



# Work Plan 2024

Philip Choi, Executive Director

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## 1. INTRODUCTION

The following Work Plan demonstrates the alignment between the daily activities and the strategic vision of the SafetyDriven - Trucking Safety Council of British Columbia (SafetyDriven - TSCBC) and should be read in conjunction with the Strategic Plan 2021 – 2024. The budget for delivering this Work Plan is detailed as part of the funding application as submitted to WorkSafeBC (WSBC). The Work Plan was developed in accordance with WorkSafeBC funding guidelines.

## 2. BACKGROUND

SafetyDriven - TSCBC was established as a Health and Safety Association (HSA) in February 2008 by the BC Trucking Association (BCTA) and WorkSafeBC with a mandate to reduce workplace injuries and fatalities in the provincial trucking industry. In 2009 it became an industry Certifying Partner (CP) for the Certificate of Recognition (COR) program. SafetyDriven - TSCBC is governed by its own board of directors and operates as an autonomous body within the corporate structure of the BCTA. There are two primary business units –*Safety Advisory Services (SAS)* and *Certificate of Recognition Program*. The primary objective of SafetyDriven - TSCBC is to represent the occupational health and safety needs of BC's trucking, moving & storage industries, and related businesses in the transportation, warehousing, and logistics sector. We do this by providing a leadership role in advocating for safety improvements and conducting research on issues of safety performance to advance the standard of safety practices in our province.

SafetyDriven - TSCBC delivers a variety of services to industry stakeholders\* which support the development of sustainable, effective injury prevention and risk management programs. They include:

- Training and education about safety issues to help control risks
- Certification of individuals and companies through the COR Program
- Research to identify incident trends and opportunities for improvement
- Mentoring clients in helping them to develop effective occupational health and safety (OHS) programs
- Resources and tools to help businesses with regulatory compliance and the management of safety risks
- Developing best practice guidelines for the industry in BC.

\*Industry Stakeholders include: employers, labour representatives, employees, industry representatives, contractors & other organisations associated with the industry.

### 3. STRATEGIC OBJECTIVES

#### LEAD THE SAFETY CULTURE FOR THE ROAD TRANSPORTATION INDUSTRY.

1. 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.

### 4. MISSION

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

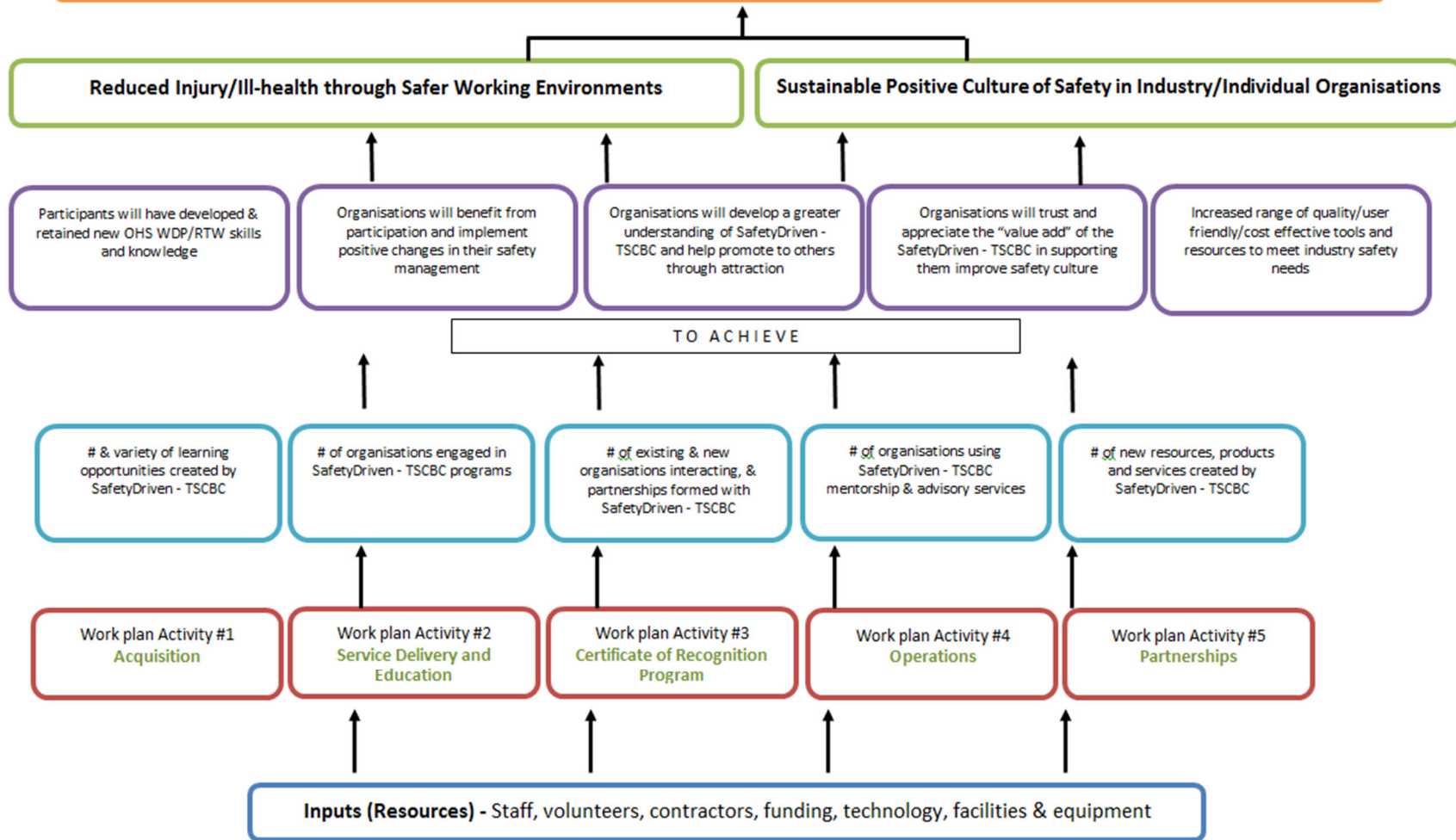
### 5. VISION

Our vision is to achieve the elimination of workplace injuries and fatalities in the British Columbia trucking and related Industries.

## 6. LOGIC MODEL FOR THE HSA AND COR PROGRAMS

### LOGIC MODEL WORKPLAN

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



## 7. SAFETYDRIVEN – TRUCKING SAFETY COUNCIL OF BC 2024 WORK PLAN

The HSA and COR program logic model (page 5) is driven by the following 5 work plan activities:

1. Acquisition
2. Service Delivery and Education
3. Certificate of Recognition Program
4. Operations
5. Partnerships

The Health and Safety Association work plan addresses activities number 1, 2, 4, and 5. The COR Program work plan addresses activities number 1, 2, 3, 4, and 5. Work plan activities 1, 2, 4, and 5 have shared activities that drive both the HSA and COR work plans in a cost effective manner. As a result, there are common anticipated outputs for these activities. Embedded within the COR work plan is the assumption that there is no negative impact to the demand for COR as a result of the COR review.

### **Common Anticipated Outputs**

The anticipated outputs for the common activities reflect the total anticipated outputs for both work plans. For example, attending events allows for both the promotion of the HSA and the COR program and for this reason events feature in both work plans.

### **Abbreviations and Acronyms**

#### List of the abbreviations and acronyms used throughout the work plan

SafetyDriven – Trucking Safety Council of BC (SafetyDriven – TSCBC)  
BC Trucking Association (BCTA)  
Certifying Partner (CP)  
WorkSafeBC (WSBC)  
Health and Safety Association (HSA)  
Certificate of Recognition (COR)  
Classification Unit (CU)  
Technical Advisory Committee (TAC)  
Occupational Health and Safety (OHS)  
Occupational Health and Safety Regulation (OHSR)  
Work Disability Prevention (WDP)  
Return to Work (RTW)  
Safety Advisory Services (SAS)  
Events Coordinator (Events Co.)  
Communication Specialist (Comm Spec.)  
Business Administrative Coordinator (BA Coordinator)

## WORK PLAN ACTIVITIES – (1) ACQUISITION

<b>Project Title:</b>	Acquisition
<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>• Lead the Safety Culture for the Road Transportation Industry.</li> <li>• Engage the Road Transportation Industry and Respond to Their Needs and Priorities.</li> </ul>

Activity	Inputs	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Business Development Events	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• COR Team</li> <li>• SAS Team</li> <li>• Consultants (development and delivery)</li> </ul>	Q1 to Q4 (Ongoing)	Events Coordinator  SAS Manager	<ul style="list-style-type: none"> <li>• 20 regional business development events (workshops or pop-up safety shops across the province)</li> </ul>	
Events	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• COR Team</li> <li>• SAS Team</li> <li>• Graphic Design &amp; IT Consultants</li> </ul>	Q1 to Q4 (Ongoing)	Events Coordinator  SAS Manager	<ul style="list-style-type: none"> <li>• SafetyDriven – TSCBC Booth (minimum 4 events)</li> <li>• Employee safety engagement events as opportunities arise with non-mentorship registered companies</li> </ul>	
Direct Marketing	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• COR Team</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>• Direct marketing to industry decision makers across BC using direct email/mail, telemarketing, visits,</li> </ul>	
Sponsorships	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> </ul>	Q1 to Q4 (Ongoing)	Events Coordinator	<ul style="list-style-type: none"> <li>• Increased industry awareness of SafetyDriven – TSCBC</li> <li>• Minimum 10 sponsorships</li> </ul>	
Annual Media and Advertising Plan	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• SAS Manager</li> <li>• COR Manager</li> <li>• Graphic Design &amp; IT Consultants</li> <li>• Writer and Editor Media and Advertising Consultant</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>• Raise awareness of SafetyDriven – TSCBC using paid, earned, and owned media</li> </ul> <p><b><u>Paid</u></b></p> <ul style="list-style-type: none"> <li>• Digital advertising, paid search</li> </ul> <p><b><u>Earned</u></b></p> <ul style="list-style-type: none"> <li>• Develop and implement communication plan</li> <li>• Social media engagements, external media amplification (e.g. industry publications)</li> </ul>	

				<p><b>Owned</b></p> <ul style="list-style-type: none"> <li>• Website promotional content (Refresh SafetyDriven’s website promotional content as needed)</li> <li>• Email</li> <li>• Safety eNews, Drivers newsletter, Training and Events newsletter (minimum total of 12)</li> <li>• Social Media (Post as needed to drive traffic to SafetyDriven’s website and services)</li> </ul>	
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<b>OUTCOME #1 WORKPLAN Measurement (Evaluation)</b>			
<b>Outcome Indicators</b>	<b>Data Collection</b>	<b>Time Lines</b>	<b>Evaluation Results</b>
Net new person years	# of net new person years	Q1 to Q4 (Ongoing)	
Net new COR program registrations	# of net new COR program registrations	Q1 to Q4 (Ongoing)	
Industry wide member research survey	Survey results on an annual basis	Q4	

**WORK PLAN ACTIVITIES – (2) SERVICE DELIVERY AND EDUCATION**

<b>Project Title:</b>	Service Delivery and Education
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<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>Engage the Road Transportation Industry and Respond to Their Needs and Priorities.</li> <li>Make a Measurable Difference in Safety Outcomes.</li> </ul>
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Activity	Inputs	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Provide training	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> <li>Business Team</li> <li>SAS Team</li> <li>Graphic Design &amp; IT Consultants</li> </ul>	Q1 to Q4 (Ongoing)	SAS Manager	<ul style="list-style-type: none"> <li>Minimum 400 courses taken.               <ul style="list-style-type: none"> <li>In-person training session</li> <li>Online courses</li> </ul> </li> </ul>	
Deliver Safety Services (previously mentorship)	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> <li>Business Team</li> <li>SAS Team</li> <li>HSA/COR Admin</li> <li>TAC</li> </ul>	Q1 to Q4 (Ongoing)	SAS Manager	<ul style="list-style-type: none"> <li>Minimum 4200 total service hours (previously mentorship)</li> <li>New safety reach metric for people impacted. (incl. impact of COR)</li> <li>Use new safety program building progress metric</li> </ul>	
Development work related to the Mentorship program	<ul style="list-style-type: none"> <li>Program funding</li> <li>SAS Manager</li> <li>SAS Team</li> <li>Business Team</li> <li>TAC</li> </ul>	Q1 to Q4 (Ongoing)	SAS Manager	<ul style="list-style-type: none"> <li>Develop additional/expanded content and training for existing fundamental modules of the safety program. (This includes updates to reflect new COR program)</li> </ul>	
Educate and communicate safety topics to industry	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> <li>Business Team</li> <li>COR Team</li> <li>SAS Team</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>SafetyDriven – TSCBC hosted health and safety seminar               <ul style="list-style-type: none"> <li>One 1-day seminar</li> <li>One half day seminar</li> </ul> </li> </ul>	
Expand ability to deliver portable safety and awareness stations	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> <li>Business Team</li> <li>SAS Team</li> <li>COR Team</li> <li>Graphic Design &amp; IT Consultants</li> </ul>	Q1 to Q4 (Ongoing)	SAS Manager	<ul style="list-style-type: none"> <li>Expand ability to deliver portable safety and awareness stations</li> </ul>	
Marketing/ Safety content development	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> <li>Business Team</li> <li>COR Team</li> <li>SAS Team</li> <li>Graphic Design &amp; IT Consultants</li> <li>Writer and Editor</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations  SAS Manager	<ul style="list-style-type: none"> <li>Videos, images, stories, posters, handouts, etc. (minimum 30 assets)</li> </ul>	
Industry wide member research	<ul style="list-style-type: none"> <li>Program funding</li> <li>Manager, Finance &amp; Operations</li> </ul>	Q4	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>Annual survey that measures member awareness of SafetyDriven – TSCBC,</li> </ul>	

	<ul style="list-style-type: none"> <li>• Business Team</li> <li>• SAS Team</li> <li>• COR Team</li> <li>• Graphic Design &amp; IT Consultants</li> <li>• Market Research Consultant</li> </ul>			<p>programs, brand, and intention to use</p> <ul style="list-style-type: none"> <li>• Test new product and service concepts.</li> <li>• Perception of safety in the industry.</li> <li>• Identify member's safety needs.</li> <li>• Identify barriers to entry for safety adoption.</li> </ul>	
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<b>OUTCOME #1 WORKPLAN Measurement (Evaluation)</b>			
<b>Outcome Indicators</b>	<b>Data Collection</b>	<b>Time Lines</b>	<b>Evaluation Results</b>
Mentorship hours provided	# of mentorship hours provided to members	Q1 to Q4 (Ongoing)	

**WORK PLAN ACTIVITIES – (3) CERTIFICATE OF RECOGNITION PROGRAM**

<b>Project Title:</b>	Certificate of Recognition
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<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>Engage the Road Transportation Industry and Respond to Their Needs and Priorities.</li> <li>Make a Measurable Difference in Safety Outcomes.</li> </ul>
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Activity	Inputs	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Complete all audit quality assurance reviews	<ul style="list-style-type: none"> <li>Program funding</li> <li>COR Team</li> <li>Business Team</li> <li>External Auditors</li> </ul>	Q1 to Q4 (Ongoing)	COR Manager	<ul style="list-style-type: none"> <li>All required WIVAs completed (As directed by WorkSafeBC)</li> <li>All required CPIVAs completed (Minimum 4)</li> <li>Quality assurance on all employer audits completed</li> </ul>	
Training of auditors (Internal and External)	<ul style="list-style-type: none"> <li>Program funding</li> <li>COR Team</li> <li>Business Team</li> </ul>	Q1 to Q4 (Ongoing)	COR Manager	<p><u>External Auditors</u></p> <ul style="list-style-type: none"> <li>New (0)</li> <li>Recertified (All required)</li> </ul> <p><u>Internal Auditors</u></p> <ul style="list-style-type: none"> <li>Large:                             <ul style="list-style-type: none"> <li>New (Minimum 30)</li> <li>Recertified (All required)</li> </ul> </li> <li>Small:                             <ul style="list-style-type: none"> <li>New (Minimum 40)</li> <li>Recertified (All required)</li> </ul> </li> </ul>	
Administer COR registrations and certifications	<ul style="list-style-type: none"> <li>Program funding</li> <li>COR Team</li> <li>SAS Team</li> <li>Business Team</li> </ul>	Q1 to Q4 (Ongoing)	COR Manager	<ul style="list-style-type: none"> <li>Net new COR registrations (Minimum of 70)</li> <li>Net new COR certifications (Minimum of 50)</li> </ul>	

<b>OUTCOME #1 WORKPLAN Measurement (Evaluation)</b>			
<b>Outcome Indicators</b>	<b>Data Collection</b>	<b>Time Lines</b>	<b>Evaluation Results</b>

Net new COR program registrations	# of net new COR program registrations	Q1 to Q4 (Ongoing)	
Cumulative total of trained and certified external and internal auditors	Total number of trained and certified external and internal auditors	Q1 to Q4 (Ongoing)	
Certifying Partner Audit result (if required)	Certifying partner audit result	Q3	
Industry wide member research survey	Survey results on an annual basis	Q4	

## WORK PLAN ACTIVITIES – (4) OPERATIONS

<b>Project Title:</b>	Operations
<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>• Establish a Clear and Sustainable Organization.</li> </ul>

Activity	Inputs	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Website Maintenance	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• Graphic Design &amp; IT Consultants</li> <li>• Writer and Editor</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>• Usability improvements</li> <li>• Search engine optimization</li> <li>• Accessibility</li> <li>• Mobilization</li> </ul>	
Maintain customer relationship management (CRM) tool	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> </ul>	Q1 to Q4 (Ongoing)	Manager, Finance & Operations	<ul style="list-style-type: none"> <li>• Maintain usability of CRM</li> <li>• Improve and upgrade as needed</li> </ul>	

### OUTCOME #1 WORKPLAN Measurement (Evaluation)

Outcome Indicators	Data Collection	Time Lines	Evaluation Results
Website transactions	Total number of website transactions	Q1 to Q4 (Ongoing)	

## WORK PLAN ACTIVITIES – (5) PARTNERSHIPS

<b>Project Title:</b>	Partnerships
<b>Project Goal/ Expectation:</b>	<ul style="list-style-type: none"> <li>• Lead the Safety Culture for the Road Transportation Industry.</li> <li>• Establish a Clear and Sustainable Organization.</li> </ul>

Activity	Inputs	Time Frame	Responsible	Anticipated Outputs	Progress Reporting
Continue to engage and consult with industry	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• COR Team</li> <li>• SAS Team</li> <li>• Business Team</li> <li>• TAC</li> </ul>	Q1 to Q4 (Ongoing)	Executive Director	<ul style="list-style-type: none"> <li>• TAC or TAC sub-committee meetings (COR or HSA)</li> </ul>	
Provide operational and strategic guidance on safety initiatives	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• SAS Manager</li> <li>• COR Manager</li> </ul>	Q1 to Q4 (Ongoing)	Executive Director	<ul style="list-style-type: none"> <li>• Initiative types: Safety campaigns, Research, etc.</li> <li>• Gain access to partner media channels to promote SAS and COR by supporting their safety initiatives through the following committees</li> <li>• BC Trucking Association partnership</li> <li>• Road Safety at Work Week, Shift into Winter, ConeZone</li> <li>• BC Road Safety Strategy/Safe Vehicles Committee</li> <li>• Western Canadian Trucking Industry Health &amp; Safety Associations</li> </ul>	
Fund safety initiatives with strategic partners	<ul style="list-style-type: none"> <li>• Program funding</li> <li>• Manager, Finance &amp; Operations</li> <li>• Business Team</li> <li>• SAS Manager</li> <li>• COR Manager</li> </ul>	Q1 to Q4 (Ongoing)	Executive Director	<ul style="list-style-type: none"> <li>• Initiative opportunities could include: Safety campaigns, Research</li> </ul>	

### OUTCOME #1 WORKPLAN Measurement (Evaluation)

Outcome Indicators	Data Collection	Time Lines	Evaluation Results
Participation in safety committees with strategic partners (number of committees)	# of committees participated in	Q1 to Q4 (Ongoing)	
Participation in safety initiatives with strategic partners (number of initiatives)	# of safety initiatives participated in	Q1 to Q4 (Ongoing)	

## 8. APPROVAL OF WORK PLAN

### Approved by SafetyDriven - TSCBC Board Chair

**Signed:**

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*Matthew May*  
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**Date:** 9/8/2023

Matthew May, Chair of SafetyDriven - TSCBC Board of Directors

**Co-signed**

DocuSigned by:  
*Philip Choi*  
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**Date:** 9/5/2023

Philip Choi, Executive Director of SafetyDriven – TSCBC



Prepared by Philip Choi, Executive Director

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