



DASHBOARD

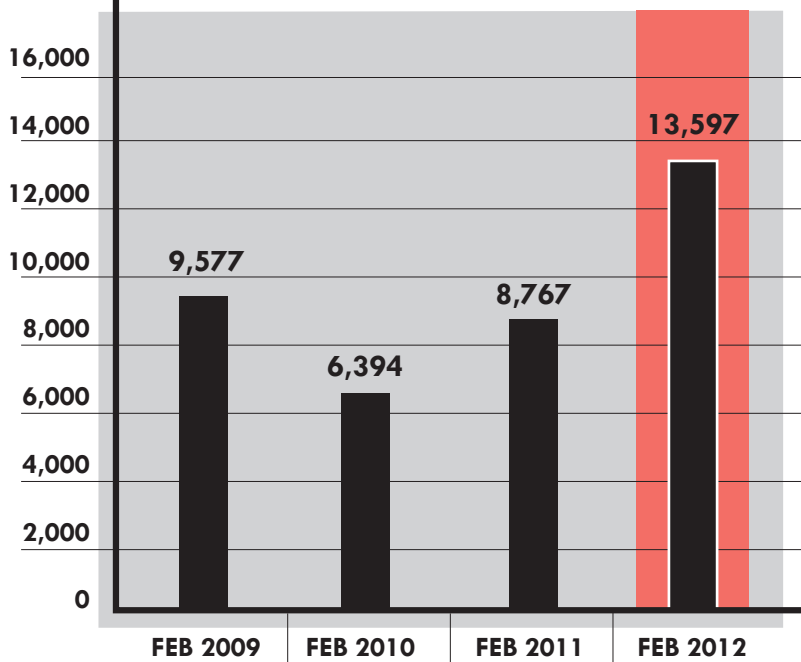
FEB

YOUR MONTHLY UPDATE FOR IOWA ONE CALL

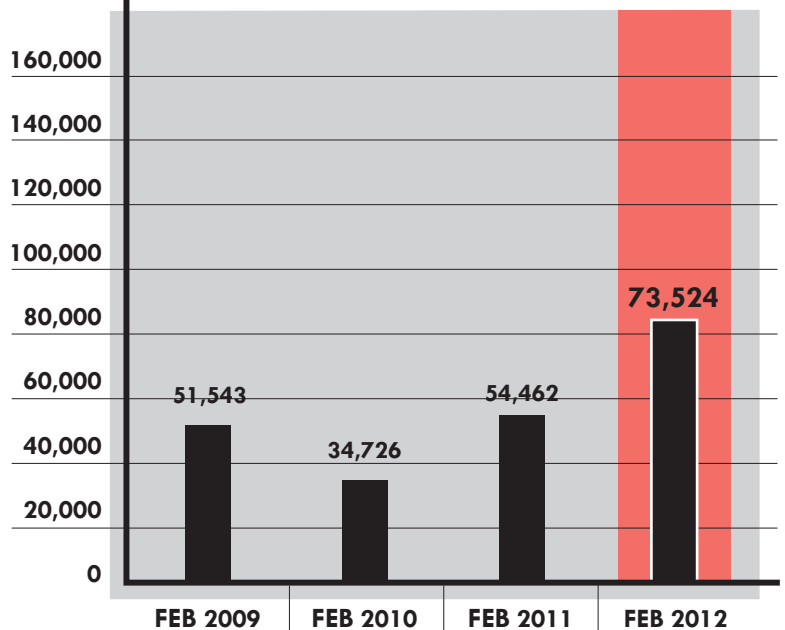
The relatively mild winter weather this year has done little to stifle digging activity. As a result, incoming ticket volume is up by more than 50% over 2011 levels. In spite of the dramatic increase in ticket volumes, the following pages show that the center has maintained or improved on nearly all service level objectives for the same period last year.

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Tickets IN (FEB 2009 - 2012)



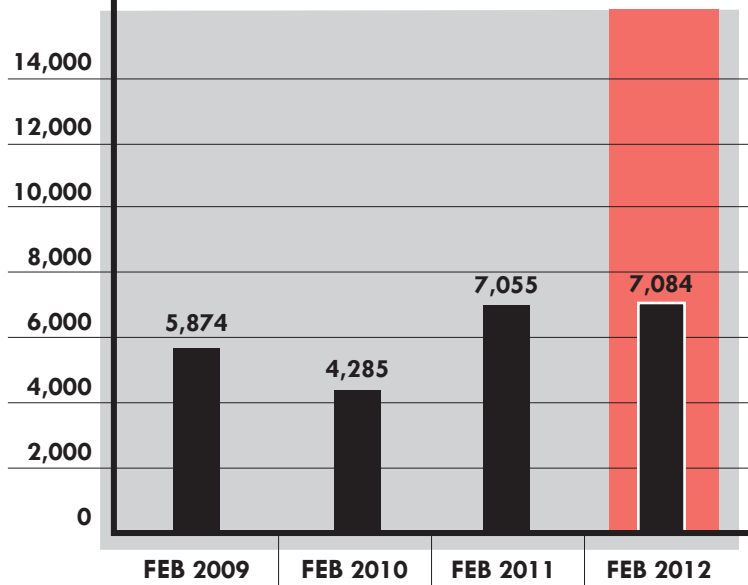
Tickets OUT (FEB 2009 - 2012)



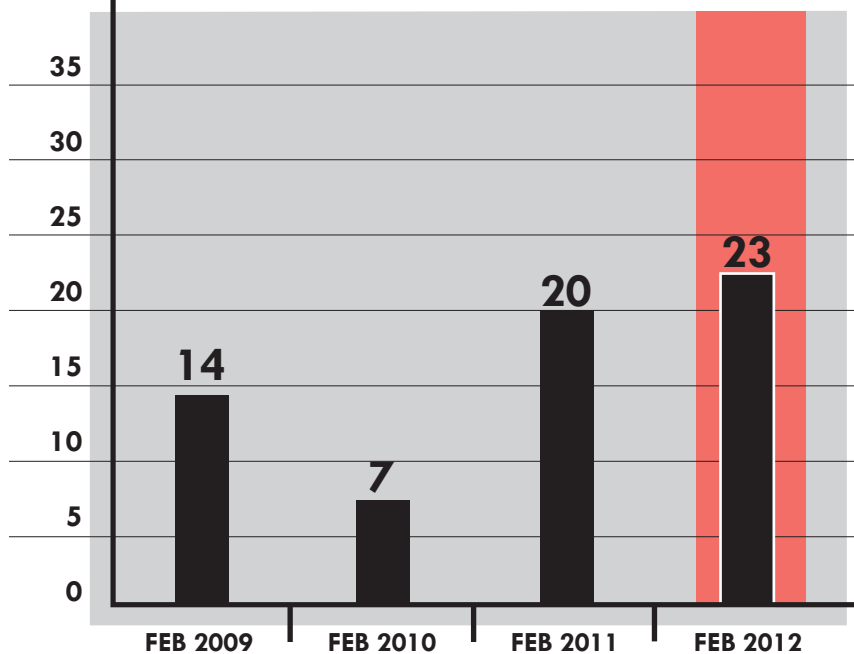
It is worth noting that although the ticket volume is up nearly 50%, call volume is relatively flat. This is a clear indication that the increased ticket volume has reached the center through ITIC.

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● Calls In (FEB 2009 - 2012)



● Average Seconds To Answer (ASA) (FEB 2009 - 2012)





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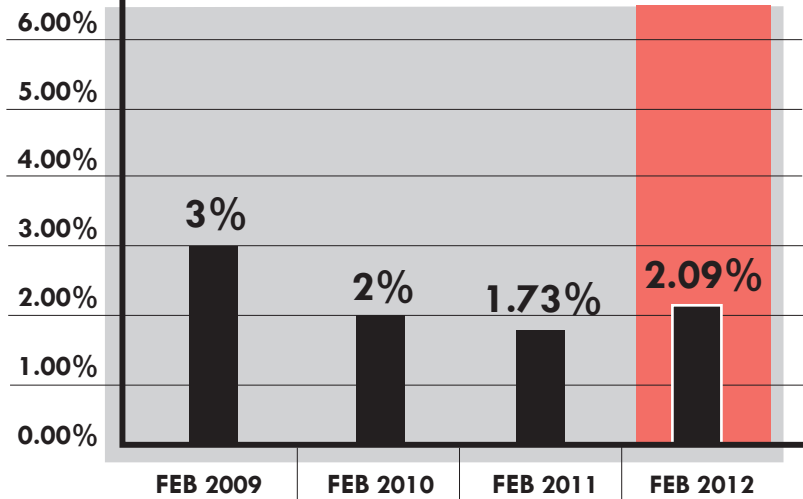
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The Percentage of Calls Abandoned is consistent with that experienced in 2011.

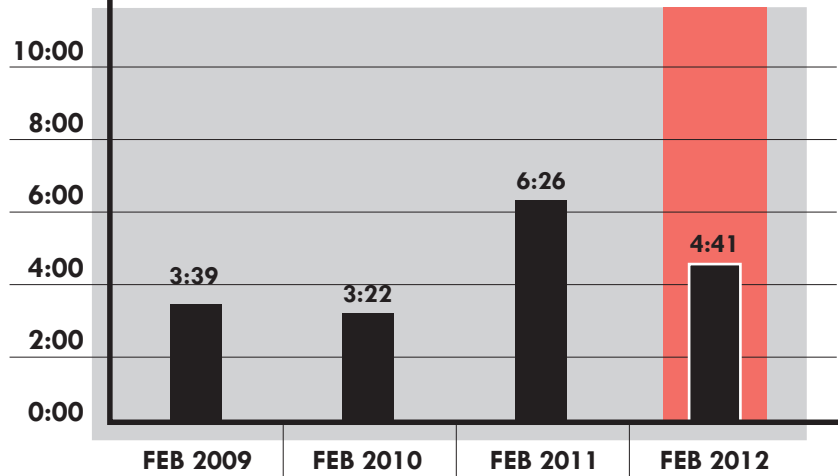
Over the course of our first year of operation, we have made significant improvement in the average time per ticket. We are confident we will find additional innovative ways to reduce the time per call and improve this measurement in the year to come.

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Percent Abandoned (FEB 2009 - 2012)



Average Time per Ticket (FEB 2009 - 2012)





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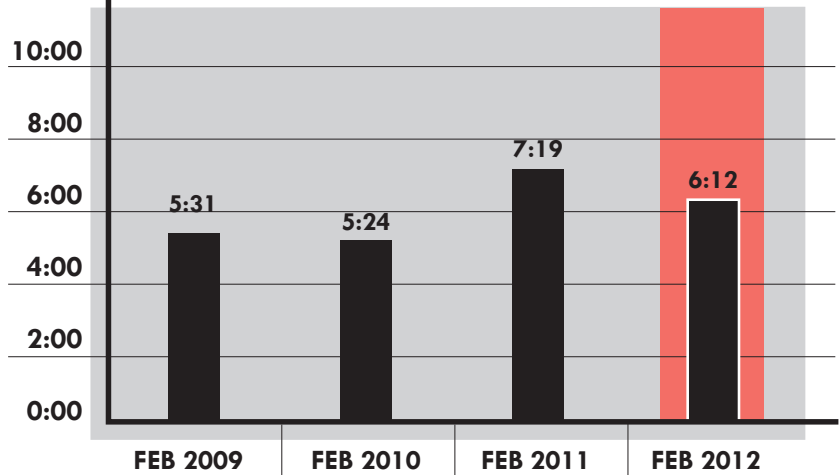
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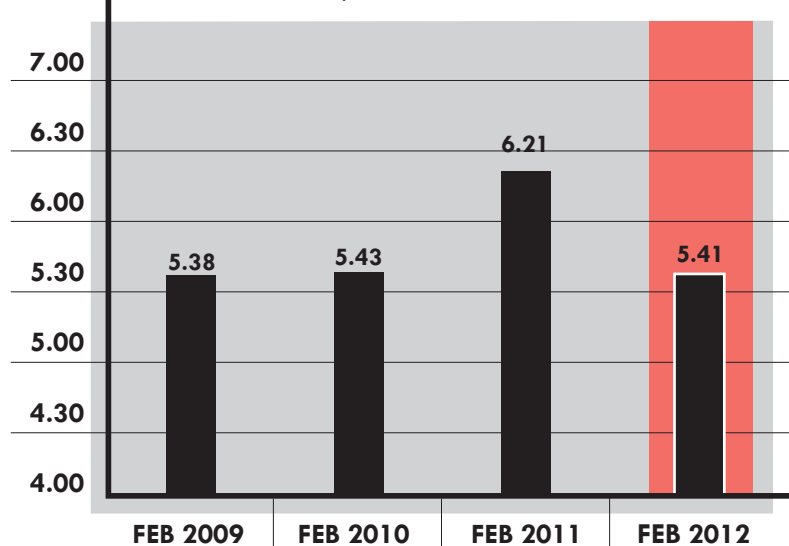
The Average Talk Time is the measurement of the average call duration, excluding any hold time. This measure should continue to decline as we introduce additional efficiencies into the call taking process.

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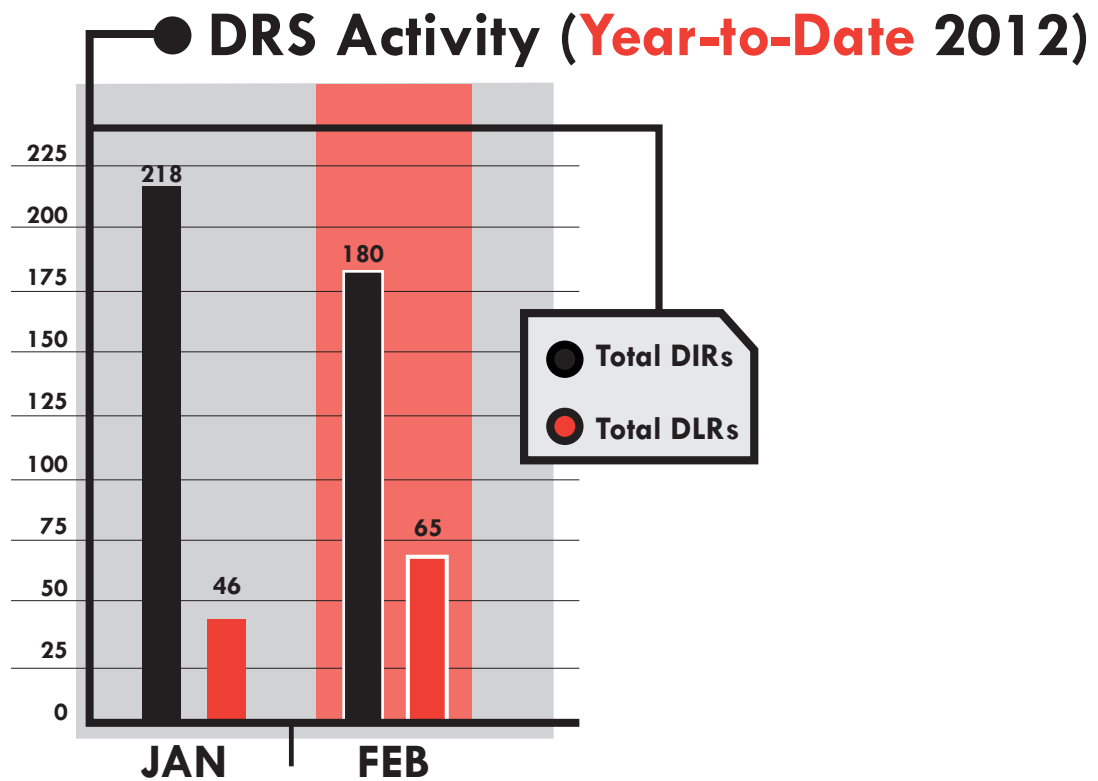
Average Talk Time (FEB 2009 - 2012)



Ratio IN/OUT (FEB 2009 - 2012)



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.



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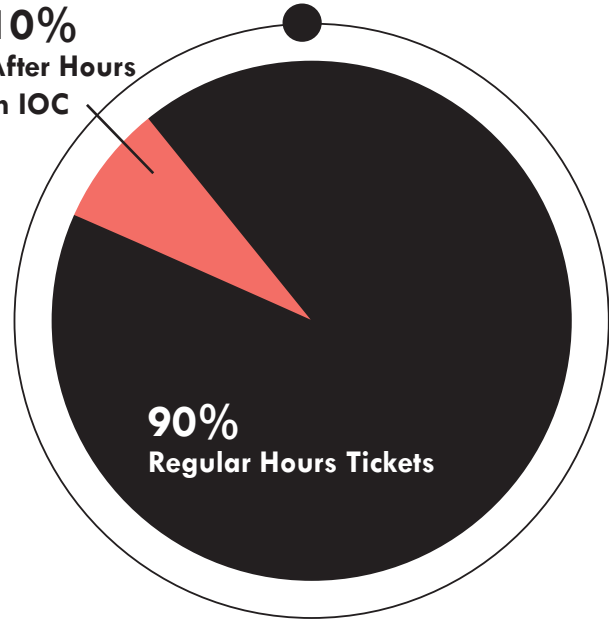
After Hours Analysis - February

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

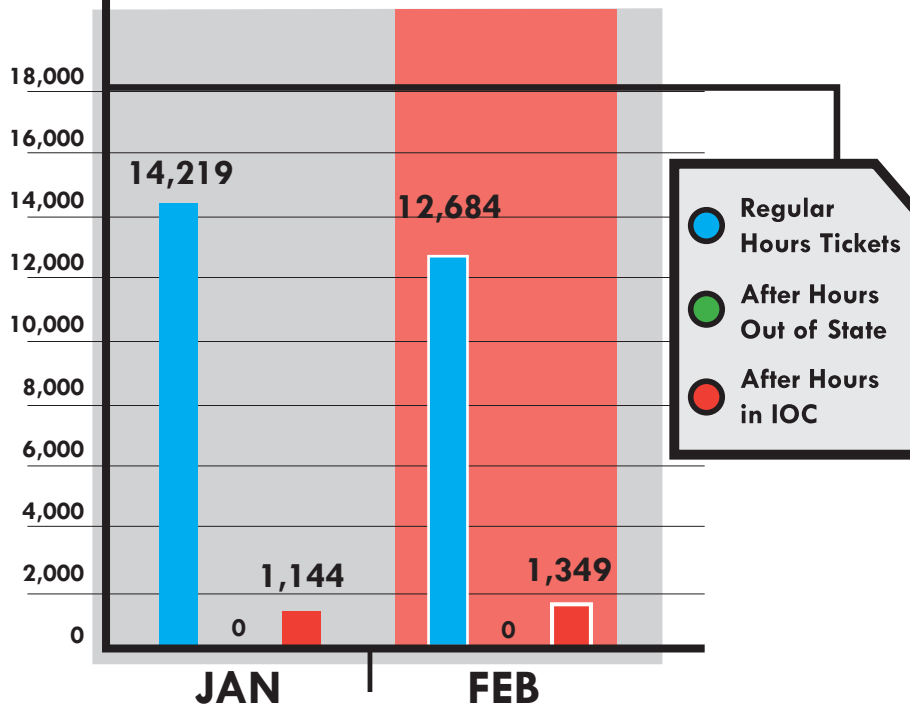
The pie chart breaks the number of after-hours tickets received into the percentage of those received by phone and ITIC.

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10%
After Hours
in IOC



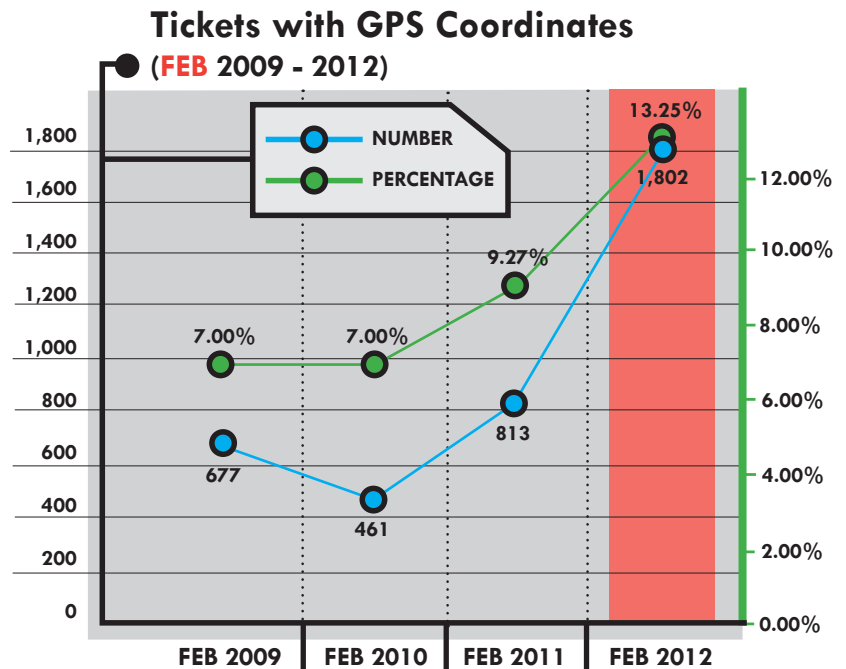
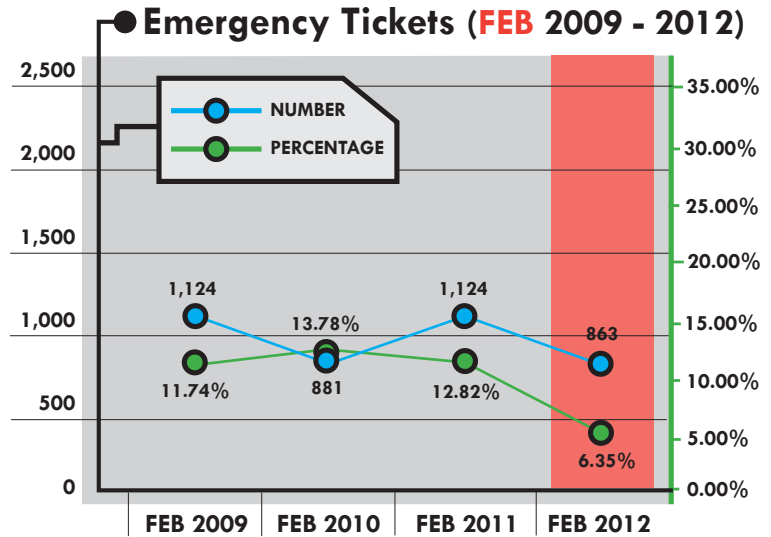
Time of Receipt Analysis (Year-to-Date 2012)



It is likely that the relatively warm winter has also contributed to the reduced number of emergency locate requests the center received in February 2012.

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

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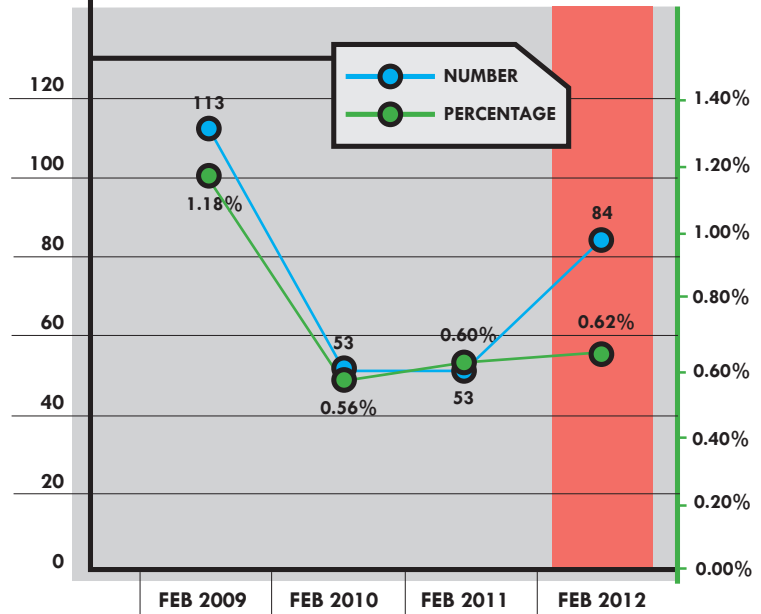


The top chart shows the number and percentage of tickets the center receives in which the excavator indicates a buried line has been struck.

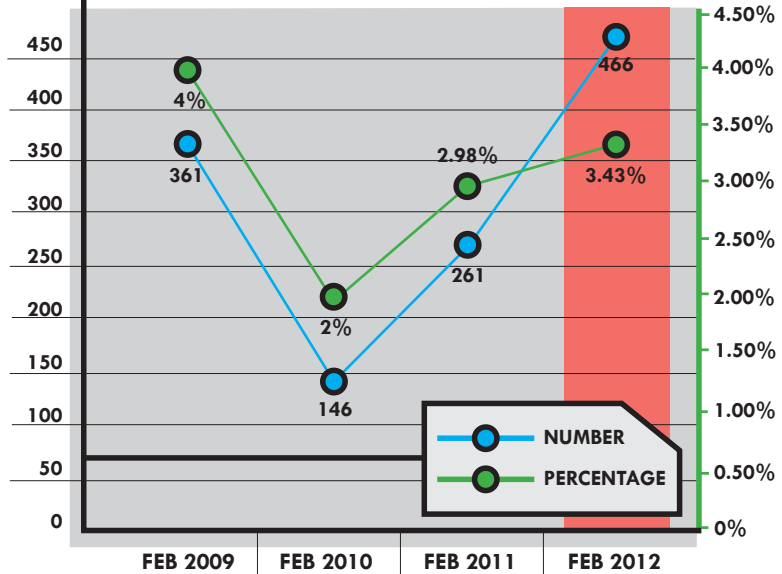
The bottom chart details the number and overall percentage of tickets that originate with homeowners.

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Dig-In Tickets (FEB 2009 - 2012)



Homeowner Tickets (FEB 2009 - 2012)



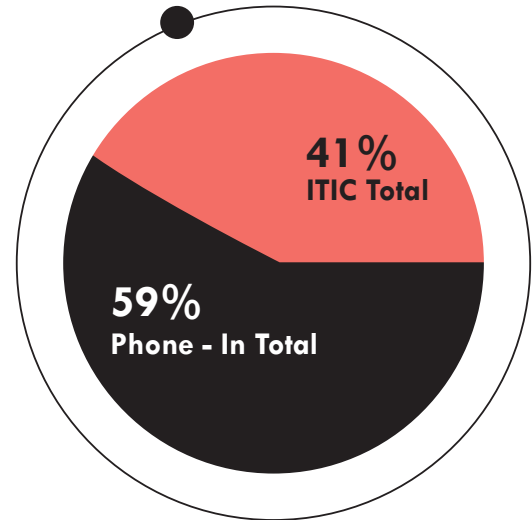
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The YTD ITIC percentage remains above 40% in February. We continue to believe that this is a good indicator that the center is well on its way to meeting the Board's goal of receiving 50% of the Center's ticket volume through ITIC by the end of 2012. The updated version of ITIC, due this Spring, will be accompanied by a drive for new users, which should also help increase ITIC usage.

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Year To Date Itic Usage %



Itic Activity By Month

(Year-to-Date 2012)

