

ISSUED APRIL 2023

2022

Report to Members & Partners



TABLE OF CONTENTS

Message from the Chair	4
Message from the President	5
2022 Year in Review	6
Growth in Registered Users	7
Loyal Membership	9
High Use of BC 1 Call	9
Customer Experience	13
POST-EXPERIENCE USER SURVEYS	14
MEMBER'S AGREEMENT STANDARDS	15
SERVICE SATISFACTION FEEDBACK	16
BC 1 Call Marketing & Communications	18
User Education & Training	23
Governance	25
Financial Sustainability	28



Message from the Chair

DEAR MEMBERS & PARTNERS,

It's amazing to reflect on how far BC 1 Call has come in the last five years.

- **From a governance perspective**, the board put structures and processes in place to ensure our long-term financial sustainability, as well as to enable the Board to play a more strategic role.
- **From a service perspective**, we forged a collaborative relationship with the other Western provinces to secure world-class ticketing software, and migrated to a B.C.-centric contact centre service employing outstanding B.C.-based agents dedicated to serving the BC 1 Call community.
- **From a marketing perspective to drive growth**, we stepped up campaigns, and provided resources to help others amplify our messaging.
- **From a stakeholder engagement perspective**, we modernized and enhanced our communications and stakeholder surveys, and developed new educational resources and partnerships.

With this strong foundation in place, in 2022 we refreshed our Vision, Mission and Values:

VISION - Protecting people, the environment and underground infrastructure to keep B.C. safe.

MISSION - BC 1 Call and its members facilitate safe digging practices by equipping homeowners and the professional excavating community with knowledge and tools to avoid damaging underground infrastructure.

WE VALUE:

- The sharing of knowledge around damage prevention
- Being reliable and easy to do business with
- Collaborative relationships
- The health and safety of the communities we serve

BC 1 Call will continue to drive sustainability and added value for stakeholders by focusing on **THREE STRATEGIC PRIORITIES**:

1. Organizational Sustainability
2. Increased Stakeholder Engagement
3. Optimized Service Delivery

On behalf of the Board, I'd like to extend sincere appreciation to BC 1 Call members and partners for their ongoing support and collaboration. Together, we are making B.C. safer, and critical services more reliable.

Best Regards,



DAREN SANDERS
CHAIR

Message from the President

DEAR MEMBERS & PARTNERS,

I am very pleased to report exceptional 2022 results! Some highlights:

- Our brand awareness jumped 18% year over year.
- BC 1 Call continues to attract members and users, and now has:
 - ▶ over 112,000 registered users, who placed over 234,000 locate requests in 2022.
 - ▶ 362 members, who received over 664,000 notifications.
- 34 Education Partners now refer to BC 1 Call in their professional training, reaching 10,922 students in 2022
- We received resounding confirmation of BC 1 Call's value to stakeholders:
 - ▶ 89% of member survey respondents say membership is important to their damage prevention strategies, with 85% confirming they require the use of BC 1 Call by employees and contractors.
 - ▶ Over 88% of user survey respondents say use of BC 1 Call is "very important" (5/5) to them or their organization for damage prevention, with 85% saying they use BC 1 Call because it is a safe digging practice and protects their communities.

- Overall service satisfaction ratings from survey respondents remain high:
 - ▶ 90% of Members provided a rating of 4 or 5/5
 - ▶ 93% of Users provided a rating of 4 or 5/5
- Over 96% of users say they would recommend BC 1 Call's service to others.

I applaud the BC 1 Call community! These results illustrate your commitment to our common cause of preventing damage to underground infrastructure, and keeping our workers and communities safe.

Additionally, I'd like to thank all those who made the extra effort to respond to our surveys. We appreciate you and are working on your feedback! We are grateful, as well, to those who amplify our messages via your website, social media posts and other communications, or by using our vehicle stickers or carrying our brochure when you're out in the community.

We received strong encouragement from both members and users to do more to promote BC 1 Call. And so we will! As mentioned in our [December, 2022 Member Newsletter](#), in 2023 BC 1 Call is expanding our traditional month-long April Dig Safe Campaign into a three month Spring Campaign (March through May), and will incorporate both TV and radio advertising.

On behalf of the BC 1 Call team, thank you for helping keep our communities safe and thriving through your membership in, and use and promotion of, BC 1 Call.

We look forward to driving continued collective success in 2023!

Best Regards,



CHRIS HYLAND,
PRESIDENT & CEO



2022 Year in Review

Thanks to your support, BC 1 Call enjoyed **strong performance and growth** throughout 2022, coming very close to or beating records set in 2021!

SERVICE VOLUMES	SERVICE EXCELLENCE	GROWTH	GOVERNANCE
High service volumes & record efficiencies	High member & user satisfaction	Steady growth	Stronger governance framework
<i>Locate Requests:</i> 234,372 (↓2%) 2021: 241,374★	<i>Post-experience survey:</i> 98% of 1,053 respondents were satisfied w/ our Agents (90% rated them 4 or 5/5)	<i>Brand Awareness:</i> 59%★ (↑18%) 2021: 41%	<i>New Strategic Plan:</i> ▶ 3 strategic priorities identified ▶ 8 projects defined
<i>Emergency Locate Requests:</i> 915★ (↑6%) 2021: 860	<i>User Survey:</i> 93% of 1,212 respondents provided an overall Service Satisfaction rating of 4 or 5/5	<i>Members:</i> 362★ (no dissatisfaction-driven losses)	<i>Governance Structure</i> streamlined
<i>Notifications:</i> 664,338 (↓3.3%) 2021: 687,075★	<i>Member Survey:</i> 90% of 31 respondents provided an overall Service Satisfaction rating of 4 or 5/5	<i>Registered Users:</i> 112,406★ (↑22%) 2021: 89,215	<i>Board Committees:</i> Very active, with membership in both increased to 3 directors
<i>Agent Interactions (phone, chat, email):</i> 56,612 (↓17.7%) 2021: 68,762	<i>Customer Experience metrics:</i> met or exceeded 2021's strong results	<i>Education Partners:</i> 34★ (↑26%) 2,853★ Sessions (↑75%) 10,922★ Students (↑115%)	<i>Board & Corporate policies & role</i> descriptions developed or reviewed
<i>Online Locate Requests:</i> 82%★ 2021: 81% (Even with growing numbers of 1st time call-in homeowners)	<i>Agent interactions/locate request ratio:</i> 2.84★ 2021: 2.85☆	<i>Distribution Lists:</i> ▶ 655★ member and partner contacts ▶ 15,886★ user & education partner contacts	<i>Member's Agreement</i> modernized & streamlined with all Shareholders committing to stricter terms & conditions
<div>LEGEND: ★ RECORD ☆ PREVIOUS RECORD</div>			<i>Financial sustainability</i> enhanced through increased reserves, and formal shareholder commitment to pay fixed fees in advance

Growth in Registered Users

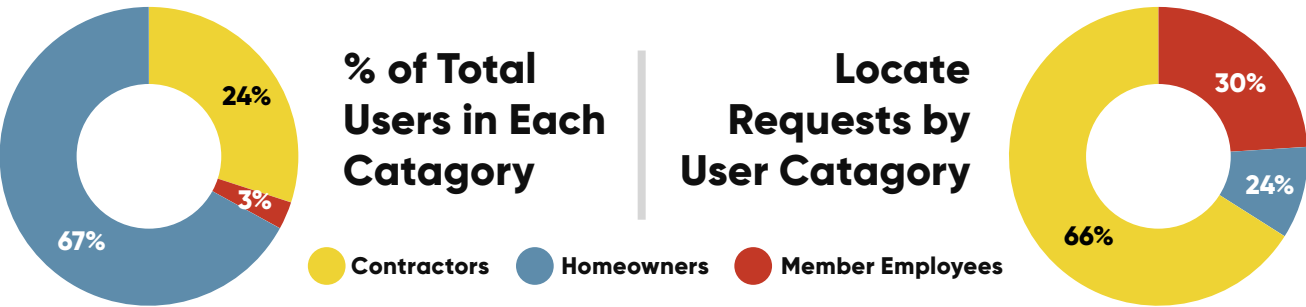
We know that **increasing users** and their **consistent use of BC 1 Call** decreases the risk of **damage incidents**. According to the 2021 Canadian Common Ground Alliance DIRT Report, the root cause of almost half (46.6%) of reported damage incidents in BC in 2021 was a failure to use BC 1 Call.

So, it was heartening to understand from respondents to our 2022 User Survey the various reasons why they choose to use our service:

WHY DO YOU USE BC 1 CALL'S SERVICE?	2021	2022	YOY % CHANGE
Because it's one of the critical steps to ensure safe digging & protecting my community	72%	85%	↑13%
Because it was recommended by a trusted friend, family member or colleague	35%	40%	↑5%
Because it's required by my employer (policy or procedure)	34%	44%	↑10%

During 2022, registered users of BC 1 Call topped 100,000! By year end, we reached **over 112,000 individual registered users**, for a 22% year on year increase. That equates to roughly 2,000 new registered users per month on average, with double-digit growth seen in all three categories: homeowners, contractors and member employees.

REGISTERED USERS	JAN 1 2021	JAN 1 2022	YOY % CHANGE	JAN 1 2023	YOY % CHANGE
Total Registered Users	62,830	90,135	↑43%	112,406	↑22%
Contractors	20,661	27,708	↑34%	33,425	↑18%
Homeowners	39,234	59,596	↑51%	75,342	↑25%
Member Employees	2,292	2,841	↑24%	3,639	↑15%



We attribute much of the growth in registered users to enhanced marketing and communications efforts, which drove an 18% increase in brand awareness among the general public, as well as to the quality of our contact centre agents and of our service.* Importantly, 96% of our annual User Survey respondents told us they would refer others to BC 1 Call, boosting the chances of word-of-mouth referrals.

*See proof points in the following sections of this report:

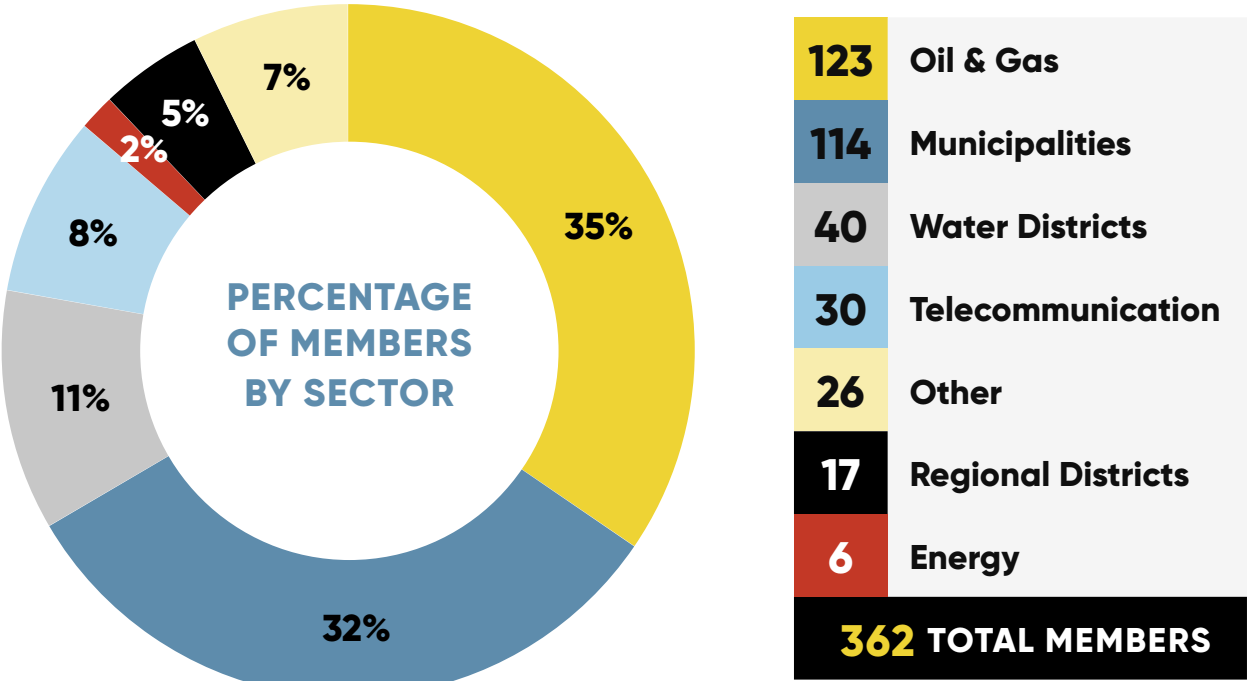
- Customer Experience – User Service Element Report Card **p.16**
- Marketing & Communications - Initiatives and brand awareness **p.18**



Loyal Membership

We closed the year with a total of **362 members**, after welcoming 10 net new members. Importantly, we did not lose any members (other than through industry consolidations, particularly in the Oil & Gas sector). 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.



High Use of BC 1 Call

2022 was the 5th consecutive year of over 200,000 locate requests being submitted, and our second best year ever: 234,372 locate requests were submitted, just shy of our 2021 record of 241,374. An increase in locate requests shows **growing awareness and use of our service** as a way to prevent damage to underground infrastructure and related avoidable consequences, such as environmental contamination, personal injury, project delays, and repair costs.

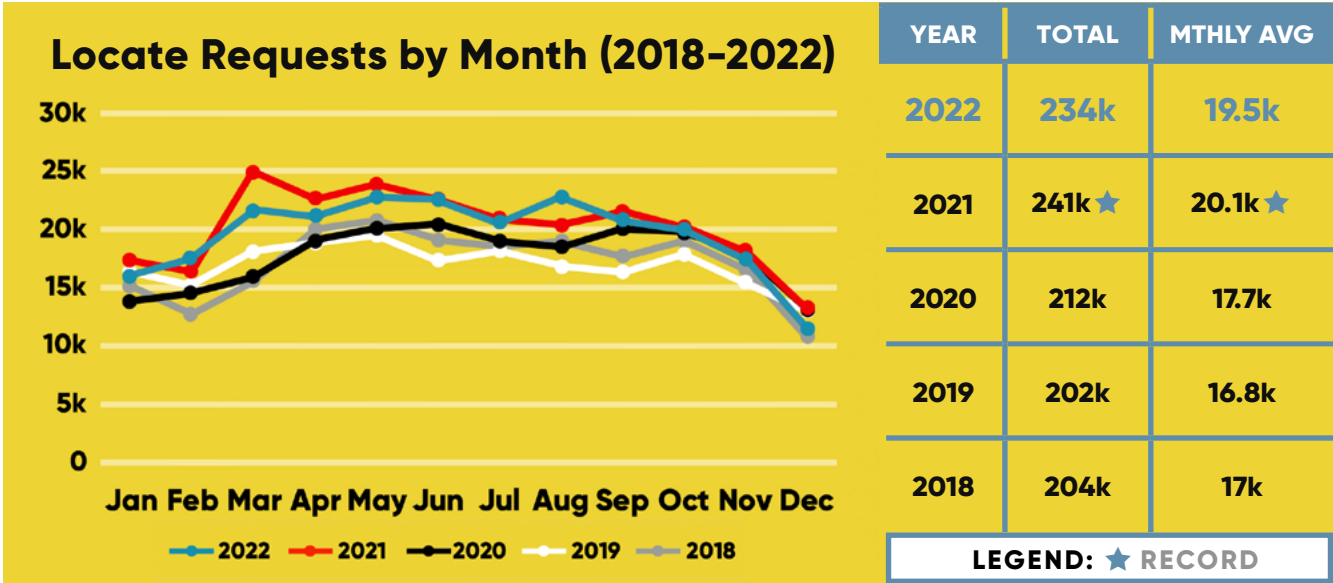
DRIVE USE OF BC 1 CALL	2018	2019	2020	2021	2022
Locate Requests	203,758	202,052	212,056	241,374	234,372
Net Notifications	821,445*	679,203	609,367	687,075	664,338

*BC 1 Call implemented more precise software in early 2019, with one benefit being a reduction in the notifications/locate request ratio. See page 12, Efficiency Metrics.



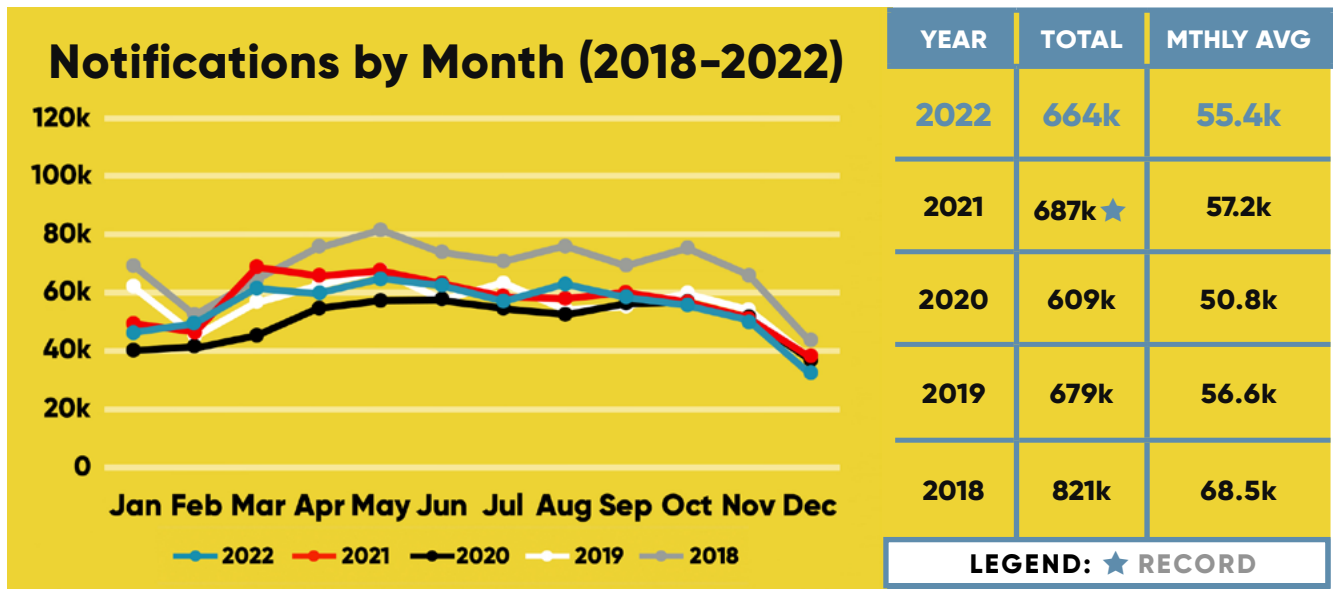
Locate Request Volumes

LOCATE REQUEST SUMMARY

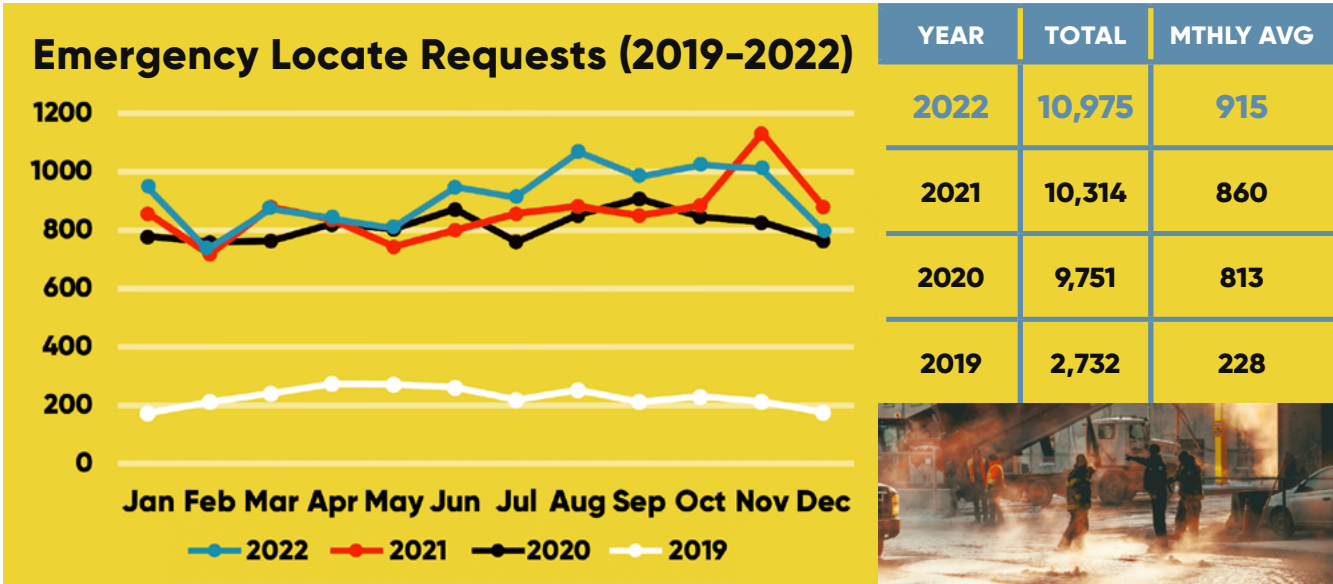


Notification Volumes

NET NOTIFICATIONS SUMMARY



EMERGENCY LOCATE REQUESTS



BC 1 Call strives to scale to meet demand by enhancing our efficiency

The following efficiency-related metrics are monitored throughout the year:

PERCENTAGE OF ONLINE LOCATE REQUESTS:

- The higher the percentage of online locate ticket requests (vs. phone-in requests), the better our ability to **optimize call centre agents' time**, especially as ticket volumes increase.
- The majority of first-time homeowner users submit their locate requests by phone, making it imperative that professional member employees and contractors use the online process to increase the overall efficiency of the locate process.

ONLINE LOCATE REQUEST PERCENTAGES 2018-2022

DRIVE ONLINE LOCATE REQUESTS	2018	2019	2020	2021	2022 GOAL	2022 CLOSE
% of Locate Requests (LRs) Submitted Online	71%	75%	78%	80%	81%	82%★
REGISTERED USERS	2018	2019	2020	2021	2022 GOAL	2022 CLOSE
Member % of Online LRs	92%	86%	87%	89%	90%	88%
Contractor % of Online LRs	82%	81%	80%	85%	87%	86%
Homeowner % of Online LRs	38%	26%	34%	39%	37%	37%

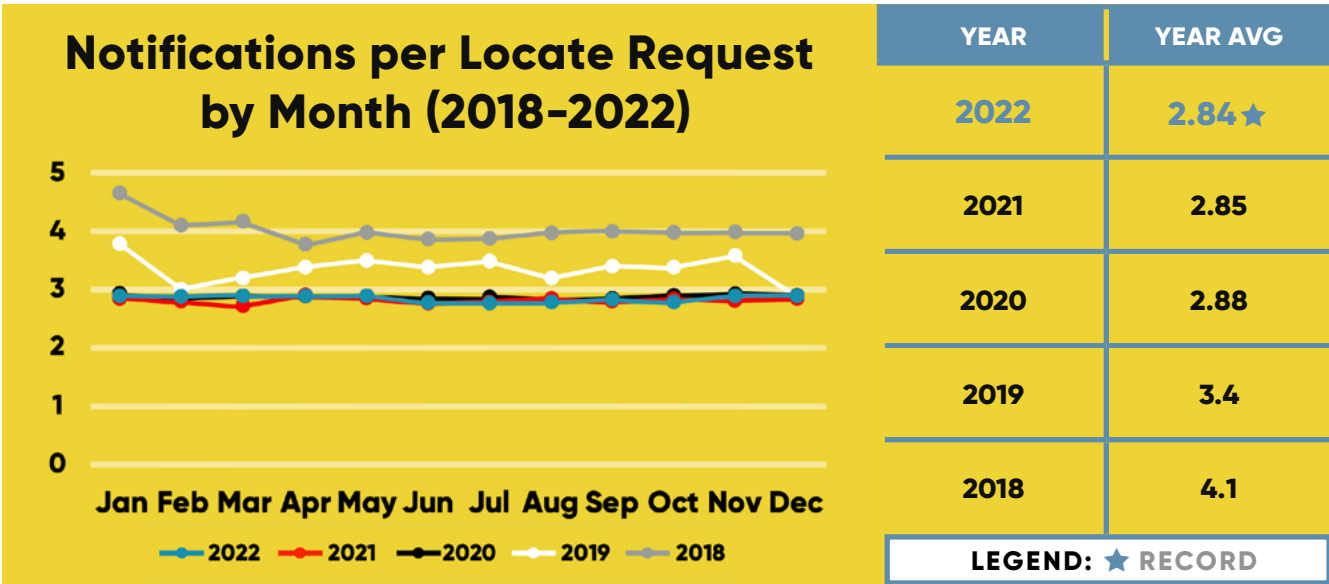
We are pleased that online locate requests represent a slowly but ever-increasing percentage of locate requests, with 2022 being our **best year to date at 82%** overall.



NOTIFICATIONS PER LOCATE REQUEST:

Our aim is to be as precise as possible, ensuring the **fewest number of billable notifications covering at-risk infrastructure** of our members. A low ratio benefits members both financially and operationally.

NOTIFICATIONS PER LOCATE REQUEST

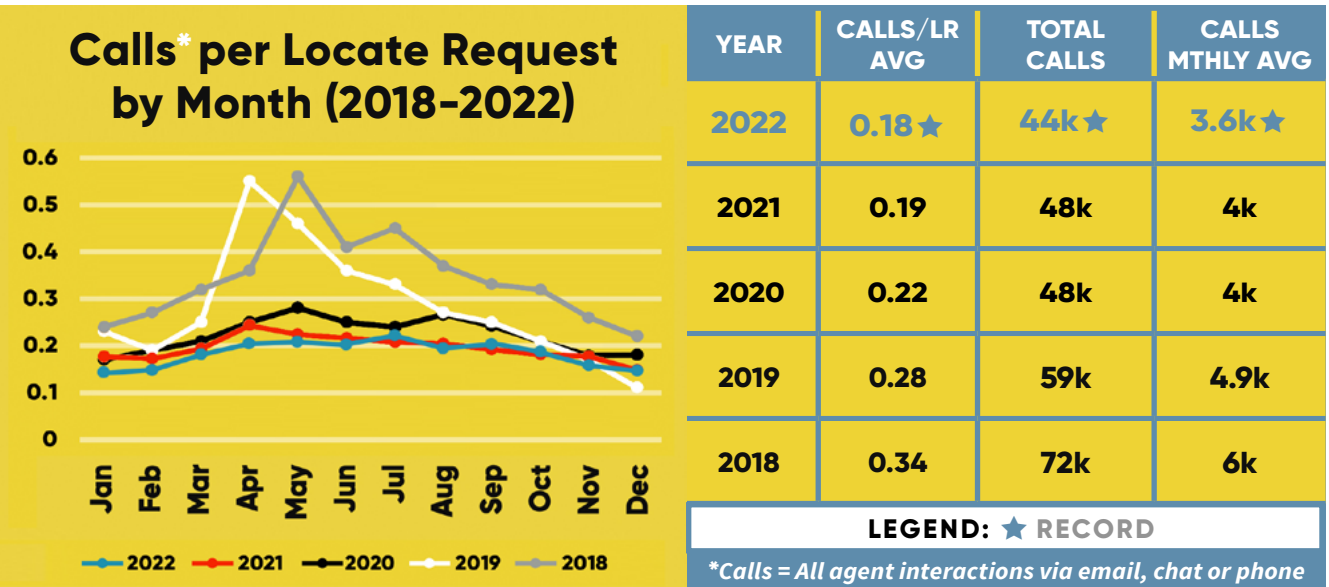


CONTACT CENTRE AGENT TRANSACTIONS PER LOCATE REQUEST: The lower the number of agent interactions per locate request, the better. Low rates signal ease of use of the online system and faster issue resolution.

- Our contact centre agents handled ~57,000 interactions in 2022 comprised of:

- ▶ **Call-in locate requests**, including:
 - ▶ 63% of **homeowner locate requests** in 2022.
 - ▶ **emergency locates**, which reached a record number in 2022.
- ▶ **Support requests** submitted by phone, chat line or email.

CALLS PER LOCATE REQUEST SUMMARY



Customer Experience

Customer experience is a priority. Ease of use, convenience and responsiveness are important gauges of service excellence, which in turn drives membership value and user commitment.

“All of the agents I have ever spoken to have all been extremely polite, friendly and helpful! Thank you!”

— 2022 USER SURVEY RESPONDENT

BC 1 Call strives to meet or exceed industry standards, with our agents providing fast,

friendly and efficient service. BC 1 Call monitors customer service metrics on an ongoing basis, and solicits feedback from members and users on how we’re doing and where we can improve.

BC 1 Call has customer experience metrics related to the following:

1. **Call Centre Operations**, including call answer & on hold times, and agent effectiveness
2. **Core Member Responsibilities**, as outlined in the Member’s Agreement, including notification response-times & provision of mapping updates
3. **Service Satisfaction Feedback**, obtained through our annual User & Member Surveys

While there is always room for improvement, BC 1 Call is very proud of the 2022 customer experience results.

CALL CENTRE CUSTOMER EXPERIENCE

Every year, our amazing agents go above and beyond to help BC 1 Call users and members. Hats off to the team for their record efficiency given high volumes of call-in locate requests, support transactions and first-time homeowner users, as well as a record number of Emergency Locate Requests!

BC 1 Call Agents are known for being very helpful and courteous. They garnered overwhelmingly positive feedback from almost 1,100 users through our **1 minute post-experience user surveys**. For context, 54% of call-in respondents were first time users of the system, and both surveys were completed by a significant percentage of homeowner respondents: phone survey 49% and the online survey 57%.

CALL CENTRE CUSTOMER EXP. METRICS	2020	2021	2022
Speed of Answer (phone) ● 80% calls answered in 60 seconds ● % waiting on hold >10 minutes	>88% <1%	89% <3%	93% <1%
Calls*/Locate Request Ratio: <small>*Calls = Calls, Chats, Support emails</small>	.22	.19	.18
Customer Communication / Follow-up ● BC 1 Call 5 scale rating (5=high)	5/5	5/5	5/5

BC 1 Call met or exceeded all 2021 customer experience results, setting new standards!



POST-EXPERIENCE USER SURVEYS

CUSTOMER EXPERIENCE METRICS	2020	2021	2022
Post-Experience 1 minute IVR (phone) User Survey		1,554 responses	1,058 responses
>95% Satisfied with Agent	97%	97%	98%
>85% Overall Satisfied Rating of 4/5 or 5/5	92%	85%	90%
>94% Would Refer Others to BC 1 Call	94%	95%	98%
Post-Experience 1 minute Online User Survey		34 responses	7 responses
>85% Overall Ease of Use Rating of 4/5 or 5/5	-	76%	100%
>94% Would Refer Others to BC 1 Call	-	91%	100%

As always, our members played a critical role in delivering excellent overall customer experience.



CORE MEMBER RESPONSIBILITIES

BC 1 Call and its members know that a one call system's effectiveness is reliant on:

- Current and accurate member mapping data
- Timely responses to notifications from members to users
- Clear, quality member instructions to users

The BC 1 Call Member's Agreement sets out **agreed upon standards** to ensure that:

- Users are informed of all members with infrastructure in proposed dig sites
- Users receive prompt instructions from our members on whether, how and where to dig to avoid inadvertently damaging underground infrastructure

MEMBER'S AGREEMENT STANDARDS

CUSTOMER EXPERIENCE STANDARDS	2020	2021	2022
BC 1 Call's speed of uploading new member mapping data			
Initial upload of member's mapping data <ul style="list-style-type: none">● <10 Business days from receipt of data to sending verification request	>95% same day	>95% same day	>95% same day
Speed to go live <ul style="list-style-type: none">● <5 business days from mapping verification to going live	>95% same day	>95% same day	>95% same day
BC 1 Call's speed of uploading member mapping updates			
Speed to upload <ul style="list-style-type: none">● <5 Business days from receipt	>95% same day	>95% same day	>95% same day
Member mapping updates & notification responses			
Verify or provide mapping updates at least annually	189 updates received	291 updates received	323 updates received
Member notification response timeliness* <ul style="list-style-type: none">● Within 3 business days of receipt by member, 5 for large project locate requests	99.5%	99.5%	99.5%

* Based on user indications through BC 1 Call's system

Member responses to users occur outside of the BC 1 Call system, but our user survey confirmed the importance of the timeliness and quality of member notification responses. Responses may be sent by members immediately or at any time up to the prescribed limit (3 or 5 working days). As not all members have automated systems, shortening the prescribed response times is not yet feasible.

2022 User Survey Comments* Related to Member Responses/Communication

Speed up response time with maps & the required information to **several hours rather than 3 days or longer.**

Clarity of the instructions & maps could be increased. **Standardize & update the maps.**

Quicker response times after a ticket has been placed.

Accuracy of information provided by members **needs improvement.** Members should also include **local community/city/township utilities** such as sewers.

*Comments by professional contractors.



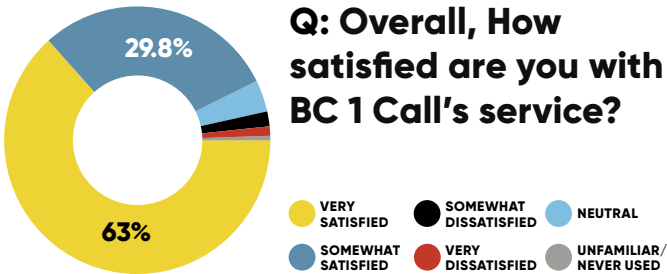
SERVICE SATISFACTION FEEDBACK

We received a lot of valuable feedback on our service through BC 1 Call’s 2022 User and Member Surveys, including ratings out of a 5 point scale (5 being a perfect score) on various service elements. As this is the second year we have conducted the same survey questions, we can compare year over year results. The data are useful in planning and key vendor discussions.

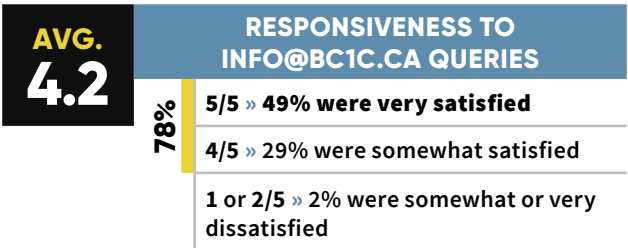
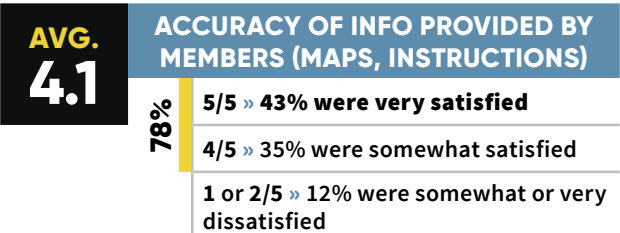
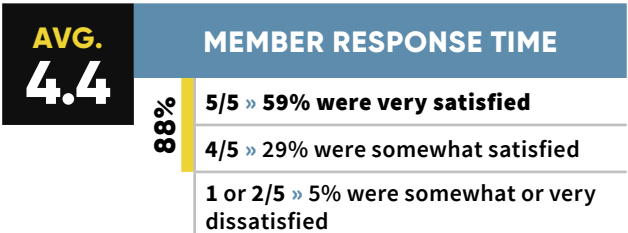
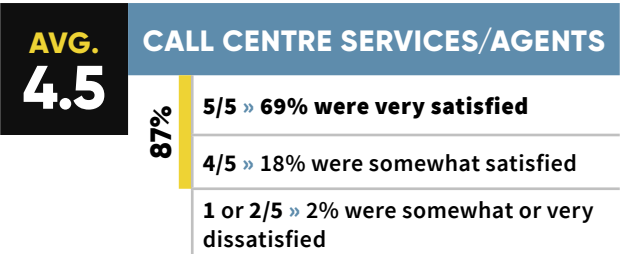
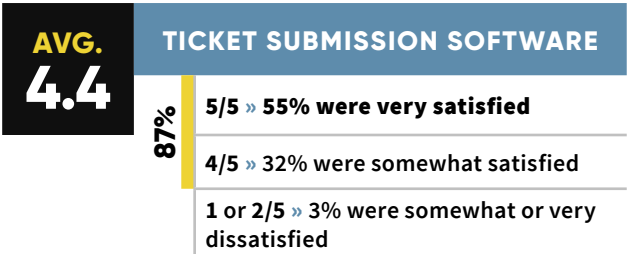
SERVICE SATISFACTION – USERS

We are ecstatic that **1,212 users responded** to our 2022 User Survey! **93%** provided a **4 or 5/5** overall satisfaction rating. **(+5% from 2021).**

All of the 5 service elements had an average rating of **at least 4.0 out of 5.**



2022 USER SURVEY: SERVICE ELEMENTS REPORT CARD



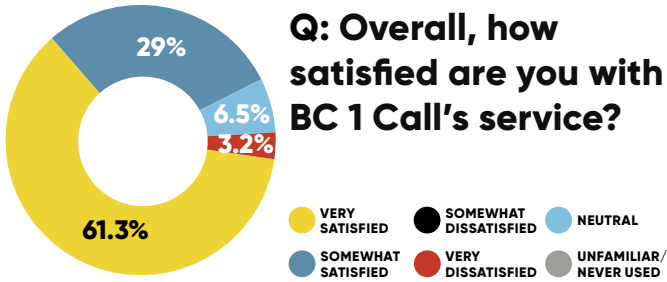
The Top Suggestions For Improvement From Users:

- Better base mapping / dig site identification tool
- Quicker member response times
- Clearer member responses

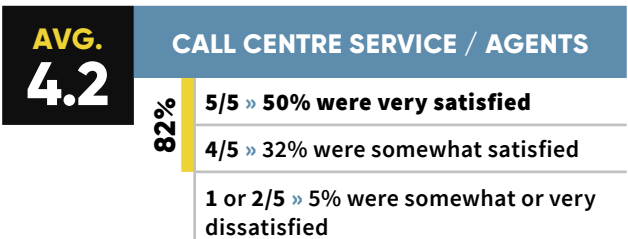
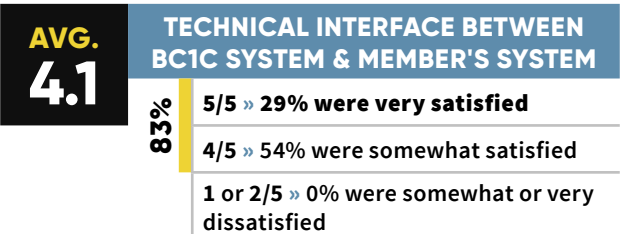
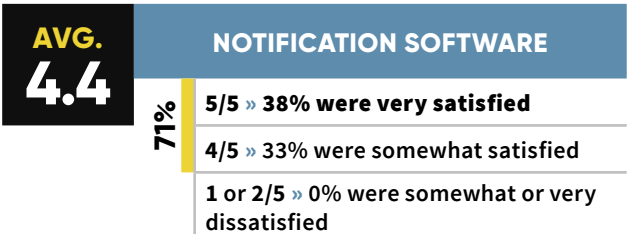
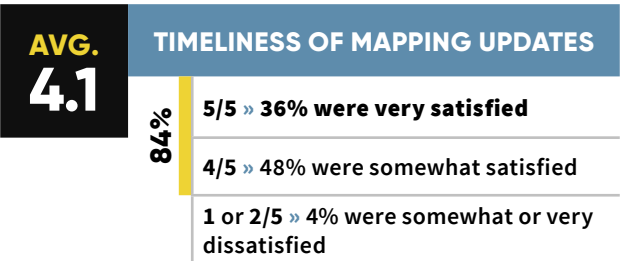
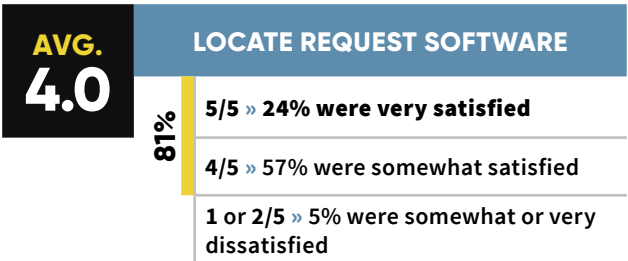
SERVICE SATISFACTION – MEMBERS

Unfortunately, we received only **31 responses** to our 2022 Member Survey. **90.3%** of respondents provided a **4 or 5/5** overall satisfaction rating with BC 1 Call’s service. **(+18.9% from 2021).**

All of the 5 service elements had an average rating of **at least 4.0 out of 5.**



2022 MEMBER SURVEY: SERVICE ELEMENTS REPORT CARD



The Top Issues Reported Through The 2022 Member Survey:

- "Positive Response Module and API access are needed"
- [delay in the] "Launch" of promised service enhancements
- "Misuse of Emergency Locate Requests [by users]"
- "Outdated [base] mapping"
- "Notification via text service still without a timeline for implementation. Love to see some timeline associated to get it implemented."



BC 1 Call Marketing & Communications

As agreed in the BC 1 Call Member’s Agreement, BC 1 Call is to apply a portion of member fees to marketing BC 1 Call’s service.

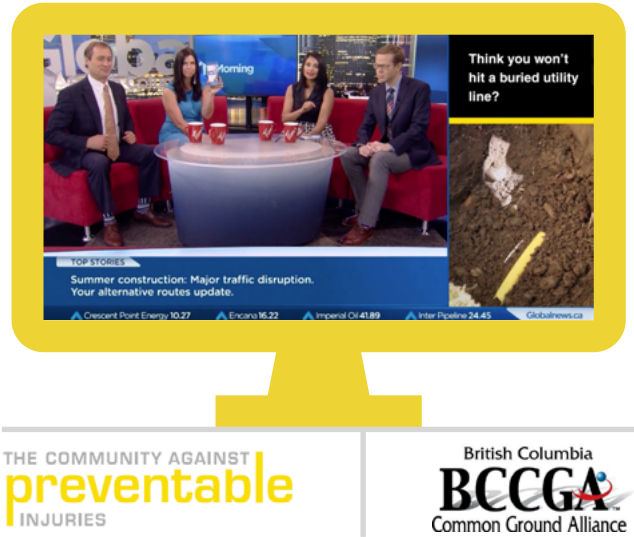
Our 2022 marketing and communications plan was supported by **~25% of the overall budget**, and focused on the following impact goals:

MARKETING IMPACT GOAL	2021 YEAR END	2022 TARGET	2022 RESULTS
Increase brand awareness ● among the general public	41% HAVE SOME FAMILIARITY	50% HAVE SOME FAMILIARITY	59% (↑ 18%)
Grow our registered user base ● targeting homeowners and contractors in public works, construction and landscaping	89,000 (↑ 44%/2020)	100,000	112,406 (↑ 26%)
Add new members ● particularly from the public sector, which has a lower BC 1 Call membership level than other sectors with critical underground infrastructure, such as oil & gas and telecommunications	—	10	10

BC 1 Call attributes the big jump in brand awareness to the marketing initiatives over the spring dig season, just prior to our brand awareness survey conducted in June (Public Safety Month). TV, radio and news media continue to be cited as the places people hear about BC 1 Call, with a growing percentage of brand awareness poll respondents citing family and friends.

MARCH

- Preventable Campaign
 - ▶ TV and digital Ads



APRIL

- B.C. Government declaration of April as “Safe Digging Month”
- Dig Safe Month Campaign
 - ▶ Social media campaign and paid ads
- Sponsored content (paid articles) where higher ground disturbance activity typically occurs:
 - ▶ Lower Mainland & Vancouver Island via Glacier Media: [Vancouver is Awesome](#), [Victoria Times Colonist](#), and;
 - ▶ Okanagan via Castanet: [Okanagan Edge](#) and [Castanet Kamloops](#).
- Sponsorship of ConstructionMonth.ca

MAY

- Radio ad campaign targeting densely populated areas that are problematic areas for underground infrastructure damage. The ads played at varying times throughout the day for 2 weeks. The following stations aired BC 1 Call ads:
 - ▶ City News 1130
 - ▶ 98.5 Ocean
 - ▶ Jack 103.1
 - ▶ Jack 86.9
 - ▶ 94.3 Goat
 - ▶ 96.3 K Classic Rock
 - ▶ The New 97.5
 - ▶ The Breeze 104.3

In addition, we reached out to stakeholders to help amplify our message throughout the year. For example, we placed



advertisements and editorials in magazines and newsletters reaching targeted prospective members and professional users of BC 1 Call.

- Construction: BC Construction Association (BidCentral BC); B.C. Regional Construction Association magazines; Canadian Association of Pipeline & Utility Locator Contractors’ Locator Magazine.
- Public Sector: BCWWA Watermark Magazine; CivicInfoBC; PrepareBC website (regarding flood disasters).
- General Excavating Community: BC Common Ground Alliance; various education partners.

Also, we stood ready to fan out radio messages encouraging use of our service during natural disaster flooding as was required in 2021, but fortunately not in 2022.

Thank you to everyone who helped to share our message!

With pandemic-related restrictions loosened, it was exciting to once again promote membership and use of BC 1 Call at in-person events and conferences throughout 2022, allowing us to reconnect with the dig safe community and make new acquaintances.

BC 1 Call received strong encouragement from 2022 member and user survey respondents to do more to promote BC 1 Call. Our 2023 marketing & communications plan reflects that feedback.



BC 1 Call’s 2022 Member and User surveys ask respondents about their level of satisfaction with our communications.

Both member and user respondents indicate a much higher engagement and familiarity with email communications than with social media. So, we stepped up the quality of our blogs and newsletters, and regularly refreshed our distribution lists, while aiming for higher engagement through fewer social media posts.

NEWSLETTERS:

Six newsletters (three to users and three to members) were sent out via email in April, July and December. Newsletters contained links to nine 2022 blog posts.

We are delighted that over **3,400 net new subscribers** signed up to receive our newsletters in 2022!

MEMBER NEWSLETTER	EDITION	RECIPIENTS	SUCCESSFUL DELIVERIES	BOUNCED	UNIQUE OPENS	TOTAL OPENS	TOTAL CLICKS	UNSUB-SCRIBED	CLICKS PER UNIQUE OPENS
	APR	479	465 (97.1%)	14	104	209 (22.8%)	29	1	9.6%
	JUL	528	516 (97.7%)	12	154	257 (29.8%)	366	1	44.2%
	DEC	680	655 (96.3%)	25	253	478 (38.6%)	40	1	4%

USER NEWSLETTER	EDITION	RECIPIENTS	SUCCESSFUL DELIVERIES	BOUNCED	UNIQUE OPENS	TOTAL OPENS	TOTAL CLICKS	UNSUB-SCRIBED	CLICKS PER UNIQUE OPENS
	APR	13,005	12,521 (96.3%)	484	5,462	11,015 (43.6%)	2,865	58	7.2%
	JUL	13,381	12,858 (96.1%)	523	5,707	9,082 (44.4%)	5,449	46	14%
	DEC	16,251	15,886 (97.8%)	365	5,548	8,897 (35.1%)	264	106	0.8%

2022 MEMBER FEEDBACK:

- 82% were **satisfied** with our communications, up from 77% in 2021.
- 63% say their organization **promotes BC 1 Call or shares our message** on their website, up from 50%.

2022 USER FEEDBACK:

- **Over 1,200 respondents** provided an average rating on our communications frequency, quality and content of **over 4 out of 5**, up slightly from 2021.
- Many respondents **requested resources** to help **demonstrate their commitment** to safe digging by sharing the BC 1 Call message via bumper stickers, branded graphics, social media posts, and a sample blog.

BE IN-THE-KNOW

If you aren’t yet, please [sign up to receive our newsletter.](#) →

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

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

SOCIAL MEDIA

BC 1 Call was able to increase its followers on all social media platforms despite a deliberate decrease in the number of posts per platform. We will redouble efforts to grow engagement further in 2023 through timely, relevant and fun posts!

BLOG POSTS

Nine blogs were published to the BC 1 Call website in 2022, covering an array of topics: two Dig Safe month and safe digging blogs, a reminder about the large ticket process change, call to action blogs for both the member and the user surveys, an interview with Board Chair Daren Sanders, BC 1 Call Champion Spotlights on FortisBC and the City of Burnaby, and a happy holidays wish.

If you would like your organization to be featured in a **BC 1 Call Champion Spotlight Blog**, please contact: communications@bc1c.ca



SOCIAL MEDIA	RESULTS	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN
	2021 Posts	339	370	189	106
	2022 Posts	144	144	110	108
	2021 Followers	80 Page Likes	594 Followers	151 Followers	112 Fans
	2022 Followers	139 Page Likes	605 Followers	272 Followers	164 Fans
	Year over Year Followers Change	↑ 73.75%	↑ 1.85%	↑ 80.1%	↑ 46.4%



MARKETING & COMMUNICATIONS
INFORMATION PACKAGE

What was formerly known as the BC 1 Call “content package” was updated and renamed the BC 1 Call Marketing & Communications Info Package. This package can be utilized by both BC 1 Call members and partners, and includes information about BC 1 Call campaigns and sample **content that can be easily shared, posted or displayed.** It includes:

- Information on our BC1C annual spring campaign
- Content you can repurpose for your company’s communications channel, including print, digital & advertising assets (images, graphics, gifs)
- Social media post suggestions for sharing BC 1 Call’s message to your social media
- Information on free BC 1 Call bumper stickers
- Co-branding opportunities/suggestions
- General information about BC 1 Call

The package is available on the website under member resources. A separate package was also developed for general public and user use. That one can be found under the education and safety tips page, or the contractors page.



BC 1 CALL BUMPER STICKER INITIATIVE

In 2022, we started promoting free BC 1 Call bumper stickers (in small quantities) to members and users who expressed interest in displaying their support for safe digging practices (i.e. use of the BC 1 Call service). We are delighted by the early show of interest!

2022 Sticker Request Statistics:

- Number of companies/organizations: **15**
- Number of stickers provided: **260**

Please contact us if you wish to receive decals for your vehicles: communications@bc1c.ca.



User Education & Training

Many thanks to BC 1 Call’s [education partners](#) who reference BC 1 Call in your professional training! You are instrumental in raising awareness of BC 1 Call and emphasizing the importance of the use of our service as a safe digging best practice.

By year end, BC 1 Call’s list of education partners grew to 34, up 26% year over year. Together, our partners conducted over 2,800 sessions, reinforcing with almost 11,000 students the need for routine submission of locate requests and the careful review of our members’ instructions to avoid inadvertently damaging underground infrastructure.

Since 2020, BC 1 Call has focused on better understanding where and how frequently BC 1 Call is referenced in professional training courses. The growth in respected Education Partners is proof that use of BC 1 Call is clearly now a best, if not standard, practice.

BC 1 Call is happy to profile upcoming courses provided by our **Education Partners** through our user newsletters and social media.

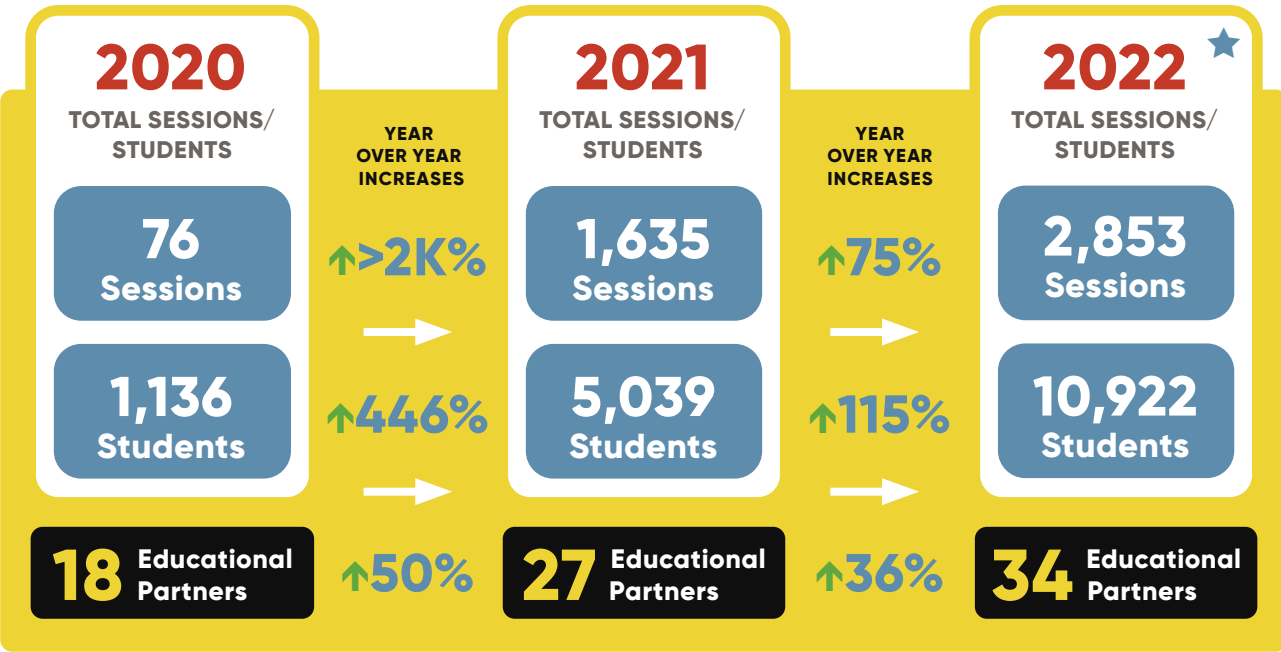
If you know of a training organization that references BC 1 Call, or should, please let us know so we can approach them about becoming an education partner. Please contact us at: information@bc1c.ca



Education is a key piece to damage prevention. With our Ground Disturbance training programs we highlight the damage prevention process and the need to contact BC 1 Call. Without contacting BC 1 Call you don’t give the damage prevention process an opportunity to start. The more people we can reach with this important message the more we will continue to drive down infrastructure damage. The societal impact of damages is enormous but our key focus is ensuring no one gets hurt! "

—BAS OWEL, VICE PRESIDENT | OPERATIONS, GLOBAL TRAINING CENTRE

PROFESSIONAL EXCAVATOR TRAINING REFERENCING BC 1 CALL



RESOURCES ON BC1C.CA

BC 1 Call is told that damage prevention and educational information is always valued. The resources we make available for free at bc1c.ca/education-safety-tips are as follows:

- How-to webinars and step-by-step tutorials relative to the BC 1 Call system
- Worker training resources
- Safe Digging promotional resources
- Resources for homeowners / residential contractors
- Information from external sources, including members and partners

We continue to improve and expand these resources. New resources include:

Locate Request - Information Checklist, which is useful as:

- a companion to the WorkSafe BC Toolbox Safety Meeting Discussion Guide, and
- a checklist for professionals to give their homeowner clients who they ask to place a locate request.

Positive Response (no Response) Tracker on BC 1 Call's system

- See "Software Tips" on how to use BC 1 Call system functions

Punjabi & Simplified Chinese Resources

- Large project webinars
- Links to FortisBC and BC Common Ground Alliance safety resources

Enhanced BC 1 Call Marketing & Communications Info package

- Includes both content for year-round use, as well as during our April Dig Safe Campaign, so stakeholders have an all-in-one document ready whenever communications plans are being developed.

External Resources

- This section has been completely revamped with loads of new links to other organizations' resources including:
 - ▶ FortisBC articles:
 - ▶ *Common Causes of Gas Line Damage & How to Avoid Them*
 - ▶ *7 Damaging Myths about Safe Digging*
 - ▶ *5 Cautionary Tales to Ensure Safe Digging*
 - ▶ How to prepare for / recover from a flood
 - ▶ City of Burnaby case study links about Locate Department automation

We also started including a Tips section in our user newsletter to highlight different tips and resources, as well as to remind users of the link to the Education & Safety Tips page.

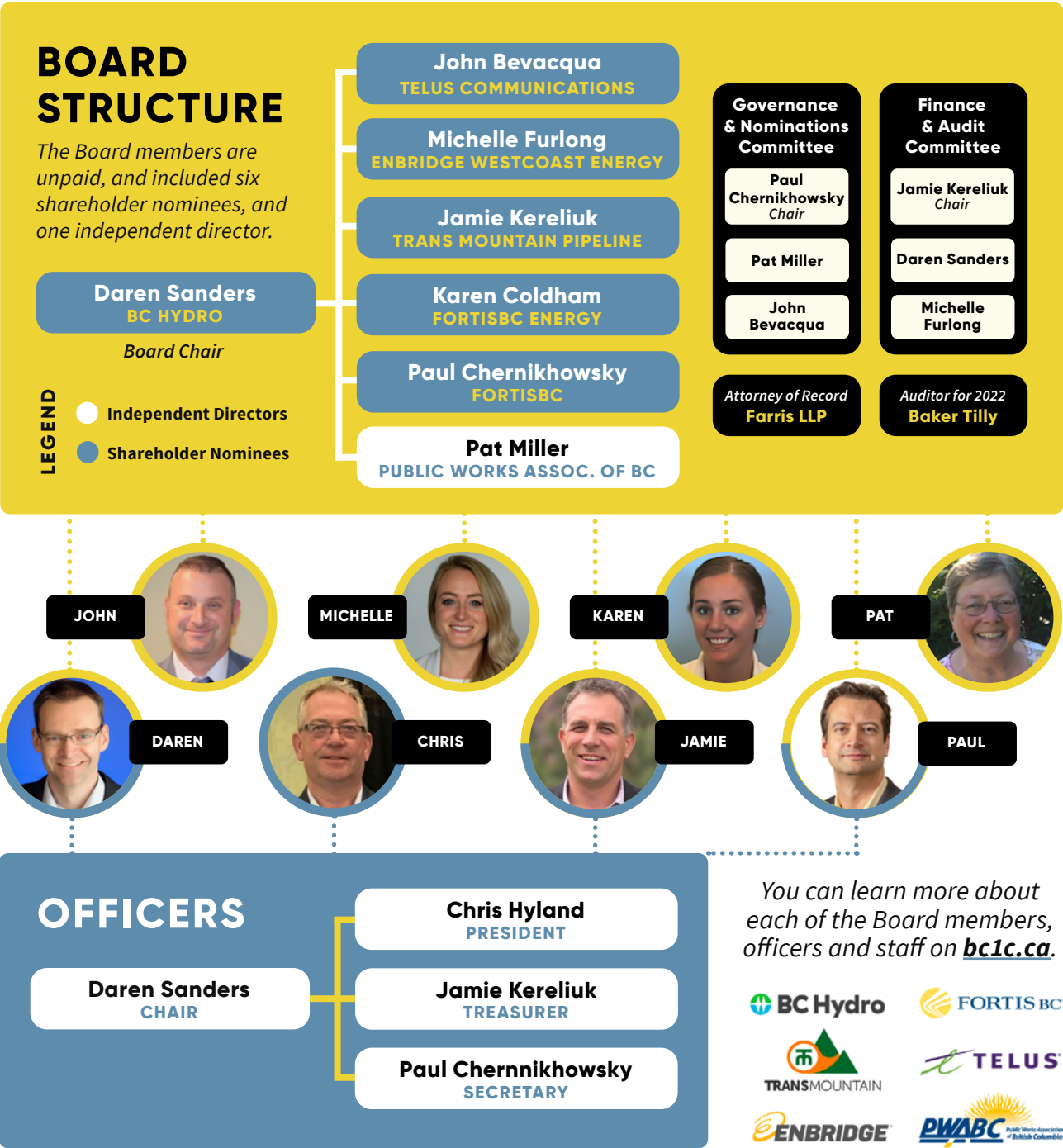
BC 1 Call is keen to make more **external resources** available by linking to stakeholder websites or providing a downloadable on bc1c.ca. Please send your ideas or URLs to communications@bc1c.ca

Governance

In 2022, BC 1 Call's Board of Directors saw Karen Coldham succeed Ian Turnbull as FortisBC's nominee, and Michelle Furlong succeed Shando Goddard as Enbridge's nominee. We are very grateful for the dedication and expertise given to BC 1 Call by

both Ian and Shando, and are very pleased to have Karen and Michelle on board!

BC 1 Call's new stream-lined governance structure is reflected in the following charts.



GOVERNANCE & NOMINATIONS COMMITTEE

The Governance & Nominations Committee ensures clear accountabilities for the Board and Management.

During 2021, the Governance Committee obtained internal and independent assessments of BC 1 Call’s governance framework to identify areas for improvement and priorities. In 2022, the committee drove the implementation of the various recommendations, and undertook other initiatives to improve the governance of BC 1 Call.

INITIATIVE	IMPETUS	OUTCOMES
Strategic Plan Refresh	The 2018 Strategic Plan was close to being fully implemented in 2022, and a new plan was required.	Strategic Plan 2022 – 2025 created, identifying 3 strategic priorities (described in the Chair’s Message above). 8 action plans to advance the priorities were developed and initiated.
Governance Structure	The existing structure could be improved by streamlining and the elimination of overlapping responsibilities.	The governance structure has been streamlined: <ol style="list-style-type: none">Both working groups were disbanded, with their responsibilities rolled up into to the Board or a Board Committee.Board Committee membership was raised from 2 to 3 Board Members each to ensure continuity on member change-outs and increase director engagement.Officer roles were decreased from 6 to 4: Board Chair, President, Treasurer & Secretary.The Secretary and Chair of the Governance & Nomination Committee will be held by the same person.The Treasurer & Chair of the Finance & Audit Committee will be held by the same person.The President is no longer a director to avoid any conflict of interest for the President, and allow the Board to play a purely oversight role.
Enhance Board Member Orientation	In addition to the Board Member Handbook, new board members should be given an orientation about their role as members of the Board and a Board Committee.	<ol style="list-style-type: none">Board Member Orientation was provided by Light Trail Consulting to all board members elected or appointed to the Board at the May 5/22 Annual General Meeting.Resources are available to Board members through BC 1 Call’s membership in the Institute for Corporate Directors.Role Descriptions for the Board Chair and Board Committee Chairs were approved.The Board Governance Overview Policy was approved.

INITIATIVE	IMPETUS	OUTCOMES
Empower Board of Directors	The original 1994 standard form Member’s Agreement and the 2008 Shareholder Agreement unduly restrict the Board from evolving the operations and governance of BC 1 Call, respectively. More responsibility and accountability should reside with the Board, providing greater flexibility to make changes in the interests of stakeholders without requiring the execution of amendments to the two agreements.	Updated and streamlined Member’s Agreement & Shareholders Agreement to place greater discretion with the Board.
Assess Enterprise Risks (non-financial risks)	BC 1 Call has never conducted an Enterprise Risk Assessment. Under the 2022 Strategic Plan, this assessment will take place under Strategic Priority #1: Organizational Sustainability.	The development of the framework was initiated in early 2023.
Update Member’s Agreement	BC 1 Call’s standard Member’s Agreement had not been updated since first drafted in 1994, when there were only the founding members and all services were done by phone.	A modernized and streamlined Member’s Agreement was approved by the Board.
Review & Update of Governance-related Policies & Procedure	The Board identified a list of policies and procedures for development or review in 2022, 2023 and 2024.	Based on G&NC recommendations, 3 Role Descriptions and 5 policies (including privacy and anti-spam law compliance policies) were developed or reviewed in 2022 clarifying accountabilities and procedures, and driving better organizational governance and compliance.

Paul Chernikhowsky, Governance & Nominations Committee Chair summarizes the year this way:

“ In 2022, BC 1 Call continued to update key corporate documents, and enhance and develop its internal governance policies and processes, consistent with industry best practices. Going forward under its refreshed strategic plan, BC 1 Call is well positioned to achieve ever-greater service excellence for our stakeholders.”



Financial Sustainability

BC 1 Call’s financial management practices delivered sound financial results.

STRONG FINANCIAL MANAGEMENT

- Practical & realistic budgeting assumptions
- Efficient & thorough budgeting process
- Diligent management of expenses

STRONG FINANCIAL RESULTS

- Good cashflow & financial stability throughout the year
- Modest net income, allowing for a planned contribution to reserves
- Reserves remain within the range allowed by Canada Revenue Agency for non-profits
- Accounting practices & results validated by the 2021 audit, with only minor adjustments

As a result, the 2023 fee per billable notification was increased by just 4% from \$2.50 to \$2.60 per notification. (The last fee increase was implemented in 2021.)

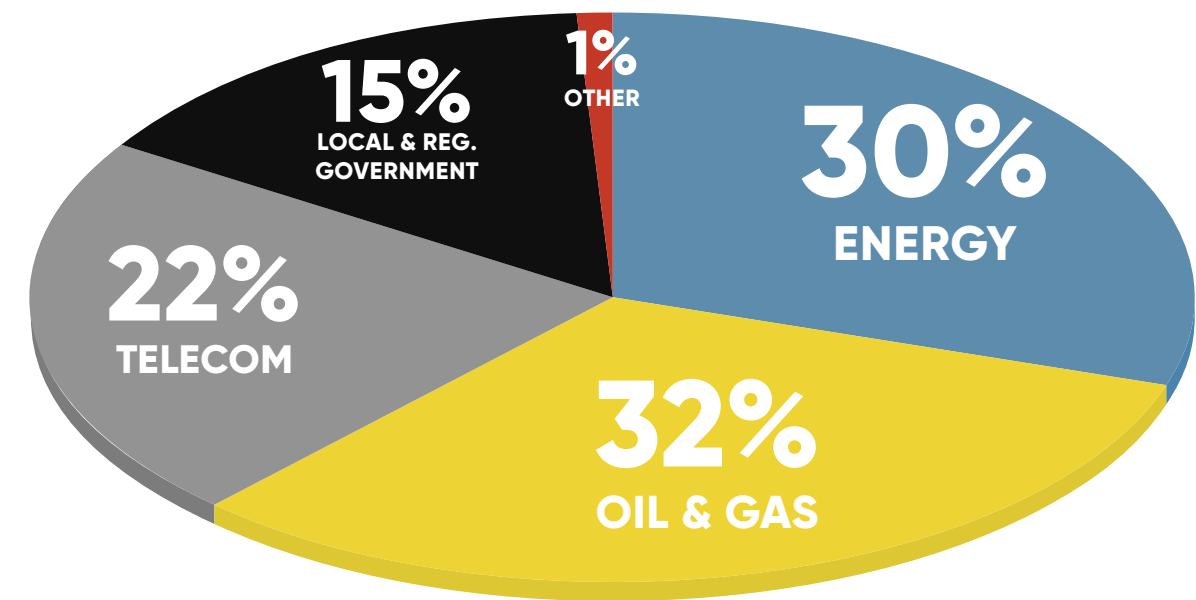
As mentioned in the 2022 and 2023 Fee Notices (bc1c.ca/member-resources) a \$25 minimum membership fee will be levied from 2023. The minimum fee recognizes protection afforded by membership as a form of insurance, regardless of the actual number of notifications received by a member. This will affect fewer than 20 members who were not issued a single invoice for 2022 notifications as the notification fees in each case totalled less than our policy threshold of \$25, identified as the minimum amount required to justify the administrative costs of BC 1 Call issuing, and a member processing, an invoice. The majority of respondents to the 2021 General Member Fee Preference Survey were in favour of a minimum fee.

2022 REVENUE GENERATION BY MEMBER SECTOR

SECTOR	ACTUAL REVENUE	BUDGETED REVENUE	DIFFERENCE	% OF TOTAL REVENUE
Oil & Gas	486k	479K	2%	32%
Energy	456k	450K	1%	30%
Telecommunications	331k	331K	–	22%
Municipalities	203k	209K	-3%	13%
Regional Districts	22.8k	22.7K	1%	1%
Improvement & Water Districts	8.5k	7.6K	12%	1%
First Nations	1.8k	2.0K	-13%	<1%
Other Members	9.7k	8.0K	21%	1%

97%

REVENUE BREAKDOWN MEMBER SECTOR



Our **six shareholders contributed ~75% of our revenue**, and agreed to continue to pay fixed fees in advance for 2022 based on \$2.50/billable notification using actual volumes recorded from Sept 1, 2020 to August 31, 2021.

FINANCE & AUDIT COMMITTEE

INITIATIVE	IMPETUS	OUTCOME
Risk Assessment Framework (financial risks)	BC 1 Call has never undertaken an Enterprise Risk Assessment. Under the 2022 Strategic Plan, this assessment will take place under Strategic Priority #1: Organizational Sustainability.	The development of the framework was initiated in early 2023.
Review current insurance for cyber threat coverage	Not previously formally assessed.	PWC was engaged to conduct a Cyber Security Health Check & make recommendations. A Insurance Requirements Policy will be written to cover cyber security and other risks as part of the implementation of the Enterprise Risk Framework.



INITIATIVE	IMPETUS	OUTCOME
Review policies and procedures to reduce longstanding accounts receivable (90+ days)	90+ day accounts receivable as of December 31, 2021 were \$89K. Changes of staff at member payment departments often resulted in “lost” invoices, resulting in the need for BC 1 Call to re-issue documentation & details.	Reminders to members of outstanding invoices to be more frequently than once per year. However, late payment interest charges will not be applied without the President’s approval, as in the past. 90+ day accounts receivable were reduced.
Review or develop priority financial policies & procedures flagged for 2022	Policies & Procedures identified as priorities for 2022.	The four policies & procedures flagged for 2022 were reviewed or approved by the Board.
Confirm priority policy & procedure reviews for 2023	—	Finalized.

Jamie Kereliuk, Chair of the Finance & Audit Committee, encapsulates 2022 this way:

“ 2022 was a big year for updating foundational agreements, like our Shareholder Agreement and standard form Member’s Agreement, as well as financial policies and procedures. We closed out 2022 having significantly reduced risks to BC 1 Call’s financial stability and sustainability.”

**Thank you
for your support &
collaboaration
in 2022.**



**BC 1 Call looks forward to
working with and for you
again in 2023!**

click or call
before you dig.

BC1C.CA

