



# STRATEGIC PLAN





**TRANSFORMATIVE JOURNEY TO**  
**PUBLIC SAFETY**  
**ADMINISTRATIVE AUTHORITY**



# 2024 TOP ACHIEVEMENTS



**Stronger Stakeholder Engagement with  
our Inaugural Conference and Trade Show**

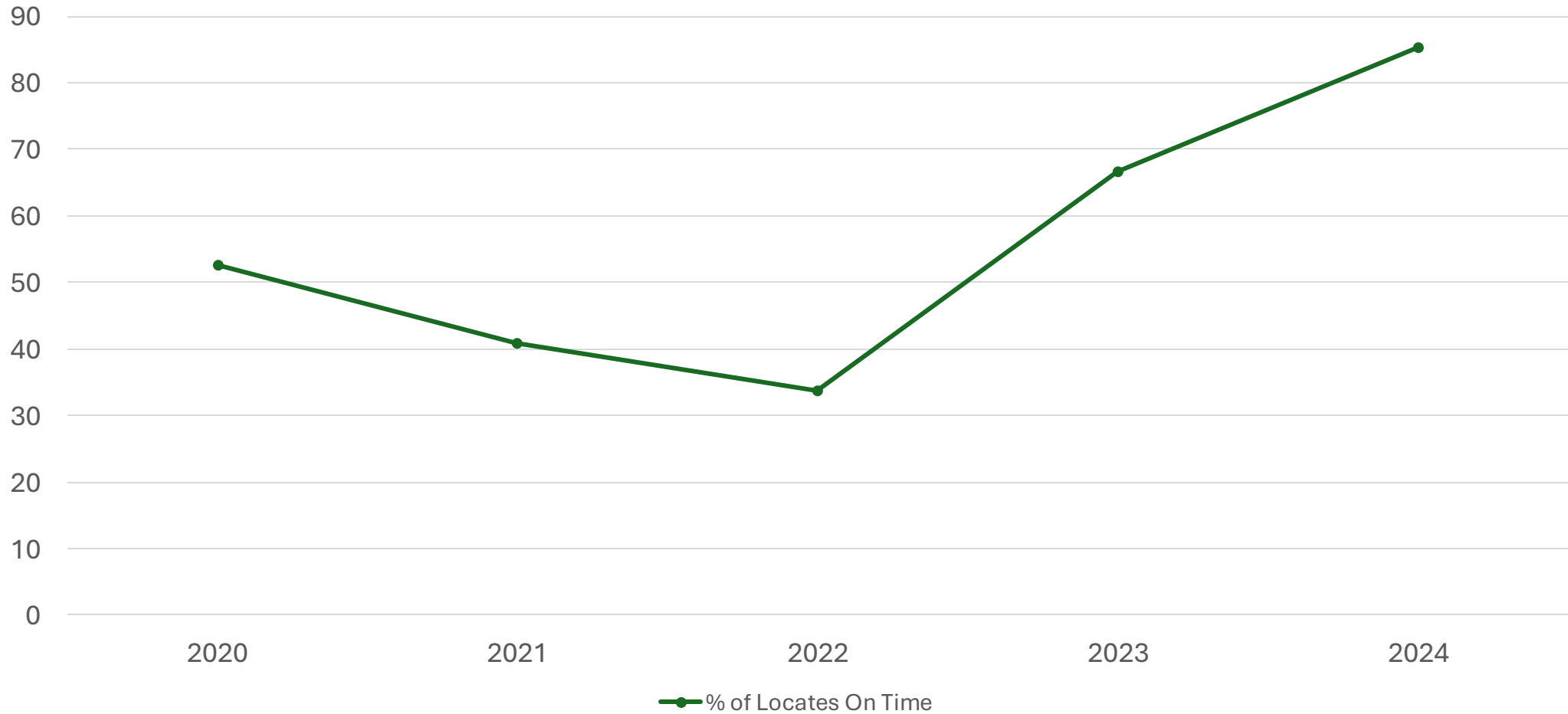


**Improved Industry Locate Performance**



**Improved Safety Promotion**

# % OF LOCATES ON TIME



**Locate number exclusions:** The report excludes data for Planning, Sewer Lateral, Emergency, Cancel Requests, Test and Void Requests, DL Request requests



# SAFETY PROMOTION

2024 Campaign had over 180,000,000 impressions



# WHY IS OUR STRATEGIC PLAN IMPORTANT TO YOU



# NEW PURPOSE, MISSION & VISION



## PURPOSE

**Protecting Ontario by enabling safe digging**



## MISSION

**We regulate an efficient locate system, foster industry wide collaboration, and promote safe, timely excavation across Ontario**



## VISION

**Recognized as the trusted authority for facilitating safe and timely excavation**

# NEW CORE VALUES

INCLUSIVE

COLLABORATIVE

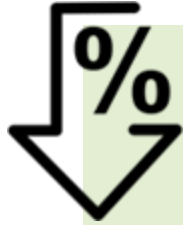
INTEGRITY

CARING

INNOVATIVE



# OUR STRATEGIC GOALS



**Reduce Damages to  
Underground Infrastructure**



**Continuous Improvement  
In Locate Timelines**



**Increase the Effectiveness & Quality  
of the Locate Request Process**



**Increase Operational Efficiency &  
Build an Innovative Workforce**

# WHAT DOES SUCCESS MEAN

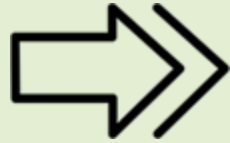
## Reduce Damages to Underground Infrastructure



### SUCCESS MEANS:

- Consistent Reporting of Damages
- Year-Over-Year Reduction in Damages
- Increase in Awareness Building Activities

## Continuous Improvement In Locate Timelines



### SUCCESS MEANS:

- Reduced Late Locate Rates
- Less Prolonged Locate Delivery Delays
- Enhanced Education and Training

## Increase the Effectiveness & Quality of the Locate Request Process



### SUCCESS MEANS:

- Higher Satisfaction Rates
- Increase in Web Request Rates + Decrease in Time Per Request
- More Accurate Locates

## Increase Operational Efficiency & Build an Innovative Workforce



### SUCCESS MEANS:

- Developing Our Talent
- Leveraging Technology
- Continuous Improvements

# STRATEGIC IMPERATIVES & INITIATIVES



Establish our role as a regulator

- Legislative Framework
- Stakeholder Engagement
- Brand Strategy
- Awareness Campaign
- Education and Training



Enhance operations & capabilities

- Evolve Foundational Capabilities
- Execution of the Digital Roadmap
- Contact Centre Review
- Operations and Contact Centre Transformation
- Unified Mapping Strategy



Build Financial Sustainability

- Business Model Review
- New Business Model



Evolve our workforce

- Culture & Values
- Change Management
- Improve Resource Capabilities

# STRATEGIC FRAMEWORK

<b>PURPOSE</b>	Protecting Ontario by enabling safe digging				
<b>VISION</b>	Recognized as the trusted authority for facilitating safe and timely excavation				
<b>MISSION</b>	We regulate an efficient locate system, foster industry wide collaboration, and promote safe and timely excavation across Ontario				
<b>VALUES</b>	INCLUSIVE	COLLABORATIVE	INTEGRITY	CARING	INNOVATIVE
<b>STRATEGIC GOALS</b>	Reduce Damages to Underground Infrastructure	Continuous Improvement In Locate Timeliness	Increase the Effectiveness & Quality of the Locate Request Process	Increase Operational Efficiency & Build an Innovative Workforce	
<b>IMPERATIVES</b>	Establish Our Role as a Regulator	Enhance Our Operations & Capabilities	Build Financial Sustainability	Evolve Our Workforce	

# 2025 KEY INITIATIVES

## Mapping Strategy

Creating a digital map of all underground infrastructure for planning and safe excavation purposes.

## Business Model Redesign

Creating a fair revenue model that supports OOC's transition to a public safety administrative authority.

## Legislative Renewal

Creating a new legislative framework that empowers and clarifies OOC's role and supports the transition to public safety administrative authority.



# CONCLUSION

Ontario's infrastructure projects are ambitious – but construction delays are costly. OOC can be the solution to move projects faster while prioritizing public safety by:

- **Boosting Locate Performance:** collaborating with the industry to speed up locate processes, reduce wait times, and ensure safe excavation.
- **Empowering Project Planning:** helping unite all players to enable seamless excavation coordination while minimizing risks to public safety.
- **Building a Digital Map:** mapping underground infrastructure to prevent conflicts and streamline construction.
- **Delivering Innovative Solutions:** leveraging deep learning of industry challenges to develop creative solutions like the Dedicated Locator Model, which enhances safety and efficiency.

No other government authority has this capability. OOC is uniquely positioned to make these fundamental and critical improvements happen.



**THANK YOU!**

