



2016 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) has grown over the last few years and 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 Alliance Underground Infrastructure Damage Prevention Best Practice.
4. Enhance public awareness of underground facility damage prevention by working with national organizations, Sask1st 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 2016

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

Through the SCGA Public Awareness Committee, enhance awareness and knowledge in the general public and industry stakeholders by leveraging national CCGA branding and promoting the First Call messaging of Sask1stCall.

- 1.1 Adopt national branding (Dig Safe) for damage prevention and utilize it in SCGA communication.
- 1.2 Promote April as Safe Dig Month in Saskatchewan.
- 1.3 Participate in the development of awareness strategies with the CCGA National Education and Marketing Committee.
- 1.4 Work with member companies, Sask1stCall and national organizations to leverage opportunities to increase public awareness of underground facilities.

- 1.5 Identify opportunities to partner with key stakeholders like Worksafe Saskatchewan and leverage the Mission Zero efforts.
- 1.6 Promote the SCGA at 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 of Directors attendance at external events
- 1.7 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: Total Underground Facility Damage incidents are reduced year over year.
Contractor Safety Breakfasts held annually in April.
Best Practice forums established in 2016 to expand knowledge within the SCGA and Saskatchewan.
SCGA represented at three external events in 2016.
2015 DIRT Report for Saskatchewan produced*

2. Best Practices for Underground Infrastructure Damage Prevention

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

- 2.1 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 SCGA Best Practices Task Force as the technical experts within Saskatchewan and that actively work with the industry 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.
- 2.2 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 SCGA review process.
Share the Best Practices with key Saskatchewan stakeholders through forums*

3. Promote the Implementation of Mandatory One Call within Saskatchewan

- 3.1 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 including consideration of any transition strategy.
 - b) Monitor progress of other regions and adopt learnings from their efforts.

Key Success Measures: Initiate a stakeholder committee with the Government of Saskatchewan to develop/examine Mandatory One Call Legislation.

4. Sustainable Organization

- 4.1 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.
- 4.2 Continue to build a well governed organization through Board leadership that works within the approved SCGA Articles of Incorporation and Bylaws.
- 4.3 Initiate the transition of a full-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 2016 Business Plan; and
 - d) Produce a 2017 Business Plan & Budget and obtain approval.
- 4.4 Manage the affairs of SCGA in alignment with Mission and Key Strategies as approved in the 2016 SCGA Business Plan & Budget.

- 4.5 Regularly meet with SCGA members, identifying their needs, coordinating activities and represent their interests that support the overall mission of the SCGA.

Key Success Measures:

- Sponsorship increases by 1*
- Membership increases by 15*
- Annual revenue increases by a minimum of \$10,000*
- Board meetings attended by all Directors*
- Committee structure strengthened*
- SCGA operation is within 2016 Budget*
- Regular communication with SCGA membership*
- Succession/transition of Executive Director initiated*

SCGA 2016 Operating Budget

Sponsorship - Existing	\$ 60,000	
- New	5,000	
Membership- Existing	23,000	
- New	5,000	
GST Collected	4,650	
Investment Income	1,000	
Event Sponsorship	<u>4,000</u>	
Total Revenue		<u>\$102,650</u>
Expenses:		
<u>Administrative/Operating</u>		
- Executive Director	\$ 60,000	
- Consultant Contract	20,000	
- Administration		
Office & Admin. Support	\$10,000	
Travel/Sustenance Expenses	4,000	
ISC Corporate Registration	100	
Professional Accounting Services	1,000	
Board Insurance	<u>0</u>	
Sub-total Admin.	15,100	
- CCGA Membership	2,000	
- SCGA Meeting Expenses	2,000	
- Website Maintenance	2,500	
- GST Paid	<u>4,650</u>	
	\$106,250	
<u>Promotion</u>		
- Promotional Items	2,000	
- Tradeshow & Sponsorship	3,000	
- Breakfast Info. Cards (shared 50% Sask1 st Call)	5,000	
- April Safe Dig Media (shared 50% Sask1 st Call)	<u>10,000</u>	
	\$20,000	
<u>Program Development and Enhancement</u>		
- Program Development (Best Practices workshops)	10,000	
- CCGA Joint efforts - DIRT	5,000	
- Printing -SCGA Best Practices	<u>0</u>	
	\$15,000	
Total Expenses		<u>\$141,250</u>
Projected Surplus (Deficit) for 2016		<u>(\$38,600)</u>

Note: Budget of the 2016 Annual Contractor Breakfasts is estimated at \$150,000 and will continue to be separately managed and funded by the supporters of this independent effort.