



2015 Business Plan & Budget

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Our Mission

“The Saskatchewan Common Ground Alliance is a member driven, non-profit organization dedicated to ensuring worker and public safety, environmental protection and the integrity of services by promoting effective damage prevention practices in connection with underground infrastructure activities.”

Background

The Saskatchewan Common Ground Alliance (SCGA) is still in its formative stages but is quickly becoming an organization that can represent its members and deliver on its objectives. In this regard, SCGA has been guided by the successes of the other Common Ground Alliance organizations in other regions of Canada and the United States.

This business plan of the SCGA is founded on creating an organization that can fulfill its mission in a manner that delivers value to sponsors and members on a sustainable basis.

Key Strategies (Multi-Year)

1. Expand participation in SCGA through new sponsorship, membership and stakeholder involvement.
2. Increase key stakeholder participation in leadership (Board and Committee) roles within SCGA.
3. Develop, maintain and promote within the SCGA, its members and Saskatchewan a national standard of leading practices with the completion of the Canadian Common Ground Underground Infrastructure Damage Prevention Best Practice.
4. Enhance public awareness of underground facility damage prevention by working with national organizations, Sask 1st Call, stakeholder associations and promoting a national damage prevention branding.
5. Build SCGA to be well governed, well managed, financially sound and sustainable for the long term that addresses the needs of its members.

Objectives for 2015

1. Expanding participation in SCGA

- 1.1 Execute the Recruitment and Retention Strategy to increase membership with a key focus on the value proposition being provided. Develop a membership that recognizes the values of the SCGA and brings other potential members to the organization. Make direct contact with major representatives of key stakeholder groups.
 - a) excavators
 - b) major underground infrastructure owners
 - c) SUMA, key stakeholder associations and government agencies
 - d) Engineering groups
 - e) locator/surveyor company
 - f) Landscape and fence builders

*Key Success Measures: Sponsorship increases by 2
Membership increases by 25
Annual revenue increases by a minimum of \$10,000*

- 1.2 Promote the SCGA and bring the message about damage prevention at CSAA Breakfasts, industry seminars, tradeshow, or association meetings that reach key stakeholders.
 - a) Ensure that SCGA marketing packages are available for distribution
 - b) Participate in presentations that present SCGA and industry initiatives
 - c) Support SCGA Board directors attendance at external events

Key Success Measures: SCGA represented at three external events in 2015

2. Increase Key Stakeholder Participation in Leadership / Board / Committees

- 2.1 Continue with current composition of Board leadership and maintain strong levels of commitment and support to SCGA including the succession plan for Board membership.
- 2.2 Support a team of SCGA volunteer members that contribute to and lead the development of SCGA programs, specifically the Best Practice and Public Awareness Committees and the Mandatory One Call Task Force.
- 2.3 Coordinate efforts to transition the current Contractor Safety Awareness Association (CSAA) into the SCGA through the Public Awareness Committee.
- 2.4 Develop a process for all stakeholders to provide Saskatchewan underground incident data gathering, reporting and analysis for the SCGA and its membership.

Key Success Measures: Board meetings attended by all Directors and committee structure supported

2014 DIRT Report for Saskatchewan produced in Q1, 2015

3. Communicate Best Practices for Underground Infrastructure Damage Prevention

Coordinate efforts that lead to the ongoing renewal of national standard Best Practices for Underground Infrastructure Damage Prevention and promote the industry to follow those standards.

- 3.1 Participate in Best Practices development that is endorsed by the SCGA and national chapters of the CCGA with the consensus of stakeholders.
 - a) Establish the Best Practices Task Force as the technical experts within the SCGA and that actively work with all in order to regularly maintain and enhance the Best Practices.
 - b) Maintain involvement with other regional chapters of CCGA and the CGA and actively participate in the national process.
 - c) Promote and distribute completed version of Best Practices through SCGA led workshops or other avenues.

- d) Develop an effective methodology for SCGA membership to adopt and integrate Best Practices into their workplaces.
- 3.2 Initiate efforts that would promote a significant Best Practice for Damage Prevention, the introduction of Mandatory One Call legislation for the province.
- a) Work with government to address the implementation of legislation as early as possible.
 - b) Monitor progress of other regions and adopt learnings from their efforts.
- 3.3 Based on membership direction and feedback, identify areas where the SCGA can assist with, or lead in providing input to Regulations and Acts within Saskatchewan that would complement our Damage Prevention efforts.

Key Success Measures: CCGA Best Practices finalized as a national standard with a regular review process

Best Practice workshops established in Q1, 2015 to expand knowledge within the SCGA and Saskatchewan

Initiate a stakeholder committee with the Government of Saskatchewan to explore the opportunity for One Call Legislation.

4. Damage Prevention Awareness, First Call Messaging and Dig Safe Branding

Enhance awareness in general public by leveraging national CCGA branding and promoting the First Call messaging of Sask 1st Call.

- 4.1 Adopt national branding for damage prevention and utilize it in SCGA communication.
- 4.2 Include Sask 1st Call material in SCGA awareness/promotional material.
- 4.3 Work with Sask 1st Call and national organizations to leverage opportunities to increase public awareness of underground facilities.
- 4.4 Continue to promote April as Safe Dig Month in Saskatchewan.
- 4.5 Identify opportunities to partner with key stakeholders like Worksafe Saskatchewan and leverage the Mission Zero efforts.

Key Success Measures: Total Underground Facility Damage incidents are reduced year over year

5. Sustainable Organization

- 5.1 Continue to build a well governed organization through Board leadership that works within the approved SCGA Articles of Incorporation and Bylaws.
- 5.2 Integrate the part-time Executive Director into the organization to lead and manage the affairs of the SCGA including:
 - a) Organizing and leading Board and Task Force/Committee meetings;
 - b) Lead Annual General Meeting and other SCGA events;
 - c) Delivery of specific actions that contribute to the approved 2015 Business Plan; and
 - d) Produce a 2016 Business Plan & Budget and obtain approval.
- 5.3 Investigate opportunities to work through an MOU with the Western Canadian Common Ground Alliances to leverage resources and provide efficient solutions specifically with regards to the DIRT reporting and Mandatory One Call initiatives.
- 5.4 Manage the affairs of SCGA in alignment with Mission and Key Strategies as approved in the 2015 SCGA Business Plan & Budget.
- 5.5 Regularly meet with SCGA members, identifying their needs, coordinating activities and represent their interests that support the overall mission of the SCGA.

Key Success Measure: SCGA operation is within 2015 Budget

Regular communication with SCGA membership

SCGA 2015 Operating Budget

Revenues:

Sponsorship - Existing	\$ 55,000	
- New	5,000	
Membership- Existing	18,000	
- New	5,000	
Investment Income	1,000	
Event Sponsorship	4,000	
Total Revenue		<u>\$88,000</u>

Expenses:Administrative/Operating

- Executive Director	\$ 40,000	
- Administration	14,100	
- Office & Admin. Support	\$11,000	
- Travel/Sustenance Expenses	2,000	
- ISC Corporate Registration	100	
- Professional Accounting Services	1,000	
- CCGA Membership	2,000	
- SCGA Meeting Expenses	2,000	
- Website Maintenance	2,500	
- CCGA Joint efforts MOU - DIRT, MOC	5,000	
	\$65,600	

Promotion

- Promotional Items	\$ 2,000	
- Tradeshow & Sponsorship	3,000	
- CSAA Breakfast Info. Cards (shared 50% Sask1 st Call)	5,000	
- April Safe Dig Media (shared 50% Sask1 st Call)	10,000	
	\$20,000	

Program Development and Enhancement

- Program Development (Best Practices workshops)	20,000	
- Printing (CCGA/SCGA Best Practices)	5,000	
	\$25,000	

Total Expenses		<u>\$ 110,600</u>
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Projected Surplus (Deficit) for 2015**(\$22,600)**

Note: Budget of the 2015 Contractor Safety Awareness Association (CSAA) Annual Contractor Breakfasts is estimated at \$150,000 and will continue to be separately managed and funded by the supporters of this organization.