

OUTREACH / COMMUNICATIONS

Iowa One Call is committed to executing effective outreach, marketing and education programming that protects underground facilities and speaks to the values, interests and wellbeing of all members, stakeholders and Iowans.

ACTION PLAN # 1

Analyze 2012 dig-in data to determine common causes of underground facilities damage by October 1st 2013.

ACTION PLAN # 2

Develop plans applying best practices that fit the needs of Iowa One Call to correct excavator and facility operators/owners by November 1, 2013.

ACTION PLAN # 3

Assess current marketing programs to determine effectiveness and make board recommendations by August 1, 2014.

ACTION PLAN # 4

Evaluate the Iowa One Call website and social media programs annually at the end of third-quarter.

ACTION PLAN # 5

Implement the use of user-training resources to excavators, designers, homeowners and facility operators. To be an ongoing program reviewed annually during fourth-quarter.

ACTION PLAN # 6

Develop a communications plan targeting local/state public officials by November 1, 2013.

TECHNOLOGY

Iowa One Call is committed to maintaining the latest, most cost-efficient technological improvements.

ACTION PLAN # 1

Develop Board recommendations for enhancing/improving communications through the use of social media and information technologies by December 31, 2013.

ACTION PLAN # 2

Develop Board recommendations for implementation of a statewide electronic positive response system to be utilized on 98-percent of outbound ticket volume by August 1, 2013.

ACTION PLAN # 3

Develop and implement a plan with a goal of 100-percent electronic ticketing; with 75-percent electronic ticketing realized by November 1, 2016.

ACTION PLAN # 4

Evaluate our electronic infrastructure against potential threats from cyber attacks by November 1, 2013.

ACTION PLAN # 5

Develop and implement a plan for uploading dig-site information into the ticket management system by December 31, 2014.

DIG SAFE...WAIT 48

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2013 - 2015 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 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 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.

VISION STATEMENT

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



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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

Incorporate reserve levels into the budget process annually.

ACTION PLAN # 2

Develop and implement a financial model to provide funds to be used for reaching the Vision Statement by January 1, 2015.

ACTION PLAN # 3

Evaluate our disaster recovery contingency and the vendor staffing status annually to ensure business continuity. To be completed within the first quarter annually.

LEADERSHIP / GOVERNANCE

Iowa One Call is committed to providing the highest level of leadership to assure long-range professional development and quality programming.

ACTION PLAN # 1

Develop and implement a performance review process for excavators to evaluate Iowa One Call by June 1, 2013.

ACTION PLAN # 2

Evaluate the need to establish excavator and/or designer advisory teams by November 1, 2013.

LEGISLATIVE

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

ACTION PLAN # 1

Assess the adequacy of current Iowa Code, Chapter 480 enforcement and dispute resolution processes by September 1, 2014.

ACTION PLAN # 2

Provide recommended revisions to Iowa Code, Chapter 480 for Board review annually.

ACTION PLAN # 3

Provide underground facilities damage prevention language that can be recommended for incorporating into construction documents by June 1, 2014.