



2013 Business Plan

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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 in its formative stages. 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 and promote an underground infrastructure damage prevention best practice that integrates with national standards.
4. Enhance public awareness of underground facility damage prevention by working with national organizations and by promoting Sask 1st Call and the “Call Before You Dig” message.
5. Build SCGA to be well governed, well managed, financially sound and sustainable for the long term.

Objectives for 2013

1. Expanding participation in SCGA:
 - 1.1 Develop and execute a Recruitment Strategy to increase membership with a key focus on the value proposition being provided. Make direct contact with major representatives of key stakeholder groups.
 - a) locator/surveyor company
 - b) major underground infrastructure owners
 - c) excavator
 - d) SARM/SUMA and other government agencies

*Key Success Measure: Sponsorship increases by 2
Membership increases by 25
Annual revenue increases by a minimum of \$30,000*

1.2 Promote SCGA and bring the message about damage prevention at CSAA Breakfasts and tradeshow that reach key stakeholders (SARM / SUMA conventions and the Weyburn Oil Show).

- a) Packages available for distribution
- b) Participate in presentations / video production / message
- c) Organize SCGA Board members attendance

Key Success Measure: SCGA represented at three external events in 2013

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 Develop a team of committee members that contribute to and support the development of specific SCGA programs.

Key Success Measure: Board meetings attended by all members and committee structure established

3. Achieve consensus on a set of national Best Practices for Underground Infrastructure Damage Prevention in 2013.

3.1 Develop and deliver on a Best Practices Implementation Strategy that leverages involvement from existing and new membership leading to consensus of stakeholders and delivery of an approved Best Practices.

- a) Implementation of a SCGA Best Practices Task Force
- b) Direct involvement with other regional chapters of CGA and the CCGA
- c) Promote and distribute completed version of Best Practices
- d) Develop an effective methodology for SCGA membership to adopt and integrate Best Practices into their workplace through acceptable training and certification / recognition

Key Success Measure: SCGA Best Practice Task Force established and becomes Operational

SCGA Best Practices evolve to national standards using ORCGA as a template

National Best Practice finalized, approved and distributed

4. Enhance awareness in general public by promoting the First Call messaging of Sask 1st Call and other national organizations.
 - 4.1 Include Sask 1st Call material in SCGA awareness/promotional material.
 - 4.2 Work with Sask 1st Call and national organizations to leverage opportunities to increase public awareness of underground facilities.
 - 4.3 Initiate provincial efforts that would lead to the legislation requiring mandatory membership in the Sask 1st Call organization (understanding lessons learned in Ontario).

Key Success Measure: 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.
 - 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 Committee meetings;
 - b) Lead Annual General Meeting for membership;
 - c) Delivery of specific actions that contribute to the approved 2013 Business Plan; and
 - d) Produce a 2014 Business Plan & Budget and obtain approval.
 - 5.3 Manage the affairs of SCGA in alignment with Mission and Key Strategies as approved in the 2013 SCGA Business Plan & Budget.

Key Success Measure: SCGA operation is within 2013 Budget