



2017

ANNUAL
REPORT







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Chair's Message



It is with pleasure that I present the SafetyDriven – Trucking Safety Council of BC's 2017 Annual Report. Enclosed is a comprehensive look at our operating performance, along with our Audited Financial Statements, for Year Ending December 31st, 2017.

On behalf of the Board of Directors and Staff, we are proud to be the organization leading the charge to reduce the number and severity of injuries and fatalities in the workplace; improving the health and safety of those working in the general trucking, moving & storage, and related industries.

Our mission is to be an industry-led association, dedicated to reducing injuries through leadership, programs, services, communication, and certification. To that end, SafetyDriven continues to leverage its diverse portfolio of products, services, and programs to empower companies in all aspects of occupational health and safety practices, within their organizations. 2017 was a much anticipated year. We were given the opportunity to revisit our strategic plan, building on

the great work and progress over the last number of years. In an extremely collaborative session, with the board and management, we were able to identify the following key strategic areas of focus for SafetyDriven:

- Lead the Safety Culture for the Road Transportation Industry: Including becoming a one-stop shop for safety, with expertise in all safety-related aspects
- Establish a Clear and Sustainable Organization: Have the SafetyDriven team work with the board of directors to clearly define SafetyDriven's identity, target audience, scope, and value proposition
- Engage the Road Transportation Industry and Respond to Their Needs and Priorities: Ensure the organization continues to show value to all members regardless of size, scale, or geography
- Make a Measurable Difference in Safety Outcomes: Incorporate evaluation in all activities, striving to maintain a balance between quality, value, and effectiveness to all stakeholders

SafetyDriven continues to build on its strong foundation by demonstrating value to its members through its resources and outreach, providing occupational health and safety support, and leadership to industry overall. Furthermore, we are excited for the future opportunities identified in 2017 including the identification of new creative, innovative approaches and partnerships to effectively reach additional employers who could benefit from the services that SafetyDriven provides.

I would like to thank the members of our board of directors and technical advisory committee for their contributions, ongoing support, and commitment. A special thank you to Colleen Tieman and Rick Viventi, who will be stepping away from our Board after 8 and 10 years respectively. I would also like to extend my thanks to Mark Donnelly and the devoted staff of the Trucking Safety Council of BC. Through our collective commitment to raise awareness and positively impact industry, we are saving lives and preventing work-related injuries.

Matthew May
Chair, Board of Directors

Executive Director's Message



I'm pleased to provide an update on SafetyDriven's progress in 2017. This past year we built on a strong foundation by reaching more small employers and, in particular, owner operators who form the largest proportion of our client base.

In 2017, we introduced Health & Safety Mentorship and Certificate of Recognition (COR) programs that allow us to support both dependent (those who operate with a prime company) and independent small employers, helping them become safer in their workplace.

In addition, as awareness of SafetyDriven and our programs grew within other transportation-related sectors, we began to see increased interest in our programs from non-trucking and non-moving & storage companies, those that are 'naturally aligned' to SafetyDriven given the importance of commercial road transportation to their businesses.

By the Numbers

The SafetyDriven team achieved excellent results delivering Safety Advisory Services in 2017. Highlights include:

- An 83% year-over-year increase in client registrations for Mentorship, our flagship program that provides direct consulting helping companies develop their own health and safety management systems;
- A 217% increase in total hours our advisors spent mentoring clients one-on-one;
- A 56% increase in the total number of online safety course registrations;
- Delivery of two important safety educational campaigns: Health/Wellness for Sleep and a Supervisor/Manager Safety Toolkit.

It was a similar story with the COR program:

- A 77% increase in registrations;
- An 89% increase in the number of clients achieving COR certification;
- Completion of our first reciprocity agreement with BC Forest Safety Council (BCFSC) for large and medium sized employers which accepts SafetyDriven COR certification as equal to all or most of the audit needed for SAFE Companies certification with BCFSC.

Reach and Impact

Our marketing investment is paying off. For example, we achieved significant growth through our primary engagement channel—safetydriven.ca—with a 51% increase in website transactions driven by improvements in our email marketing and effective use of social media. Other notable highlights include:

- Launching our province-wide expansion with our first series of workshops in Nanaimo, Prince George, Kamloops, Kelowna, and Langley;
- Completing our second annual industry awareness and usage market research study. The study helps us measure our progress in improving perceptions and awareness of SafetyDriven. It also helps us understand intention to use our services and industry attitudes and challenges when it comes to safety in the workplace.
 - 2017 results indicate that overall awareness of SafetyDriven is trending higher although it remains low. Industry awareness of our programs and tools is also increasing. Specifically, more of our members:
 - know who we are, what we do, and what programs and services we offer,
 - perceive SafetyDriven as a trusted source of information about workplace safety, and
 - are more likely to use our services over the next year.

Industry Leadership

We congratulate every one of our clients and recognize them for their pursuit of improved safety in their workplaces. In particular, we honoured the following five industry leaders at our May AGM for their success and commitment to keeping their workers and workplaces safe from injury, illness, and disease:

- Phoenix Truck & Crane (who were also the inaugural winners of SafetyDriven's new Health & Safety Innovation Award)
- Sutco Transportation Specialists
- Bandstra Transportation Systems Ltd.
- MasonLift Ltd.
- Len's Transportation Group

The Value of Strong Partnerships

Strong partnerships are fundamental to our success. For example in 2017, working with BC Trucking Association, ICBC, WorkSafeBC, Teamsters Local 31, RCMP, Commercial Vehicle Safety and Enforcement (CVSE), Justice Institute, and RoadSafetyBC, we launched Be Truck Aware, a new B.C. road safety education and enforcement initiative. The program's goals were:

- building awareness among passenger vehicle drivers of the risks associated with driving in the proximity of large trucks and
- increasing adoption of safe driving behaviours by passenger vehicle drivers.

The partnership also produced a Be Truck Aware 'how to' project plan which provides a clear operational roadmap for maintaining the campaign in the future.

I also would like to thank the APNA Truck Show organization for their terrific support in helping us deliver our Speaker Series on Health & Safety at the APNA event.

Making it Happen

Energy, guidance, and commitment. I thank each of these individuals and organizations for their help creating safer trucking, moving & storage, and other transportation-related industries in B.C.:

- SafetyDriven's team of dedicated professionals
- our Board of Directors, Management Committee, and Technical Advisory Committee
- BC Trucking Association
- WorkSafeBC

- CVSE
- ICBC
- RCMP
- Teamsters Local 31
- CLAC

2018...And Beyond

Our refreshed 2018-2020 strategy sets clear direction as we begin to explore new areas of growth in underserved road transportation-related sectors. A potentially broader definition of 'road transportation industry' may be in our future.

In addition, we continue to look for better ways of delivering value to our clients. As stewards of industry occupational health & safety funding, we recognize our responsibility in carefully managing these funds: the industries' collective investment in keeping workers safe.

Similarly, we continue looking for new ways of measuring our impact. For example, we are introducing a new industry reach metric: counting the number of workers employed by companies who use our services.

We are also launching a new strategy for the moving & storage sector with the goal of improving our service to these clients as they address their unique occupational health and safety challenges. It includes investigation, research, and expanded business development which will:

- provide us deeper insights into the causes of injuries and claims in this sector and
- help us uncover new and innovative client safety training and educational opportunities.

Finally, we look forward to launching a revitalized COR program when WorkSafeBC's program review is completed.

The SafetyDriven team remains committed to improving safety in the industries we support.



Mark Donnelly

Executive Director, SafetyDriven - TSCBC

BOARD OF DIRECTORS

2017 ~ 2018

SafetyDriven – TSCBC is guided by a board of directors representing the industry sectors for which it provides services. SafetyDriven recognizes and appreciates the time and effort that these volunteers contribute to make our organization a success.

Voting Members:

General Trucking [CU 732019]

Matthew May (Board Chair)* BST Management
Justin Cheverie (Treasurer)* Versa Cold Logistics Services
Rick Viventi Arrow Reload Systems
Ken Davey (Chair of Technical Advisory Committee)* Accord Transportation
Robert Emanuels Commercial Logistics
Lora Covinha Phoenix Truck & Crane
Randy Dupley Bison Transport

Moving and Storage [CU 732030]

Kevin Bandstra Bandstra Transportation Systems

Labour

Tony Van Hengel Christian Labour Association of Canada
Larry Sargeant Teamsters

Transportation & Warehousing Related CUs

Colleen Tieman (Board Vice Chair)* Purolator Inc.
Todd Nicklin* Enex Fuels Ltd.
Scott Sadler Waste Management of Canada

Non-Voting Members:

Trina Pollard (Guest) WorkSafeBC
Alex Lee (Ex-officio) ICBC
Cole Delisle (Ex-officio) Commercial Vehicle Safety and Enforcement
Allan Roberts (Ex-officio) RCMP
Louise Yako (Ex-officio)* BC Trucking Association
Mark Donnelly (Staff)* SafetyDriven - Trucking Safety Council of BC

(*Management Committee member)

Purpose

SafetyDriven – Trucking Safety Council of BC is an organization which focuses on promoting occupational health and safety in the trucking and related industries (*transportation, supply chain logistics and waste management*) by providing programs and services that can lead to a reduction in injury and fatality rates.

Mandate

In fulfilling its purpose, SafetyDriven – TSCBC has the following mandate:

- ▶ To develop and deliver occupational health and safety programs to the trucking and related industries in British Columbia.
- ▶ To develop and deliver a Certificate of Recognition for the trucking and related industries.
- ▶ To promote sound occupational health and safety practices and an improved culture of safety in British Columbia's trucking and related industries.
- ▶ To provide a forum for the exchange of ideas related to occupational health and safety management.
- ▶ To provide leadership in advancing improved occupational health and safety in the trucking and related industries.
- ▶ To keep members informed on matters respecting occupational health and safety in the trucking and related industries.
- ▶ To co-operate with other safety and industry organizations for the advancement of this mandate.



Mission

An industry-led association dedicated to reducing injuries and fatalities through leadership, programs, services, communication, and certification.

Vision

To achieve the elimination of workplace injuries and fatalities in the British Columbia trucking and related industries.

Values

- 1 Enhance human and financial capital and competitiveness by creating a safer trucking industry through education and training.
- 2 Provide the training and support to influence the industry to adopt a safety culture where all workers are safe.
- 3 Be a transparent, industry-led organization dedicated to strengthening the safety performance of the trucking sector and prevent injuries and fatalities through awareness, teaching, and certification.
- 4 Commit to reducing workplace injuries and fatalities by demonstrating leadership and high ethical standards, advocating for improvements in safety culture, promoting adoption of best practices, and being a valued resource to the trucking and related industries.



STRATEGIC PLAN 2018 ~ 2020

Strategic Priorities

- 1 Lead the Safety Culture for the Road Transportation industry.**
 - ▶ In a highly complex and multifaceted sector, SafetyDriven will be a beacon of clarity providing a one-stop shop for safety. It will be universally respected for its leadership, knowledge and expertise in all Safety related aspects.

- 2 Establish a Clear and Sustainable Organization.**
 - ▶ Clearly define SafetyDriven's identity, target audience, scope and value proposition.

- 3 Engage the Road Transportation Industry and Respond to their Needs and Priorities.**
 - ▶ To enable SafetyDriven to offer relevant services and programming, we must continue to show value to all of our members, regardless of size, scale or geography.

- 4 Make a Measurable Difference in Safety Outcomes.**
 - ▶ To understand the effects of our work and justify the ongoing investment of resources, evaluation must be incorporated in all of our activities. We will strive to maintain a balance between quality, value and effectiveness to all stakeholders.



Accomplishments

In 2017, SafetyDriven - TSCBC established several new operational performance benchmarks as we delivered on our commitments.





Accomplishments: Health and Safety Association (HSA)

In 2017, with an emphasis on the Owner Operator segment, SafetyDriven registered 110 new clients for our Mentorship Services and exceeded our key Safety Advisory Service objectives with strong growth in hours of client mentorship delivered and online course registration.

Mentorship Hours Delivered: **1745**

Safety Evaluations Completed: **94**

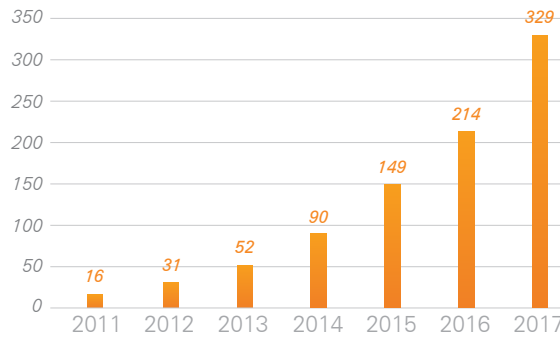
Online Safety Courses
Utilized by Clients: **812**

In addition, we launched our two planned health & safety campaigns on time and below budget: **Health and Wellness for Sleep** and **Manager and Driver Assessment Tools**.

Accomplishments: Certificate of Recognition Program (COR)

SafetyDriven is the Certifying Partner for the trucking and related industries for WorkSafeBC's Certificate of Recognition (COR) program. In 2017, the total number of companies who have registered for the program grew to 329. The total number of COR certified companies grew to 222.

Companies Registered 2011 to 2017

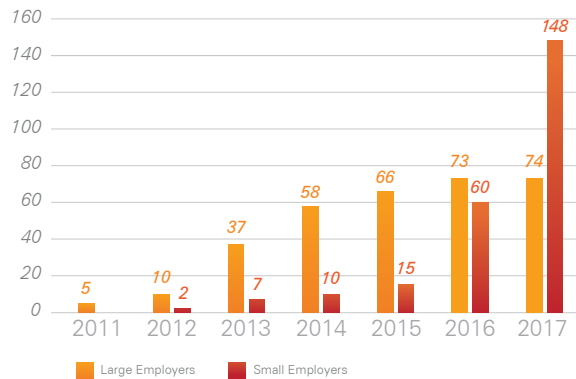


New COR Registrations: **115**

Number of clients receiving their COR certification: **89**

Number of client employees trained as auditors: **143**

COR Certified Companies 2011-2017



Small Employer Internal Auditor Course

July. 25 - 26

At the SafetyDriven - TSCBC Classroom in Langley

REGISTER NOW

Breakfast Workshop Certificate of Recognition (COR)

Learn How COR Can Help With Your Bottom Line

Langley:
November 3 | 7:00 am - 9:00 am
Sandman Signature

Nanaimo:
November 22 | 7:00 am - 9:00 am
Vancouver Island Convention Centre

[Click here to register](#)

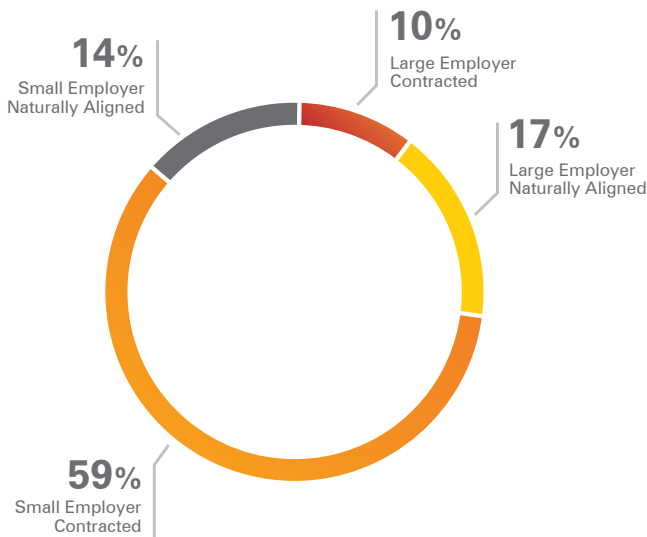
Internal Auditor Recertification for Large Employer

Jun 21 & Aug. 23 At the SafetyDriven - TSCBC Classroom in Langley

REGISTER NOW



Overall Distribution of COR Certified Companies



Accomplishments: Marketing and Business Development

SafetyDriven uses integrated marketing to build awareness and drive usage of our programs and services. The marketing plan includes:

- Paid media (advertising)
 - Radio
 - Print
 - Digital banner ads
- Earned media
 - Social media platforms (Twitter, LinkedIn)
- Owned media
 - Safetydriven.ca
 - Weekly eNewsletter
 - Email
- Telemarketing
- Sponsorships/Events

- APNA Truck Show
- SafetyDriven's Speaker Series on Health & Safety
- Coast Waste Management Association Conference
- Be Truck Aware road safety campaign
- Western Conference on Safety
- WorkSafeBC Prevention Field Services Conference
- Canada North Resource Expo



Partnerships

Be Truck Aware (BTA) was our flagship partner program in 2017. BTA was a new B.C.-based education and enforcement initiative targeting passenger vehicle drivers to improve safe driving behaviours in the proximity of large trucks. It was delivered in October 2017 in partnership with:

- BC Trucking Association
- ICBC
- WorkSafeBC
- Teamsters Local 31
- RCMP
- Commercial Vehicle Safety and Enforcement
- Justice Institute of BC
- RoadSafetyBC

Other partner programs supported included:

- Road Safety at Work
- Work Zone Safety Alliance
- Winter Driving Safety Alliance





Make your General Trucking and Moving & Storage company safer.

Sign up for our free Mentorship program.

GET STARTED NOW!

Make your General Trucking and Moving & Storage company safer.

Sign up for our free Mentorship program.

GET STARTED NOW!

Speaker Series Videos Are Now Available!

Formatted in both 5 minute highlights, and **FULL LENGTH**

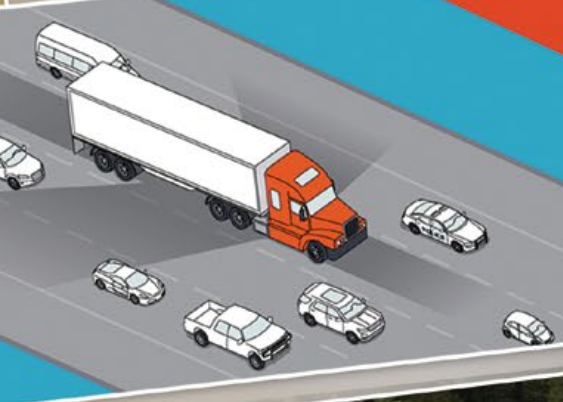
Click here to view

Eating Well on the Road

COR. What is it, and What Can It Do For You?

An Adventure Within: How to become more (Hu)manly

SHORT VERSION



Leave space. Be safe.

Be Truck Aware.

#BeTruckAware

Make your General Trucking and Moving & Storage company **SAFER.**

Sign up for our free Mentorship program.

GET STARTED NOW!

HAVE COR?

Getting SAFE certified Just Got Easier

Learn about the SAFE Companies conversion process

Find out more

Free Lunch & Learn: The Cost of Fatigue

Introduction to the North America Fatigue Management Program

Kamloops: October 23 Noon - 1:00 pm Sandman Signature	Kelowna: October 26 Noon - 1:00 pm Remada Hotel	Prince George: November 8 Noon - 1:00 pm Sandman Signature
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Click here to register

SAFETY Advisory Services

THIS WEEK'S FEATURES

Tips and Tricks

TIPS & TRICKS

Tips for Passenger Vehicle Drivers

- Give trucks lots of space
- Don't merge too soon
- Be visible around trucks
- Make way for trucks changing lanes

Do you know?

SafetyDriven members receive **Mentorship Program FOR FREE**

View Details

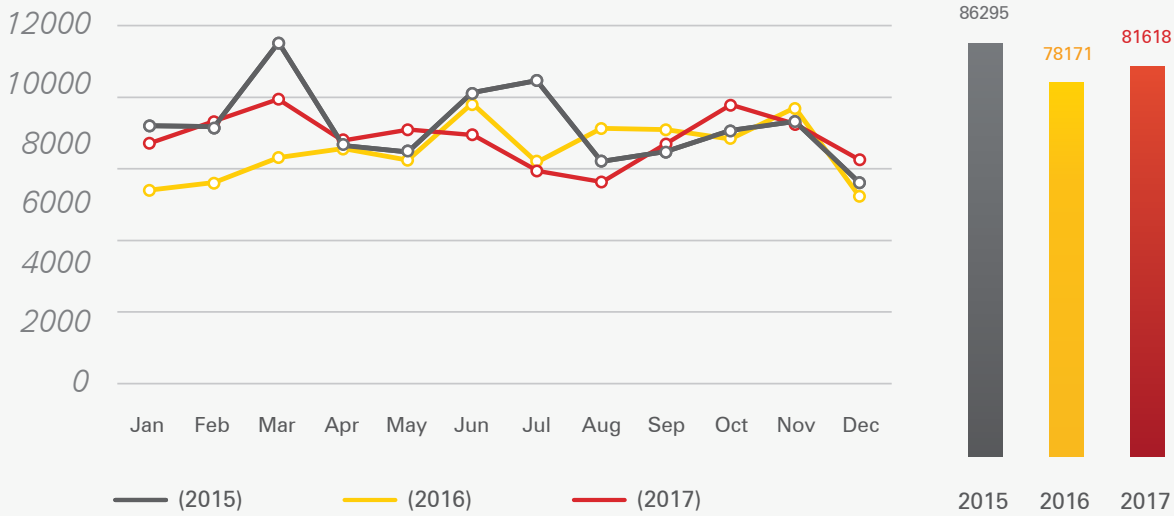
WHAT IS Certificate of Recognition

Find out every aspect you need to know about SafetyDriven's Certificate of Recognition Program.

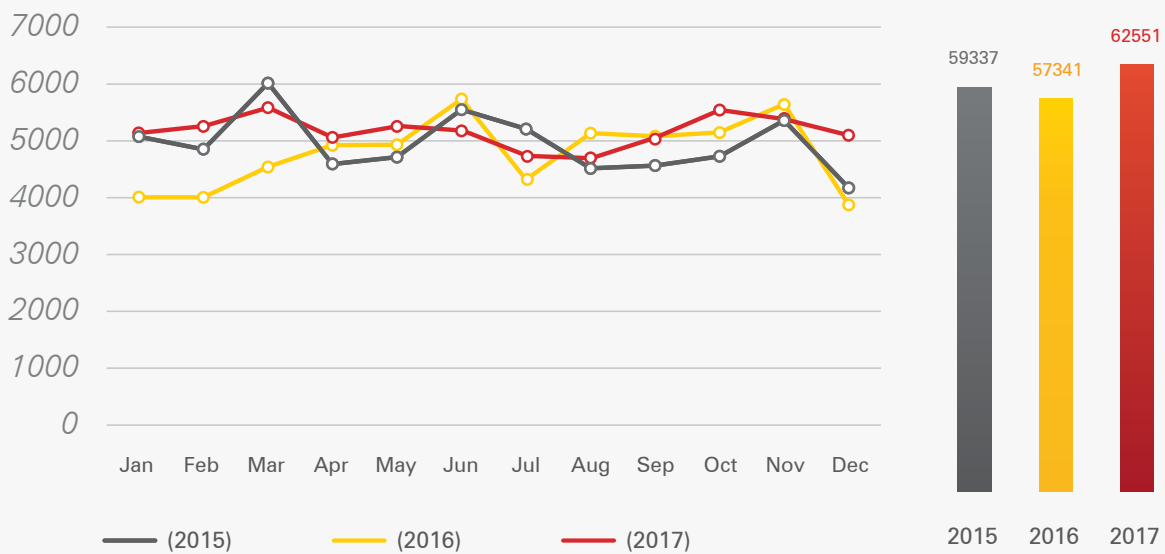
Read More

Accomplishments: 2017 Website Statistics

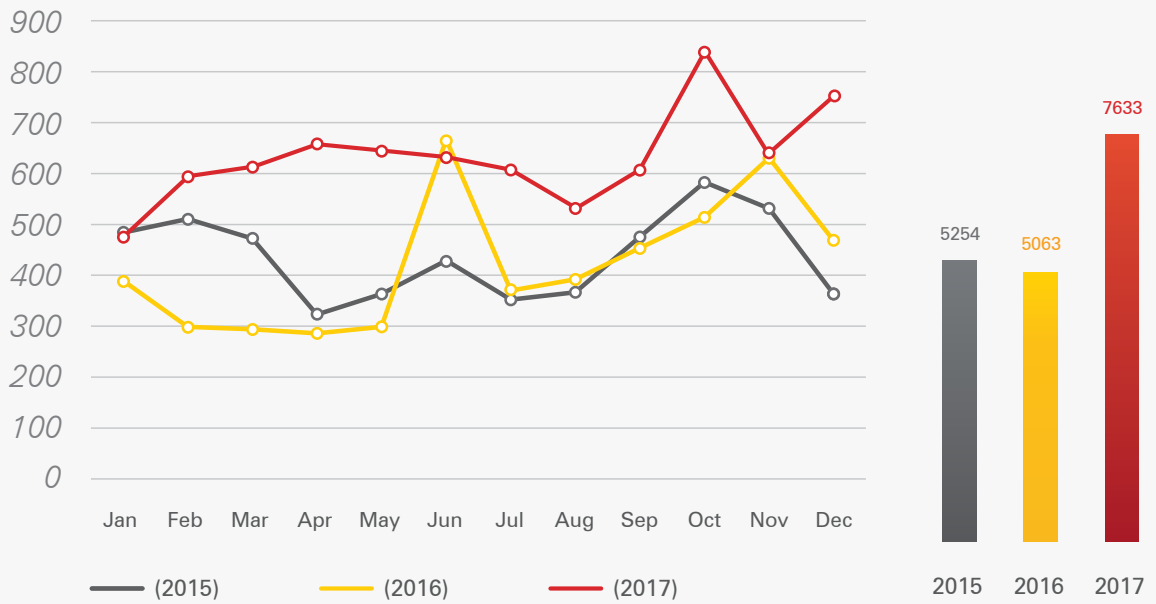
Web page views for www.safetydriven.ca



Web unique page views for www.safetydriven.ca

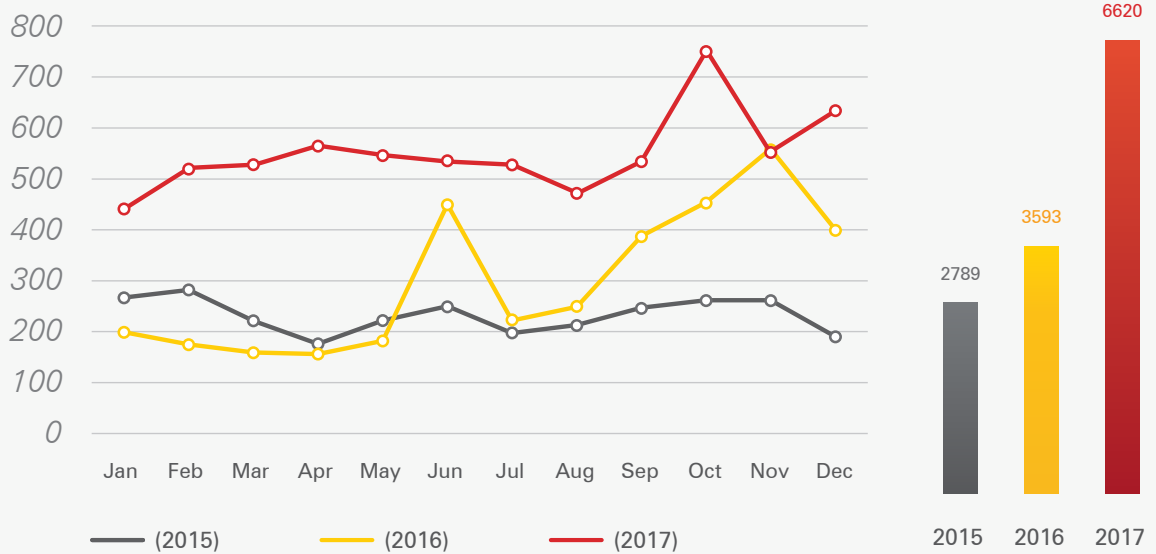


Transactions used on www.safetydriven.ca



Transactions are defined as template downloads, video views, posters downloaded, interactive tools used, forms downloaded, BiteSized guidance downloaded, and podcasts listened.

Unique transactions used on www.safetydriven.ca



The SafetyDriven Team

From left to right:

Annette DeCaire
(Membership & Marketing Coordinator)

Philip Choi
(Senior Manager – Marketing and Operations)

Jimmy Sandhu
(OHS Advisor)

Brittany Schroeder
(Marketing Production Coordinator)

Mark Donnelly
(Executive Director)

Michelle Byun
(COR Advisor)

Earl Galavan
(COR Program Manager)

Shay Ryan
(OHS Advisor)

Will Heller
(OHS Advisor)

Garry Crawford
(OHS Manager)





Financial Statements

Health and Safety Association

Funding and Expenditures (Audited, Draft)

December 31, 2017

2017 Funding:	
Funding Balance (December 31, 2016)	510,466
WorkSafeBC Funding	1,045,689
Share the Road funding	31,500
Interest	-
Membership Dues	26,488
Course Fees	1,128
Total Funding	1,104,805

2017 Expenditures:	
Advertising	121,670
Accounting & Legal	18,620
Board Expenses	3,589
Building and Services	6,030
Communications	9,416
Conferences and Conventions	15,301
Consultants	87,989
Employee Benefits	82,630
Furniture and Equipment	1,774
Office Supplies	4,825
Property Taxes and General Insurance	1,089
Publication and Production	9,730
Rent	62,402
Salaries	456,802
Share the Road expenses	24,501
Technology	25,128
Training	11,691
Travel	19,320
Other Expenses	7,017
Total Expenditures	969,524

Funding Balance, end of year

645,747

Certificate of Recognition Program

Funding and Expenditures (Audited, Draft)

December 31, 2017

2017 Funding:	
Funding Balance (December 31, 2016)	373,233
WorkSafeBC Funding	594,208
Share the Road funding	21,000
Interest	927
Membership Dues	-
Course Fees	1,291
Total Funding	617,426

2017 Expenditures:	
Advertising	81,114
Accounting & Legal	12,413
Board Expenses	2,392
Building and Services	3,626
Communications	5,957
Conferences and Conventions	11,653
Consultants	64,980
Employee Benefits	37,343
Furniture and Equipment	1,377
Office Supplies	2,431
Property Taxes and General Insurance	726
Publication and Production	10,287
Rent	41,602
Salaries	253,917
Share the Road expenses	16,334
Technology	16,048
Training	7,692
Travel	7,495
Other Expenses	3,026
Total Expenditures	580,413

Funding Balance, end of year

410,246





T-Lane Transportation recertifies COR and creates new online safety program



Congratulations to T-Lane Transportation on recertifying for COR with flying colours in December 2017.

T-Lane's safety and compliance officer Jenna Tracey contacted SafetyDriven in August 2017 when the company was preparing for their COR recertification. They had some personnel change-over at the same time they were scheduled to do their recertification, which was due for completion in December 2017. The company needed help with documentation for this second recertification, after earning COR in 2012 and recertifying in 2015.

SafetyDriven met with T-Lane for a safety evaluation. OHS advisor Shay Ryan and OHS manager Garry Crawford looked at what they had and what more they needed to recertify. The company had historical data, safety meeting minutes, and an occupational safety program that needed work. They signed up for mentorship and got on a fast-track to recertify on time.

It was a busy four months and the company was in touch with SafetyDriven "weekly – sometimes daily." Jenna describes the support the SafetyDriven team provided.

"Any time I needed any information on policies and procedures – or any other sort of safety documentation – they were back to me as quickly as possible," Jenna said. "I'd request a meeting and Shay would be out for the whole day. We'd create a game plan and stick with our schedule. If she wasn't available, she'd provide somebody else to come out here. Anything I asked for, they were on top of it."

Jenna says their biggest challenge was to create a new, online safety program. They wanted something that would be effective and user-friendly for their drivers across Canada – and SafetyDriven helped make it happen.

"We found a program that worked really well for us and SafetyDriven accommodated that. That was the biggest challenge and we hit it out of the ballpark. And now we have a very functioning user-friendly safety program that we're really proud of," Jenna says.

The new program gives drivers an opportunity to do online courses. They use it for training, testing, and looking at any other safety information they need. Says Jenna: "It's a green program, with no big manuals printed, and we can give access to contractors to review policies and procedures and do courses online."

SafetyDriven also visited T-Lane to provide training on workplace inspections, risk assessment, joint health and safety committee roles, and will be back for more upcoming courses in the future. Jenna says she highly recommends SafetyDriven to any other company.

"They won't just give you something that's going to get you by. They surpass the expectations," she says. "They're exceptional, lovely people to deal with – very positive, extremely knowledgeable and educated."

Kool Pak/Polar Express builds safety culture and earns COR



Congratulations to Kool Pak/Polar Express for earning COR in 2017. They signed on with SafetyDriven in 2014, and since then, they have built a new safety culture.

Safety manager Kavita Kohli contacted SafetyDriven for help getting started. Safety advisor Jimmy Sandhu visited the company and did a safety evaluation to identify the work that needed doing. Says Jimmy: "It was amazing to see how much management was on board, right from the beginning."

This type of support from management is essential for a healthy workplace safety culture. Kavita describes how Kool Pak's GM Jamie Plowman backs up the safety of his staff.

"We started from scratch and my general manager supported me in every way," Kavita says. "If we had to buy something new for the company or make new procedures, he helped with all that. He helps in every way we need."

For example, not everyone was wearing steel-toed safety boots, as required – so the company bought a bulk order of steel-toed boots for all staff and visitors.

One of their tasks was to start a joint health and safety committee. Kavita says the GM suggested staff for Kavita to recruit to the committee, which is now going strong.

Kool Pak created policies and procedures. They started doing workplace inspections and supplying first aid kits. Says Kavita: "We had to do everything."

The biggest challenge was getting everyone on board with the changes.

"It is really hard at first. You tell them: 'Okay, you have to wear safety equipment once you enter the warehouse.' But people do forget, so we give them reminders and warnings," Kavita says.

Over time, safety culture at Kool Pak changed significantly. "Everybody's on our side now," Kavita says. She and her safety team made sure staff knew about the joint health and safety committee. It's important for everyone to know their safety matters. If they have any concerns, they can report them to an OHS committee member who will bring the issue to the next monthly meeting.

Kavita says: "We made them aware that we have a committee, told them who the members are, and let them know about all the programs."

Kool Pak is grateful for all they received from SafetyDriven.

"SafetyDriven has done an excellent job in getting us to COR. And I really appreciate all of them," Kavita says. "The support was great. Without them, we would not have got COR last year."

SafetyDriven - TSCBC

Technical Advisory Committee

Cole Delisle	CVSE
Colleen Tieman	Purolator Inc
Dale Witherly	SLH Lines
Dennis Delgado	WorkSafeBC
Doug Wallden	Canada Cartage
James Churchill	Incognito Express
Jeff Haraga	Overwaitea Food Group
Johnathon Fleming	West Jet
Justin Cheverie	VersaCold Logistics Services
Ken Davey	Accord Transportation
Kevin Bennett	WorkSafeBC
Larry Sargeant	Teamsters Local 31
Mark Conklin	BC Clinical and Support Services
Melissa Morden	Employment and Social Development Canada
Mo Davidson	Posse Trucking
Par Leihl	(PSL) Pars Services
Randy Dupley	Bison Transport
Randy Wasstrom	Coastal Training
Sandra Kolberg	WorkSafeBC
Scott Sadler	Waste Management of Canada
Suki Singh	Pacific Coast Express
Tim Johnson	North West Tank Lines
Tom Webster	ICBC
Trevor Dick	Phoenix Truck & Crane
Earl Galavan	SafetyDriven – Trucking Safety Council of BC
Garry Crawford	SafetyDriven – Trucking Safety Council of BC
Philip Choi	SafetyDriven – Trucking Safety Council of BC







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