

APRIL 2024

# 2023

## Report to Members & Partners

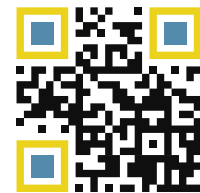


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## Available **Online** For Your Convenience

A digital version of this report, featuring outbound links to supporting content and the most accurate and up-to-date data, can be [found online](#).



*Last updated January 7th, 2025*



# Message from the Chair

## DEAR MEMBERS & PARTNERS,

Our vision, mission and values continue to inspire the Board of Directors to ensure that BC 1 Call plays a positive role and has a beneficial impact on British Columbians and our communities.

**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 excavation 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

The Board is especially responsible to you – our members and partners – as well as to the

legion of safety-minded British Columbian homeowners and professionals who rely on our stewardship. As we recognize the reliance so many place on our service, this 2023 Report is designed to give you transparent insight into the health and performance of BC 1 Call.

It is a pleasure to share that 2023 was another year of strong performance and results. Importantly, we include feedback and perspectives from over 1,200 committed stakeholders who took the time to provide ratings and comments through our annual user and member surveys. I can assure you the team reads every comment and analyzes all the feedback, and our near-term business plans include numerous excellent suggestions, many of which are relevant to our **THREE STRATEGIC PRIORITIES:**

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

On behalf of the Board, I extend our sincere appreciation to all members and partners for their continuing support. In collaboration, we are keeping B.C. and workers safe, and ensuring critical services are delivered to homes and businesses throughout the province.

Best Regards,



**DAREN SANDERS**  
CHAIR

# Message from the President

## DEAR MEMBERS & PARTNERS,

In 2023, we reaffirmed the high importance our stakeholders place on the service we provide.

- Over 93% of both user and member survey respondents would refer others to BC 1 Call.
- 96% of member survey respondents say membership is important to their damage prevention strategies, with 89% confirming they require the use of BC 1 Call by employees and contractors.
- Over 91% of user survey respondents say use of BC 1 Call is “very important” to them or their organization for damage prevention, with over 89% saying they use BC 1 Call because it is a safe digging practice and protects their communities.

So, I am very pleased to advise that in 2023 BC 1 Call:

- Enjoyed stakeholder growth, reaching record numbers of Registered Users, Members and Education Partners;
- Maintained high service volumes of Locate Requests and Notifications;
- Met or exceeded almost all 2022’s strong Customer Experience results; and
- Maintained high user & member service satisfaction ratings.

We will continue to work at driving ever better growth, engagement and service excellence.

We are grateful to the 1,176 respondents to our 2023 User Survey, and the 146 respondents to our 2023 Member Survey, who provided ratings and comments for improvement, many of which are shared, in aggregate or anonymously, in this report. The constructive feedback is critical to our business plans, and suggestions for improvement will be explored.

The team and I hope you caught and enjoyed some of our new 2023 advertisements. We worked hard in 2023 to drive awareness and use of BC 1 Call through our first 3-month Spring Campaign. We were blessed by exceptional exposure via TV, Digital and Radio based on our message being recognized as a Public Service Announcement.

We continued to introduce new resources to help stakeholders engage in different ways, and are grateful, as always, to those who amplify our messages via websites, social media posts and other communications, or by displaying our vehicle stickers or carrying our brochure when out in the community.

On behalf of the BC 1 Call team, thank you. Thank you for all you do to make our service of value to all British Columbians, and to promote the use of BC 1 Call wherever you can.

Let’s work together to make 2024 even more successful!

Sincerely,



**CHRIS HYLAND,**  
PRESIDENT & CEO



# 2023 Year in Review

Thanks to your support, BC 1 Call enjoyed strong performance and growth throughout 2023!

SERVICE VOLUMES	SERVICE EXCELLENCE	GROWTH	GOVERNANCE
High service volumes & efficiencies maintained	High member & user satisfaction reported	Steady growth continues	Strong governance framework in place
<b>Locate Requests:</b> <b>229,121</b> (↓2%)   2021: 241,374★	<b>97% Agent Service Satisfaction</b> (↓1%) <i>97% of over 1,000 post-experience survey respondents rated agents 4 or 5/5</i>	<b>Brand Awareness:</b> <b>60%★</b> (↑1%)   2022: 59% ☆	<b>Direction &amp; Risk Management:</b> ▶ 2022 –2025 Strategic Plan ▶ 2023 Risk Management Framework
<b>Notifications:</b> <b>668,968</b> (↑<1%)   2021: 687,075★	<b>94% User Service Satisfaction</b> (↑1%) <i>94% of 1,176 User Survey respondents provided an overall service rating of 4 or 5/5</i>	<b>Record number of Members: 363★</b>   2022: 362 ☆	<b>Governance Role Clarity</b> ▶ Board, Board Chair, Board Members, Board Committees & Chairs, Officers
<b>Notifications per locate:</b> 2.92   2022: 2.84★	<b>89% Member Service Satisfaction</b> (↓1%) <i>89% of 146 Member Survey respondents provided an overall service rating of 4 or 5/5</i>	<b>Registered Users:</b> <b>132,339★</b> (↑17%)   2022: 112,406 ☆	<b>92% Board Attendance</b> <i>by directors or their appointed designate</i>
<b>Agent Interactions</b> (phone, chat, email): <b>51,353</b> (↓10%) <i>Record Low agent interactions overall (Call-in Locates plus support), with a record low percentage being support transactions</i>	<b>Strong Customer Experience Metrics</b> <i>Met or exceeded almost all 2022's strong results</i>	<b>Education Partners:</b> <b>41★</b> (↑21.5%)   2022: 34 ☆ 9,856★ Sessions (↑245%) 30,166★ Students (↑176%)	<b>Active Board Committees</b> <i>with 3 Board members each</i> ▶ Governance & Nominations ▶ Finance & Audit
<b>Record Online Locate Requests:</b> <b>83%★</b> (↑1%)   2022: 82%☆ <i>(Despite many 1st time call-in homeowners)</i>	<b>High Likelihood of Referrals to BC 1 Call</b> 97% of User Survey Respondents 93% of Member Survey Respondents	<b>1,224 Added to Distribution Lists:</b> ▶ 1,766★ Subscribed member and partner contacts ▶ 17,001★ Subscribed user & education partner contacts	<b>Enhanced Sustainability through Shareholder commitments</b> <i>Heightened responsibilities approved in an Addendum for Shareholders to the standard Member's Agreement</i>

LEGEND: ★ RECORD ☆ PREVIOUS RECORD

# Double Digit Growth in Registered Users

We know that **increasing users** and their **consistent use of BC 1 Call** decreases the risk of **damage incidents**. So, it was heartening to hear that **91.3% of respondents to our 2023 User Survey confirm that use of BC 1 call is “very important” to their organization**, and the various reasons why they choose to use our service. Each of the four motivating factors had an increased impact on decision-making relative to past years.

WHY DO YOU USE BC 1 CALL'S SERVICE?	2021	2022	2023	YOY % CHANGE
Because it's one of the critical steps to ensure safe digging & protecting my community	72%	85%	89.5%	↑4.5%
Because it was recommended by a trusted friend, family member or colleague	35%	40%	43%	↑3%
Because it's required by my employer (policy or procedure)	34%	44%	47.4%	↑3.4%
Because it's required by my client	n/a	44%	50.3%	↑6.3%

By yearend of 2023, BC 1 Call had **132,399 individual registered users, up 17%**. That equates to 1,666 new registered users every month on average, with double digit growth seen in all three user categories: Homeowners, Contractors and Member Employees.

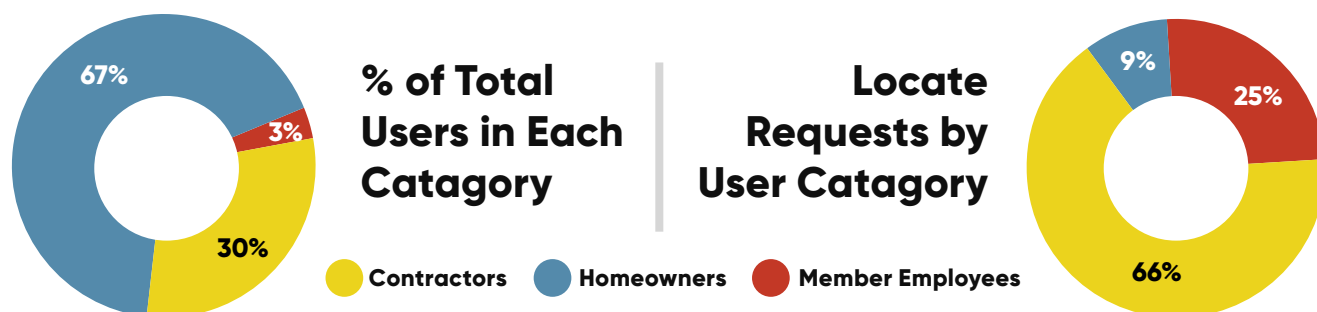
USER CATEGORY	JAN 1 2021	JAN 1 2022	JAN 1 2023	JAN 1 2024	YOY % CHANGE
Total Registered Users	62,830	90,135	112,406	132,399	↑17%
Contractors	20,661	27,708	33,425	39,135	↑16%
Homeowners	39,234	59,596	75,342	89,063	↑18%
Member Employees	2,292	2,841	3,639	4,201	↑14%

The percentage of users in each category has been stable over the last few years: about two thirds Homeowners to one third professionals (Contractors plus Member Employees).

USER CATEGORY	JAN 1 2020	JAN 1 2021	JAN 1 2022	JAN 1 2023	JAN 1 2024
Contractors	40%	33%	31%	30%	30%
Homeowners	55%	63%	66%	67%	67%
Member Employees	5%	4%	3%	3%	3%



Not surprisingly, **professional users typically place ~75% of locate requests**. Interestingly, nationally, Contractors alone place ~75% of locate requests, whereas in B.C., Contractors place 66%.



		LOCATE REQUESTS PER YEAR				
USER CATEGORY		2019	2020	2021	2022	2023
	Contractors	116,980	132,282	155,178	153,984	151,782
	Homeowners	52,746	52,447	58,901	57,112	56,067
	Member Employees	31,630	27,327	27,295	23,312	21,272
Total Locate Requests		202,052	212,056	241,375	234,372	229,121

Much of BC 1 Call's focus is on increasing users and use of BC 1 Call including by:

- Striving for high service satisfaction to promote repeat use and word of mouth referrals;
- Raising brand awareness of BC 1 Call through enhanced marketing efforts; and
- Requiring members ensure employees and contractors use BC 1 Call.

We are grateful to our stakeholders who help support awareness and use of BC 1 Call by:

- Setting expectations or standards, as is done by regulators, professional associations and Education Partners,

as well as contractor employers and members; and

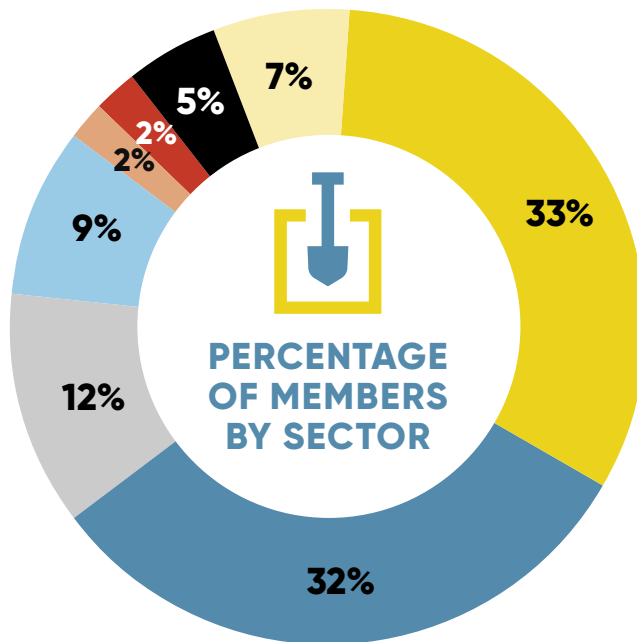
- Promoting or profiling BC 1 Call on their social media channels, corporate websites and via BC 1 Call vehicle decals.

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

- Customer Experience – User Service Element Report Card and willingness to recommend BC 1 Call **p.17**
- Marketing & Communications - How users heard about BC 1 Call; Members and Partners who promote BC 1 Call **p.28**

**"Overall the service is very important!! - Not using this system greatly increases the chance of damage to underground facilities. I would recommend 1 calls be completed for any Ground Disturbance and I am a big believer in this system."**

– 2023 MEMBER SURVEY RESPONDENT



120	Oil & Gas
116	Municipalities
42	Improvement/Water Districts
31	Telecommunication
27	Other
17	Regional Districts
6	First Nations
6	Energy
<b>363 TOTAL MEMBERS</b>	

## Loyal Membership

We closed the year with a total of 363 members, after welcoming 12 new members and adjusting for industry consolidations. Importantly, BC 1 Call loses very few members other than due to 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. Recruiting new members is perennially cited by respondents to our annual User Survey as one of the best ways to improve our service.

73% of our members are from the Oil & Gas, Municipal and Telecommunications sectors, with a high percentage of the underground infrastructure owners in each sector being BC 1 Call Members:

- Oil & Gas sector – 100% of pipeline permit holders
- Municipal sector – 71%
- Telecommunications sector – 98%

We are also seeing a growing percentage of the following sectors joining BC 1 Call, which may be driven in part by the increased focus on the protection of water reservoirs and distribution infrastructure:

- Regional Districts: 61%
- Improvement and Water Districts: 22%

Our record number of 2023 Member Survey respondents also affirmed the various ways that BC 1 Call provides value to members.





## The Value of Membership

2023 MEMBER SURVEY STATEMENT	% WHO AGREE PER YEAR			
	2021	2022	2023	YOY % CHANGE
BC 1 Call is an important part of our damage prevention strategy.	92%	89%	96%	↑7%
My organization requires employees and contractors to use BC 1 Call.	88%	85%	89%	↑4%
BC 1 Call is important to my organization's community relations messaging.	88%	78%	81%	↑3%
I am likely to refer others to BC 1 Call.	86%	93%	93%	→0%

## High Use of BC 1 Call

2023 was the sixth consecutive year that over 200,000 locate requests were submitted to BC 1 Call. **High volumes of locate requests are evidence of growing awareness and use of our service** to prevent damage to underground infrastructure and the related avoidable consequences, such as service interruption, environmental contamination, personal injury, project delays, and repair costs.



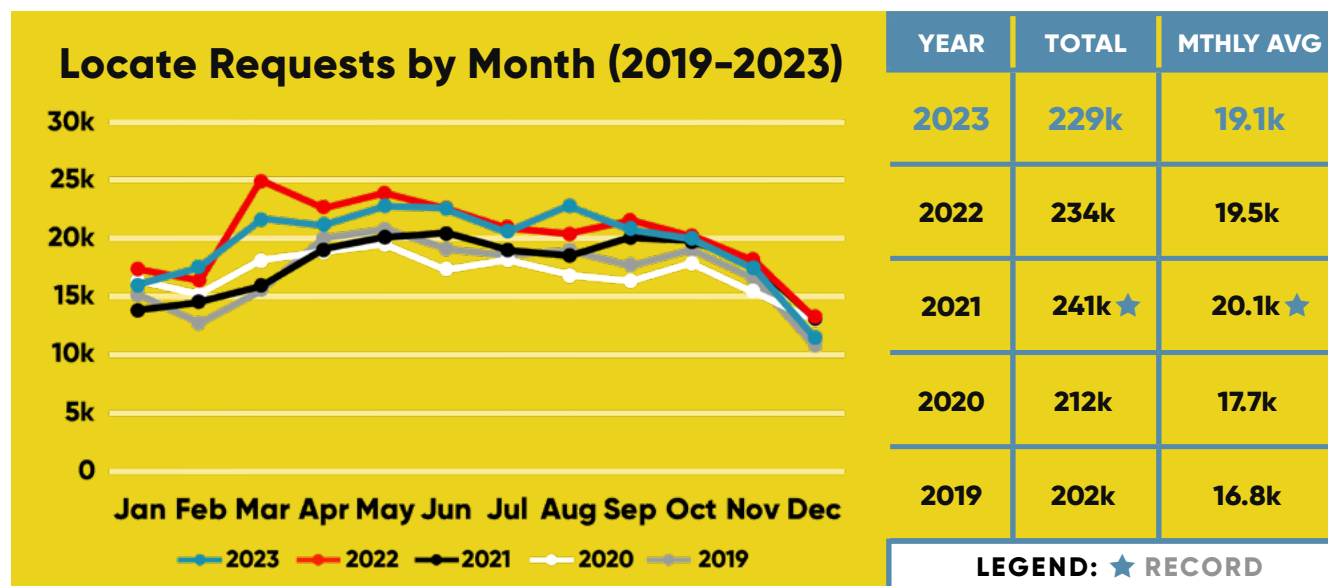
DRIVE USE OF BC 1 CALL	2018	2019	2020	2021	2022	2023
<b>Locate Requests</b>	<b>203,758</b>	<b>202,052</b>	<b>212,056</b>	<b>241,374</b>	<b>234,372</b>	<b>229,121</b>
<b>Net Notifications</b>	<b>821,445*</b>	<b>679,203</b>	<b>609,367</b>	<b>687,075</b>	<b>664,840</b>	<b>669,968</b>

\*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, Service Efficiency Metrics.

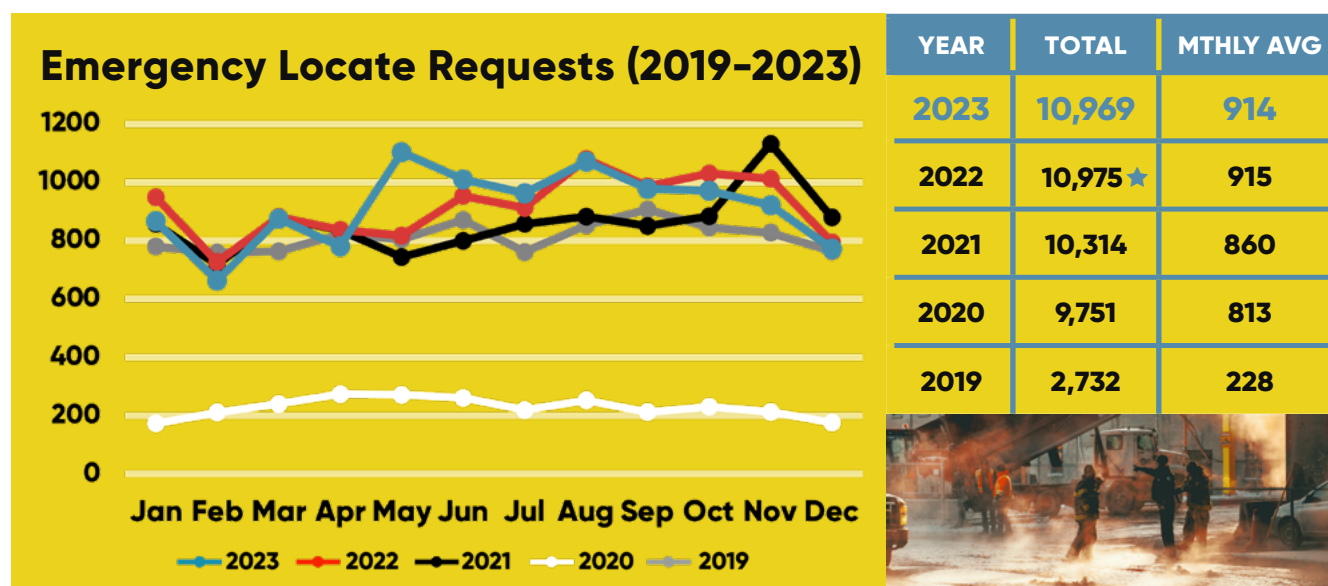
# Locate Request Volumes

Based on the last few years, we can expect annual Locate Requests to total at least 225,000.

## LOCATE REQUEST SUMMARY



## EMERGENCY LOCATE REQUESTS



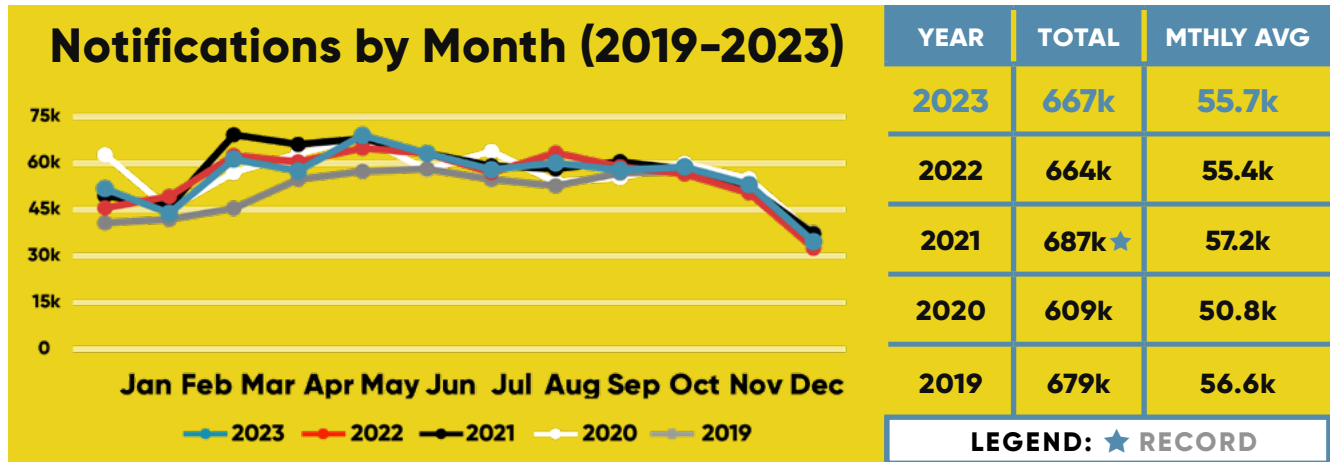
"Your emergency BC1 phone team is top notch!"

— 2023 MEMBER SURVEY RESPONDENT



# Notification Volumes

Annual Net Notifications to members are now expected to total at least 660,000.



## Service Efficiency Metrics

BC 1 Call strives to scale up 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 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 homeowners 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 2019-2023

DRIVE ONLINE LOCATE REQUESTS	2019	2020	2021	2022	2023
% of Locate Requests (LRs) Submitted Online	75%	78%	81%	82%	83%★
REGISTERED USERS	2019	2020	2021	2022	2023
Member Employee % of Online LR	86%	87%	89%	88%	88%
Contractor % of Online LR	81%	80%	85%	86%★	86%
Homeowner % of Online LR	26%	34%	39%	37%	42%★

We are pleased that online locate requests now represent at least 80% of the total. A **new record was set in 2023 (83%)** due to homeowners placing a record 42% of their locate requests online!

**NOTE:** The average percentage of online requests nationally in 2022 was 89% (with a range of 72% to 95%), according to the [Canadian Common Ground Alliance 2022 DIRT Report \(Damage Incident Reporting Tool\)](#).

# Use of the Chat function, vs Calling in, for Support:

As a rule, support delivered through our live **chat function is much more efficient** than that provided by phone conversation.

Use of the chat function continues to grow and is staffed by the same friendly agents that respond to email queries and call-in requests. In 2023, 9% of support interactions were delivered via the chat function, the highest percentage to date.

(see chart on *p.14*)

# 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.** (Of course, factors aside from system efficiency can affect the ratio (e.g. the ratio skews upward the higher the percentage of urban locates, where infrastructure is densest).

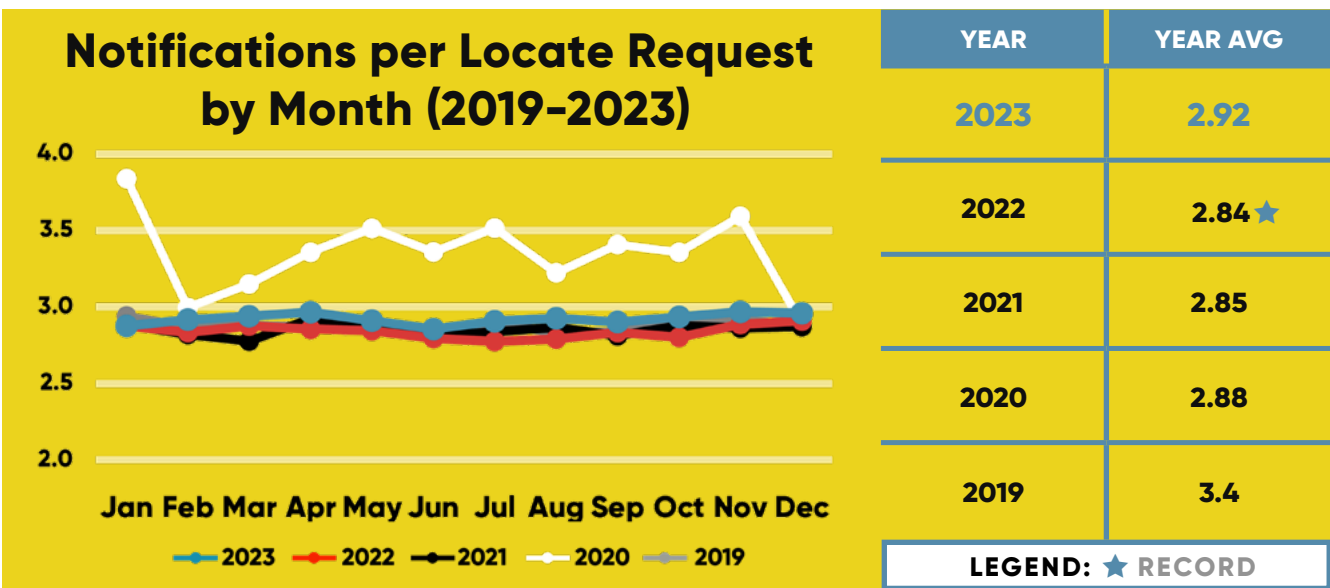
"I used the live chat which was super quick and efficient..."

—2023 POST-EXPERIENCE USER SURVEY RESPONDENT

"Online chat staff exceeded my expectations when I came to them with questions or issues. Great staff!"

—2023 MEMBER SURVEY RESPONDENT

## NOTIFICATIONS PER LOCATE REQUEST SUMMARY



## 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.

- In addition to **40,392 regular and emergency call-in locate requests**, our contact centre agents handled **10,961 support requests** submitted by phone, chat or email.

- We set **five new records** in 2023 since reaching 200,000 locate requests per year:
  - 51,353 - The lowest number of agent interactions overall
  - 10,961 - The lowest number of support interactions
  - 21% - The lowest percentage of support interactions
  - 9% - highest percentage of support transactions via Chat
  - 0.17 - The lowest ratio of agent transactions per locate request.

## AGENT INTERACTIONS SUMMARY

AGENT INTERACTION	2020	2021	2022	2023
Call-in Locate Requests	48,110 (75%)	47,793 (70%)	43,764 (77%)	40,392 (79%)★
Support Interactions	16,155 (22%)	20,090 (30%)	12,848 (23%)	10,961 (21%)★
Total Agent Interactions	64,265	67,883	56,612	51,353★

SUPPORT INTERACTION	2020	2021	2022	2023
Support Calls	10,007 (62%)	14,053 (70%)	7,311 (57%)	6,055 (55%)
Emails	5,076 (31%)	5,162 (26%)	5,144 (40%)	3,986 (36%)
Chats	1,072 (7%)	875 (4%)	393* (3%)	920* (9%)★
Total Support Interactions	16,155	20,090	12,848	10,961★

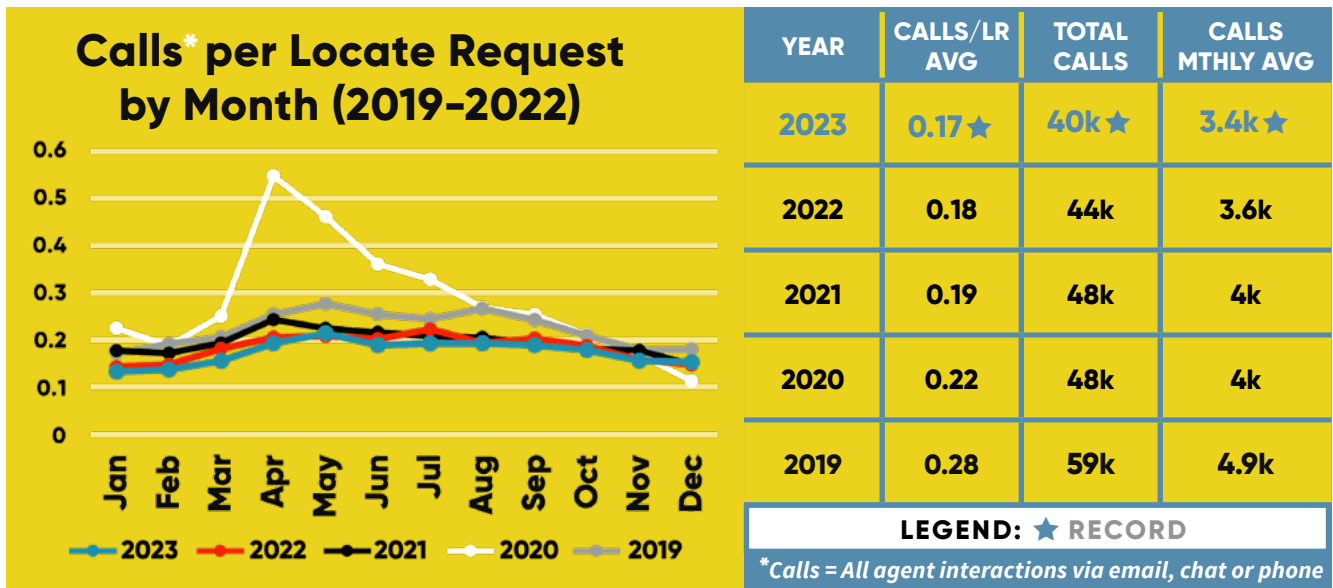
LEGEND: ★ RECORD

\*Chat function disabled for a time during an upgrade of issue resolution software.

"Support team was all over it. Simple mistake, easy fix."

—2023 POST-EXPERIENCE SURVEY RESPONDENT

## 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.

Strong customer experience also drives a stakeholder's willingness to refer others to BC 1 Call. It is heartening that over 93% of both users and members would refer others to BC 1 Call, according to the results of our 2023 User and Member Surveys:

- 96.9% of users would do so
- 93% of members would do so

### Ensuring a Strong Positive Experience

To ensure a focus on stakeholder experience, BC 1 Call:

- Works to improve our software in partnership with the other Western Canada 1 Calls operating on our shared software platform;

- 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.

Our customer experience metrics include those 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 timely notification response times and provision of mapping updates.
3. **Service Satisfaction Feedback**, obtained through our annual User and Member Surveys, as well as our 1-minute post-experience user survey.

BC 1 Call is very proud of our 2023 customer experience results, but are always on a journey of continuous improvement.





# CALL CENTRE OPERATIONS

BC 1 Call met or exceeded almost all 2022 customer experience results and, in some cases, set new records.

CUSTOMER EXP. METRICS	2020	2021	2022	2023
<b>Call Centre Speed of Answer</b> <ul style="list-style-type: none"> <li>80% calls answered in 60 seconds</li> <li>% waiting on hold &gt;10 minutes</li> </ul>	>88%	89%	93%	96%★
	<1%	<3%	<1%	<1%
<b>Calls*/Locate Request Ratio:</b> <i>*Calls = Calls, Chats, Support emails</i>	.22	.19	.18	.17★
<b>Customer Communication/Follow-up</b> <ul style="list-style-type: none"> <li>BC 1 Call 5 scale rating (5=high)</li> </ul>	5/5	5/5	5/5	5/5

Our small but mighty dedicated team of agents works tirelessly year in and year out to help BC 1 Call users and members. They are known for being knowledgeable, helpful and courteous. Not surprisingly, BC 1 Call's agents perennially garner overwhelmingly positive feedback through our annual surveys.

Others provide feedback through our 1-minute post-experience user survey, which

is offered to all users after placing a locate request. Over the course of 2023, 1,162 users completed the survey. Results were extremely positive in absolute terms, but even more so given that 55% of call-in respondents were first time users of the system, and both surveys were completed by a significant percentage of homeowner respondents: 48% of phone survey respondents and 31% of online survey respondents.

"Keep providing the great customer service you already provide."

2023 USER SURVEY RESPONDENT

"All representatives are very helpful, polite, easy to communicate with"

2023 MEMBER SURVEY RESPONDENT

## 2023 USER SURVEY COMMENTS

They were **very cordial** and **professional** during our interaction and helped me in an **efficient** manner.

Very **knowledgeable** and **helpful**.

Support team was **very quick to find out what was needed** and to help!

## POST-EXPERIENCE USER SURVEYS

CUSTOMER EXPERIENCE METRICS	2020	2021	2022	2023
Post-Experience 1 minute <b>IVR (phone)</b> User Survey		1,554 responses	1,058 responses	1,078 responses
>95% Satisfaction with Agent	97%	97%	98%	97%
>85% Overall Satisfaction Rating of 4/5 or 5/5	92%	85%	90%	94%★
>94% Would Refer Others to BC 1 Call	94%	95%	98%	97%
Post-Experience 1 minute <b>Online</b> User Survey		34 responses	7 responses	84 responses
>85% Overall Ease of Use Rating of 4/5 or 5/5	-	76%	100%	79%
>94% Would Refer Others to BC 1 Call	-	91%	100%	96%

**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	2023
<b>BC 1 Call's speed of uploading new member mapping data</b>				
<b>Initial upload of member's mapping data</b> <ul style="list-style-type: none"> <li>&lt;10 Business days from receipt of data to sending verification request</li> </ul>	>95% same day	>95% same day	>95% same day	>95% same day
<b>Speed to go live</b> <ul style="list-style-type: none"> <li>&lt;5 business days from mapping verification to going live</li> </ul>	>95% same day	>95% same day	>95% same day	>95% same day
<b>BC 1 Call's speed of uploading member mapping updates</b>				
<b>Speed to upload</b> <ul style="list-style-type: none"> <li>&lt;5 Business days from receipt</li> </ul>	>95% same day	>95% same day	>95% same day	>95% same day
<b>Member mapping updates &amp; notification responses</b>				
<b>Verify or provide mapping updates at least annually</b>  <b>Member notification response timeliness*</b> <ul style="list-style-type: none"> <li>Within 3 business days of receipt by member, 5 for large project locate requests</li> </ul>	<b>189</b> updates received	<b>291</b> updates received	<b>323</b> updates received	<b>353</b> updates received
	<b>99.5%</b>	<b>99.5%</b>	<b>99.5%</b>	<b>99.5%</b>

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

Member responses to users occur outside of the BC 1 Call system, but our 2023 User Survey confirmed the importance of the timeliness and quality of member notification responses.

**Suggestions received from professional contractors** included the following:

Time is money is our industry, so **quicker response** would be an improvement

Make sure **latest maps** are provided

**Depth of lines** would be ideal, not just a rough estimate

**Better maps** in private property

If there was a way to get locates **quicker**, that would be awesome

Would like to have the **service and address in the subject line**

Better **diagrams**, updated **sketches** and **clear reports**.

BC 1 Call’s plan of action to deal with the key areas flagged for improvement related to Member Responses is as follows:

AREAS MOST FLAGGED FOR IMPROVEMENT	SUGGESTIONS	PLAN OF ACTION
<b>Faster Responses</b>	<ol style="list-style-type: none"> <li>1. Faster is better</li> <li>2. Same day is ideal</li> <li>3. Make it easier to track responses to allow work to start as soon as possible, or trigger follow-up if necessary</li> </ol>	Positive Response Function slated for 2025
<b>Response Format</b>	<ol style="list-style-type: none"> <li>1. Member's email subject lines could be more descriptive vs just BC 1 Call ticket number, e.g. <i>Address</i></li> <li>2. A more standard format would be very helpful</li> <li>3. One combined response per locate from all members</li> </ol>	Raise these items with the Member Resource Council in 2024
<b>Map Accuracy</b>	<ol style="list-style-type: none"> <li>1. Maps should be current</li> <li>2. Maps should include As Built Infrastructure (if different than originally approved)</li> <li>3. Legends should be easily understood</li> <li>4. Maps should include infrastructure in private property</li> <li>5. Depth of infrastructure should be included</li> </ol>	<p>Remind members of <b>1–3</b></p> <p>Raise <b>4 &amp; 5</b> with the Member Resource Council</p>
<b>Membership</b>	<ol style="list-style-type: none"> <li>1. Expand membership—especially from the telecommunications &amp; public sectors</li> </ol>	Continue to actively recruit members
<b>Identifying &amp; Contacting Non-members</b>	<ol style="list-style-type: none"> <li>1. Provide a list of known non-members, along with accurate webpage or contact information, or link to infrastructure data available</li> </ol>	In 2024, consider listing website or contact info on bc1c.ca for non-members as the information is received and verified

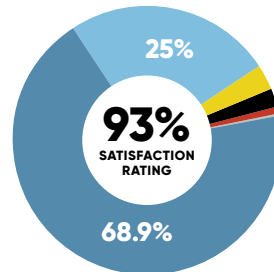
# SERVICE SATISFACTION FEEDBACK

We received a lot of valuable feedback on our service through BC 1 Call's 2023 User and Member Surveys, including ratings on a 5-point scale (5 being a perfect score) of various service elements. The ratings and comments from the surveys are extremely important to BC 1 Call's planning and key vendor discussions.

## SERVICE SATISFACTION – USERS

We are ecstatic that, for the second year in a row, over 1100 respondents completed our annual user survey. In 2023, **1,176 users** provided their feedback.

And, for the second year in a row, over **93%** of respondents indicated they were satisfied with BC 1 Call's overall service (**↑1.3% from 2022**), with almost 69% of those saying they were *Very Satisfied*, the top rating.

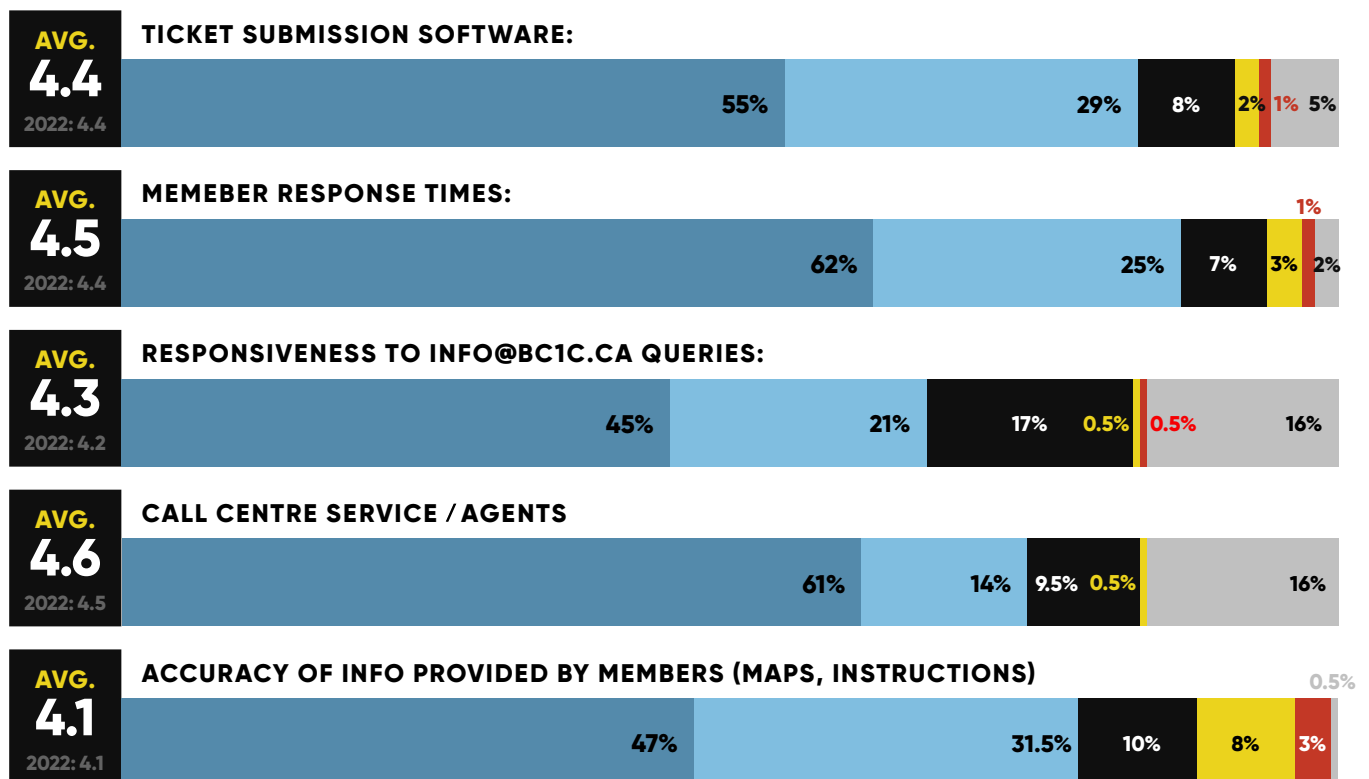


**Q: Overall, How satisfied are you with BC 1 Call's service?**



For the second year in a row, **all five service elements** had an average rating of **at least 4.1 out of 5**, with 2023 average ratings up slightly for three of the five service elements.

## 2023 USER SURVEY: SERVICE ELEMENTS REPORT CARD



## The Top Suggestions For Improvement From Users:

Better  
base map

Easier tool to  
define the worksite

Faster & more accurate  
responses from members

"...valuable information provided by BC 1 Call [and its members] couldn't be easier [to get]. The information to assist you in knowing locations of buried utilities within depth maps and layouts help prevent the chances of hitting them or of the unknown."

— PROFESSIONAL CONTRACTOR (2023 POST-EXPERIENCE USER SURVEY)

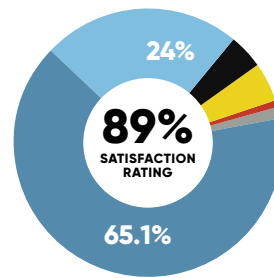
System related suggestions, and BC 1 Call's plan of action, are described below:

AREAS MOST FLAGGED FOR IMPROVEMENT	SUGGESTIONS	PLAN OF ACTION
<b>Better Base Map</b>	<ol style="list-style-type: none"> <li>1. Overlay satellite images to help locate the dig site</li> <li>2. Include all local government boundaries</li> </ol>	<p>Satellite Image overlays exist in Google Hybrid view. Remind users.</p> <p>Local Government overlay exists, but shows the area in blue, not boundaries on top of the satellite image view. Explore boundary overlays of both local government and regional districts</p>
<b>Easier Tool for defining the dig site (polygon)</b>	<ol style="list-style-type: none"> <li>1. Provide polygon segment lengths</li> <li>2. Enable easier saving of the polygon</li> <li>3. Enable CAD uploads of worksite</li> </ol>	<p><b>1</b> and <b>2</b> are slated for rollout in January, 2025.</p> <p>Raise <b>3</b> with the Western One Calls</p>
<b>Make it easier to draw very large dig sites</b>	<ol style="list-style-type: none"> <li>1. Improve the system's willingness to take larger polygons</li> </ol>	To be raised with the other Western One Calls
<b>Make it easier to renew locate requests</b>	<ol style="list-style-type: none"> <li>1. Extend the validity period of a locate request</li> <li>2. Make renewals easier</li> </ol>	<p><b>1</b> is slated for rollout Jan. 2025</p> <p>60 day locate request validity period (up from a 30 day period), reducing the need for renewals</p>
<b>Allow multiple dig sites on a locate request</b>	<ol style="list-style-type: none"> <li>1. Reduce the number of locate requests required for a single property</li> </ol>	<p>Slated for January, 2025</p> <p>Multiple dig sites per property</p>
<b>Eliminate the need to resubmit the same data for a new locate request</b>	<ol style="list-style-type: none"> <li>1. Auto-populate function</li> </ol>	<p>Capability exists: Copy Function.</p> <p>Remind users that this function allows them to auto-populate then edit a locate request by reference to a prior ticket number with a lot of the same information</p>
<b>Emergency Locate Requests</b>	<ol style="list-style-type: none"> <li>1. Enable online Emergency Locate Requests</li> </ol>	To be raised with the other Western One Calls



## SERVICE SATISFACTION – MEMBERS

In 2023, BC 1 Call was thrilled to receive a record number of responses to our annual member survey! Even better, **89%** of the **146 respondents** provided an overall service satisfaction rating of Very or Somewhat Satisfied, *down just 1% from 2022*. Of those, almost **75%** said they were Very Satisfied, our top rating.



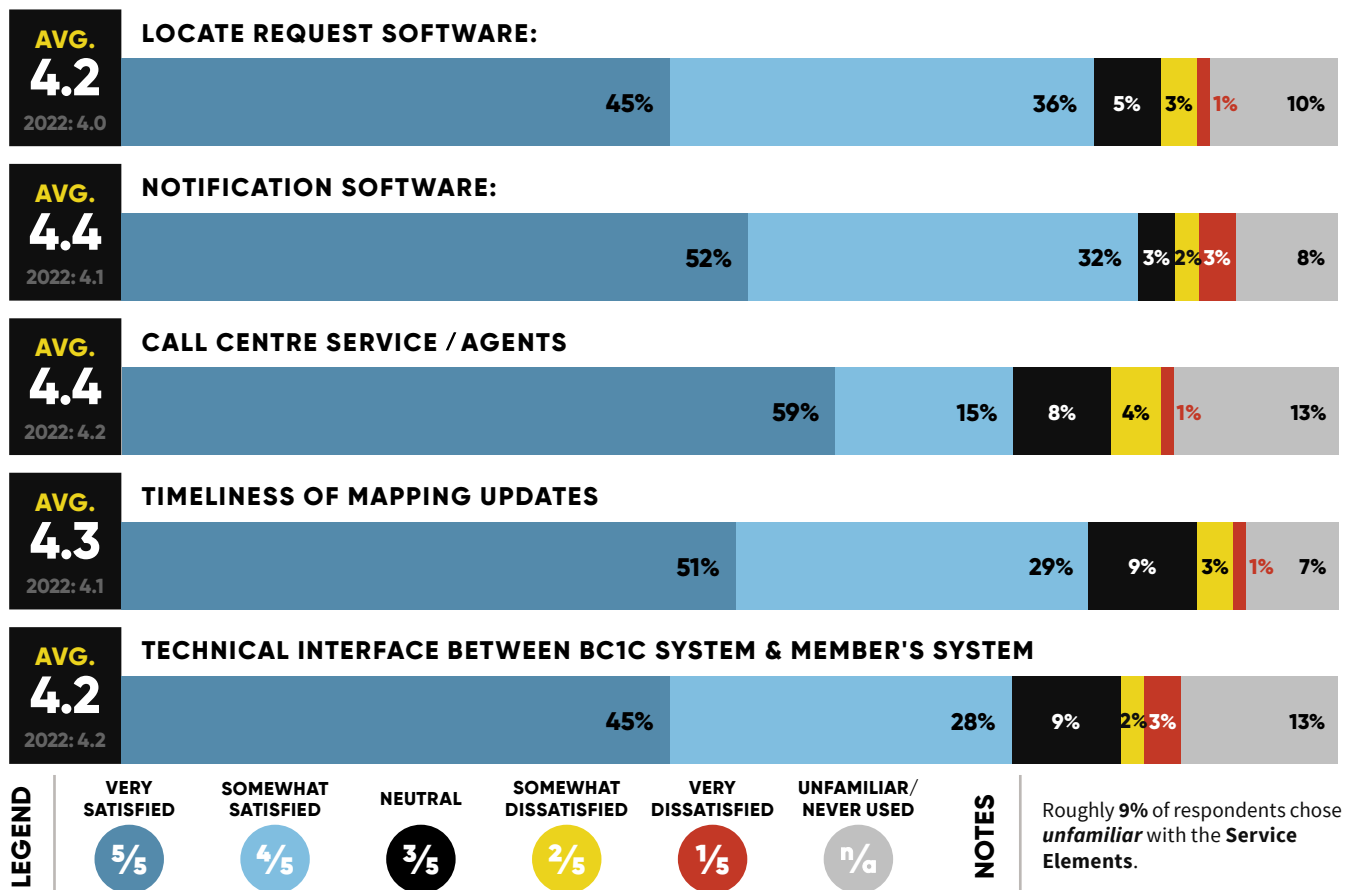
**Q: Overall, How satisfied are you with BC 1 Call's service?**



**All 5 service elements** had an average rating of **at least 4.2 out of 5**, up from 4.1 in 2022.

Slightly better average ratings were provided in 2023 for four out of the five service elements.

## 2023 MEMBER SURVEY: SERVICE ELEMENTS REPORT CARD



### The Top Issues Reported Through The 2023 Member Survey:

"Enable a way to include the civic address"

"Enable online Emergency Locate Requests"

"It should be easier to identify an emergency notification"

"More automation. Emails can be onerous"

"Update the GIS [base map]"

**Planned 2024 and 2025 Service Enhancements** will be responsive to several suggestions on how we could improve our service. These improvements help to make it easier to use our service, a key direction from the Board.

# Education Partners

## EDUCATION PARTNERS

- AANWI
- Alberta BC Safety (ABCS)
- Astec Safety Inc.
- BC Common Ground Alliance (BCCGA)
- BCIT Public Works
- BC Landscape & Nursery Association
- BC Municipal Safety Association (BCMSA)
- BC Small Water Systems Community Network
- BC's Utility Locator School
- BC Water and Waste Association (BCWWA)
- Christian Labour Association (CLAC)
- Construction Industry Training Network (CITN)
- Dragonetti Group
- Danatec
- Environmental Operators Certification Program
- eSafety First Canada
- Excavation Safety Alliance (ESA)
- FortisBC – Street Team, Community Ambassadors
- Global Training Centre
- Hort Education
- Independent Contractors and Businesses Association (ICBA)
- Interior Heavy Equipment
- Operator School
- IUOE Local 115 Training Association
- Kwantlen Polytechnic University
- Leavitt Training
- Locate Management Institute
- Maintenance Training Systems (MTS)
- Northern Regional Construction Association
- Northern Lights College
- O'Brien Training Ltd
- Operators Training School
- Public Works Association of British Columbia
- Quadra Utility Locating Ltd.
- Southern Interior Construction Association (SICA)
- Technical Safety BC
- Thompson Rivers University
- Tradesman Association of BC (English & Punjabi)
- Vancouver Island Construction Association (VICA)
- Vancouver Regional Construction Association
- WCOWMA – Onsite Wastewater Management Association of BC
- WorksafeBC



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.

**"Education is a key piece to damage prevention. In our training programs, we emphasize the need to contact BC 1 Call. Failing to do so means the damage prevention process doesn't have an opportunity to start."**

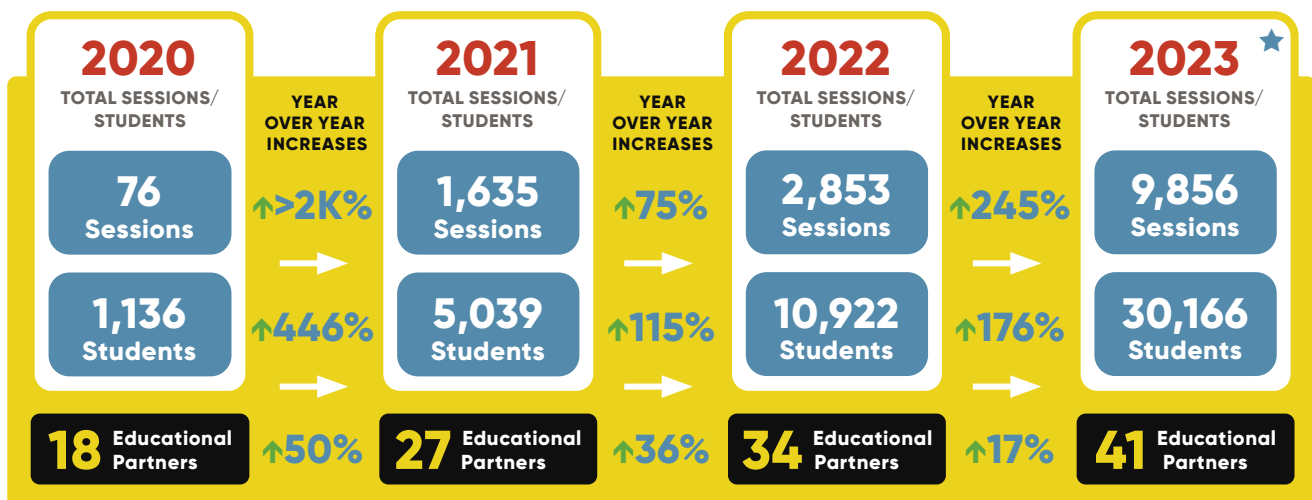
—BAS OWEL, VICE PRESIDENT | OPERATIONS, GLOBAL TRAINING CENTRE

By yearend, **BC 1 Call's list of education partners grew to 41, up almost 21.5%** year over year. Together, our partners conducted over 9,856 sessions, reinforcing with over 30,166 students the need for routine submission of locate requests and the careful review of our members' instructions to avoid inadvertently damaging underground infrastructure. This shows we are not just a lofty best practice, but a standard practice in B.C.

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](mailto:information@bc1c.ca)

## PROFESSIONAL TRAINING REFERENCING BC 1 CALL



# BC 1 Call Marketing & Communications

BC 1 Call's promotional efforts are focused on **growing our community**, primarily in terms of new registered users, members and education partners. On the other hand, BC 1 Call's **communications are aimed at keeping existing stakeholders informed, engaged and committed** to BC 1 Call and safe digging practices, in general.

## MARKETING & PROMOTION TO PROSPECTIVE STAKEHOLDERS

As stated in our [Member's Agreement](#), BC 1 Call will apply a portion of member fees to promoting BC 1 Call's service. BC 1 Call's promotional efforts benefit all members as the safe digging message frequently falls below individual member and stakeholder marketing priorities.

95.3% of respondents to our 2023 Member Survey confirmed it was important for BC 1 Call to actively promote awareness of our service. Target audiences, as prioritized by respondents in 2023, are:

- Professionals whose work involves disturbing the ground;

- Underground utility owners who are not yet members; and

- Homeowners / general public.

Although **damage prevention is a shared responsibility**, BC 1 Call's approach is do as much as we can. Among other things, we:

- Develop BC 1 Call content;
- Secure and leverage advertising spend through our PSA Certification; and
- Make it as easy as possible for our supporters to help promote BC 1 Call and grow our community.

With that in mind, our promotional efforts take a few different forms, depending on the audience targeted. For Example:

TARGET STAKEHOLDERS	PROMOTIONAL ACTIVITY OR CONTENT	EXAMPLE
<b>PROSPECTIVE USERS</b>		
<b>Residential Homeowners</b> who plan to disturb the ground during construction or outdoor projects	Advertising ( <i>TV, digital and radio</i> )	▶ BC 1 Call PSA Spring Campaign
	Social Media	▶ During April Dig Safe Month (April) ▶ During Environment Week (June)
	Engage with natural collaborators targeting the general public, or their consumers i.e. include their links on External Resources in bc1c.ca	▶ PrepareBC (regarding preparation for, and recovery from, floods) ▶ Articles on member websites (e.g. FortisBC and BC Hydro)



TARGET STAKEHOLDERS	PROMOTIONAL ACTIVITY OR CONTENT	EXAMPLE
<b>PROSPECTIVE USERS</b> <small>CONT.</small>		
<b>Professionals</b> whose work involves ground disturbance	BC 1 Call Advertisement in industry publications	▶ WaterMark (BC Water & Waste Association) ▶ Regional Construction Association publications
	Announcements or Articles in sector publications	▶ CivicInfoBC
	Editorials or Articles in supporter publications targeting professionals who disturb the ground	▶ BC Common Ground Alliance
	BC 1 Call Trade booth or presentation at sector events and conferences	▶ Construction Expo
	Sponsorship of sector events/campaigns	▶ ConstructionMonth.ca
	Ongoing Recruitment of Education Partners ( <i>Professional training organizations that reference BC 1 Call</i> )	▶ Regional Construction Associations ▶ Thompson Rivers University ▶ Global Training
	Change Advertising <i>TV, Radio, Digital</i>	▶ 2023 3-month Spring Campaign ▶ 2020 Radio spot reminders to place Emergency Requests during the Flood Crisis
	Materials about BC 1 Call to support worker training & onboarding ( <i>on bc1c.ca</i> )	▶ BC 1 Call Training Deck ▶ WorkSafe BC Safety Discussion Toolbox Guide & Companion BC 1 Call Locate Request Checklist
	Reactive News Releases <i>following coverage of damage incidents</i>	▶ Media pitch after a line strike makes provincial or local news
<b>PROSPECTIVE MEMBERS</b>		
<b>Infrastructure Owners</b>	Promote membership via a trade booth at a sector conference	▶ Local Government Managers Association Conference ▶ PWABC/MSABC Conference
	Make it easy for an individual to be a champion of membership	▶ The Case for Membership Deck
	Encourage users to recommend membership  <i>Many professional users of BC 1 Call's service            are employed by an infrastructure owner that            is not yet a member</i>	▶ Leverage our User newsletter



TARGET STAKEHOLDERS	PROMOTIONAL ACTIVITY OR CONTENT	EXAMPLE
<b>PROSPECTIVE EDUCATION PARTNERS</b>		
<b>Professional Training Associations</b> or educational institutions whose curriculum references BC 1 Call	Outreach to potential professional training organizations about Education Partner status for those who currently reference BC 1 Call in their training	► Direct email efforts
	Make it easy for existing and prospective Education Partners to speak about BC 1 Call, and direct students to additional BC 1 Call Resources, including tutorials on how to use our system and how to sign up for our newsletters	► BC 1 Call Training Presentation
	Profile of BC 1 Call Education Partners as part of the Dig Safe Community on bc1c.ca	► 41 Education Partners are listed
<b>PROMOTIONAL PARTNERS</b> { <b>A SPECIAL THANK YOU TO THOSE WHO STEP UP TO HELP SHARE THE BC 1 CALL MESSAGE!</b>		
<b>Promoter Champions</b> of BC 1 Call	BC 1 Call logo & link for use on websites BC 1 Call vehicle/large equipment decals Website profile indicating how BC 1 Call fits into a process Use of BC 1 Call shareable graphics, posts	► Pacific Northern Gas ► BC Energy Regulator ► FortisBC ► Trans Mountain ► Enbridge
<b>Community Champions</b> who talk about BC 1 Call in BC communities	BC 1 Call Content and leave-behinds	► FortisBC's Public Safety Contractor Breakfasts ► Trans Mountain's outreach to landowners near pipelines
<b>Network Leveragers</b> who promote use of BC 1 Call	Run or support campaigns, or carry BC 1 Call editorials in their newsletters	► WorkSafe BC ► Technical Safety BC ► CivicInfo BC ► BC Common Ground Alliance ► Trans Mountain ► Enbridge ► WorkSafe BC
<b>Media Partners</b>	Added advertising exposure through PSA matched placements	► Bell Media ► Corus Media



## GROWTH GOALS

BC 1 Call's promotional efforts are geared towards increasing:

- Brand awareness
- Understanding of the service BC 1 Call provides
- The number of registered users
- The number of members

We assess progress on growth goals using a variety of metrics.

GROWTH METRIC	2021	2022	2023
<b>Enhance Brand Awareness &amp; Understanding</b> <i>of BC 1 Call's role among the general public</i>			
<b>Brand Awareness<sup>1</sup></b> Some familiarity with BC 1 Call	41%	59% (↑18%)	60% (↑1%)
<b>Depth of Familiarity with BC 1 Call</b> <div> <span>VERY FAMILIAR</span> <span>MODERATELY FAMILIAR</span> <span>NOT TOO FAMILIAR</span> </div>	4% 16% 21%	8% 25% 26% (↑4%) (↑9%)	10% 25% 25% (↑2%)
<b>Understanding of BC 1 Call's Role<sup>1</sup></b>	28%	38% (↑10%)	40% (↑2%)
<b>Thinks all infrastructure owners in their community should be members<sup>1</sup></b> (Once BC 1 Call's role is made clear)	79%	80% (↑1%)	80% (→0%)
<b>Increase Individual Registered Users &amp; Use of BC 1 Call</b> <i>Targeting homeowners and contractors, especially those in public works, construction and landscaping, i.e. the types of work most commonly associated with damage incidents</i>			
<b>Total Registered Users</b>	89,000 (↑44%)	112,406 (↑26%)	132,339 (↑17%)
<b>Total Homeowner Registered Users</b>	59,596 (↑26%)	75,342 (↑26%)	89,063 (↑18%)
<b>Total Contractor Registered Users</b>	27,708 (↑34%)	33,425 (↑28%)	39,135 (↑16%)
<b>Members who require employees and contractors to use BC 1 Call<sup>2</sup></b>	88%	85% (↓3%)	90% (↑5%)
<b>Homeowners who would refer others to BC 1 Call<sup>3</sup></b>	94%	98% (↑3%)	97% (↓1%)
<b>Professional users who would refer others to BC 1 Call<sup>4</sup></b>	93%	86.6% (↓6.4%)	96.9% (↑10%)
<b>Grow Membership</b> <i>Particularly from the public sector, which has a lower BC 1 Call membership level than other sectors with critical underground infrastructure, such as oil &amp; gas and telecommunications</i>			
<b>New Members</b> (Exclusive of consolidation-based loses)	6 (351 Total)	11 (362 Total)	12 (363 Total)
<b>Members who would recommend membership to other infrastructure owners<sup>2</sup></b>	86%	93% (↑7%)	93% (→0%)
Measured via BC 1 Call's: <div>             1. Annual Brand Awareness Poll              3. 1-minute Post-Experience User Survey           </div> <div>             2. Annual Member Survey              4. Annual User Survey           </div>			



# 2023 BC 1 Call Marketing & Advertising Campaign

BC 1 Call's objectives in marketing to our two main target audiences are as follows:

TARGET AUDIENCE	FOCUS	OBJECTIVES
<b>General Public</b> Residential property owners	<b>Primary</b>	<ul style="list-style-type: none"> <li>● Raise initial awareness of our service</li> <li>● Provide a Dig Season Reminder to Click or Call</li> <li>● Create safe digging champions who contract for residential ground disturbance work</li> </ul>
<b>Professionals / Contractors</b> whose job involves disturbing the ground	<b>Secondary</b>	<ul style="list-style-type: none"> <li>● Raise initial awareness among small businesses and contractors</li> <li>● Remind those already aware of BC 1 Call to use our service habitually</li> </ul>

Professionals and contractors are a secondary focus for advertising efforts because the majority hear about BC 1 Call through their employer or co-workers. In 2023, for example, just over 11% of respondents to our annual User Survey advised that they first heard of BC 1 Call through advertising.

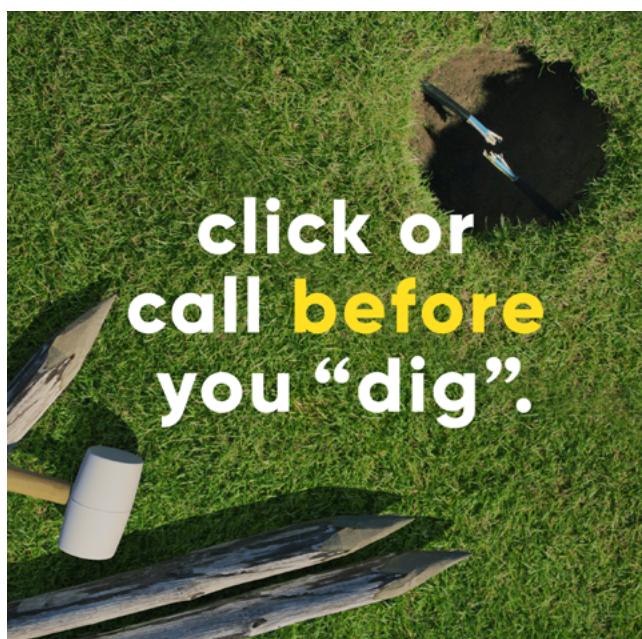
- 51% - from employers or co-workers (2022: 65.5%)
- 11% - from Ads (online, TV, radio) (2022: 13.1%)
- 12% - from my professional association (2022: 10/1%)
- 10% - from an underground infrastructure owner (2022: 7.9%)

The 2023 BC 1 Call Spring/early Summer PSA campaign included advertising across social, digital, TV and radio. For the first time, BC 1 Call ran a 3-month campaign, from mid-March to mid-June. Newly featured in 2023 was a BC 1 Call musical mnemonic, played at the end of ads, and 6 new video ads running on TV and digital platforms. Each new 15-second video ad features an excavation tool, a type of utility infrastructure hit and a household service disruption that resulted, all taking place in a homeowner's yard.

For digital, TV and radio advertising placement, we partnered with Corus Media (Corus) and Bell Media (Bell). Social media ads ran on BC 1 Call's Instagram, Facebook and YouTube channels. These particular social channels were selected







to increase engagement and traffic to the BC 1 Call Instagram and Facebook pages, and to reach construction companies, landscapers, and homeowners. Ads were placed on YouTube to increase traffic to the website and to target users on Google platforms.

We surpassed our Spring Campaign goal of achieving a minimum of 25 million ad impressions, **reaching over 40 million impressions, or over 160% of our target!**

As part of our Spring campaign, BC 1 Call supports and promotes the B.C. Government's declaration of **April as “Safe Digging Month.”** This year, shareable safe digging month graphics were created, and made available through BC 1 Call's marketing and communications content package, which contains all sample graphics created over the years.

BC 1 Call appreciates all stakeholders who stepped up to amplify and promote safe digging messaging during Safe Digging Month and beyond. In 2023 we saw such support in a variety of channels, including stakeholder e-newsletters, social media mentions & engagement, billboard and print advertising promotions, as well as mentions in news reports and news releases.



## NEWS RELEASES & E-NEWSLETTERS

- **BC 1 Call's 2023 campaign news release** featured supportive quotes from WorkSafeBC and Technical Safety BC. The news release was published by Eagle FM radio in Courtenay, BC, who hosted Chris Hyland for an interview;
- Fortis BC put out a **news release** mentioning BC 1 Call and our vital service during Safe Digging Month in April; and
- WorkSafeBC also mentioned BC 1 Call in an **e-newsletter in March.**

## SOCIAL MEDIA & PRINT ADVERTISING

The campaign received a total of **97 social media mentions**, shares and engagement from partners and stakeholders throughout the campaign.

In addition, we placed advertisements and editorials in magazines and newsletters reaching targeted prospective members and professional users of BC 1 Call.

- **Construction:** BC Construction Association (Mid-Central BC); B.C. Regional Construction Association magazines; Vancouver Island Construction Association; Contractors' Locator Magazine; Surrey Now Leader & Delta Reporter; Northern Regional Construction Association; NorthWORKS Magazine; Construction Month.
- **Public Sector:** BCWWA Watermark Magazine.

Thanks to FortisBC, we also had a billboard advertisement prominently displayed at Nat Bailey Stadium for the duration of the 2023 baseball season - approximately 22 weeks with 66 home games!

Thank you to everyone who shared our message in 2023!



# 2023 Communications with Members & Users

BC 1 Call's 2023 Member and User Surveys asked a number of communications-related questions.

## 2023 MEMBER FEEDBACK:

- **89.1%** were satisfied with our communications, up from **82%** in 2022.
- **95.3%** stated that it is important that BC 1 Call actively promotes its services through the various channels of communications.
- **44%** say their organization promotes or shares BC 1 Call's message on their website.

## 2023 USER FEEDBACK:

- 2023 User Survey respondents provided an average rating of our communications frequency, quality and content of over 4 out of 5, up slightly from 2022.

## NEWSLETTERS:

Six e-newsletters (three to users and three to members) were sent out during April, August and December.

We are delighted that 1,824 new subscribers signed up to receive our newsletters in 2023! By yearend our distribution lists included:

Members & Partners: **1,766 subscribers** (up from 690 YE 2022)

Users & Education Partners: **17,001 subscribers** (up from 16,251 YE 2022)

## SCAN TO SUBSCRIBE

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



MEMBER NEWSLETTER	EDITION	RECIPIENTS	SUCCESSFUL DELIVERIES	BOUNCED	UNIQUE CLICKS	TOTAL OPENS	TOTAL CLICKS	UNSUB-SCRIBED	CLICKS PER UNIQUE OPENS
	APR	676	663 (98.1%)	13	29	558 (82.5%)	13	1	9.6%
	AUG	1,531	1,503 (98.2%)	28	366	1,353 (88.4%)	4,198	1	44.2%
	DEC	1,766	1,740 (98.5%)	26	40	1,601 (90.7%)	56	3	4%

USER NEWSLETTER	EDITION	RECIPIENTS	SUCCESSFUL DELIVERIES	BOUNCED	UNIQUE CLICKS	TOTAL OPENS	TOTAL CLICKS	UNSUB-SCRIBED	CLICKS PER UNIQUE OPENS
	APR	15,955	15,563 (97.5%)	392	4,123	13,046 (81.8%)	4,311	85	12.6%
	AUG	15,755	15,316 (97.2%)	439	14,215	13,640 (86.6%)	14,645	85	23.4%
	DEC	17,007	16,727 (98.4%)	280	188	13,000 (76.4%)	277	69	1.2%

# WEBSITE - BC1C.CA

Our website is a very important resource for stakeholders, and serves the following functions:

- 1. A gateway to access our Locate Request service.
- 2. A repository of resources for stakeholders, including:
  - a. Webinars and tutorials on how to use our service software;
  - b. Worker orientation resources;
  - c. BC 1 Call creative content, including logo's graphics and blogs; and
  - d. External resources with tips and information on damage prevention.
- 3. A list of members

Key changes made to the website in 2023, include adding the following:

- 1. A new first level tab, "Member List," to make it easier for users to find our members.
- 2. An initial list of Professional Utility Locators.
- 3. An archive of the three most recent newsletters to users and members.
- 4. New educational resources, including the BC 1 Call worker onboarding or training presentation and BC 1 Call tutorials.
- 5. Updated video page includes the newly created PSA advertisements from the 2023 spring campaign.

For our Members, BC 1 Call has created a more centralized source of important information under **Member Resources**, making this page more of a one-stop shop for most items. Headings are:

- **Information for Prospective Members** including a new *Case for Membership Presentation*.
- **Member Onboarding & Subsequent Member Updates**, including the new *Member's Agreement* now in effect.
- **Notices / Requests**, including the *Announced Service Enhancements* launched in January 2024, and scheduled in January 2025.
- **Tools & Resources**, including the link to a new *Initial List of Professional Utility Locators*, as well as our *Education Partners*.

BC 1 Call is keen to make **more external resources** available by linking to stakeholder websites or providing a downloadable copy on our website—**bc1c.ca**. Please send your ideas or URLs to [communications@bc1c.ca](mailto:communications@bc1c.ca).

- **Resources to Help Profile your Championship of Damage Prevention**
- **Reports and E-newsletters**, including last year's *Report to Members* and recent *Member E-newsletters*.

One way to measure the value to our stakeholders of changes to the organization and content on the website is to monitor traffic flows to our website.

WEBSITE	RESULTS	2019	2020	2021	2022	2023
	USERS	62,928	87,191	98,912	86,814	90,806
	PAGEVIEWS	240,199	216,864	237,153	202,796	214,325
	SESSIONS	92,740	123,293	141,439	124,450	129,284



# BLOG POSTS

**Eleven blog posts** were published to the BC 1 Call website in 2023 covering an array of topics, including: Safe Digging Month, the Spring marketing campaign launch, a 2022 user survey recap, calls-to-action for both the member and the user surveys, a members agreement update, Environment Week, reducing risks in excavation, and a multi-lingual Happy Holidays yearend message.

If you would like your organization to be featured in a **BC 1 Call Champion Spotlight Blog**, or if you have a *collaboration idea* for a blog post or news release, please contact: [communications@bc1c.ca](mailto:communications@bc1c.ca)

# SOCIAL MEDIA

BC 1 Call was able to drive a modest **increase in engagement** on all social media platforms, despite a deliberate decrease in the number of posts per platform. We focus far more on our newsletters than social media as emails are overwhelmingly the primary communications format favoured by both BC 1 Call users and members (per annual surveys). We will redouble efforts to grow engagement further in 2024 via timely, relevant and fun posts.

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

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



## SCAN TO FOLLOW

If you aren't already, please [follow @BC1Call on socials.](#)



SOCIAL MEDIA	RESULTS	FACEBOOK	X (TWITTER)	INSTAGRAM	LINKEDIN
	2022 Posts	144	144	110	108
	2023 Posts	66	41	39	23
	2022 Engagement	139 Page Likes	605 Followers	272 Followers	164 Fans
	2023 Engagement	279 Page Likes	616 Followers	337 Followers	179 Fans
	Year over Year Followers Change	↑ 107%	↑ 1.8%	↑ 23.9%	↑ 9.1%



## Share our Message!

IT'S EASY WITH THE UPDATED  
MARKETING & COMMUNICATIONS  
INFORMATION PACKAGE



### MARKETING & COMMUNICATIONS INFORMATION PACKAGE

We are delighted to see a growing number of members and partners requesting this annually updated package to help them demonstrate their commitment to safe digging. Content includes:

- Information on our BC 1 Call annual spring campaign.
- Content you can repurpose for your company's communications channels, including print, digital and advertising assets (images, graphics, GIFS).
- Social media post samples for sharing BC 1 Call's message to your social media.
- Information on how to get and display free BC 1 Call bumper stickers.
- Co-branding opportunities/suggestions.
- General information about BC 1 Call.

A new component to the package in 2023 is a **BC 1 Call website feature sample**. A simple guide to showcase how it could look to mention BC 1 Call and the safe digging message on your website. Be sure to check it out, if you have any questions, email [communications@bc1c.ca](mailto:communications@bc1c.ca)

The package is available on the website under **Member Resources**. A separate package was also developed for general public and contractor use. That one can be found under the **Education & 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 interested in displaying their support for safe digging practices (i.e. use of BC 1 Call's service).

#### 2023 Sticker Request Statistics:

- Number of companies/organizations: **31** (2022: 15)
- Number of stickers provided: **495** (2022: 260)

Are you one of the proud organizations sporting one of our new decals? **Send us your photos** to be featured on our communications channels.



\*A new edition of the bumper sticker (shown below) is now available!

Please contact us if you wish to receive decals for your vehicles: [communications@bc1c.ca](mailto:communications@bc1c.ca).



# click or call **before** you dig



## BC1C.CA



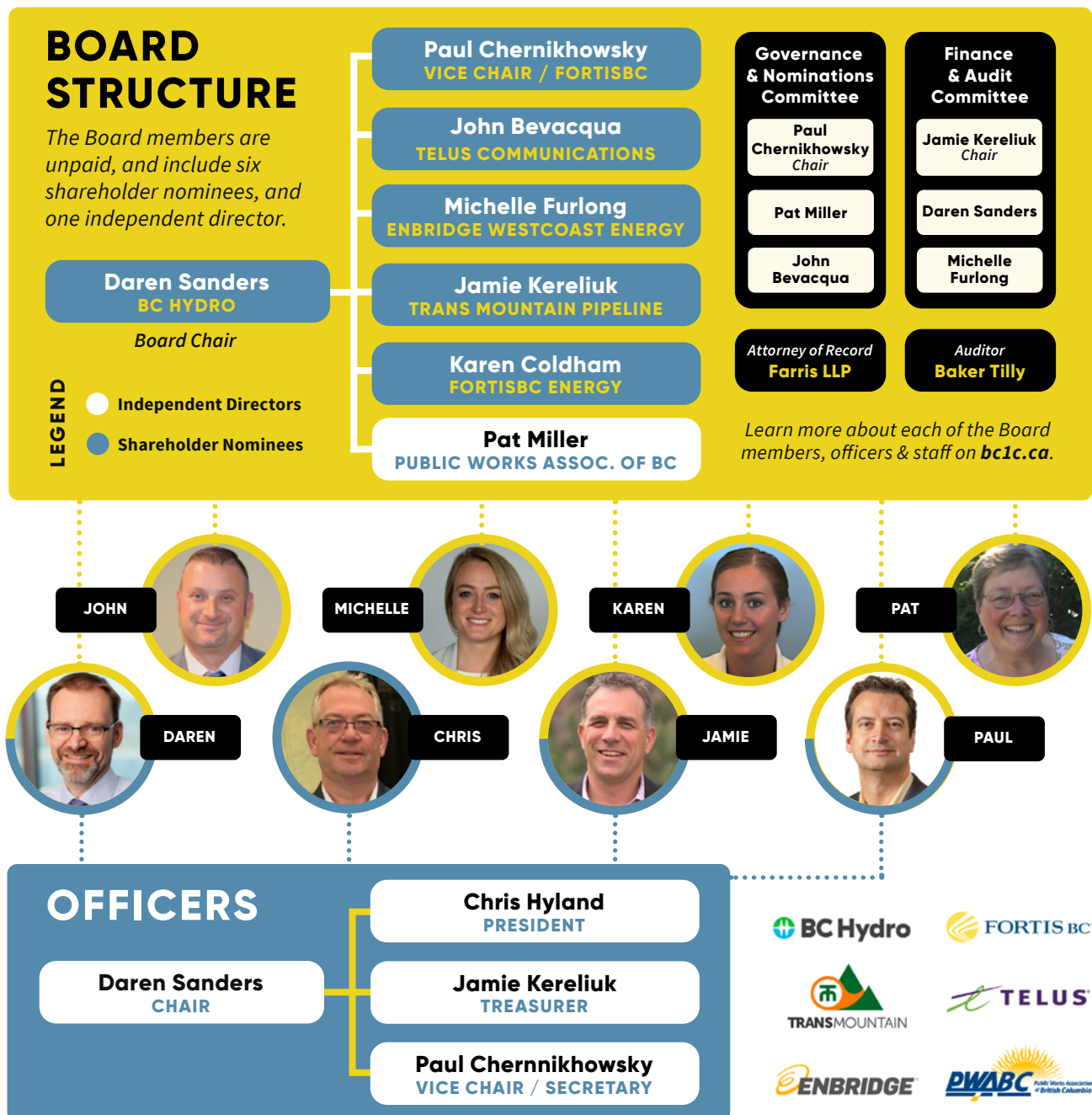


# Governance

BC 1 Call's stream-lined governance structure is outlined below. The Board members are unpaid, and include six shareholder nominees, and one independent director. Every director now has in place a designate able to attend meetings in their place, if required.

BC 1 Call's Board members were all re-appointed or re-nominated at the June 2023 Annual General Meeting, providing continuity and ensuring ongoing momentum.

**A special thank you to Jimmy Yip of FortisBC,** who ably served as Karen Coldham's alternate for a year during Karen's maternity leave.



## GOVERNANCE & NOMINATIONS COMMITTEE

The Governance & Nominations Committee's role is to ensure clear accountabilities for the Board and Management, and initiates activities that deepen or advance the good governance of BC 1 Call. The following list includes key 2023 initiatives led by the G&NC.

INITIATIVE	IMPETUS	OUTCOMES
<b>Board Structure Review</b>	The streamlined structure established in 2022 was revisited for further refinement.	<ul style="list-style-type: none"> <li>● A Vice Chair position was created to stand in for the Board Chair, as required. The position has been filled.</li> <li>● Each Director is now required to appoint a Designated Alternate to ensure high attendance at Board meetings.</li> <li>● Designated Alternates were appointed and provided overviews of BC 1 Call.</li> </ul>
<b>Secretary (Officer) Role Description</b>	No formal role description existed for the Secretary (who is also the Chair of the Governance & Nominations Committee).	A role description for the Secretary was developed and approved.
<b>Officers &amp; Board Committee Membership</b>	These positions are renewed/confirmed annually following the Annual General Meeting.	Each position holder confirmed their interest in continuing to serve in their roles, and were confirmed by the Board of Directors in June 2023.
<b>Enterprise Risk Assessment &amp; Management Initiative (non-financial risks)</b>	No Enterprise Risk Management framework for BC 1 Call existed. This risk assessment and management initiative is a deliverable under Strategic Priority #1, Organizational Sustainability.	<ul style="list-style-type: none"> <li>● BC 1 Call's first ERM framework was developed in early 2023, with each identified risk assessed for impact and likelihood over a 12-month horizon.</li> <li>● 6 risks were identified as priorities for 2023/4 and mitigation strategies are underway.</li> </ul>
<b>Board Perception Survey</b>	The BPS is refined and conducted among Board members annually to provide input for the fall business planning process.	BPS 2023 results were fed into staff's management of BC 1 Call business in 2023, and informed 2024 business and budget planning.
<b>Board Assessment Survey</b>	The BAS is conducted annually among Board members and focuses the efficiency and effectiveness of the Board and Board Committees.	<ul style="list-style-type: none"> <li>● BAS 2023 was conducted in May, 2023 and identified 5 areas for improvement.</li> <li>● Strategies to address these areas have been implemented or are underway.</li> </ul>

INITIATIVE	IMPETUS	OUTCOMES
<b>Privacy Officer Role Description</b>	While BC 1 Call had an approved Privacy Policy and a Compliance with Anti-Spam Legislation Policy, it did not have a formal role description for a privacy officer.	<ul style="list-style-type: none"> <li>● A role description (as per the BC Government's guidelines) was created and approved.</li> <li>● The President is the Privacy Officer of BC 1 Call</li> </ul>
<b>Record Management Policy</b>	No centralized record management policy existed	<ul style="list-style-type: none"> <li>● A record management policy was developed and approved.</li> </ul>

Paul Chernikhowsky, Governance & Nominations Committee Chair, reflected on the committee's work:

**BC 1 Call's governance framework has come a very long way in just a few years, taking the Board from a working body to a governing body exercising oversight. With clear accountabilities through role and responsibility descriptions, policies, and frameworks for effective governance now in place, the Board can focus more strategically on advancing BC 1 Call's Vision and Mission for the benefit of our stakeholders and B.C. communities."**



# Financial Sustainability

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

## STRONG FINANCIAL MANAGEMENT

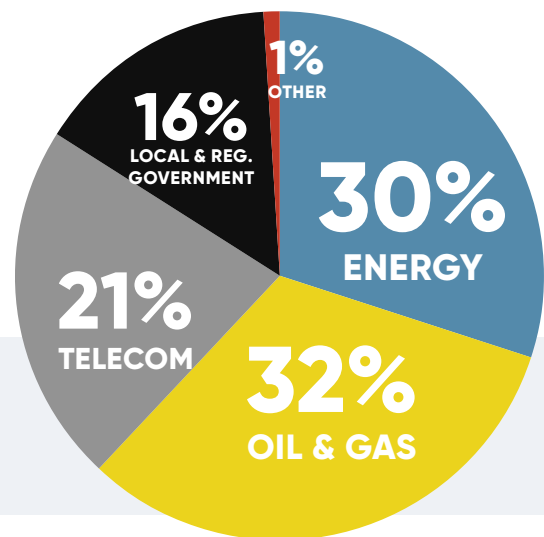
- Practical & realistic budgeting assumptions
- Efficient & thorough budgeting process
- Diligent management of expenses

## 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

As a result, the 2024 fee per billable notification was increased by just 2% from \$2.60 to \$2.65 per notification, while the minimum annual fee remains at \$25 (i.e. for those members receiving fewer than 10 notifications in 2024). The minimum fee recognizes protection afforded by membership as a form of insurance, regardless of the actual number of notifications received by a member.

## REVENUE BREAKDOWN BY MEMBER SECTOR



*Our **six shareholders** contributed ~75% of our revenue in 2023, and agreed to continue to pay fixed fees based on \$2.60/billable notification, using actual volumes recorded from Sep. 1, 2021, to Aug. 31, 2022.*

## 2023 REVENUE GENERATION BY MEMBER SECTOR

SECTOR	ACTUAL REVENUE	BUDGETED REVENUE	DIFFERENCE	% OF TOTAL REVENUE
Oil & Gas	508.8k	487.6k	4%	32%
Energy	472.8k	471.1k	<1%	30%
Telecommunications	329.9k	341.1k	-3%	21%
Municipalities	219.0k	216.1k	1%	14%
Regional Districts	21.7k	24.3k	-11%	1%
Improvement & Water Districts	9.3k	9.0k	4%	1%
First Nations	2.2k	2.1k	-5%	<1%
Other Members	11.1k	9.1k	22%	1%

97%





## FINANCE & AUDIT COMMITTEE

The following provides a list of the key 2023 initiatives led by the Finance & Audit Committee.

INITIATIVE	IMPETUS	OUTCOME
Treasurer (Officer) Role Description	No formal role description existed for the Treasurer (who is also the Chair of the Finance & Audit Committee)	A role description for the Treasurer was developed and approved.
Enterprise Risk Assessment & Management Initiative (financial risks)	No Enterprise Risk Management framework for BC 1 Call existed.	BC 1 Call's first ERM framework was developed in early 2023, with each identified risk assessed for impact & likelihood over a 12-month horizon.  No financial risk was identified as a priority requiring mitigation.
Disclaimer on bc1c.ca	With the reintroduction of a list of professional utility locators on bc1c.ca & increasing links to stakeholder websites and resources, the Board recognized the need for a new disclaimer.	A disclaimer was vetted by Farris LLP and has been posted to bc1c.ca.
Investment of Reserves	With modest growth in BC 1 Call's reserves in the last few years, and in light of interest rate hikes, the F&AC initiated investment of reserves with better returns.	Pending approval of a formal Investment Policy, management secured low-risk, short-term investments with triple the return of the prior investments, while ensuring sufficient working capital is available to meet cashflow needs.
Implementation of a \$25.00 minimum membership fee	\$25 is the minimum amount required to justify the administrative costs of BC 1 Call issuing an invoice. The concept of the minimum fee is included in the new Member's Agreement in effect from January 2023.	Implementation of the \$25 minimum fee for the 2023 calendar year will take place in Q1 2024, as general members are billed in arrears.  <i>(Multiple notices of the implementation of the minimum fee have been provided over 2022 and 2023.)</i>

Jamie Kereliuk, Chair of the Finance & Audit Committee, offered his thoughts on BC 1 Call's financial footing at yearend 2023:

**“We are very fortunate. Due to a mature and growing membership base and shareholder commitments, BC 1 Call has predictable revenues to cover a predominantly fixed cost structure. In addition, our budget allows for progress on our strategic plan, including enhanced marketing efforts. Currently, there are no significant threats to BC 1 Call's financial stability or the sustainability of our non-profit, shared services model.”**

**Thank you  
for your support &  
collaboaration  
in 2023.**



**BC 1 Call looks forward to  
working with and for you  
again in 2024!**

click or call  
**before** you dig.

DESIGNED BY

munro/thompson

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