spring 2027.

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. Maintain a state of readiness 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. Maintain active engagement with lobbying partners and advocacy groups regarding Chapter 480 and related legislative matters, receiving periodic updates, participating in annual strategy discussions, and summarizing key developments for the Board.
3. Conduct an annual review of Board composition to assess whether it adequately represents Iowa's key stakeholder groups, supports legislative transparency, and minimizes the risk of third-party legislative actions that bypass or exclude the Board, with findings and recommended adjustments presented to the Board by Q4 annually.

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. Establish and maintain effective relationships with regulatory agencies and work with the Iowa Attorney General's Office to annually review and make recommendations regarding enforcement efforts.
2. Evaluate how locating issues and complaints are communicated to facility owners and identify options to improve the process.
3. Review and determine whether modifications to the Iowa One Call Bylaws are necessary.
4. Continue to seek qualified individuals to serve and represent a diverse Iowa One Call Board.
5. Continue to review and maintain efficiencies of service to provide the lowest cost per locate ticket/best cost per locate.
6. Develop and implement a plan to effectively conduct the annual budgeting process to ensure 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 stakeholder understanding of the ticket notification process and how to correctly use available system features and options.
2. Analyze monthly center tracking data to identify emerging trends and use those findings to guide outreach and communications programming, with quarterly reviews to recommend and implement targeted messaging adjustments.
3. Expand Iowa One Call's digital footprint by leveraging emerging media technologies and collaborative outreach partnerships, including deploying QR-based informational materials through permitting offices, utilities, retailers, rental centers, and other point-of-contact sites, with partner locations identified bi-annually.
4. Continue to expand and enhance the Iowa Excavation Safety Summit, monitoring attendance, sponsorship, and participant feedback annually to guide ongoing development.
5. Maintain and enhance Iowa One Call's statewide communications plan to promote adoption of Common Ground Alliance (CGA) best practices to maximize excavation safety, while maintaining and distributing a current catalog of relevant user training resources to appropriate audiences.
6. Explore and evaluate system enhancements that would enable identification of out-of-state excavators and targeted electronic outreach directing them to Iowa's excavation requirements and processes to improve protection of underground facilities.