

# 2022 ANNUAL REPORT



# CONTENTS

rom Our Chair	. 1
rom Our Executive Director	2
/ho We Are	3
our Strategy	6
overnance	7
our Work	9
<ul> <li>Health and Safety Association</li> </ul>	11
Certificate of Recognition Program	13
Marketing and Business Development	15
afetyDriven Team	23
inancial Statements	25
echnical Advisory Committee	27

## **FROM OUR CHAIR**

I am proud to present the 2022 Annual Report of SafetyDriven – Trucking Safety Council of BC on behalf of the Board of Directors. This report captures our operational achievements and includes our Audited Financial Statements for the year ending December 31, 2022.

Over the past year, we have continued our efforts to raise awareness about the importance of occupational health and safety in BC's road transportation and related industries. SafetyDriven has collaborated with employers, workers, owner/operators, and other organizations to develop and implement best practices that reduce the risk of accidents, injuries, and illnesses on the job.

SafetyDriven's training programs have delivered thousands of hours of guidance to companies establishing and enhancing their safety protocols across BC, equipping workers with the knowledge and skills they need to stay safe and healthy while performing their jobs. Our safety advisors provide guidance and support to employers as they navigate the challenges of maintaining safe workplaces in an ever-changing environment.

One of the many highlights of 2022 was our transition back to in-person training and on-site program delivery. While virtual training remains a valuable tool for us, we recognize there is no substitute for the hands-on learning experience of in-person training or the connections made during in-person meetings.

SafetyDriven has made significant strides in promoting safer working conditions for truck drivers, movers, and storage workers this year:

- Delivered 3631 hours in building safety programs directly with companies
- Registered 177 companies in the Certificate of Recognition (COR) Program
- Organized a record number of pop-up safety shops and barbecues

As we look ahead to the coming year, we remain committed to advancing the health and safety of workers and continue to collaborate with industry to identify emerging issues and develop innovative solutions to protect workers and promote safer working conditions. My heartfelt gratitude goes to Philip Choi, SafetyDriven's Executive Director, and the dedicated SafetyDriven staff who have worked tirelessly to support our clients and ensure our training programs remain relevant, effective, and accessible.

I would also like to thank the members of our Board and the Technical Advisory Committee. Through their leadership and expertise, SafetyDriven continues to grow and prosper as we strive toward our vision to mitigate workplace injuries and fatalities. It is an honour to work alongside such dedicated individuals who are committed to improving the lives of those in our industry. Thank you for your continued support of SafetyDriven. We look forward to working with you in the year ahead.



Matthew May Chairperson, Board of Directors



## **FROM OUR EXECUTIVE** DIRECTOR

2022 has been an eventful year for us. I am proud to share with you the progress we have made in advancing SafetyDriven's mission to reduce injuries and fatalities in the trucking, moving and storage, and related industries.

We've been pleased to return to in-person gatherings, allowing us to provide invaluable training sessions, support with building safety programs, education, certification – and we loved every minute of it. These events have allowed us to reconnect with our clients and stakeholders in a more meaningful way. They have provided a platform for exchanging knowledge, sharing experiences, and networking with fellow professionals in the trucking and moving and storage industries, all with the intent of making workplaces safer.

In addition to offering safety services and resources, SafetyDriven is the administrator of WorkSafeBC's Certificate of Recognition (COR) program for the transportation and related sectors. We provide guidance to employers and owner/operators on how to obtain their COR by helping them create an efficient operation committed to workplace safety and effective injury management.

A significant highlight of our year has been SafetyDriven's record number of pop-up safety shops and barbecues for truck drivers. These events were initiated to show our appreciation for the hard work and dedication of drivers, and to provide an opportunity to build community as truck driving is generally a solitary profession. My favourite experience during these events is chatting with the drivers as we provide them with a meal. We share stories, bond over mutual experiences, and learn from one another. Truck drivers are vital to our economy, and we hope that through these events we can help to develop community spirit among drivers, local businesses, and the general public.

四日四月日末 田田 四日日 SAFETYDRIVEN ANNUAL REPORT FROM OUR CHAIR



No matter what, safety remains our top priority, and we achieve this by being approachable and making safety accessible. The vision and leadership from the Board of Directors and Technical Advisory Committee have been instrumental in helping SafetyDriven maintain our high standards of excellence. We are proud to have you as our partners in driving our success. As we remain steadfast in our efforts to protect the wellbeing of workers across BC's road transportation and related industries, we continue to collaborate with our exceptional industry partners and stakeholders to advance best practices in occupational health and safety:

- BC Trucking Association
- Canadian Association of Movers
- RoadSafetyBC
- Road Safety At Work
- WorkSafeBC

None of SafetyDriven's achievements would have been possible without the dedication and hard work of our staff. I want to take this opportunity to express my sincere gratitude to all our team members for their tireless efforts in promoting occupational health and safety in the industry. Their commitment to the mission has been exceptional, and I am proud to have such a talented and passionate team working with me.

As we move forward into 2023, SafetyDriven will continue to work diligently to improve safety training and education and promote a culture of safety throughout the industry. I invite you to review this report and join us in celebrating the progress we have made towards achieving our mission.

Philip Choi Executive Director, SafetyDriven - TSCBC



## WHO WE ARE

SafetyDriven — Trucking Safety Council of BC (TSCBC) 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 reduce injury and fatality rates.

Our vision is to eliminate workplace injuries and fatalities in British Columbia's trucking and related industries.

## **VALUES**

- Enhance human and financial capital and competitiveness by creating a safer trucking industry through education and training.
- 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 preventing injuries and fatalities through awareness, teaching, and certification.

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.

## MISSION

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

### MANDATE

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

- Develop and deliver occupational health and safety programs to the trucking and related industries in British Columbia.
- Develop and deliver a Certificate of Recognition for the trucking and related industries.
- Promote sound occupational health and safety practices and an improved culture of safety in British Columbia's trucking and related industries.
- Provide a forum for the exchange of ideas related to occupational health and safety management.



Provide leadership in advancing improved
occupational health and safety in the trucking
and related industries.

- Keep members informed on matters respecting occupational health and safety in the trucking and related industries.
- Co-operate with other safety and industry organizations for the advancement of this mandate.

## CREATING **A CULTURE OF SAFETY**

**IN TRUCKING AND MOVING & STORAGE** 

## EDUCATE | EMPOWER | ENGA

### SAFETYDRIVEN.CA

# **OUR STRATEGY**

## **STRATEGIC PLAN 2022 - 2024**

### 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.

### Establish a Clear and Sustainable Organization

Clearly define SafetyDriven's identity, target audience, scope, and value proposition.

### **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.



### 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 balance among quality, value, and effectiveness to all stakeholders.



# GOVERNANCE

SafetyDriven – TSCBC is guided by a board of directors representing the industry sectors for which it provides services. SafetyDriven recognizes and appreciates the experience and expertise of these volunteers, as well as their continuous engagement that helps make our organization a success.

### **VOTING MEMBERS:**

**General Trucking** [Classification Unit 732019]

Kevin Bandstra\* (Director-at-Large) Bandstra Transportation Systems

**Steven Bauer** F&G Delivery Ltd.

Justin Cheverie (Vice Chairperson) **Sterling Bulk Solutions** 

Lora Covinha\* Phoenix Truck & Crane

**Randy Dupley** Van-Kam Freightways Ltd.

Andy Ellison Coldstar Solutions

**Robbie Hamborg** Load 'Em Up Contracting Ltd.

Kavita Kohli Kool Pak Canada ULC

#### Labour

Larry Sargeant Teamsters

Jeff Wilson Christian Labour Association of Canada

#### **Transportation & Warehousing Related Classification Units**

Scott Crinson First Transit Canada Inc.

Matthew May\* (Chairperson) Coast 2000 Terminals Ltd.

Todd Nicklin\* (Treasurer) Enex Fuels Ltd.

Scott Sadler Waste Management of Canada Corp.

### **NON-VOTING MEMBERS:**

Dave Earle\* BC Trucking Association

Sergeant Patrick Davies Royal Canadian Mounted Police

Steven Haywood Commercial Vehicle Safety and Enforcement

Alex Lee Insurance Corporation of British Columbia

Megan Martin WorkSafeBC

\*Management Committee member



SAFETYDRIVEN ANNUAL REPORT 2022 OVERNANCE

# **OUR WORK**

SafetyDriven is an industry-led organization dedicated to improving safety operations, reducing injuries and fatalities, and preventing loss and stoppage by providing leadership, safety programs, services, communication, education, and certification. Our team will help you build a custom safety program that will ultimately reduce costly incidents. And the best part? Any company can start, regardless of their safety knowledge. A dedicated health and safety advisor will be on location, offering you professional advice, every step of the way to set a strong foundation of safety.

AFETYDRIVEN ANNUAL REPORT 2022 OUR WORK





## **HEALTH AND SAFETY ASSOCIATION (HSA)**

SafetyDriven partners with clients to build their safety programs. Our occupational health and safety advisors provide one-on-one coaching and guidance on the bigger picture of how to implement and manage safety programs on a company-wide scale. SafetyDriven's worker- and driver-focused training programs are tailored to improve the skills and knowledge foundation required in the industry. Our programs include coaching for building and maintaining a safety program; engaging management; providing resources, free training, and seminars; and offering one-on-one support.

We partner with employers so they can:

- Become safer
- Improve efficiency
- Prevent accidents
- Protect workers and cargo
- Save money on premiums

## **HEALTH AND SAFETY ASSOCIATION IN ACTION**

Clients will benefit from our one-on-one coaching and guidance and can enhance their team's safety knowledge and skills through SafetyDriven's tailored workshops, our library of online courses, and on-site safety events.

> 3,631 Hours of Mentorship Delivered

We provide our safety services across the province with a number of tools available online, including our downloadable website safety resources.

36,910

Website Resource Downloads



**Online Safety Courses** Used by Clients

## CERTIFICATE OF RECOGNITION PROGRAM (COR)

SafetyDriven is the certifying partner for the trucking and related industries for WorkSafeBC's Certificate of Recognition (COR) program.

COR is awarded to employers who implement and maintain an occupational health and safety management system that meets or exceeds the requirements for COR Certification. SafetyDriven's programs provide guidance on how to create an efficient operation that meets the safety standards for a COR audit. By demonstrating they are meeting an independently audited standard, companies can provide a safer working environment and enjoy more business opportunities, less operational risk, and recurring financial benefits.

COR is for every company concerned with minimizing risk to their operations and financial viability. It is not confined to safety but also provides best practices for an efficient operation. COR is also useful for owner operators who do not have a safety background or dedicated specialists on staff.

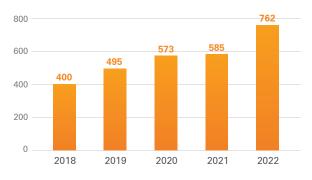
A COR audit confirms that there is a comprehensive health and safety program implemented and functioning to ensure workers and workplaces are safe and secure from injury, illness, and disease. This is accomplished through identifying, assessing, and controlling risks of workers in all workplaces. The scope and complexity varies according to the type of workplace and the nature of the business.





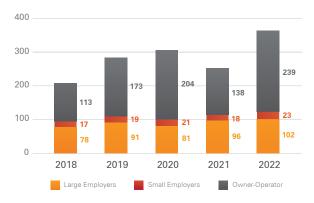
## **COR IN ACTION**

In 2022, the total number of companies who registered for the Certificate of Recognition program grew to 762. There was a total of 112 COR certified companies in the same year.



### Companies Registered 2018 - 2022

#### COR Certified Companies 2018 - 2022



112

Clients Receiving Their First COR Certification **177** Client Employees Trained as Auditors

## MARKETING AND BUSINESS DEVELOPMENT

## **AWARENESS**

SafetyDriven focused on digital marketing this year to target specific audiences, interests, behaviours, and locations, which will lead to more effective and efficient campaigns. Our return to in-person activity allowed us not only to build stronger relationships with our clients but also helped promote awareness of our services in a variety of ways. By networking and getting involved in the community, we increased our visibility and once again established ourselves as a trusted provider of the skills and resources you need to learn how to create and maintain compliant safety programs and worksites.

#### Paid media (advertising)

- Digital banner ads
- Social media ads
- Google ads

#### Earned media

 Social media platforms (Twitter, LinkedIn, Facebook, Instagram)

#### Owned media

15

- SafetyDriven.ca
- Newsletters: Safety News and Training & Events
- Segmented email marketing

## EVENTS & SPONSORSHIPS

- APNA Truck Show
- **BCTA** 
  - BC Trucking Association Golf Tournament
  - BC Trucking Association Spring Dinner
- SafetyDriven
  - 7th Annual Speaker Series on Health & Safety

     Taking Safety to the Bank
  - Pop-up BBQ events (14 dates across the province)
- SCTI
  - South Central Trucking and Industry Charity Golf Tournament
- **WMABC**
- Waste Management Association of BC Golf
   Tournament

## PARTNERSHIPS

Our partners in safety are critical to SafetyDriven's success. With their support, we are able to extend our reach through the province while helping them achieve their own workplace health and safety and industry support goals.

Our key partners in 2022 included:



## WORK SAFE BC

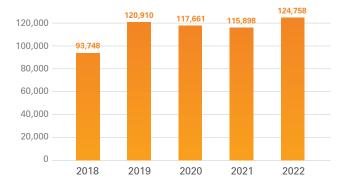




## SAFETYDRIVEN.CA

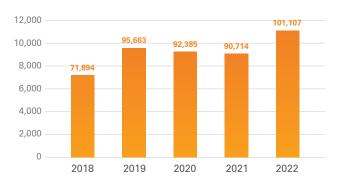
Over the period of the year, there was a significant improvement in SafetyDriven's website metrics, indicating that SafetyDriven.ca was performing better and attracting more visitors than ever. Key improvements over 2022 included:

- **Increased traffic.** Page views have increased by 7.6%.
- Visitors who stick around. Bounce rate has decreased by 11.5%. People are finding relevant content on our website on their first visit.
- Good use of our Truckload of Resources. Our conversion rate has increased by 44.6%. This is one of the most significant improvements to SafetyDriven's website metrics, which shows more people than ever are utilizing our safety resources.



#### Web Page Views for SafetyDriven.ca





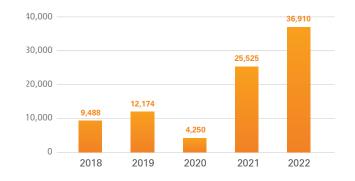
## SAFETY RESOURCES

Everything the trucking, moving and storage, and related industries need to know about occupational health and safety can be found on SafetyDriven.ca. Because we want safety to be accessible by all, our extensive resource library is free and available to the public. Our resources page has an abundance of tools and information including posters, videos, podcasts, and policy templates that can be downloaded and modified.

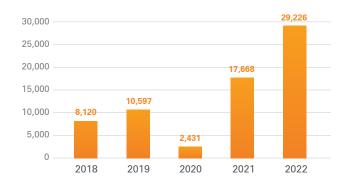
From commercial vehicle safety to occupational health and safety for managers or supervisors, health and safety representatives, drivers, and workers, we make sure there is something for everyone in our everevolving truckload of resources.

Once again, resource downloads skyrocketed in 2022. Over the past few years, we worked hard to ensure SafetyDriven's resource collection was relevant and up to date, as well as increased awareness through attracting, engaging, and converting users through a variety of strategies. Our efforts paid off, and we experienced a record number of people downloading our customizable templates, listening to our podcasts, and watching our informative safety videos.

### Transactions Used on SafetyDriven.ca

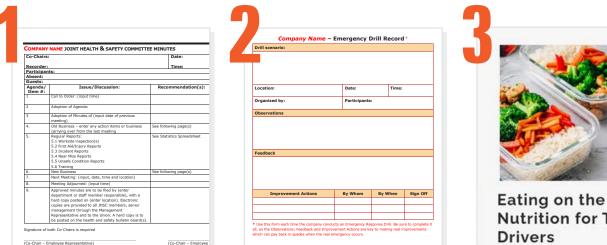


#### Unique Transactions Used on SafetyDriven.ca



Transactions are defined as downloads of templates, posters, forms or BiteSized guidance; videos viewed; interactive tools used; and podcasts listened to.

## TOP 3 RESOURCES DOWNLOADED:



Joint Health & Safety Committee **Minutes Template** 

**Emergency Drill Record** Template



Eating on the Road **Nutrition for Truck** Drivers

Eating on the Road — Nutrition for Truck Drivers

## **A TRUCKLOAD OF FREE SAFETY** RESOURCES

### SafetyDriven.ca

Visit our website to access the many resources that will help:

- Managers & Supervisors
- **Owner Operators**
- Workers & Drivers
- Health & Safety Representatives

#### The Resources tab will lead you to a collection of:

- Videos
- Posters
- Podcasts
- **Templates and Forms**
- Safety Talks

You can also search a list of Safety Topics to find relevant and ready-to-use materials about:

- Site Safety Fatigue Management
- Overexertion
- Wellness
- **Personal Protective Equipment**
- ...and more!

### **SafetyDriven Handouts**

Get in touch or visit us at the office for tools that will help you bring safety with you, including safety info cards, decals, and handouts.

Info@SafetyDriven.ca 604-888-2242



### **NEWS & EVENTS**

Don't forget to check out:

- Upcoming Courses & Workshops
- News & Events
- ... and sign up for
- our newsletter!



## SPEAKER SERIES

Speaker Series is SafetyDriven's biggest event of the year and looks at the health and safety challenges facing transportation companies. Each October, attendees get to listen and learn from the best and brightest speakers and hear what is revolutionizing workplace and trucking safety.



This industry-based event is suitable for companies of all sizes — health and safety enthusiasts, including joint occupational health and safety committee members, managers and supervisors, human resource professionals, safety coordinators, union safety officers, truck drivers, workers, and anyone interested about commercial vehicle safety.

SafetyDriven's 7<sup>th</sup> Annual Speaker Series – Taking Safety to the Bank examined opportunities that revolutionize workplace and trucking safety. Attendees learned how decreased incidents, absenteeism, and turnover are the greatest drivers of an organization's profitability. This in-person event included presentations from:

Theo Heineman President/CEO/Founder of 1Life Workplace Safety Solutions

Keynote: Take Safety & Health to the Bank – The New Currency of Optimal Organizational Performance

Dave Earle President & CEO of BC Trucking Association

Safe & Sustainable Trucking – the Smart Way

The event also featured Jag Dhatt, master of ceremonies from JGK Media and optional Joint Occupational Health and Safety Committee (JOHSC) training the following day.



## **DRIVER APPRECIATION**

SafetyDriven recognizes professional commercial transportation drivers all year long through driver appreciation pop-up barbecues. It is an opportunity for us to show drivers that their work is valued and appreciated, and that we recognize the dedication of





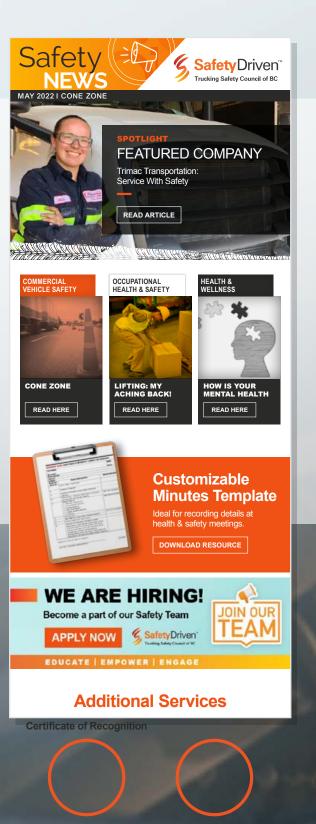
these men and women who often spend long hours on the road to bring us the goods we need. This year we held a record number of pop-ups, and we aspire to break that record in 2023.



# **SIGN UP!**

Our newsletters will help you stay informed and up-to-date on a range of safety topics that matter to your job.

## Visit SafetyDriven.ca to subscribe





SafetyDriven's newsletters cover a wide range of topics related to occupational health and safety. From driver fatigue and distracted driving, to manual material handling and site safety, our newsletters provide comprehensive information and resources for the safety issues that you face on a daily basis.

## **SAFETY NEWS:**

The latest developments in workplace safety, operations, regulatory requirements and more

## TRAINING & EVENTS:

Up-to-date times and venues for industry presentations and seminars



## **OUR TEAM**



Sasan Chaichi Certificate of Recognition Advisor

**Darshan Gill** Occupational Health and Safety Advisor

**Brad Zall** Occupational Health and Safety Advisor

0

1

10 01

 $\sim$ 

T

 $\overline{\mathbf{O}}$ 

10

**T** 

Garry Crawford Occupational Health and Safety Manager

**Earl Galavan** Certificate of Recognition Program Manager

10

0

Ramon Tickner Finance & Operations Manager

### FRONT ROW (FROM LEFT TO RIGHT):

Wai Wong Certificate of Recognition Advisor

**Teju Kapadia** Business Administrative Coordinator **Shay Ryan** Occupational Health and Safety Advisor **Angela de Ruiter** Events Coordinator **Deep Grover** Occupational Health and Safety Advisor

**Michelle Byun** Occupational Health and Safety Advisor **Brad Dunwoody** Occupational Health and Safety Advisor **Prabhjot Kaur** Occupational Health and Safety Advisor

**Jas Purewal** Communications Specialist **Philip Choi** Executive Director

# FINANCIALS

## **STATEMENT OF OPERATIONS**

(Unaudited) December 31, 2022

2022 Expenses:	
Depreciation	9,540
Impairment on Intangible	25,000
Total Expenses	34,540
(Deficiency) excess of revenues over expenses	(34,540)
Funding balance, beginning of year	-
Funding Balance, end of year	(34,540)

## **HEALTH AND SAFETY** ASSOCIATION

Revenues, Expenses, and Funding Balance (Audited) December 31, 2022

2022 Revenues:		2022 Revenues:	
WorkSafeBC Funding	1,563,470	WorkSafeBC Funding	908,247
Interest	11,708	Interest	7,149
Course Fees	2,201	Course Fees	6,214
Membership Dues	5,439	Membership Dues	- ,
Total Revenues	1,582,818	Total Revenues	921,610
2022 Expenses:		2022 Expenses:	
Salaries	686,517	Salaries	384,126
Consultants	144,290	Consultants	144,514
Employee benefits	157,899	Employee benefits	65,981
Technology	39,112	Technology	123,117
Advertising	98,903	Advertising	58,001
Rent	66,668	Rent	44,445
Accounting and legal	29,611	Accounting and legal	19,737
Publication and production	33,282	Publication and production	13,618
Conference registration and meeting expenses	25,594	Conference registration and meeting expenses	18,464
Travel	30,458	Travel	7,561
Furniture and equipment	21,149	Furniture and equipment	13,349
Communications	15,464	Communications	10,345
Building and services	11,266	Building and services	7,510
Training	8,420	Training	2,608
Other	3,680	Other	2,408
Board expenses	3,150	Board expenses	2,100
Property taxes and general insurance	2,765	Property taxes and general insurance	2,218
Office supplies	2,196	Office supplies	2,718
Total Expenditures	1,380,424	Total Expenditures	922,820
(Deficiency) excess of revenues over expenses	202,394	(Deficiency) excess of revenues over expenses	(1,210)
Funding balance, beginning of year	766,881	Funding balance, beginning of year	460,740
Funding Balance, end of year	969,275	Funding Balance, end of year	459,530

## **CERTIFICATE OF RECOGNITION PROGRAM**

Revenues, Expenses, and Funding Balance (Audited) December 31, 2022

## TECHNICAL **ADVISORY** COMMITTEE

The Technical Advisory Committee (TAC) provides our Board of Directors with information and recommendations on matters related to specific health and safety initiatives. The committee is composed of experts with unique knowledge and skills that complement our board members.

Thank you, TAC members, for your commitment and expert advice on matters when we needed it most. Your contributions this year have been greatly appreciated by the SafetyDriven team.

**Amandeep Beesla** Philip Choi **James Churchill Garry Crawford** Sqt. Patrick Davies **Rommel Dela Resma Rob Farrell** Earl Galavan **Darren Gibbs Darshan Gill Jeff Haraga Tim Johnson** Alex Lee

Beesla Trucking SafetyDriven I Fix Cats Mobile Repair SafetyDriven **RCMP** Integrated Road Safety WorkSafeBC Phoenix Truck and Crane SafetyDriven Hughes Trucking SafetyDriven Save On Foods North West Tanklines Insurance Corporation of **British Columbia** 

#### Melissa Morden

**Jacqueline Morrison** Gayle Nieuwenhuizen, CCS **Graham Pawlett Randy Pollard** 

Scott Sadler Larry Sargeant **Randy Wasstrom Dale Witherly Doug Wallden** 

**Employment and Social Development** Canada WorkSafeBC Centurion Trucking

#### Jazz Aviation

Waste Management of Canada Waste Management of Canada Teamsters **Coastal Training Consultants GFL Environmental** Canada Cartage

TECHNICAL ADVISORY COMMITTEE

SAFETYDRIVEN ANNUAL REPORT 2022



SafetyDriven – TSCBC 210 - 20111 93A Avenue Langley, BC V1M 4A9

**Toll Free:** 1-877-414-8001 **Tel:** 604-888-2242 **Fax:** 604-888-2243

SafetyDriven.ca