

BC 1 Call 2020 Report to Members & Partners

FEBRUARY 26, 2021

PREPARED BY

m u n r o / t h o m p s o n

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Message from the Chair

DEAR MEMBERS & PARTNERS,

2020 was a year of change, challenge, and growth for BC 1 Call. In fact, this report highlights the many ways in which 2020 was a record year.

Early in the year, the Board of Directors struck two Board Committees to strengthen strategic oversight and ensure financial sustainability: (1) the Governance & Nominations Committee, and (2) the Finance & Audit Committee. In tandem, the Board adopted a new dashboard of key financial, growth, operational and user experience metrics. Our new mode of governance significantly enhances the Board's stewardship of the organization.

On the operations side, in March we migrated our Contact Centre operations to PelicanCorp, an international One Call industry vendor, whose mapping software we adopted February 2019. Our shared priority was to ensure a smooth transition, with post-transition service performance levels remaining consistently high. Feedback has been positive:

- Members have enjoyed excellent onboarding and mapping-related turn-around times, extended Call Centre hours and other customer experience improvements.
- Almost 600 users (over a third of them first time users) responded to our new post-experience user survey, and rated their experience as positive.

I'd like to give a special shout-out to our dedicated team of BC-based agents who received an almost perfect satisfaction rating (98%) from survey respondents.

Despite Covid-19 and the cancellation of many in-person training and conference events, I am delighted to report that we more than doubled the number of BC 1 Call registered users, with the excavating community leveraging our service to place a record number of locate request tickets.

The Board looks forward to another year of growth and raising the bar through our 2021 Business Plan, which prioritizes financial sustainability, service excellence and growth.

On behalf of the Board, thank you all for being part of the Dig Safe Community, and for championing our message for our collective benefit.

Best Regards,

DAREN SANDERS
CHAIR

Message from the President

THANK YOU TO OUR MEMBERS AND PARTNERS WHO HELPED MAKE 2020 AN OUTSTANDING YEAR!

We are very pleased to present statistics in this report that show record results and growing traction of our service among excavators (including, increasingly, homeowners) and underground infrastructure owners. Not only do we each benefit directly from these trends, we are also collectively making our communities safer.

I'd like to thank the many people and organizations who have helped to promote awareness and use of BC 1 Call.

- All those who share our regular communications (newsletters, blogs, social media posts) within and beyond their organizations
- Stakeholders who profile BC 1 Call and content about our service on their websites
- Our 18 Educational Partners, who feature BC 1 Call in their safe digging training
- BC Common Ground Alliance for collaborating on our translations of webinars, brochures and other material into Punjabi and Simplified Chinese

- All those who leveraged our April Dig Safe Month Campaign messages, graphics and materials, and participated in the Preventable Campaign
- Our Contact Centre agents whose professionalism drives 94% of post-experience user survey respondents to say that they would refer others to our service

As mentioned in the [2021 Notice of Fee Increase](#), we look forward to consulting with General Members about their interest in moving to a fixed fee model for 2022, as our 6 Shareholders have elected to do in 2021. The first outreach will be through high level questions in our Annual Member Survey, followed by a more detailed fee structure survey in the spring.

We encourage members to participate in our Annual Member Survey. BC 1 Call is keen to receive your input to help us serve you better. The survey questions fall into 7 categories:

- Customer Experience
- Service Roadmap
- Value of BC 1 Call
- Member Tracking of Damage Causes
- Promotion of BC 1 Call
- Communication with Members
- Fixed Fees for General Members in 2022

On behalf of the management team, we look forward to another year of collaboration to prevent avoidable damage to underground infrastructure and the related consequences.

Best Regards,

CHRIS HYLAND,
PRESIDENT & CEO



2020 Year in Review

2020 has been an outstanding year.
Here are the highlights.

Growth in Users & Members

USERS

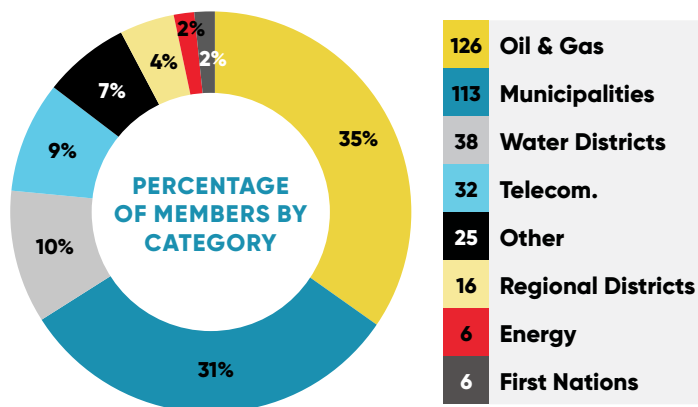
BC 1 Call more than doubled our individual registered user base within the year, reaching 62,830 registered users, up 112%. We saw growth in all three user categories. Increasing users decreases the risk of damage incidents.

REGISTERED USERS	JAN 1/20 BENCHMARK	2020 YEAR END	% OF GROWTH
Total Registered Users	29,632	62,830	+112%
Contractors	11,724	20,661	+76%
Homeowners	16,429	39,234	+139%
Member Employees	1,479	2,292	+55%



MEMBERS

BC 1 Call closed the year with a record 362 members. The more members we have, the greater the value of BC 1 Call as an agent of damage prevention, and the easier it is for excavators to ensure they have contacted all possible owners of underground infrastructure within their proposed dig sites.



Increased Use of BC 1 Call Service

Our growing base of registered users placed a record number of locate request tickets. Thanks to software efficiencies and more precise GIS mapping, the rate of notifications per locate ticket declined to a record low. The benefits to members: fewer billable notifications, with a higher percentage of notifications relating to assets at probable (versus possible) risk.

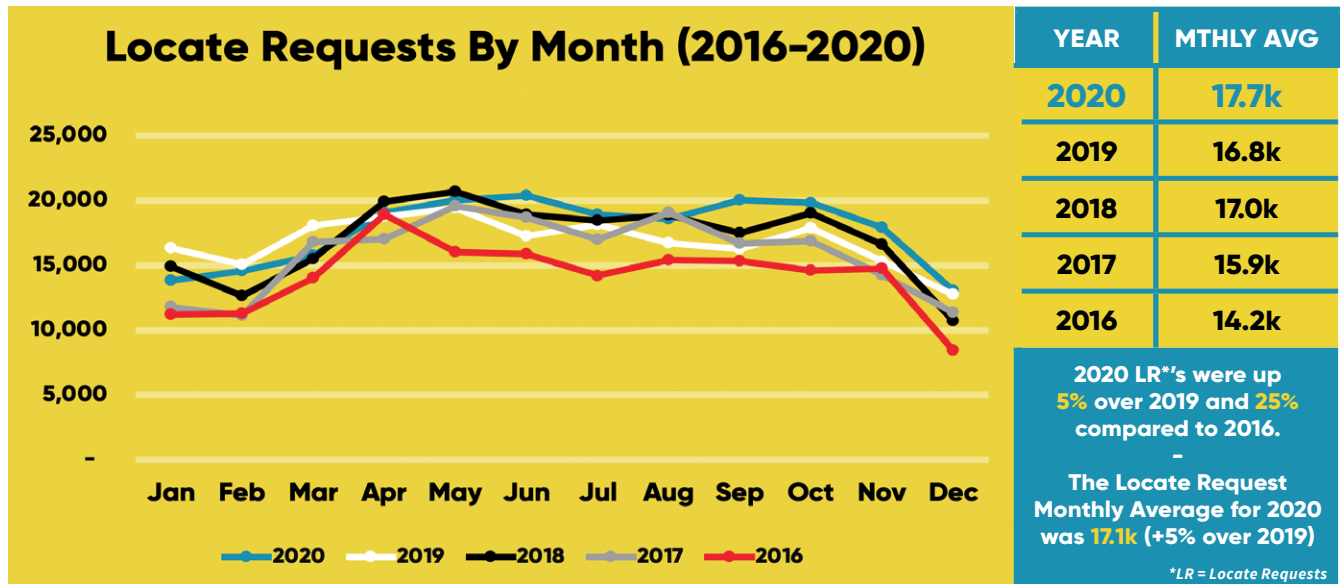
SERVICE VOLUMES	2019 RESULTS	2020 RESULTS	MONTHLY AVERAGE
Locate Requests	202,052	212,056	2019: 16.8k 2020: 17.6k
Net Notifications	679,203	609,367	2019: 57k 2020: 51k
Notification / Ticket Ratio	3.4	2.88	
% Online Locate Requests	75%	78%	



To illustrate just how strong a year 2020 was, here are some 5 year comparisons of results:

- **Locate Request Tickets Submitted:** 212,062, beating the previous record of 203K. An increase in locate requests shows growing awareness and use of our service as a way to prevent damage to underground infrastructure.

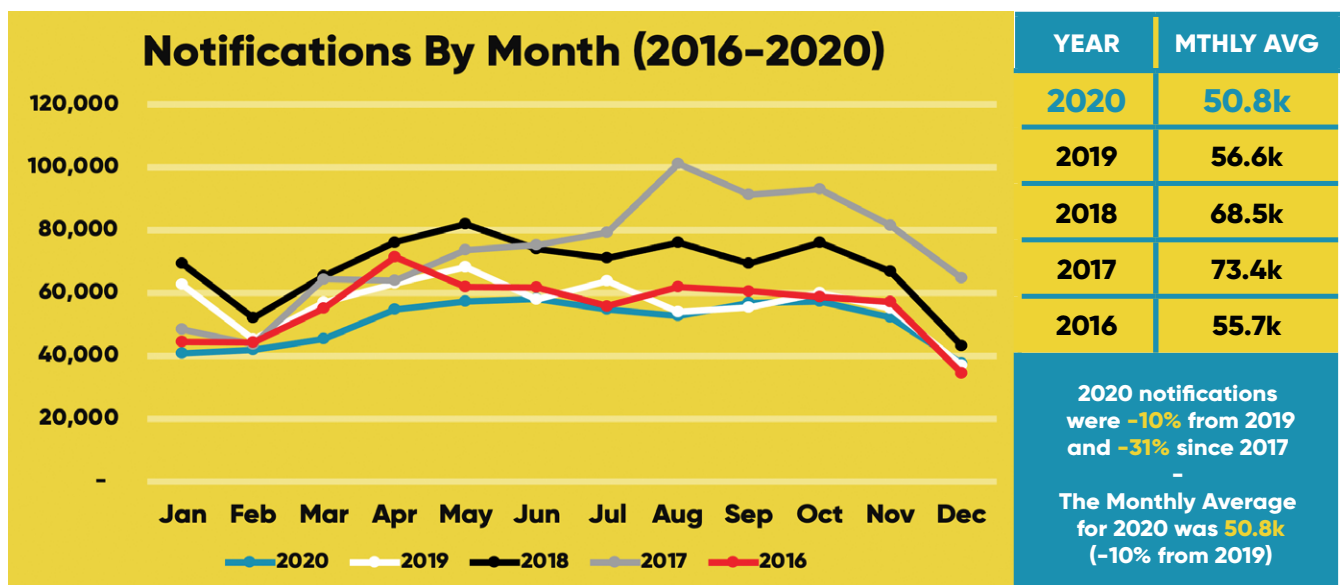
LOCATE REQUEST SUMMARY



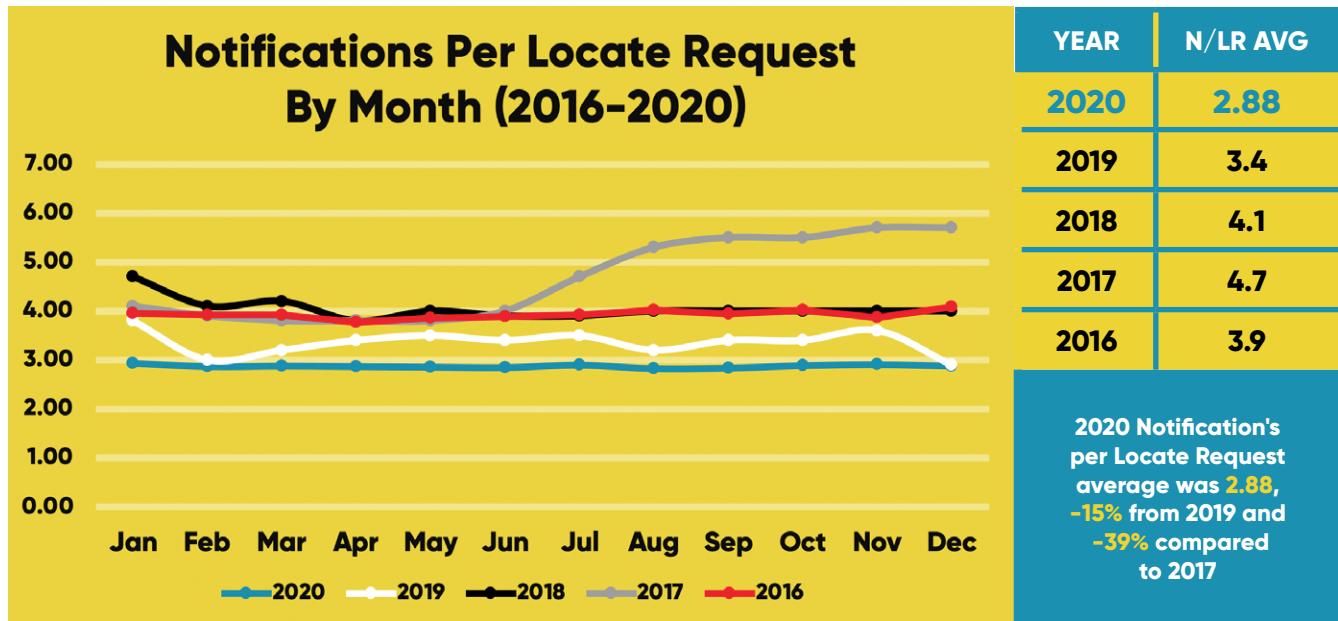
- **Percentage of Online Locate Requests:** 78%, up 3% from 2019 and 25% compared to 2016. This is on par with the national average reported in the 2019 DIRT Report. Online request trends relate to our ability to optimize call centre agent time, so the higher the better, especially as locate ticket volumes increase.

- **Notifications to Members:** 609,967, a 5-year record low. Our aim is to be as precise as possible, ensuring the fewest possible billable notifications covering all at-risk infrastructure of our members.

NET NOTIFICATIONS SUMMARY



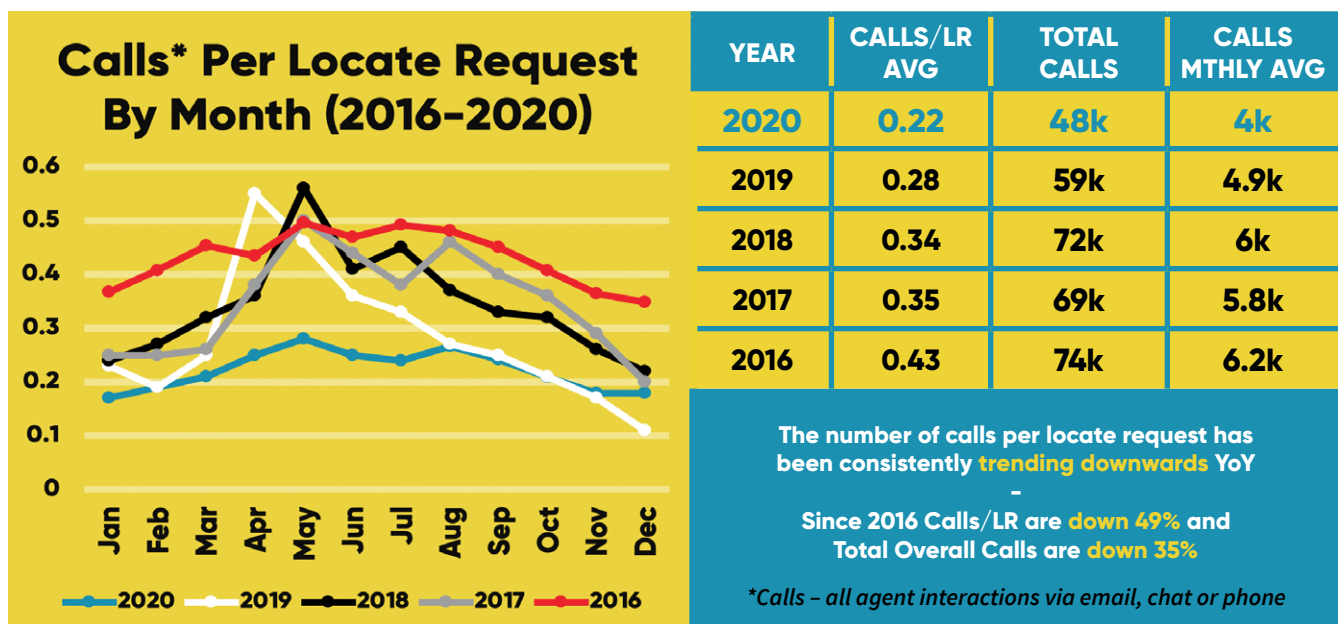
NET NOTIFICATIONS PER LOCATE REQUEST 2016 - 2020



- **Notifications per Locate Request Ratio:** 2.88, a record low. The declining ratio is a testament to the increasing precision and efficiency of our system. A low ratio benefits members both financially and operationally.

- **Calls per Locate Request:** 5 year low. The lower the number of agent interactions per locate request the better. Low rates signal ease of use of the online system, and faster issue resolution.

CALLS PER LOCATE REQUEST SUMMARY



Customer Experience

CALL CENTRE

- **Hours of Operation:** from 7 am to 5 pm PST. Agents are now available one hour earlier than in 2019 to provide support to users.
- **Customer Experience:** BC 1 Call is meeting or exceeding industry standards, with our agents providing fast, efficient service.

CUSTOMER EXPERIENCE METRICS	2020
Speed of Answer (phone) <ul style="list-style-type: none">● 80% calls answered in 60 seconds● % waiting on hold >10 minutes	>88% <1%
Calls*/Locate Request Ratio: .2 <i>*Calls – Calls, Chats, Support emails</i>	.22 (2019: .292)
Customer Communication / Follow-up <ul style="list-style-type: none">● BC 1 Call 5 scale rating (5=high)	5/5

MEMBER ONBOARDING & MAPPING

- **Onboarding and Mapping Data Updates:** Our norm is now same day turn-around for both the initial data receipt to test phase, as well as for the phase from member verification to going live. Metrics below reflect the turn-around times we are required to meet per the Member's Agreement. Faster uploading of mapping data enhances the accuracy and reliability of our services.

ONBOARDING & MAPPING METRICS	2020
Onboarding – Speed of Mapping <ul style="list-style-type: none">● <10 Business days from receipt of data to sending verification request	>95% same day
Onboarding – Speed to Go Live <ul style="list-style-type: none">● <5 Business days from mapping verification to going live	>95% same day
Mapping – Speed of Updates <ul style="list-style-type: none">● <5 Business days from receipt	>95% same day



POST-EXPERIENCE PHONE USER SURVEY

While the 1-minute survey was only launched mid-September, by the end of 2020, we received responses from 593 users, who provided consistently high ratings despite 43% being first-time users. Ongoing user experience surveys provide an invaluable feedback loop for continuous improvement.

PHONE SURVEY RESULTS

QUESTION	2020 AVERAGE
1st Time Users	43%
Satisfied With Call Centre Agent	97%
4 or 5 Satisfaction Rating	92%
Felt Their Needs Were Met	93%
Would Refer BC 1 Call To Others	94%



BC 1 Call Marketing & Communications Initiatives

After revamping our brand in 2019, BC 1 Call's Marketing & Communications efforts in 2020 were focused on increasing awareness of BC 1 Call's locate request service, highlighting the importance of safe digging and strengthening the relationship with members and partners. A variety of tactics were used:



EDUCATIONAL CAMPAIGNS

Dig Safe Month Campaign

Our annual and main awareness campaign. It ran throughout April and targeted B.C. homeowners who were planning to tackle home improvement projects in their yards, and finding ways to comfortably comply with Covid-19 protocols.

BC 1 Call worked with FortisBC and the BC Common Ground Alliance to implement media relations, graphic design, social media and stakeholder outreach tactics. Key highlights:

- 65.5% more locate requests submitted in April by homeowners as compared to April 2019.
- Support from FortisBC, BC Common Ground Alliance, Technical Safety BC and the BC Oil and Gas Commission who mentioned BC 1 Call on a variety of platforms throughout the campaign: social media, newsletters, websites, blogs and news media.
- Publication of 97 articles in local news outlets across B.C., which resulted in online readership of 2.2 million, over 250,000 views and 301 social media shares.
- An influx of visitors to our website during the campaign: users submitting locate requests up 111.6%, website visitors up 90.5%, pageviews up 110.3%.
- Much appreciated amplification support by the District of West Vancouver, Township of Langley, Pacific Northern Gas and City of West Kelowna.





EDUCATIONAL CAMPAIGNS

Preventable Campaign

It was a natural fit. Preventable, in partnership with FortisBC, BC Common Ground Alliance (BCCGA), BC Oil and Gas Commission, TC Energy and WorkSafeBC, joined forces on an awareness campaign for the BC 1 Call service that ran over October and November.

The campaign directed both homeowners

and contractors to BC 1 Call's website through various mediums: sponsored social media posts, digital ads, [a sponsored article on The Globe and Mail](#) and two interviews with Global News, one for the [Open House segment](#) and another for the [Morning BC segment](#). The campaign drove steady traffic to bc1c.ca:

OCTOBER

- 31.69% of the total visits and 37.70% of users.

NOVEMBER

- Produced 1940 visits to [Contractors' page](#).

In addition, social media and digital ads received over 2.8M views across B.C. in November, 2020.



SUPPORTER HIGHLIGHT

FortisBC was our biggest supporter in 2020. It not only provided year-round awareness to contractors and homeowners through its website, social media and news media, but also worked closely with our team in the campaigns mentioned above. We hope other members become inspired by FortisBC's commitment and can also help amplify the safe digging message, however possible.



CONTENT PACKAGE

Created to make spreading the word easy

A [Content Package](#) with sample content was developed to support organizations that are willing to amplify BC 1 Call's message. The document has been added to the [Education & Safety Tips](#) page as well as sent to communications staff at various organizations. We are grateful to Independent Contractors and Businesses Association (ICBA), Technical Safety BC and others that leveraged social media posts from the samples provided to get our message out. Other organizations helped by posting our logo on their websites.

We encourage all supporters in the Dig Safe Community to consider sharing information about BC 1 Call. For those organizations that are already doing so, BC 1 Call kindly asks you to ensure you have BC 1 Call's new logo and most up-to-date information. If your organization would like to collaborate with us or receive further information, please contact our team at communications@bc1c.ca.

COMMUNICATIONS WITH MEMBERS AND USERS

BC 1 Call communicates with members and users in a variety of ways. Below are the key results by medium:

NEWSLETTERS

In total, 8 newsletters were sent to over 900 member and user contacts. An average, 34% of contacts opened the newsletters, which is 9% more than the average for non-profits, according to Mailchimp's benchmarking data.

SOCIAL MEDIA

We increased our impact across all social media channels.

- **LinkedIn:** It was the social media platform with the best overall performance in 2020: an increase of 57.4% in followers, 25% in engagement and 69% in link clicks.
- **Instagram*:** An account was created in 2020 and grew very fast compared to other platforms, especially regarding followers and engagement.
*BC 1 Call's Instagram account was launched in January 2020, therefore, no YoY comparisons are yet available
- **Twitter:** An increase of 10% in followers, 21% in mentions and 202% in link clicks.
- **Facebook:** An increase of 12% in followers and 93% in link clicks.

BLOG POSTS

9 blog posts were published and received in total nearly 2,000 pageviews.

BE IN-THE-KNOW

If you aren't in our emailing list yet, please **sign up to receive our newsletters**. The sign-up form is in the footer of our [website](#).

Follow us on social media for more frequent updates on what is happening with BC 1 Call and the damage prevention industry:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#)



User Education & Training

70% of members and users told us through our 2019 surveys that they wanted BC 1 Call to share more educational and safety content. So, we set out in 2020 to deliver on the request:

1. MORE EDUCATION PARTNERS

BC 1 Call increased from 5 to 18 the number of Education Partners who provide ground disturbance courses in B.C. that include the importance of using our service. These partners are profiled on the Education and Training section of our [Dig Safe Community page](#), and we routinely help get course notices out through our communications channels.

2. MORE RESOURCES ON OUR WEBSITE

BC 1 Call now offers a wide variety of resources, many in three different languages, for both homeowners and contractors. Please visit our [Education & Safety Resources Page](#), where you will find:

WEBINAR RECORDINGS

How to Complete an Online Locate Request ([Basic](#) & [Advanced](#)). Basic webinars can be found in [English](#), [Punjabi](#) and [Simplified Chinese](#).

HOW-TO SOFTWARE INSTRUCTIONS

Over 10 step-by-step tutorials from [Before You Dig Partners](#) on different phases of the locate request process.

DOWNLOADABLES

- **BC 1 Call Brochure:** in [English](#), [Punjabi](#) and [Simplified Chinese](#).
- **BC 1 Call Content Package.**
- **[International code for marking buried facilities.](#)**
- **FortisBC's Guide on Excavation Safety Around Natural Gas:** in [English](#), [Punjabi](#) and [Simplified Chinese](#).
- **BCCGA's 6-Steps for Safe Digging Pamphlet:** detailed and shortened versions can be found in [English](#), [Punjabi](#) and [Simplified Chinese](#).
- **Links to External Pages with Safe Digging Information:** [Technical Safety BC](#), [FortisBC](#) and [BC Common Ground Alliance](#).

VIDEOS

Users can be directed to BC 1 Call's [YouTube page](#) to watch the most recent videos or [Videos Page](#) where the throwback ads can be found.



Governance

In 2020, BC 1 Call's Board of Directors saw the following changes in shareholder nominees:

- **JOHN BEVACQUA** succeeded **JORDON WEST** as TELUS' nominee
- **SHANDO GODDARD** succeeded **BRYAN YSEBART** as Enbridge's nominee

We are grateful for the time and dedication of both Jordan and Bryan.

You can learn more about each of the Board of Directors [here](#). You can also check the full list of Directors, Officers and Staff on our [website](#).

To improve governance, BC 1 Call created Board Committees and working groups:

BOARD COMMITTEES

- Governance & Nomination Board Committee
- Finance & Audit Committee

WORKING GROUPS (BOARD/MANAGEMENT TEAMS):

- Customer Experience
- Strategic Planning



Financial Sustainability

Interim financial statements to December 31, 2020 illustrate a solid finish to the year after closely managing costs throughout 2020. Year-end results included:

- A net income of \$113K

- Reasonable reserves for a not-for-profit
- Fixed costs representing about 85% of the budget, up from 30% in 2018

Notification fees, our sole source of revenue, break down for 2020 as follows:

REVENUE GENERATION BY MEMBER CATEGORY AS AT Y.E. 2020

CATEGORY	ACTUAL REVENUE	% OF TOTAL REVENUE
Oil & Gas	448k	33%
Energy	405k	30%
Telecommunications	295k	22%
Municipalities	182k	13%
Regional Districts	20k	1.5%
Improvement & Waterworks	6.9k	0.5%
First Nations	1.6k	0.1%
Other Members	6.3k	0.5%

%86

SHAREHOLDERS

The 6 Shareholders account for about 75% of all notification fees. Together, our Shareholders paid \$1,028K in notification fees in 2020, ensuring coverage of the lion's share of our fixed costs.

The Shareholders have agreed to move to fixed fees for 2021. Given that our cost structure is now 85% fixed and that Shareholders represent 75% of our revenues, this election will ensure greater financial stability in 2021.

All in all, 2020 was a very good year!

