



# STRATEGIC PLAN

## 2024 - 2026

# SafetyDriven – Trucking Safety Council of BC 2024 – 2026 Strategic Plan

## 1.1 Mission

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

## 1.2 Vision

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

## 1.3 Core 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 be a valued resource to the trucking and related industries.

## 1.4 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.

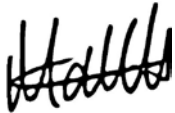
### 3. *Engage the Road Transportation Industry and Respond to their Needs and Priorities.*

- 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.

***As Endorsed by the Board of Directors***



Matthew May  
Board Chair