

# British Columbia Municipal Safety Association

## Market Penetration Survey Report

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## Objectives & Methodology

# Objectives & Methodology

## Objectives

- WorkSafeBC, in partnership with BC Municipal Safety Association (BCMSA), enlisted Sentis Research to develop and carry out a survey with municipal employers in BC.
- The main objectives of the survey were to measure employer awareness of BCMSA and identify their needs and preferences for health and safety information and support.
- The survey covered the following topics:
  - General perceptions around safety in municipalities
  - Awareness of BCMSA
  - Satisfaction with BCMSA
  - Usage of and satisfaction with the services, resources, and information provided by BCMSA
  - Desired services and communication channels
- This report covers the results from the survey for BC Municipal Safety Association.

## Methodology

- The survey was conducted primarily by emailing employers an invite to participate in the survey. The email was directed to the person responsible for health and safety in their organization and contained a unique link to the online survey, hosted at [www.sentis.ca](http://www.sentis.ca).

- Sentis made additional follow-up calls to encourage participation in the survey. When these employers were called they were offered the option to complete the survey by phone or their email was obtained and they were sent an invite to the online survey.
- Surveying took place from February 2 to 28, 2016.
- A total of 85 surveys were obtained from municipal employers.

Total Sample Contacted (Email or Phone)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
492	85	24%	±11%

- The survey sample was weighted by company size<sup>1</sup> to match the actual composition for the sector.

<sup>1</sup> Company size is based on WorkSafeBC's Estimated 2016 Employer Payroll Size and the categories are defined as follows:

**Very Small:** employers with a calculated 2016 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2016 assessable payroll amount greater than or equal to \$150K, but less than \$600K, and/or a base WorkSafeBC assessment rate greater than or equal to \$3K, but less than \$12K.

**Medium:** employers with a calculated 2016 assessable payroll amount greater than or equal to \$600K, but less than \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$12K, but less than \$40K.

**Large:** employers with a calculated 2016 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.



# Executive Summary



# Executive Summary

## Industry Perceptions

- Two-thirds of municipal employers in BC feel that workplace safety is improving in their industry.

**64%** of municipalities say workplace safety is improving

- The most common types of health and safety risks identified by municipal employers are:



Chemical, toxin, or gas exposure (19%)

Confined spaces (16%)

Inattention, apathy, carelessness, or negligence (16%)

## Awareness of BC Municipal Safety Association

- Eight in ten municipal employers in BC have heard of BC Municipal Safety Association, including 37% that named the association on an unaided basis.



**79%** of employers are aware of BC Municipal Safety Association

- Employers typically became aware of BCMSA as a result of reading a publication or through word of mouth.

**22%**

publication

**17%**

word of mouth

## Satisfaction with BC Municipal Safety Association

- Employers aware of BCMSA are either satisfied with the organization's performance on promoting health and safety in the industry, or lack an opinion. No employers have a negative perception.

**50%**

Are satisfied with BCMSA's performance

**50%**

Have a neutral or no opinion of BCMSA's performance

## Usage and Satisfaction of H&S Resources

**57%** of municipal employers have used BCMSA's services, resources, or information

*(Among employers who are aware of BCMSA, 72% recall receiving services, resources, or information from the association).*

- BCMSA's most utilized resources are:
  - Updates and notifications for H&S news, regulatory changes, etc. (46%)
  - Health & Safety resources such as booklets, videos, and manuals (35%)
  - Training (28%)
- Over eight in ten employers are satisfied with the Health & Safety resources and training they have received. Meanwhile two-thirds express satisfaction with the updates and notifications, with the remaining third saying they are neutral.

# Executive Summary

## How to Provide Better Support to Employers

- Employers were asked whether there was anything else BC Municipal Safety Association could do to better serve or support their organization or industry. The top suggestions include:
  - Providing materials and literature generally (9%)
  - Raising BCMSA's profile (8%)
  - Working with employers to make changes and being more receptive to feedback (8%)
- The top services, resources, or information that municipal employers would like BCMSA to provide are:
  - Health & Safety resources such as booklets, videos, and manuals (69%)
  - Training (63%)
  - Updates & notifications for H&S news, regulatory changes, etc. (59%)

## Communication Preferences

- The top choices for receiving communications from BCMSA are:
  - Personal/direct emails (71%)
  - Group emails such as an e-newsletter subscription (68%)
  - The BCMSA website (57%)
  - Regular mail (37%)
- Just over three-quarters of employers express interest in receiving services, resources, or information from BCMSA, while 16% are unsure and 6% are not interested.

**78%** of employers are interested in receiving services, resources, or information from BC Municipal Safety Association

*(This compares to 57% of employers who currently use or receive services, resources, or information from BCMSA).*



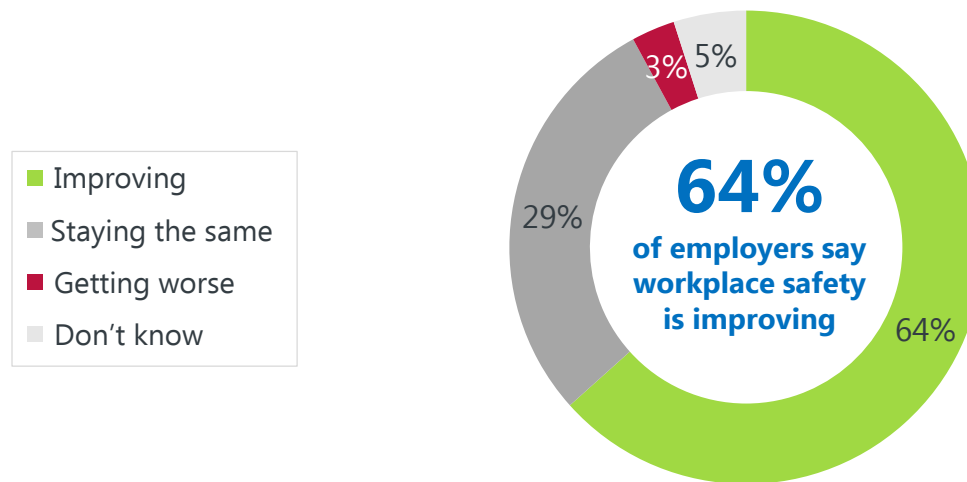
## Summary of Findings



# Perceptions of Workplace Safety

- Municipal employers in BC tend to feel that workplace safety is improving in their industry. Specifically, 64% believe it is improving while most of the balance, 29%, believe there's been no change. Only 3% of employers feel that safety in municipal workplaces is declining.
- Large organizations are nearly twice as likely as Medium sized organizations to say workplace safety is improving (81% vs 43%, respectively). Further, Medium sized organizations are the least positive about improvements in the workplace safety (43%).

## Perceptions of Workplace Safety in Municipalities



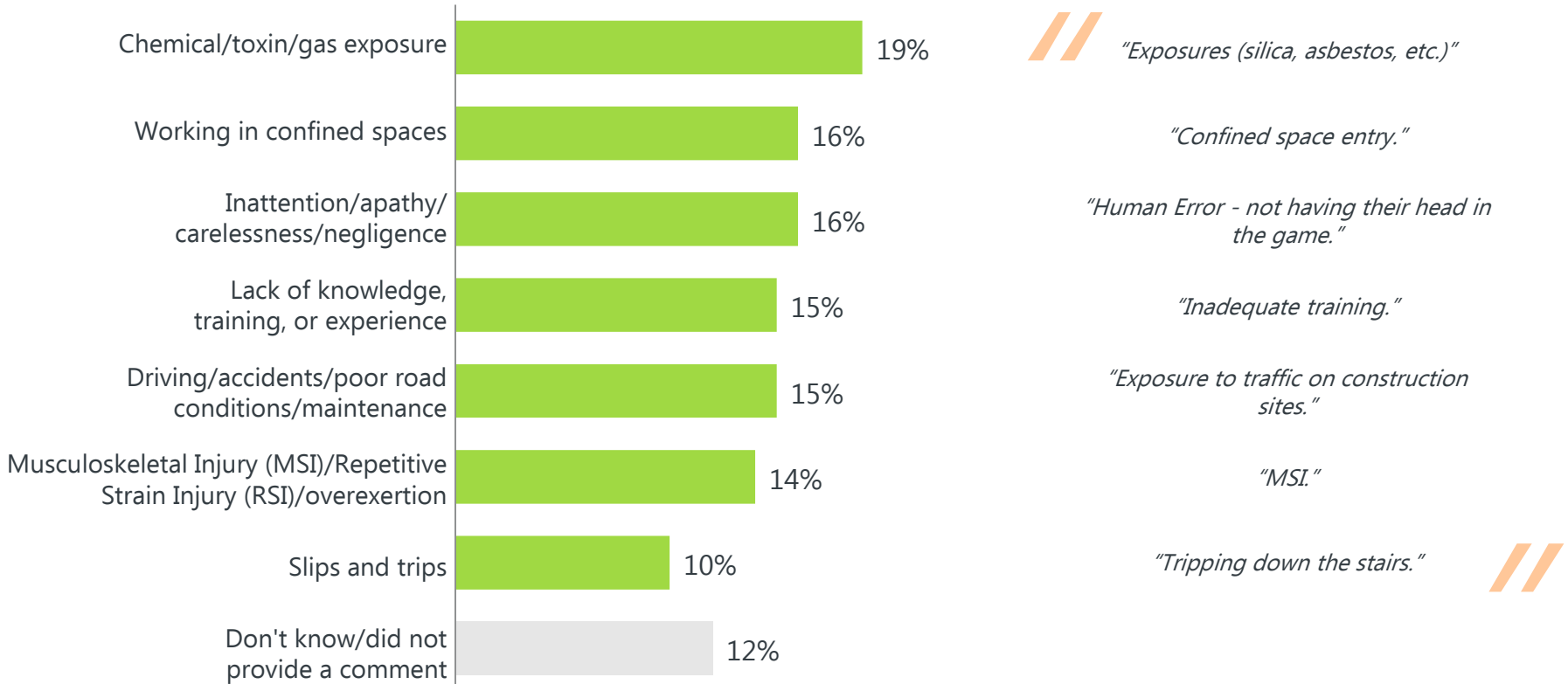
# Main Health & Safety Risks for Municipalities

- There are several types of health and safety risks identified by municipal employers with no one issue standing out from the rest.
- The top risks vary widely by organization size. Very Small organizations are the most concerned with chemical, toxin, or gas exposure (27%), and lack of knowledge, training, or expertise (23%). Small organizations point to slips and trips (22%). Working in confined spaces tops the list of Medium and Large organizations. In addition, Large organizations cite driving and musculoskeletal injuries as top health and safety risks.

## Main Health and Safety Risks for Municipalities

(% mentioning/major mentions only)

### Unaided Mentions



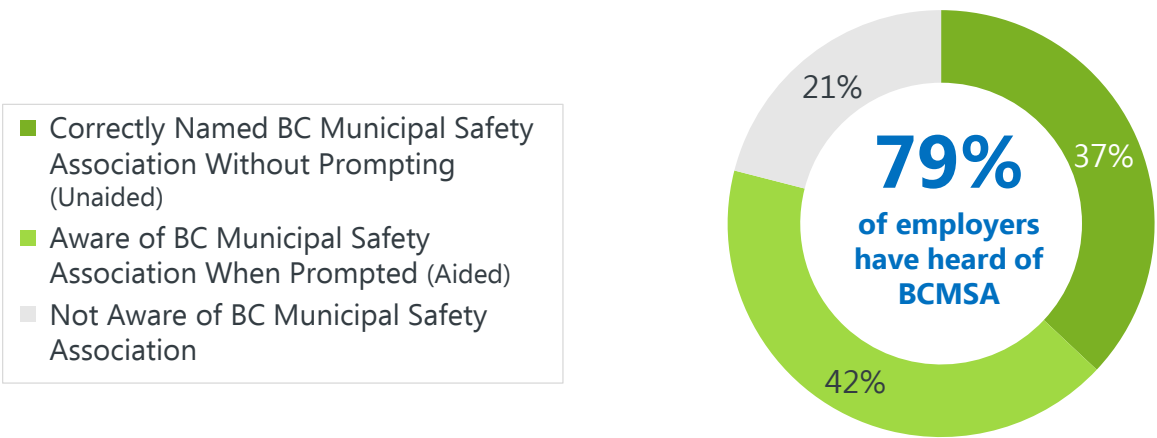
Base: All BC Municipal Safety Association employers (85)

Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry?

# Awareness of BC Municipal Safety Association

- Eight in ten municipal employers have heard of BC Municipal Safety Association, including 37% that named the association on an unaided basis.
- Awareness levels are highest among Small and Large organization (61% and 74%, respectively naming the association unaided).
- The only organization to garner a greater share of unaided awareness than BCMSA in the sector is WorkSafeBC, which was cited by 43% of employers on an unaided basis.

## Awareness of BC Municipal Safety Association



Other Municipality Safety Organizations Named (Unaided)	% Mentioning
WorkSafeBC/Worker’s Compensation Board	43%
BC Water & Waste Association (BCWWA)	12%
Fire department	8%

Base: All BC Municipal Safety Association employers (85)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety for municipalities?

Q3a. Have you heard of British Columbia Municipal Safety Association?

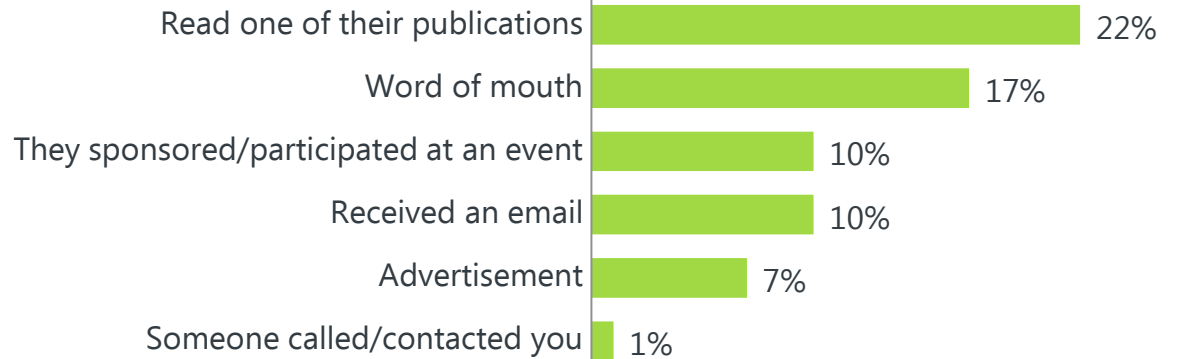
# Sources of Awareness of BC Municipal Safety Association

- Municipal employers typically became aware of BCMSA as a result of reading a publication or through word of mouth.
- Word of mouth tends to generate more awareness among Small and Large organizations.

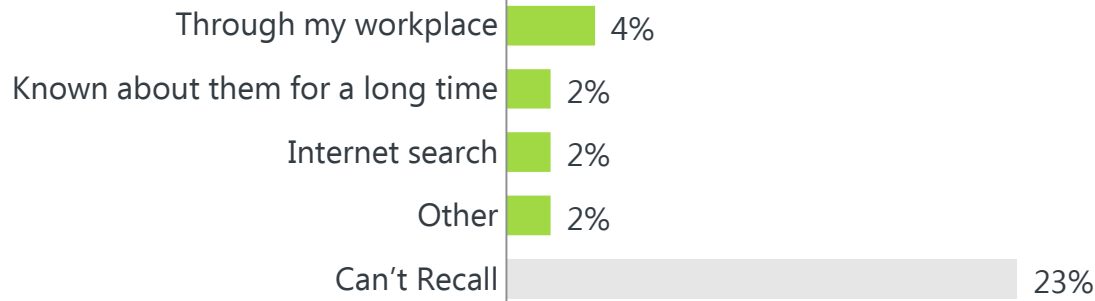
## Original Source of Awareness of BC Municipal Safety Association

(among those aware of BC Municipal Safety Association)

### Aided Mentions (List Shown)



### Unaided Mentions

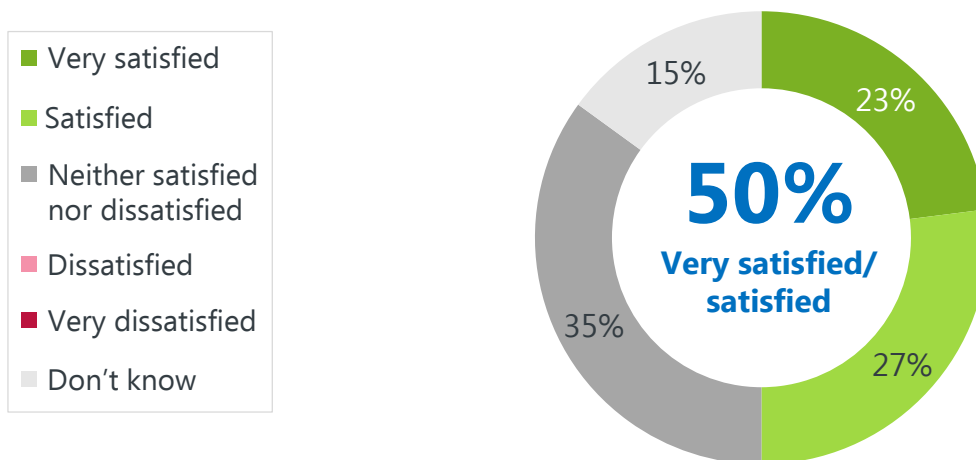


# Satisfaction with BC Municipal Safety Association

- Employers aware of BCMSA tend to be either satisfied with the organization's performance on promoting health and safety in the industry, or they lack an opinion. No employers are dissatisfied with BCMSA's performance.
- Satisfaction tends to be directionally stronger among Small and Large organizations, but that seems to largely stem from greater familiarity with the organization.

## Satisfaction with BC Municipal Safety Association's Promotion of Health & Safety

(among those aware of BC Municipal Safety Association)



Base: Among those aware of BC Municipal Safety Association (70)

Q4. Overall, how satisfied are you with what British Columbia Municipal Safety Association is doing to promote health and safety in your industry?

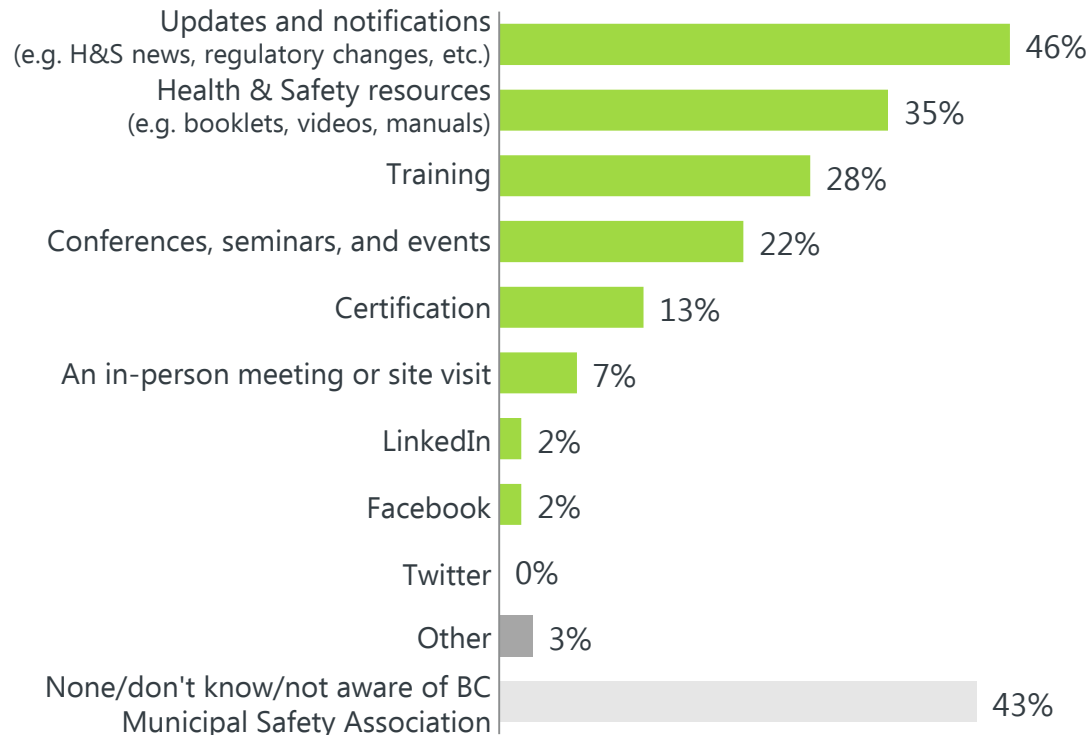
# Services, Resources, & Information Used or Received

- Overall, 57% of employers recall receiving some kind of service, resource, or information from BC Municipal Safety Association.
- Among those municipal employers aware of BCMSA, 72% recall receiving services, resources, or information from the association.
- The most utilized resources are updates and notifications, H&S booklets, videos, and manuals, and training.
- Small and Large organizations are the most likely to say they have received services, resources, or information from BCMSA (72% and 87%, respectively), with Large organizations being especially likely to mention training.

## Services, Resources, & Information Used or Received from BC Municipal Safety Association

(among all BC Municipal Safety Association employers)

Aided Mentions (List Shown)



Base: All BC Municipal Safety Association employers (85)

Q5. The British Columbia Municipal Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from British Columbia Municipal Safety Association?



# Satisfaction with Services, Resources, & Information

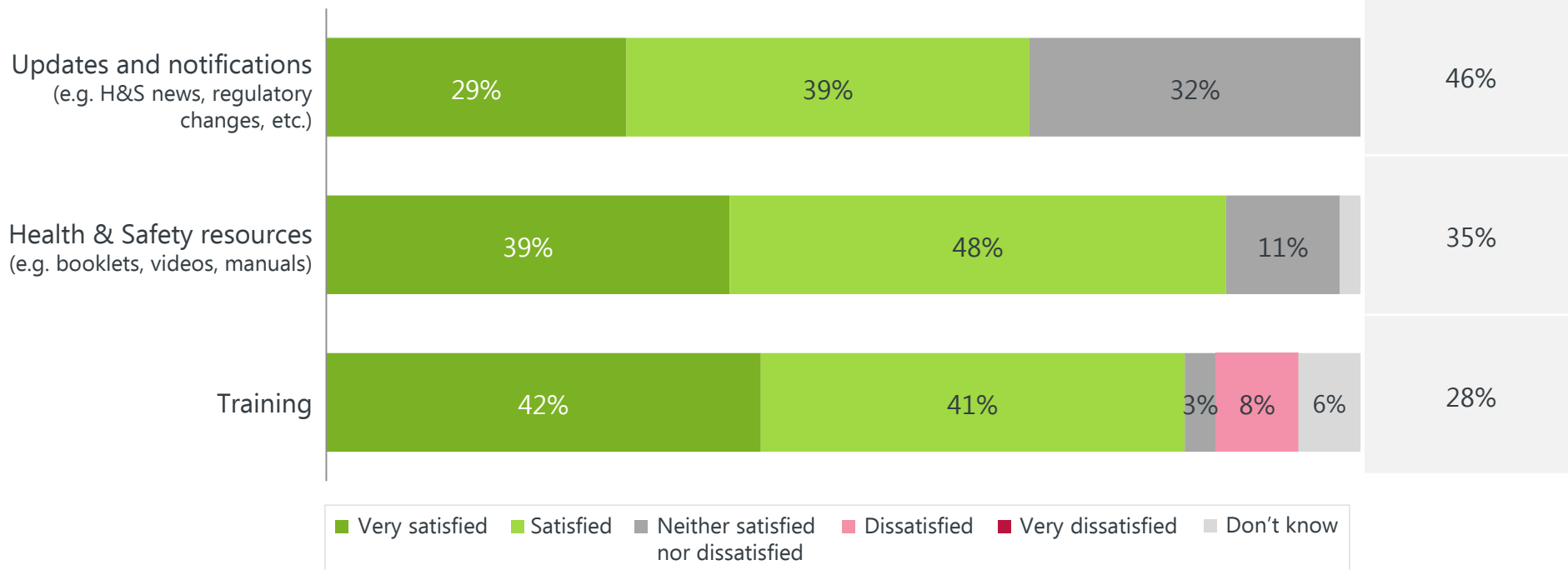
Employers assessed each of the services received; presented below is the feedback on the three services that received at least 30 assessments.

- Health and Safety resources and training are especially well received by municipal employers (87% and 83% say they are satisfied that it met their needs, respectively).
- Meanwhile, two-thirds express satisfaction with the updates and notifications, with the remaining third reporting they are neither satisfied nor dissatisfied.

## Satisfaction with BC Municipal Safety Association's Services, Resources, & Information

(among those using/receiving each service, resource, or information from BC Municipal Safety Association)

% of Employers  
Surveyed Using or  
Receiving Each  
Service/Resource



Base: Among those receiving services, resources, and information from BC Municipal Safety Association (33-46)

Note: Only services/resources with 30+ responses are shown.

Q5. The British Columbia Municipal Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from British Columbia Municipal Safety Association?

Q6. How would you rate the [INSERT EACH ITEM USED/RECEIVED IN Q5] on meeting your needs?

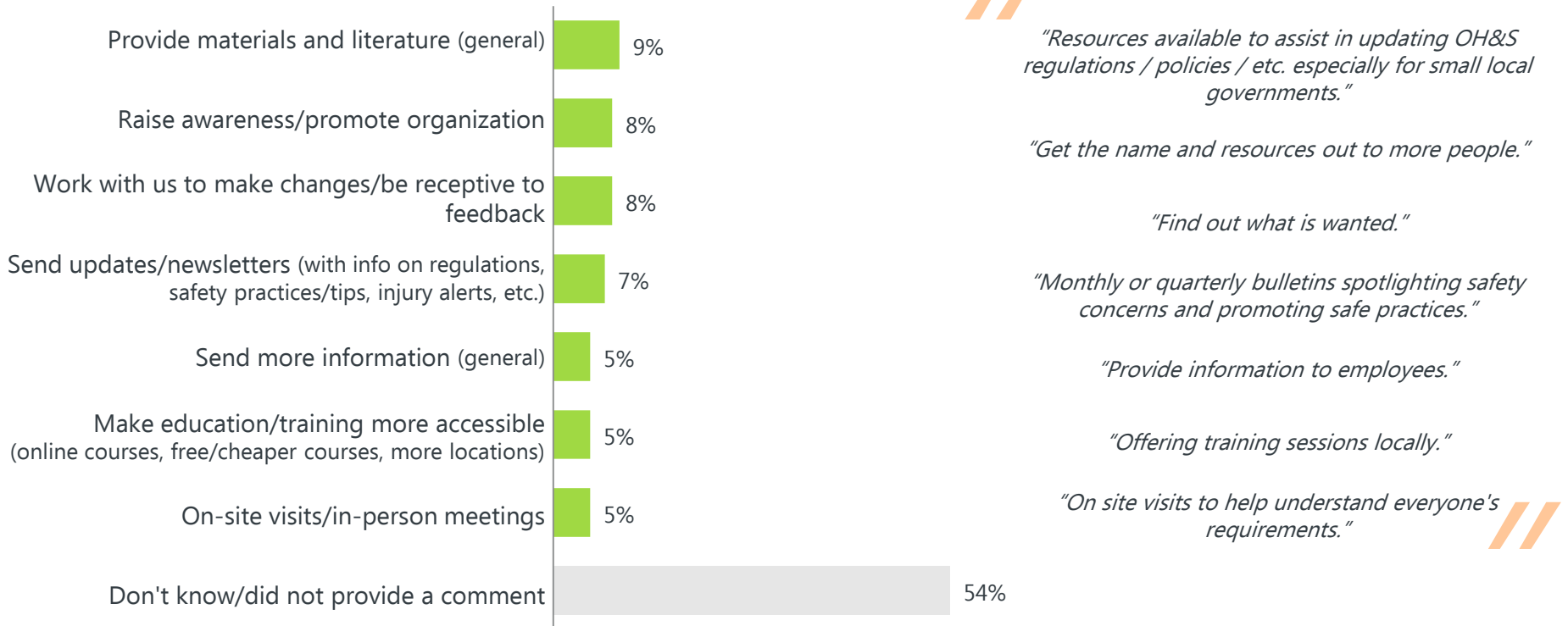
# Suggestions for Support

- Employers were asked whether there was anything else BCMSA could do to better serve or support their organization or industry. The top suggestions include providing materials and literature, raising BCMSA's profile, working with municipal employers to make changes, and sending updates and newsletters.

## Suggestions for how BC Municipal Safety Association Could Support Employers

(% mentioning/major mentions only)

### Unaided Mentions



Base: All BC Municipal Safety Association employers (85)

Q7. In what ways could British Columbia Municipal Safety Association better serve or support your organization and industry to improve health and safety in your workplace?/The British Columbia Municipal Safety Association is the health and safety association for municipalities in BC. With this in mind, in what ways could British Columbia Municipal Safety Association serve or support your organization and industry to improve health and safety in your workplace?

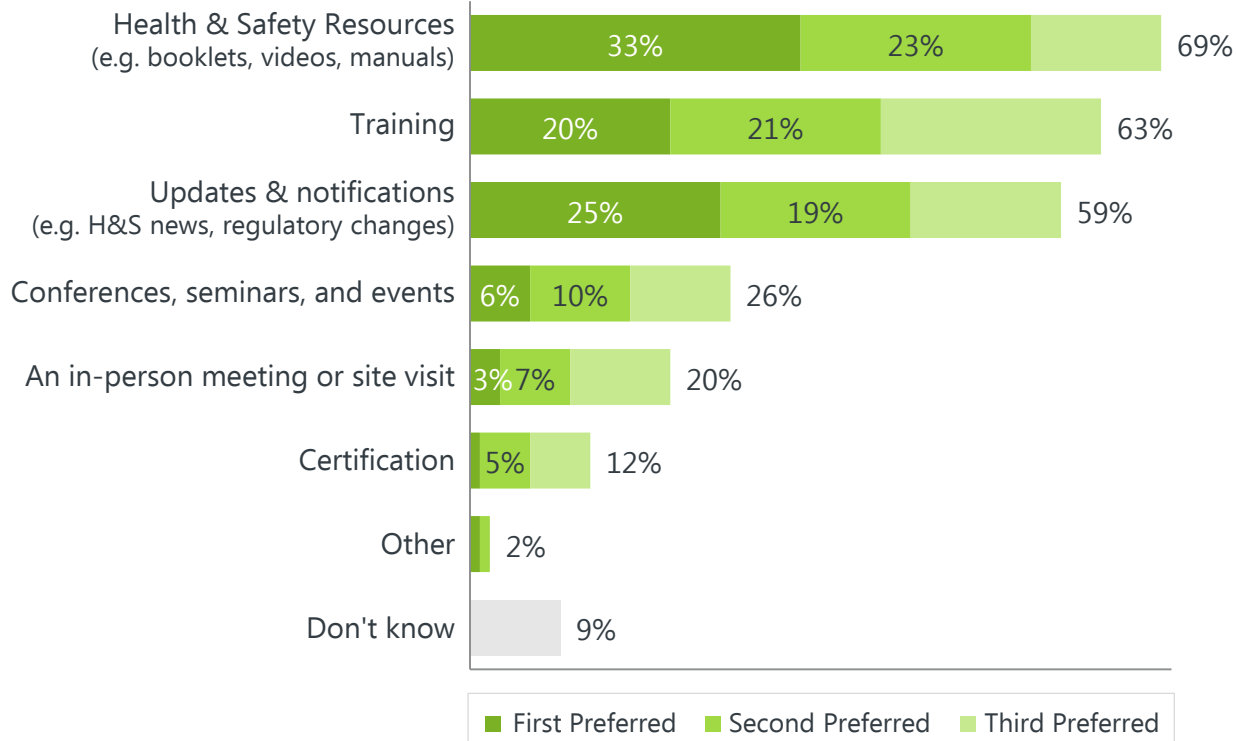
# Preferred Services, Resources, & Information

*Employers were provided with a list of ways that BC Municipal Safety Association could help their organization improve health and safety, and asked to select their top three choices.*

- The top preference is for BCMSA to provide them with H&S resources such as booklets, videos, and manuals, which 69% ranked within their top three choices. The next two most popular services are training and updates/notifications, both of which attract the interest of about six in ten municipal employers.
- Very Small organizations express the most interest in H&S resources (77%), while Medium and Large organizations are the most interested in training (77%).

## Top Three Preferred Services, Resources, & Information for BC Municipal Safety Association to Provide

Aided Mentions (List Shown)



Base: All BC Municipal Safety Association employers (85)

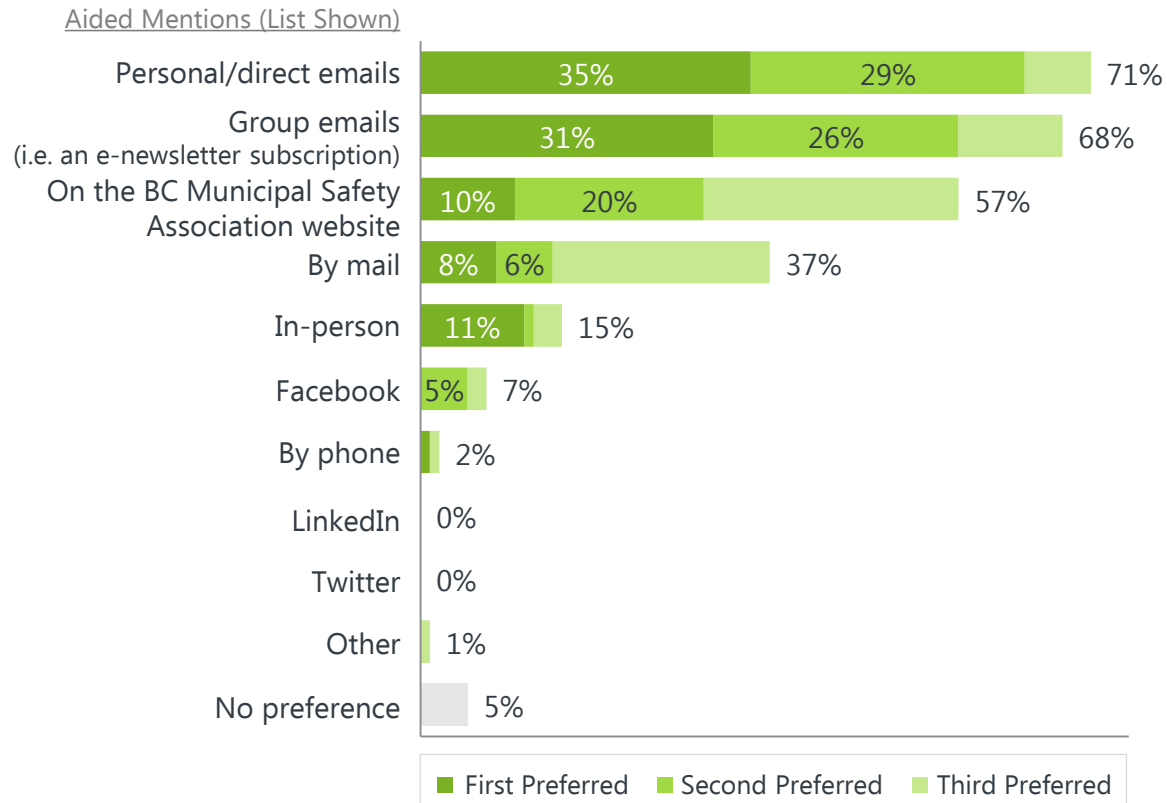
Q8. Looking ahead, what kinds of services, resources, or information from British Columbia Municipal Safety Association would most help you improve health and safety in your workplace?

# Preferred Communication Channels

Employers were provided with a list of communication channels for receiving information from BC Municipal Safety Association and asked to select their top three choices.

- The top choice for communications is emails, with personal/direct emails favoured over group emails by a slight margin. The BCMSA website and regular mail round out the top choices.
- Very Small organizations tend to favour personal emails, while larger organizations would prefer group emails.

## Top Three Preferred Channels for Receiving Information from BC Municipal Safety Association



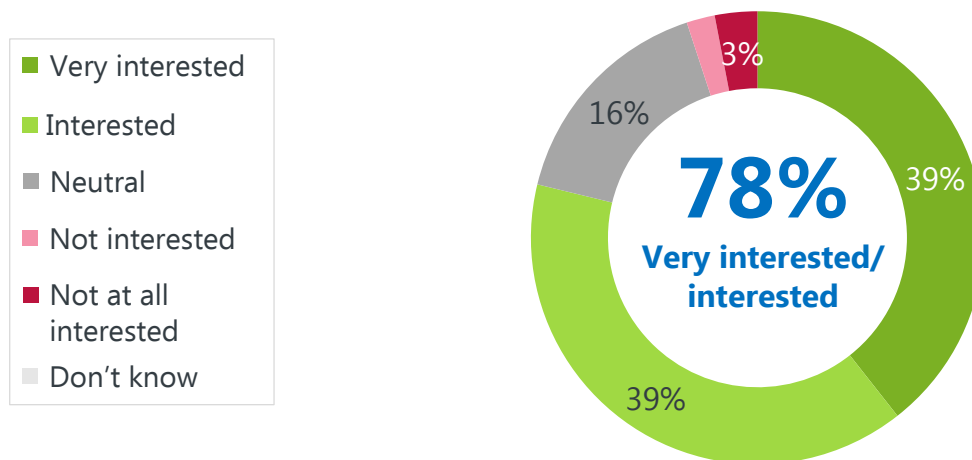
Base: All BC Municipal Safety Association employers (85)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from British Columbia Municipal Safety Association?

# Interest in Receiving Services, Resources, & Information

- Just over three-quarters of municipal employers express interest in receiving services, resources, or information from BCMSA, while 16% are unsure and 6% are not interested.
- Interest steps up with organization size, rising from two-third of Very Small organizations, to eight in ten Small organizations, to over nine in ten Medium and Large organizations.

## Interest in Receiving Services, Resources & Information From BC Municipal Safety Association



# Employer Profile

- The table below shows the profile of employers that were surveyed.
- The number of reported employees in BC varies among municipal organizations. Six in ten employers report having less than 20 employees in the province, while four in ten have 20 or more.
- One-third of those completing the survey were managers.

	Total
	(sample size = 85)
<b>Number of Employees in BC</b>	<b>%</b>
None/No employees	7
1-3 employees	23
4-19 employees	31
20-99 employees	19
100+ employees	20
<b>Role in Organization</b>	<b>%</b>
<u>Aided List</u>	
Business owner	12
Senior executive	15
Manager	32
Supervisor	6
Staff member	11
Dedicated health and safety position	11
Internal bookkeeper/accountant	5
<u>Unaided Mentions</u>	
Director	1
Office manager/admin	4
Secretary	2
Other	2
<b>Subsector</b>	<b>%</b>
7530 Public Administration	100

Note: All data has been weighted by the estimated employer payroll size to match the target population.

\*Caution: small base size.





# Appendix

## Questionnaire