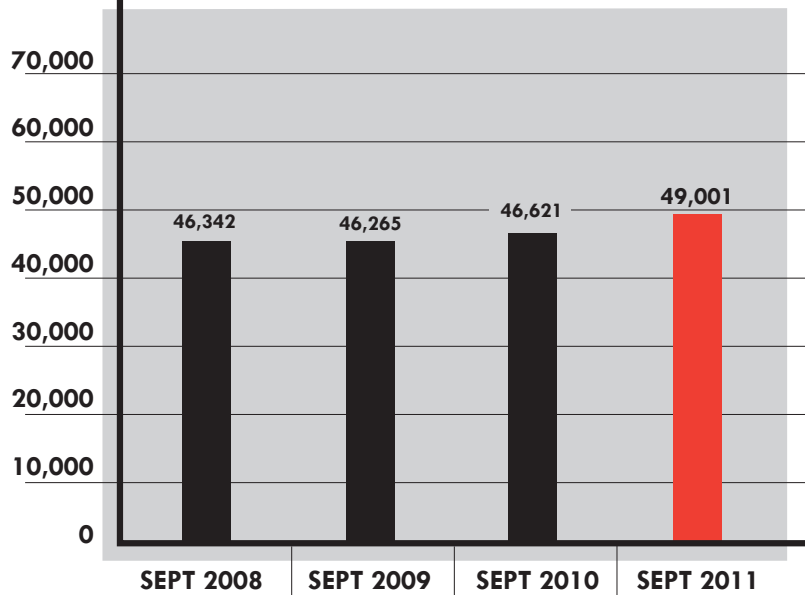


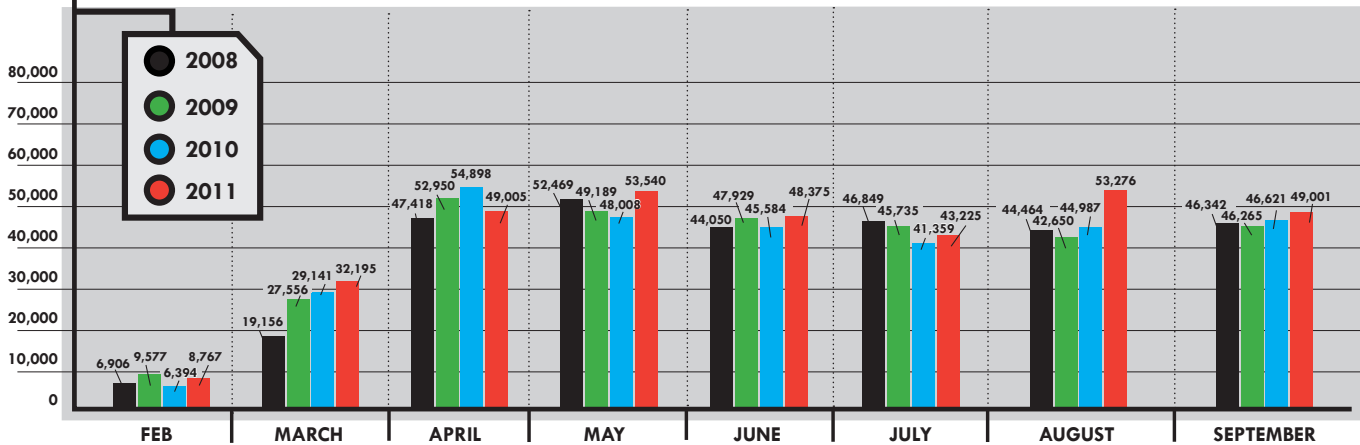
Fall is in the air. With shorter days and cooler nights, the fall also brings the second peak of ticket volume before winter. While ticket volume has declined since August, it continues to remain higher than those experienced by the center in previous years.

SEPT

Tickets IN (SEPT 2008 - 2011)



Tickets IN (FEB - SEPT 2008 - 2011)





DASHBOARD

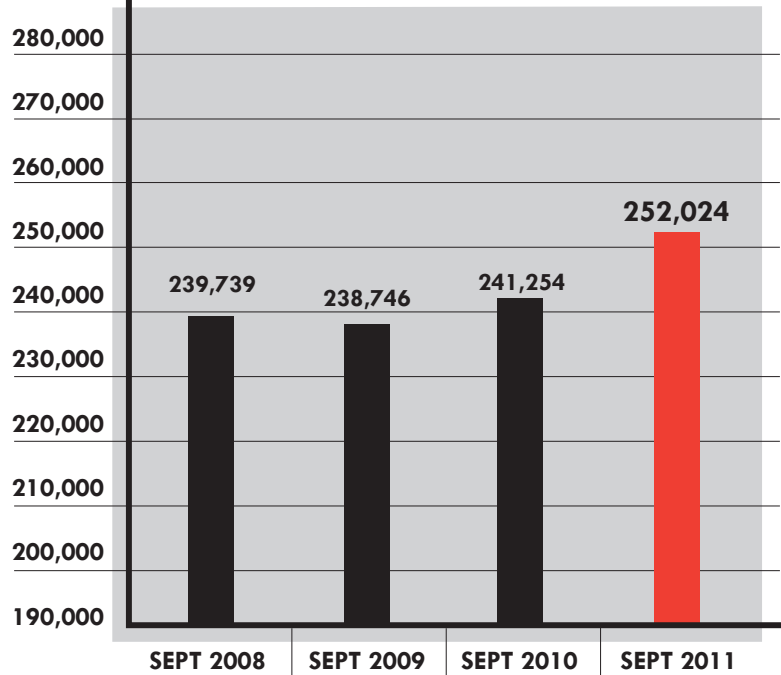
SEPT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

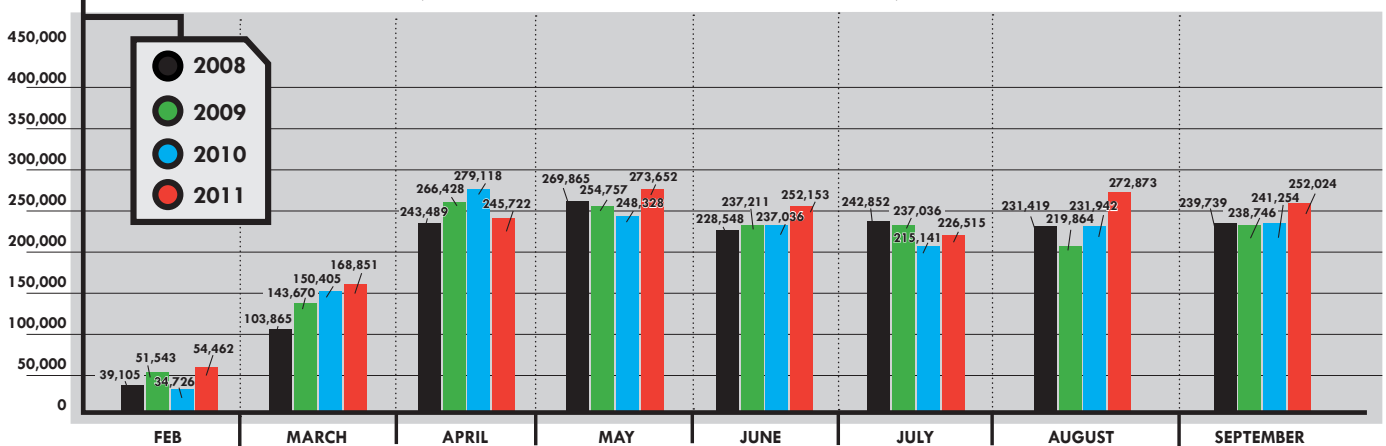
Outbound ticket volume follows the pattern of inbound ticket volume. Within the next couple months, calling will settle into a winter pattern as the weather continues sliding toward a colder turn.

SEPT

Tickets OUT (SEPT 2008 - 2011)



Calls OUT (FEB - SEPT 2008 - 2011)





DASHBOARD

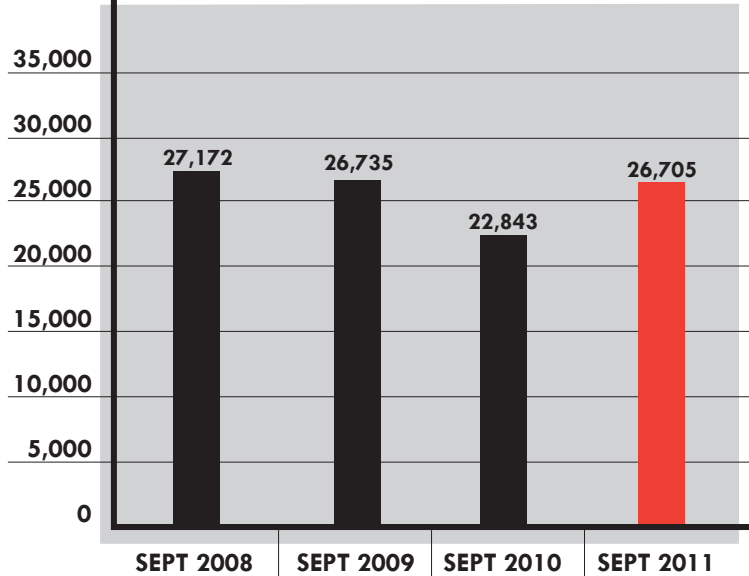
SEPT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

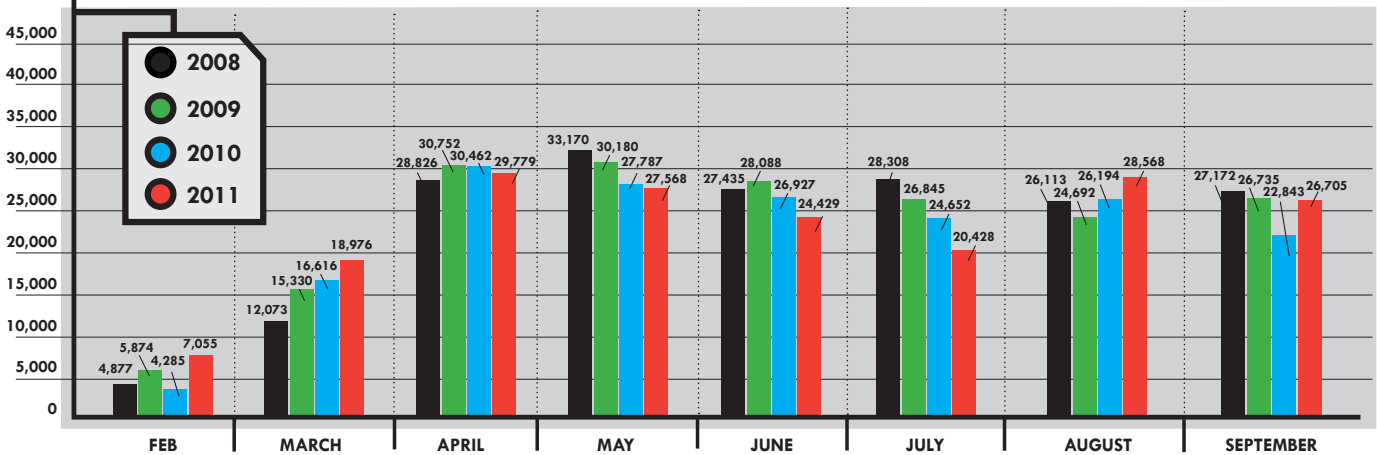
It's easy to see the increases in efficiency that ITIC use has on the call center by looking at the calling patterns. While ticket volumes have gradually increased over the last four years, call volume has decreased. In September of 2008, it took 27,172 phone calls to produce 46,342 tickets. By contrast, in 2011, 26,705 phone calls produced 49,001 tickets. That's about 400 FEWER phone calls and 2,700 MORE tickets.

SEPT

Calls In (SEPT 2008 - 2011)



Calls In (FEB - SEPT 2008 - 2011)





DASHBOARD

SEPT

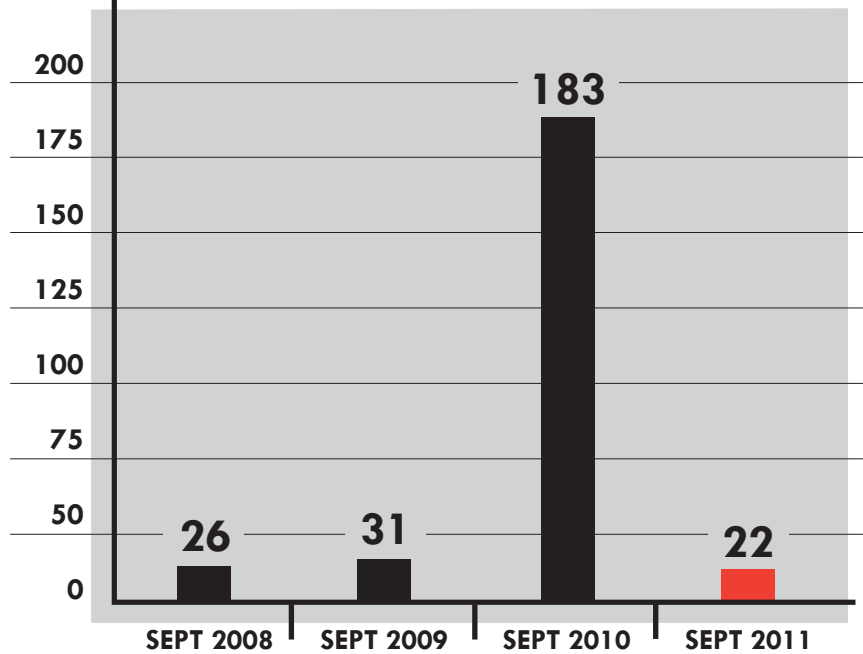
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Average Seconds to Answer is measured from the moment a caller completes any recorded announcements and enters the "queue" to the moment they are actually answered in the call center.

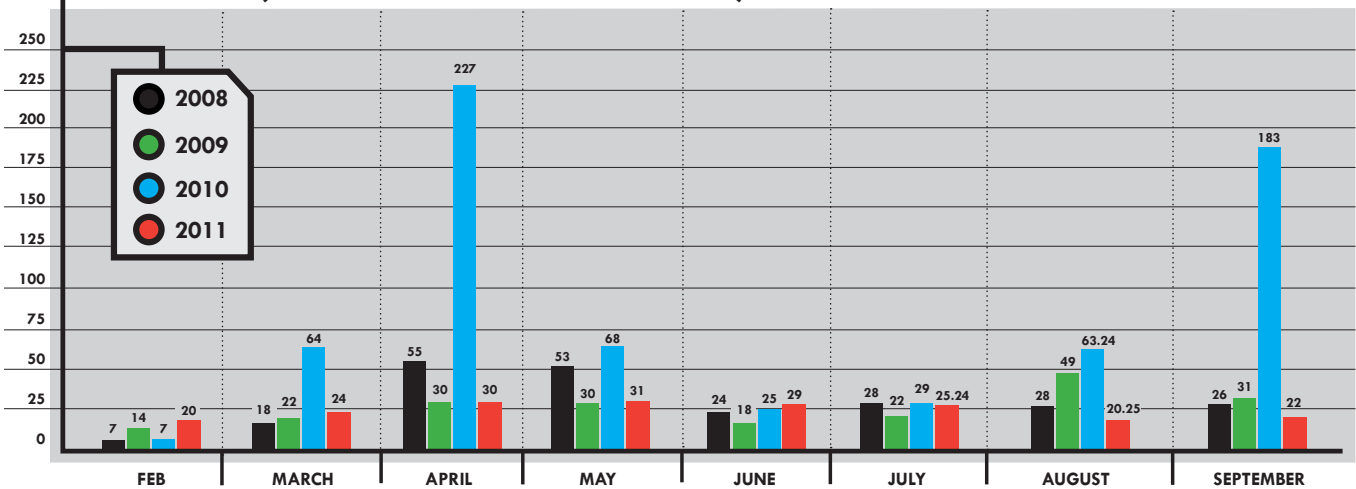
This month, the center outperformed previous years on record.

SEPT

Average Seconds To Answer
ASA (SEPT 2008 - 2011)



Average Seconds To Answer
ASA (FEB - SEPT 2008 - 2011)



SEPT

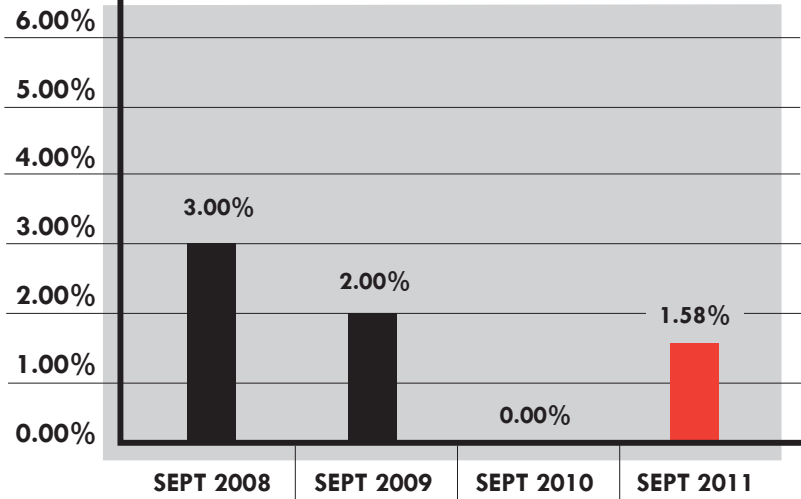
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Percent Abandoned is a measure of the percentage of all calls that are terminated before they reach a live answer.

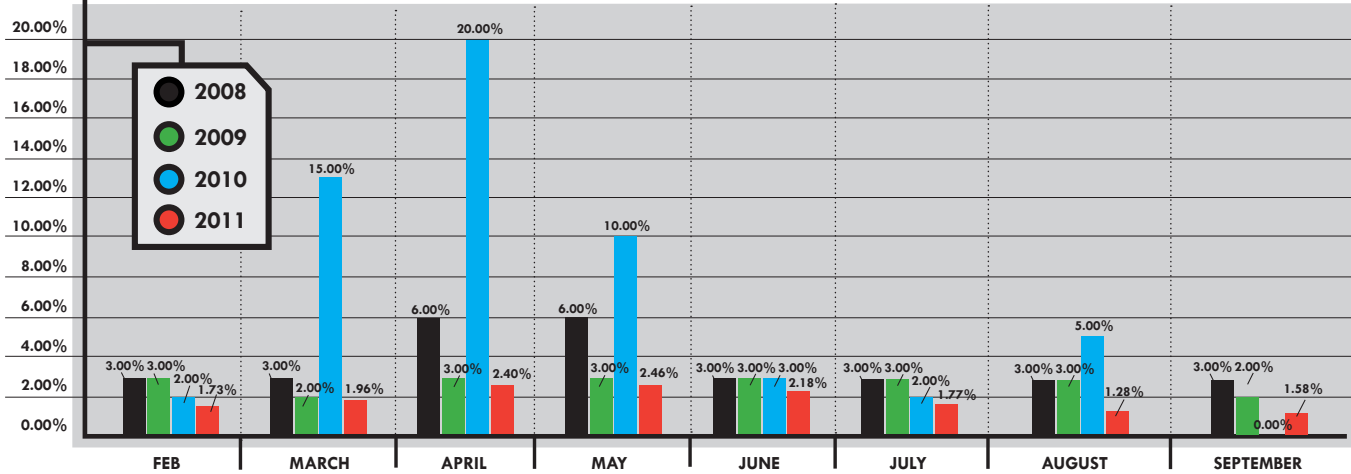
Unfortunately, we have no data on the abandonment rate in 2010 for comparison. It is lower than the other two years we do have on record.

SEPT

Percent Abandoned (SEPT 2008 - 2011)



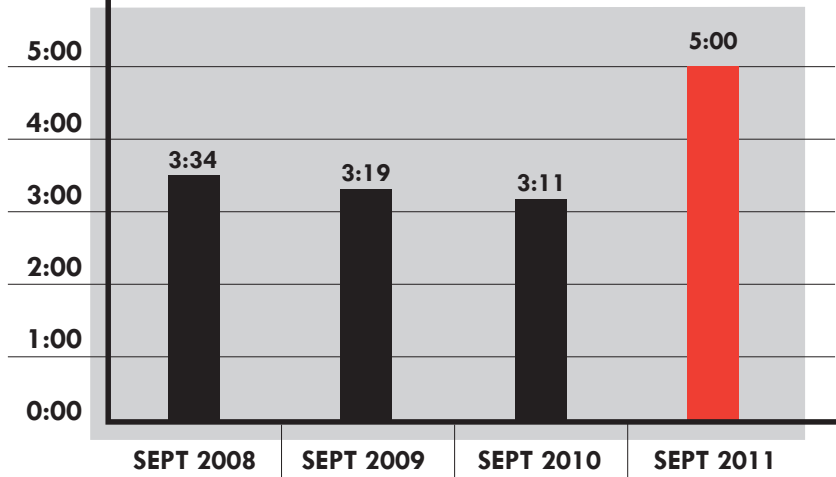
Percent All Call Abandoned (FEB - SEPT 2008 - 2011)



The Average Time per Ticket is the amount of time required to complete an average ticket. We have improved on the time per ticket since cutover and expect to keep doing so. The slight increase in time per ticket could be traced to the ITIC initiative we undertook earlier this month.

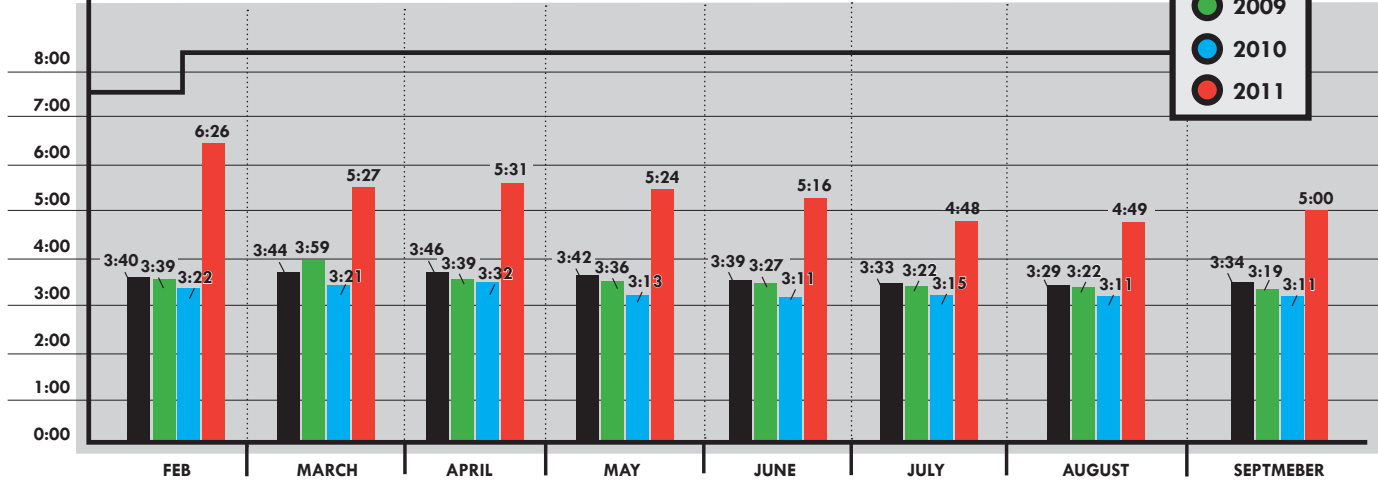
SEPT

Average Time per Ticket (SEPT 2008 - 2011)



Average Time per Ticket (FEB - SEPT 2008 - 2011)

- 2008
- 2009
- 2010
- 2011

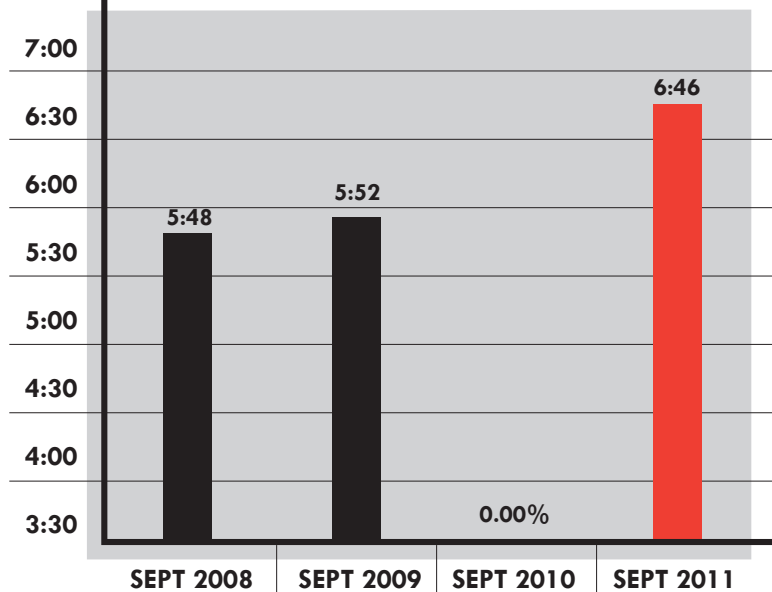


The Average Talk Time is the measurement of the average call duration, excluding any hold time.

Unfortunately, we do not have data on this measure from 2010 for comparison purposes.

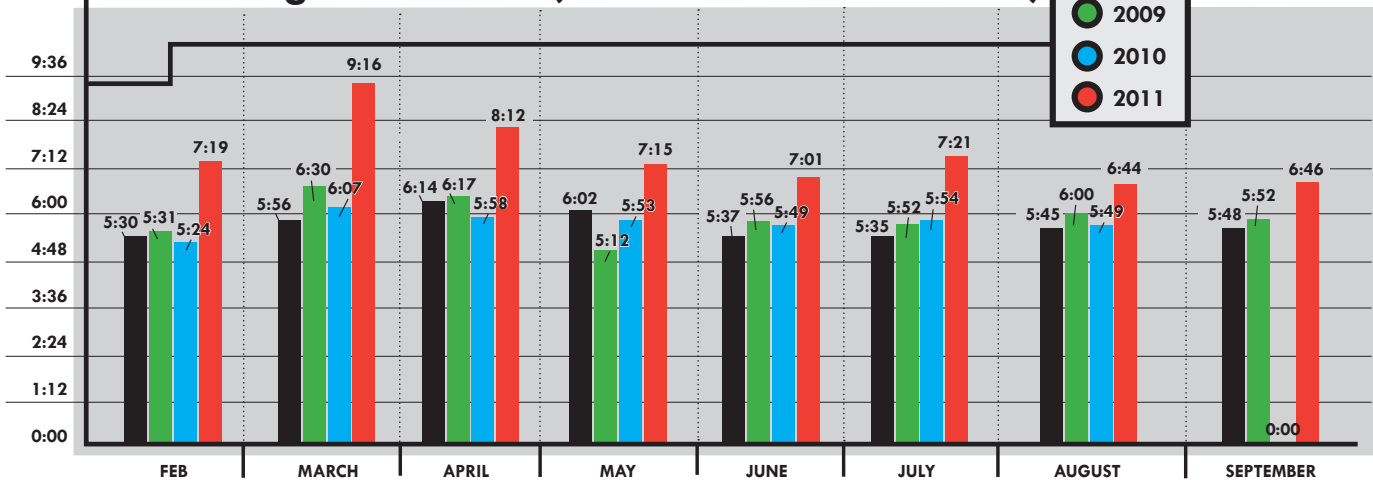
SEPT

Average Talk Time (SEPT 2008 - 2011)



Average Talk Time (FEB - SEPT 2008 - 2011)

- 2008
- 2009
- 2010
- 2011





DASHBOARD

SEPT

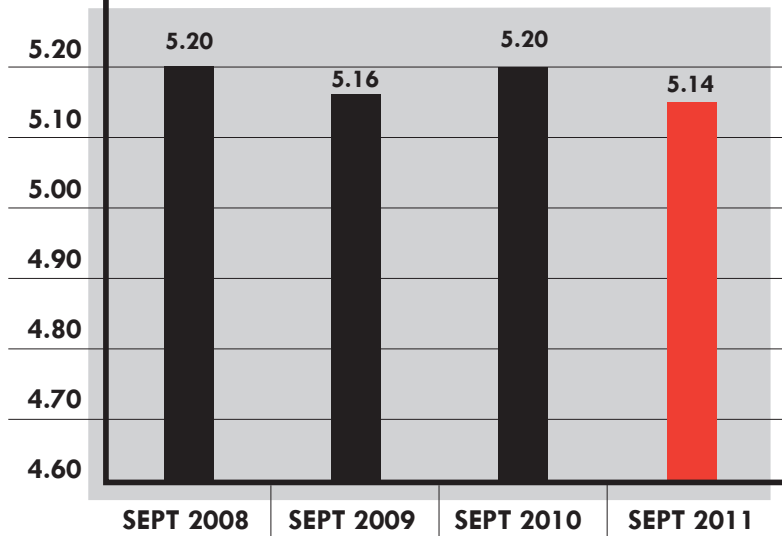
YOUR MONTHLY UPDATE FOR IOWA ONE CALL

The Ratio of Inbound to Outbound tickets indicates the average number of outbound tickets generated for each inbound ticket.

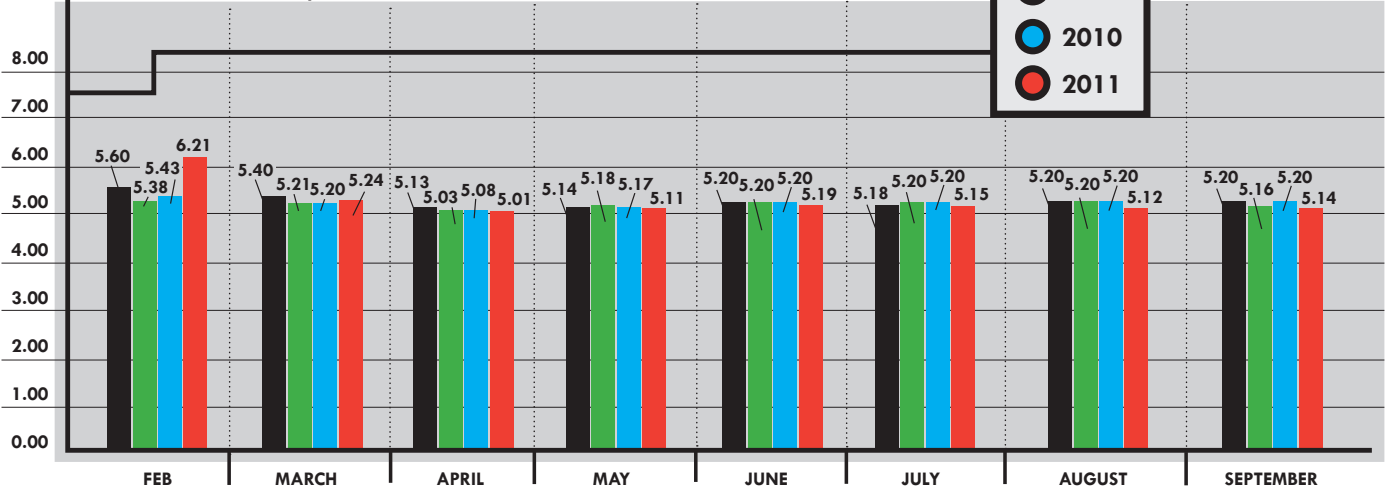
Current experience is not significantly different from that experienced during the previous years.

SEPT

● Ratio IN/OUT (SEPT 2008 - 2011)



● Ratio IN/OUT (FEB - SEPT 2008 - 2011)



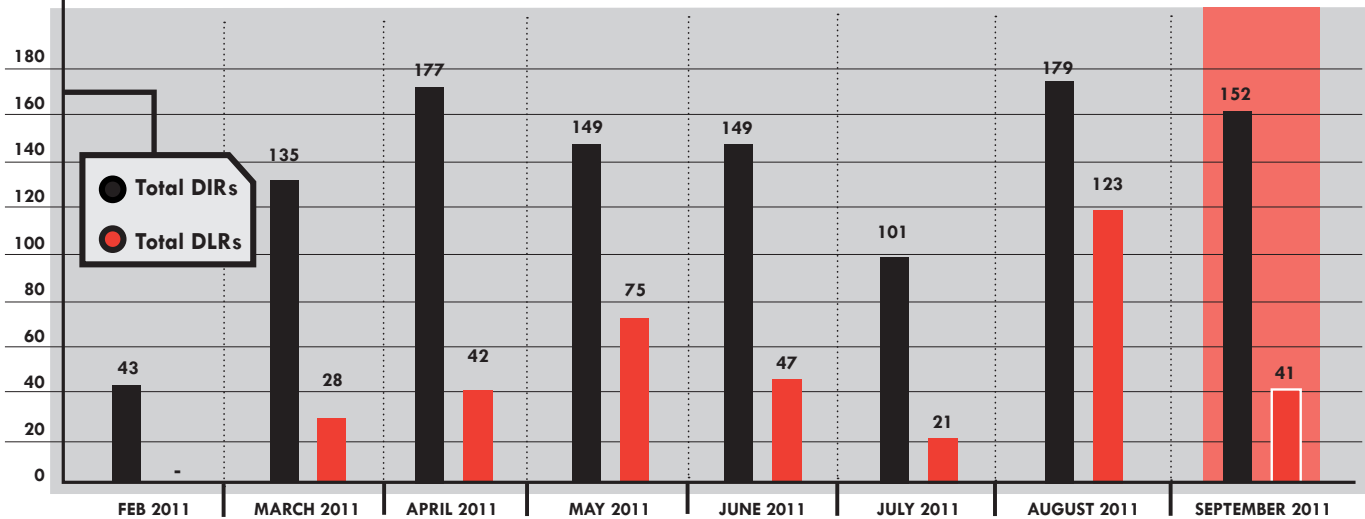
SEPT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

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.

SEPT

● DRS Activity (FEB - SEPT 2011)



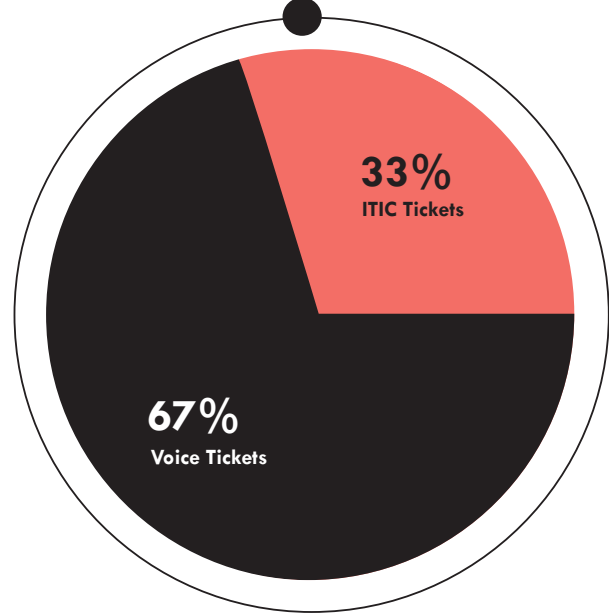
SEPT

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

After Hours Analysis - September

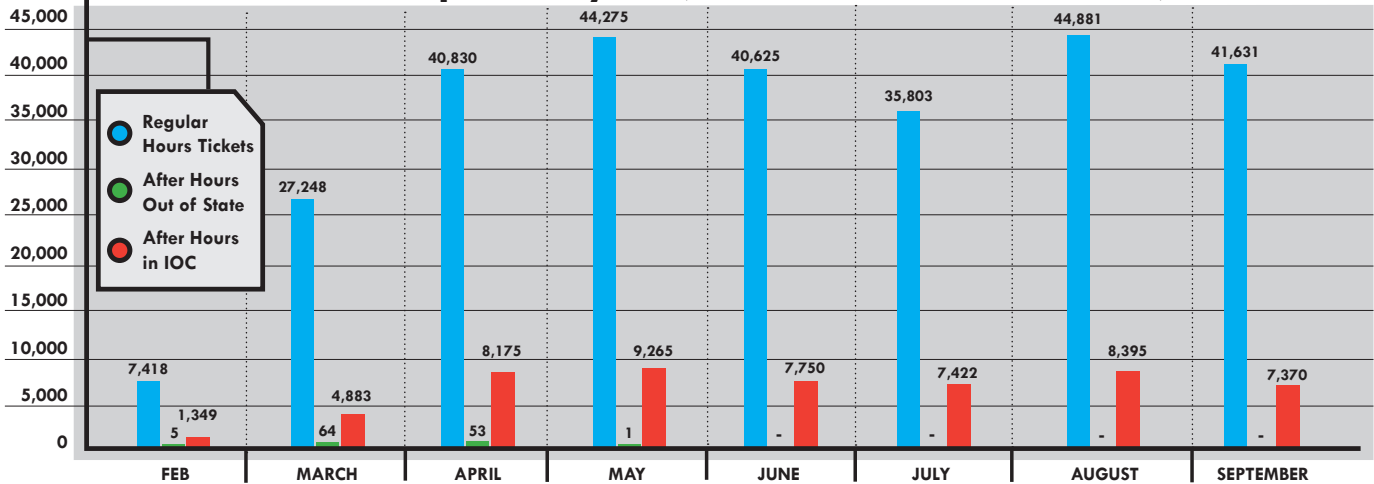
In the charts on this page, we have provided a breakdown showing the time of day and location where incoming tickets were received.

The pie chart breaks the number of after-hours tickets received into the percentage of those received by phone and ITIC.



SEPT

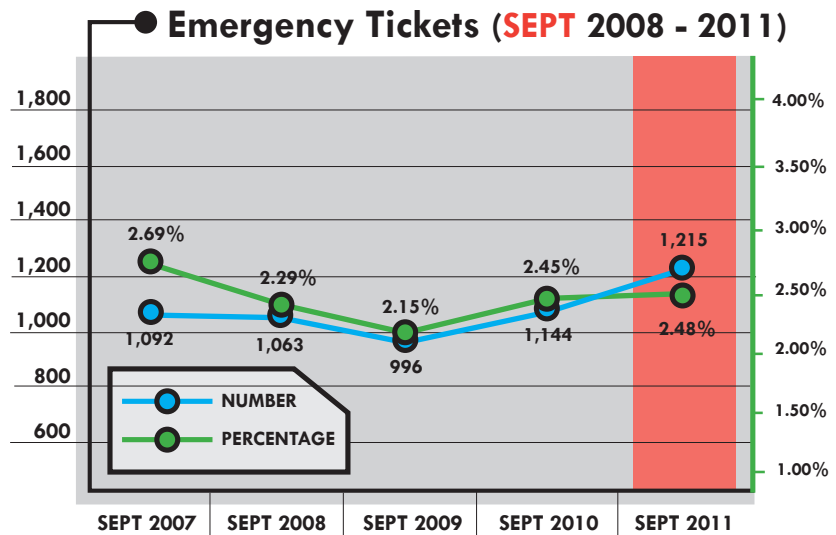
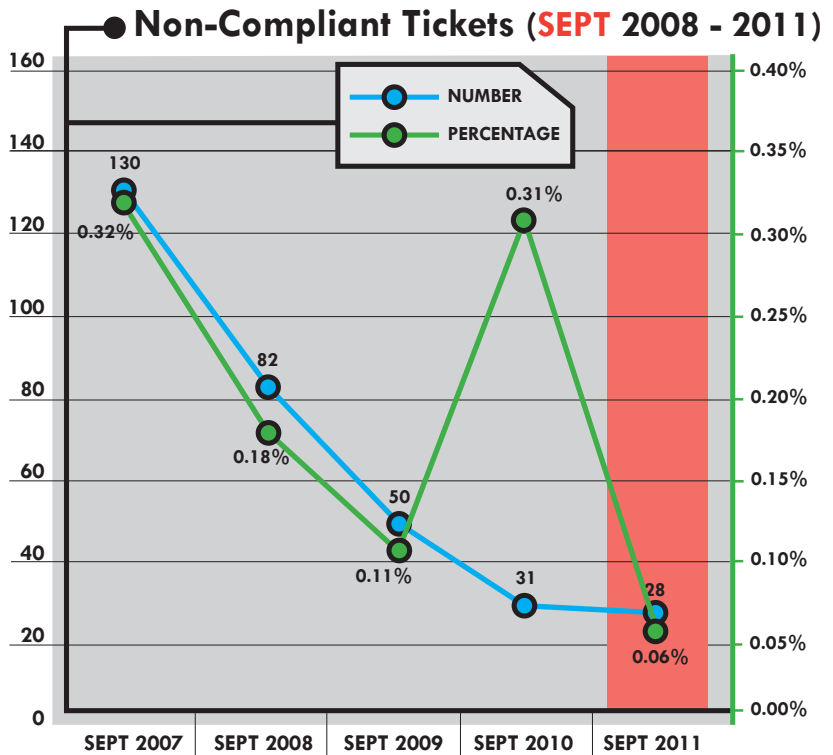
Time of Receipt Analysis (FEB - SEPT 2008 - 2011)



Non-compliant tickets are non-emergency tickets for which the center receives less than the required amount of notice.

Emergency tickets are processed by the center when an excavator indicates their work conforms with the legal definition of an emergency.

SEPT

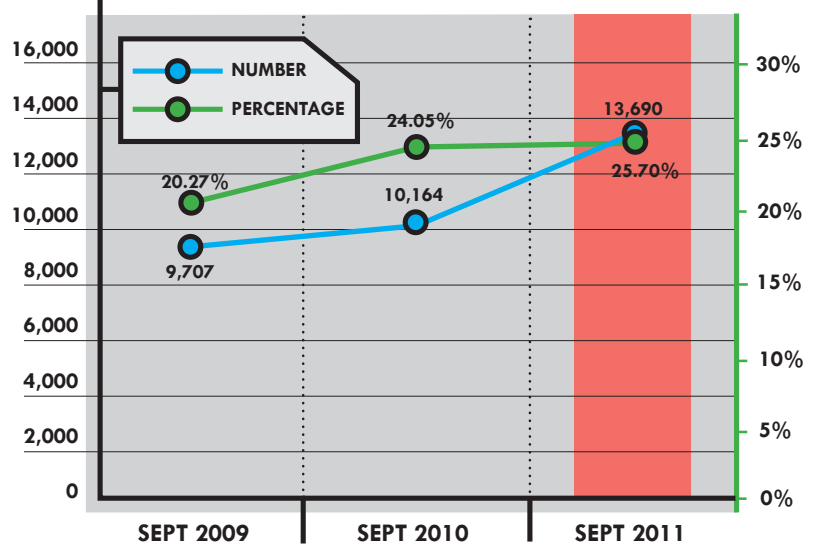


When a caller indicates that the excavation area has been marked with white stakes or paint, the ticket is said to be "white lined".

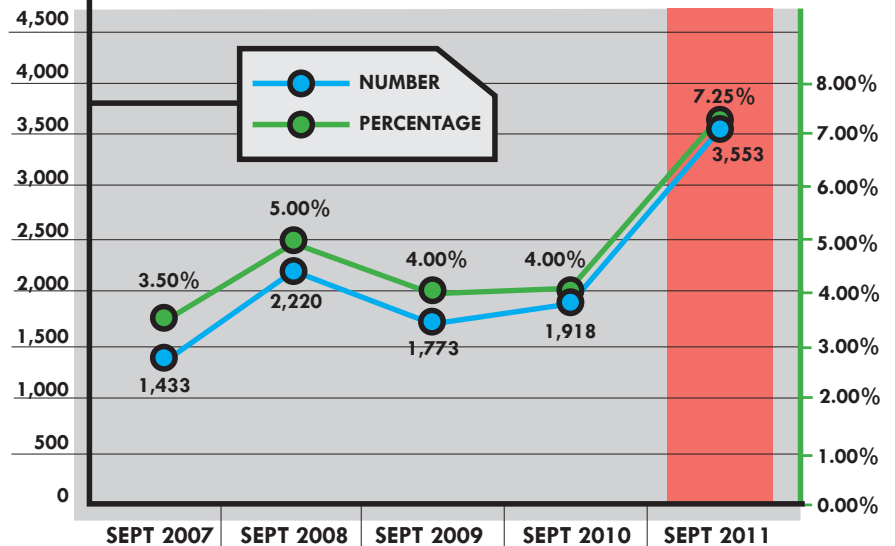
The bottom chart depicts the number and percentage of tickets the center has received which include GPS coordinates.

SEPT

● **White-lined Tickets (SEPT 2008 - 2011)**



● **Tickets with GPS Coordinates (SEPT 2008 - 2011)**

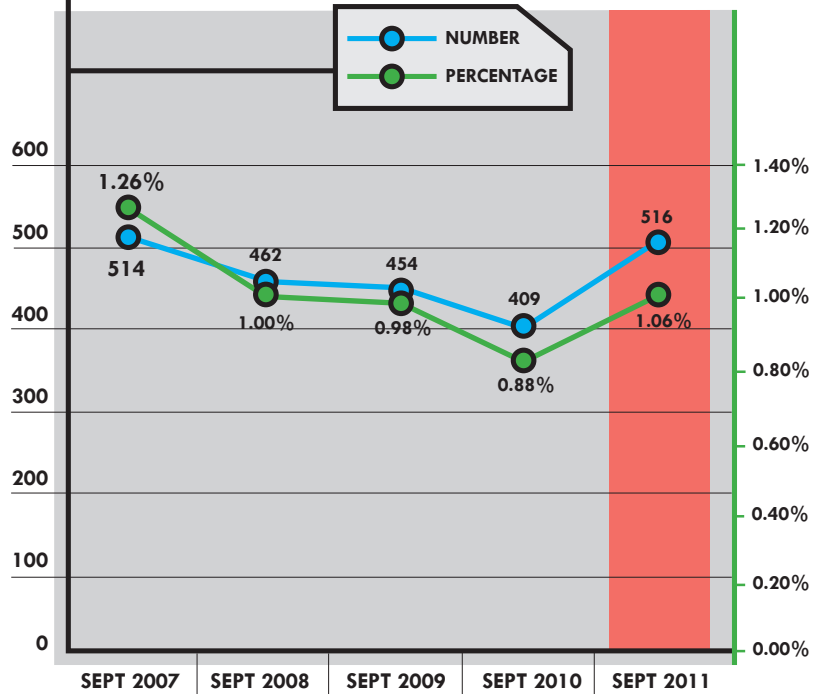


The top chart shows the number and percentage of tickets the center receives in which the excavator indicates a buried line has been struck.

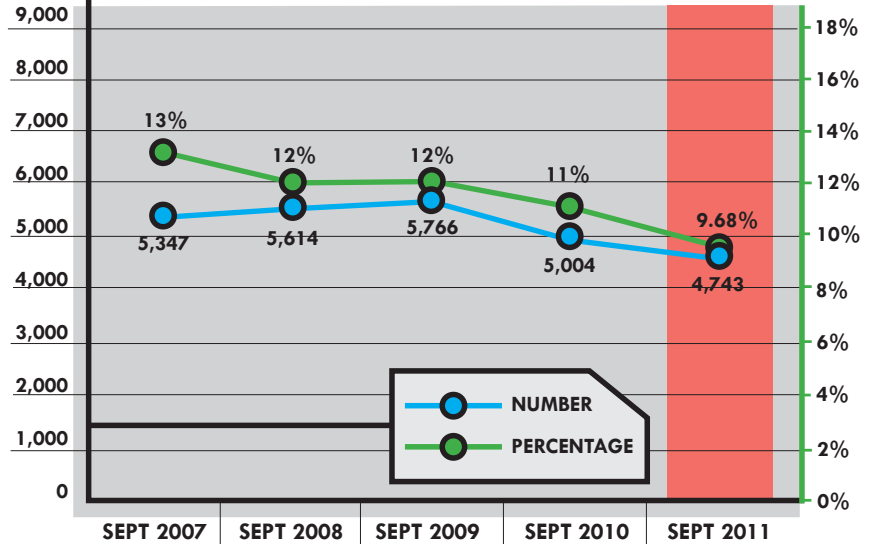
The bottom chart details the number and overall percentage of tickets that originate with homeowners.

SEPT

● Dig-In Tickets (SEPT 2008 - 2011)



● Homeowner Tickets (SEPT 2008 - 2011)



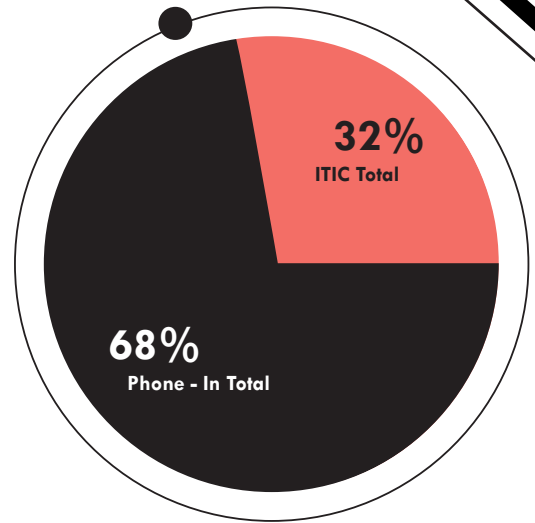


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YOUR MONTHLY UPDATE FOR IOWA ONE CALL

Year To Date Itic Usage



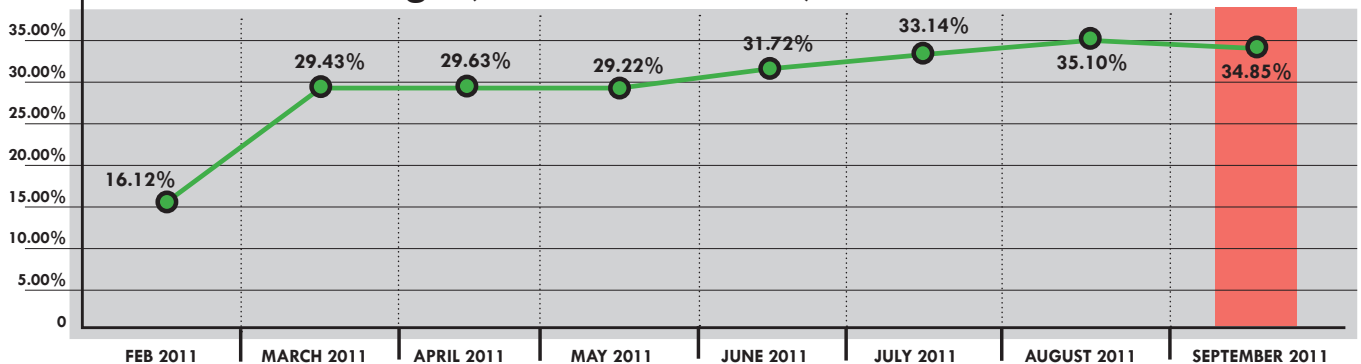
These three charts provide insight into Itic usage. The pie chart at the top shows the year-to-date percentage of Itic usage.

The second chart shows the Itic percentage by month.

The third chart (below) details the activity by showing the number of Itic tickets compared to the number of phoned-in tickets.

SEPT

Itic Percentage (FEB - SEPT 2011)



Itic Activity (FEB - SEPT 2011)

