

Complete the Survey

SURVEY RESPONSE REPORT

11 April 2022 - 14 June 2022

PROJECT NAME:

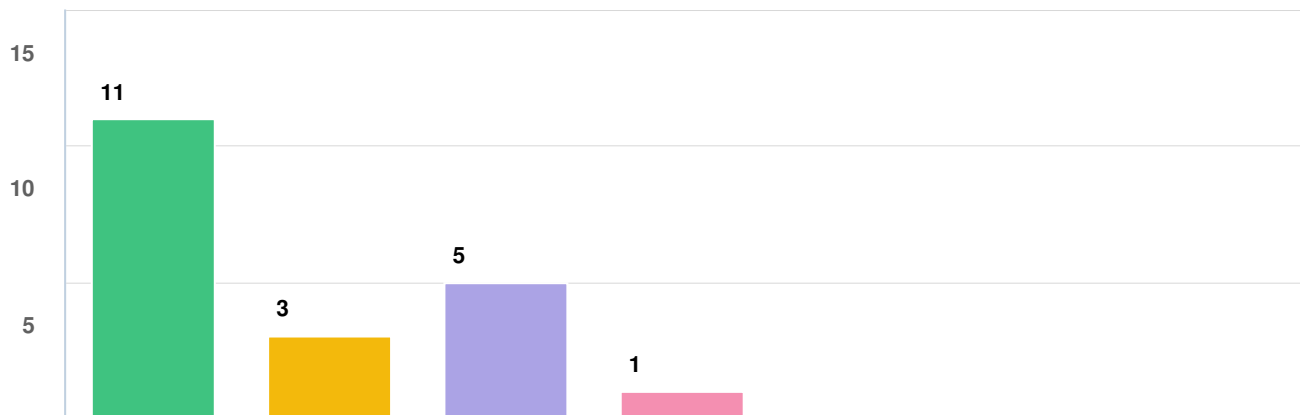
Regulation Changes to Contractor Advertising

Changes to the Safety Standards Act and Safety Standards General Regulation, will strengthen the public's ability to identify which contractors are licensed and legally allowed to perform work in BC.

Effective September 6, 2022, contractors will be required to publish their company name and Technical Safety BC licence number when advertising their services to the public.

Between April 11 and June 10 2022, Technical Safety BC sought input from contractors to establish guidelines that more clearly define these rules, including what forms of advertising should require your company name and licence number and what forms should be exempt.

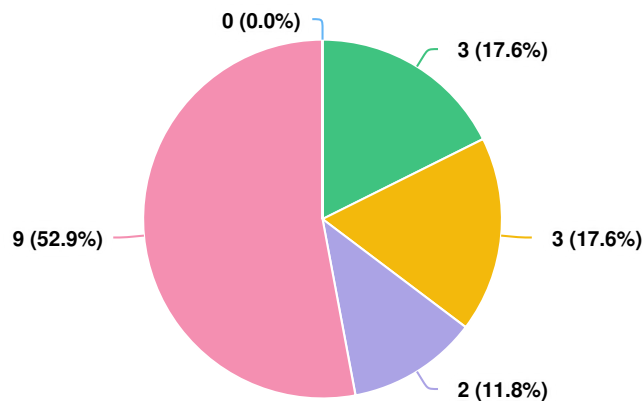
SURVEY QUESTIONS

Q1 What technology areas does your company work in? (Check all that apply)

Question options

- Electrical
 ● Gas
 ● Boilers and Pressure Vessels
 ● Elevating devices
 ● Passenger Ropeways
 ● Amusement Devices
 ● Other (please specify)

Mandatory Question (17 response(s))

Question type: Checkbox Question

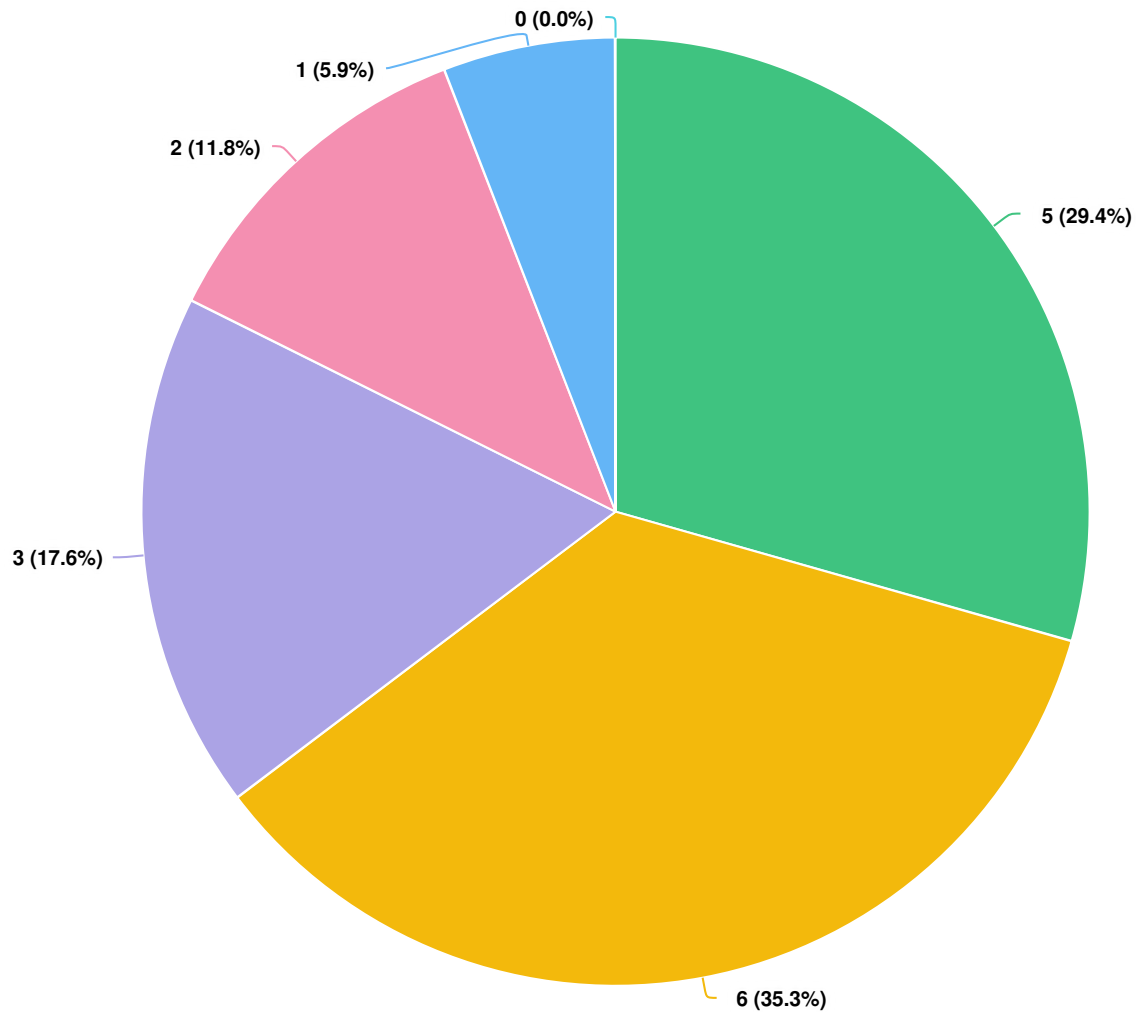
Q2 Approximately how many years have you held a contractor's Licence from Technical Safety BC?

Question options

- 1-5
 ● 6-10
 ● 11-20
 ● 20+
 ● Less than 1

Mandatory Question (17 response(s))

Question type: Radio Button Question

Q3 What is the approximate size of your company?

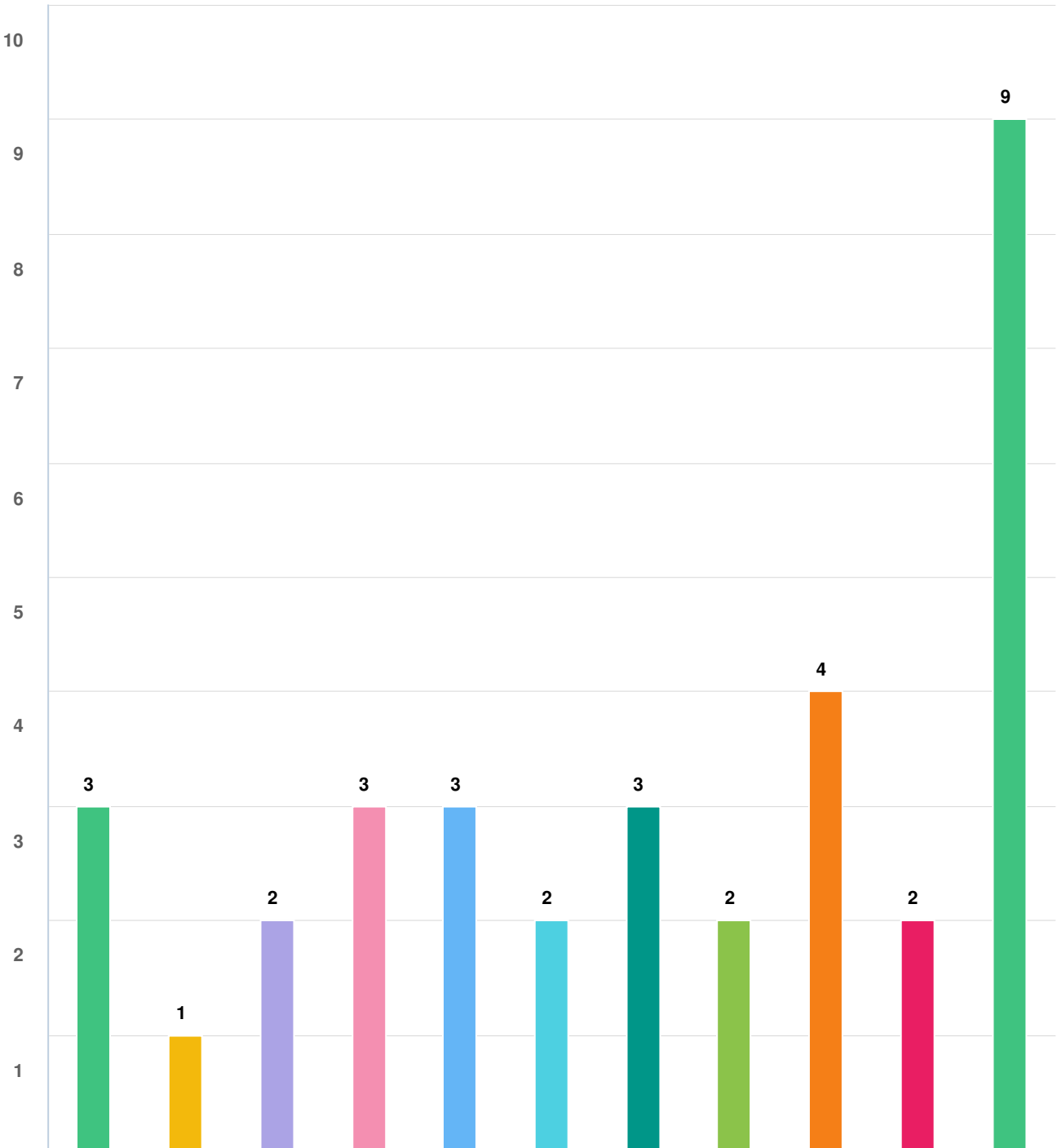


Question options

- Just me! (one person)
- 2-10 employees
- 11-50 employees
- 51-200 employees
- 200+
- Other (please specify)

Mandatory Question (17 response(s))
Question type: Radio Button Question

Q4 Does your business operate in any of the following areas with municipal jurisdiction for issuing permits? (applies to electrical and gas contractors only)

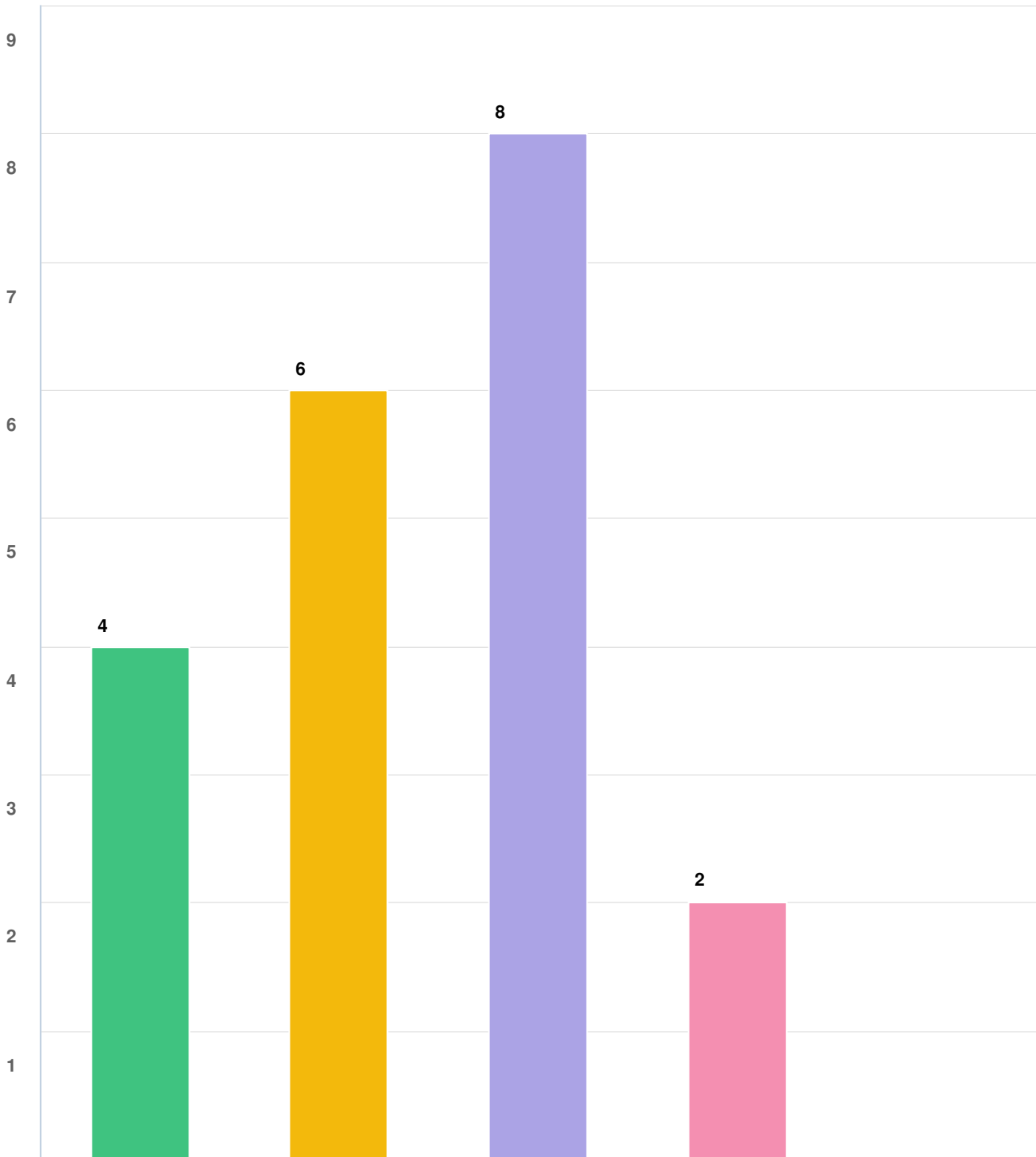


Question options

-  Burnaby  Kelowna  Maple Ridge  North Vancouver (City)  North Vancouver (District)  Richmond
-  Surrey  Vancouver  Victoria  West Vancouver  None of the above

Optional question (17 response(s), 0 skipped)
Question type: Checkbox Question

Q5 What region(s) of BC does your company operate in? (Check all that apply)

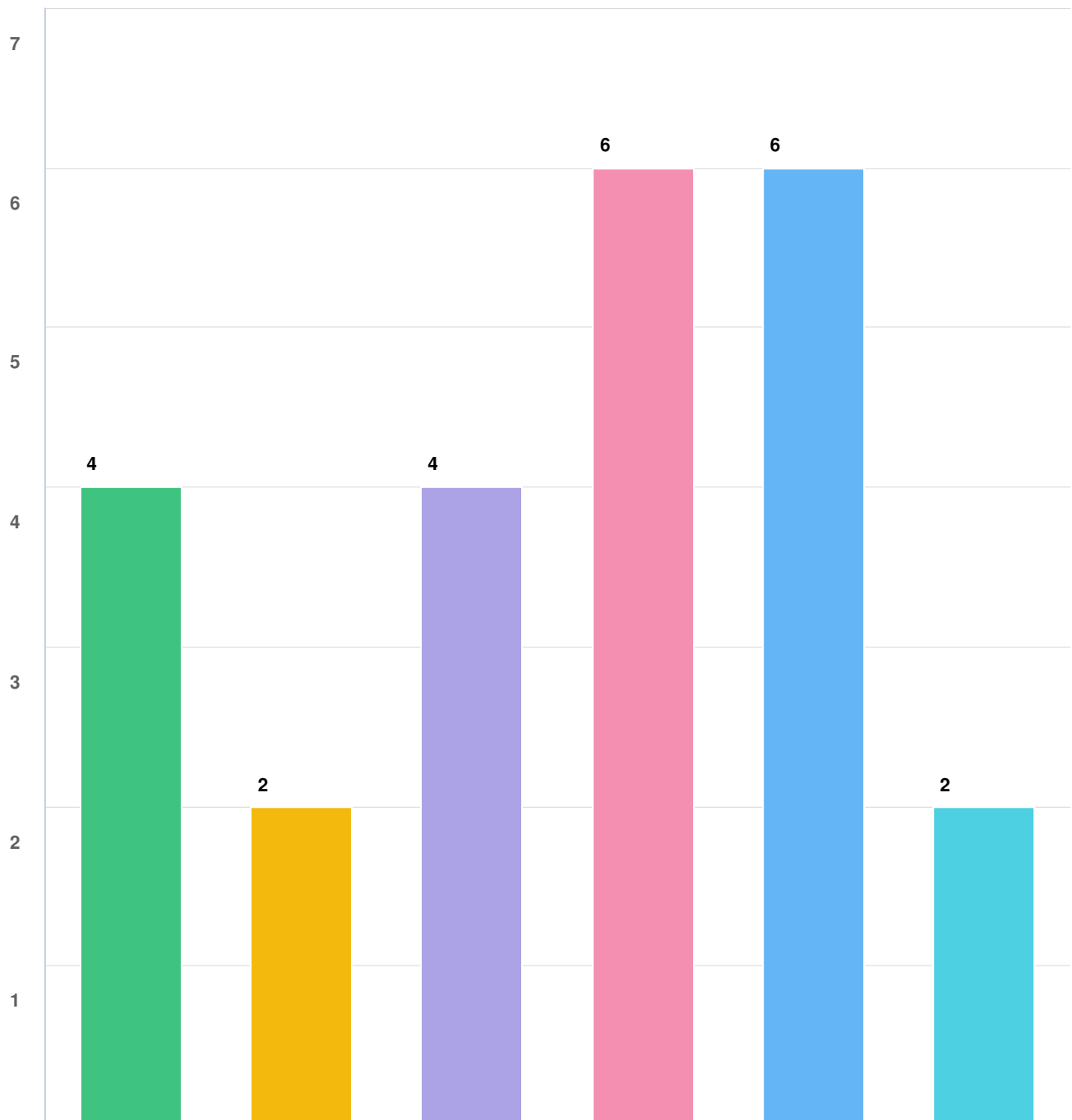


Question options

☒ Lower Mainland ☒ Vancouver Island ☒ Northern ☒ Interior ☐ Sea to Sky and Sunshine Coast

Mandatory Question (17 response(s))
Question type: Checkbox Question

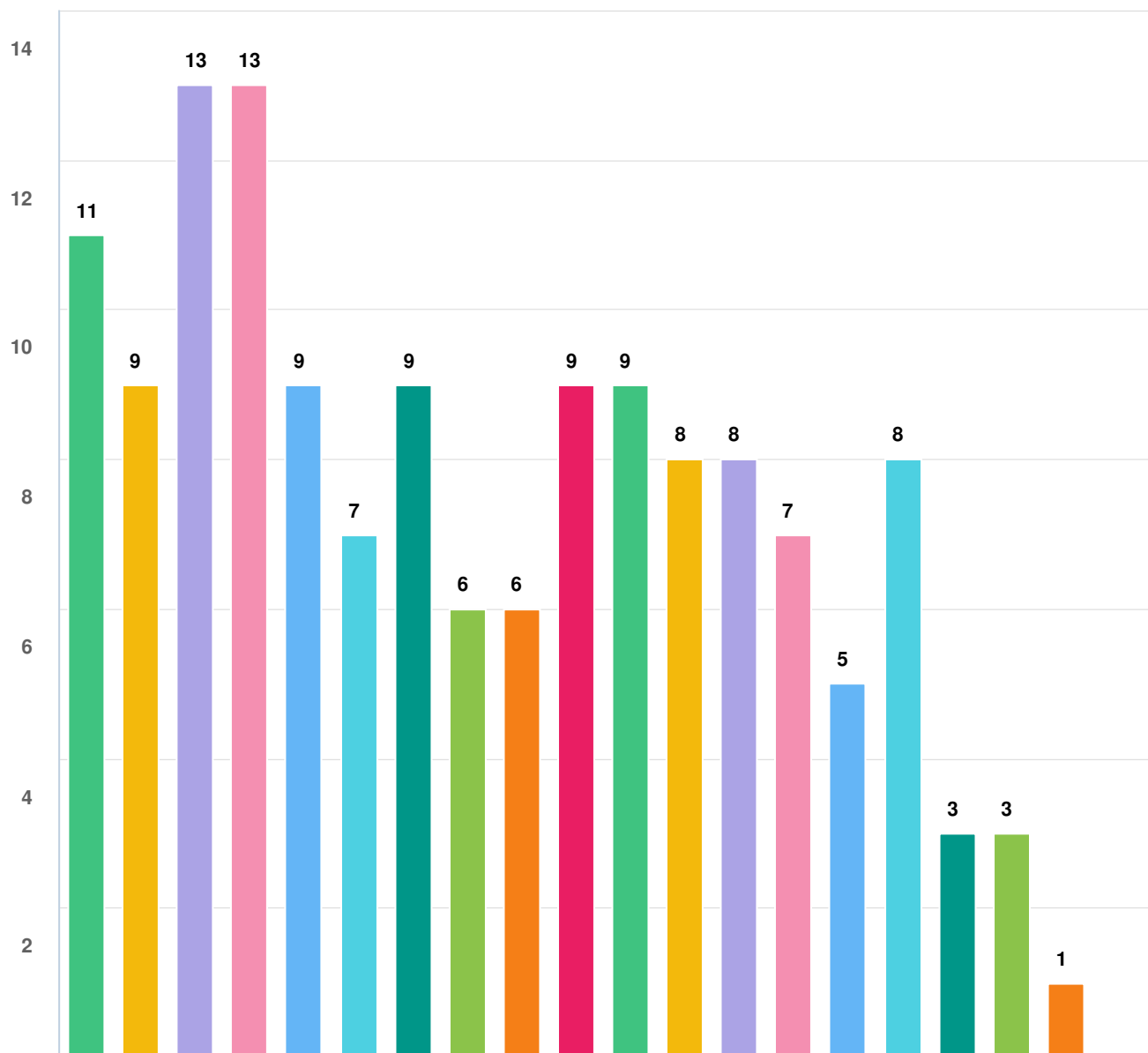
Q6 I am concerned about... (Check all that apply)



Question options

- The changes aren't clear to me yet ● I don't think these changes should apply to my business
- The time it will take me to align with the changes ● The potential cost to my business to update my advertisements
- I have no concerns at this time ● Other (please specify)

Mandatory Question (17 response(s))
Question type: Checkbox Question

Q7 What forms of advertising should be INCLUDED in the Advertising Guidelines?

Question options

- Online marketplaces (e.g. Craigslist, Kijiji)
 ● Social media accounts
 ● Online advertisements (e.g. Google Ads)
- Company website
 ● Online directories (e.g. Yelp, Google My Business)
 ● Email signatures
- Company marketing emails
 ● Company branded vehicles
 ● Storefronts (e.g. storefront signage, door signage)
- Business cards
 ● Quotes
 ● Invoices
 ● Company stationery (e.g. letterhead)
- Brochures, handbills, door knockers, mailers
 ● Job site signage (e.g. fencing signs)
- Advertisements in publications (e.g. industry newsletters)
 ● Radio advertisements
 ● TV advertisements
- Other (please specify)
 ● Company branded clothing

Mandatory Question (17 response(s))

Question type: Checkbox Question

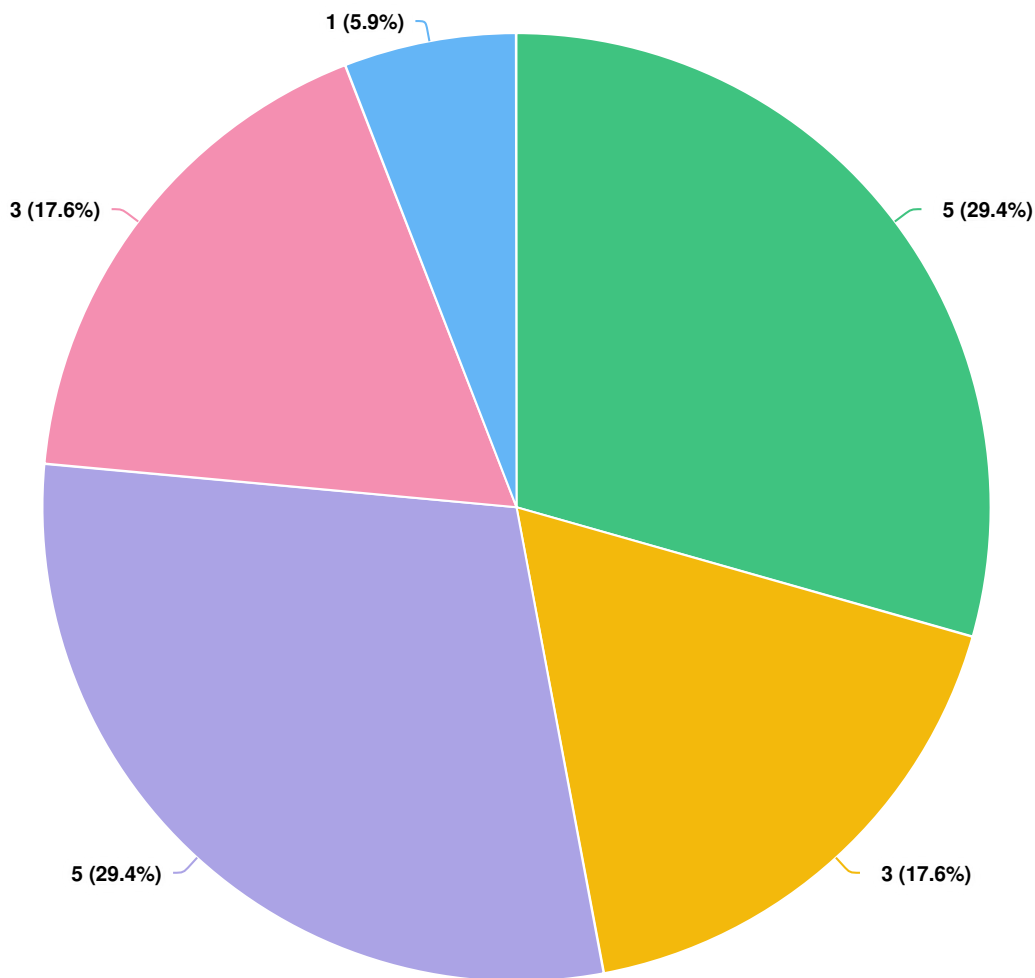
Q8 | Technical Safety BC is considering phasing in advertising guidelines, what order makes the most sense for you? (Please order the choices)

OPTIONS	AVG. RANK
Digital advertising (e.g. online marketplaces, social media, websites, digital ads)	1.47
Advertisements in publications (e.g. industry newsletters)	2.41
Documents (e.g. business cards, brochures, invoices, quotes, site signage)	2.53
Company assets (e.g. vehicles and storefronts)	3.59

Mandatory Question (17 response(s))

Question type: Ranking Question

Q9 How much time might your company need to be able to comply with the guidelines given your current scope of advertising activities?

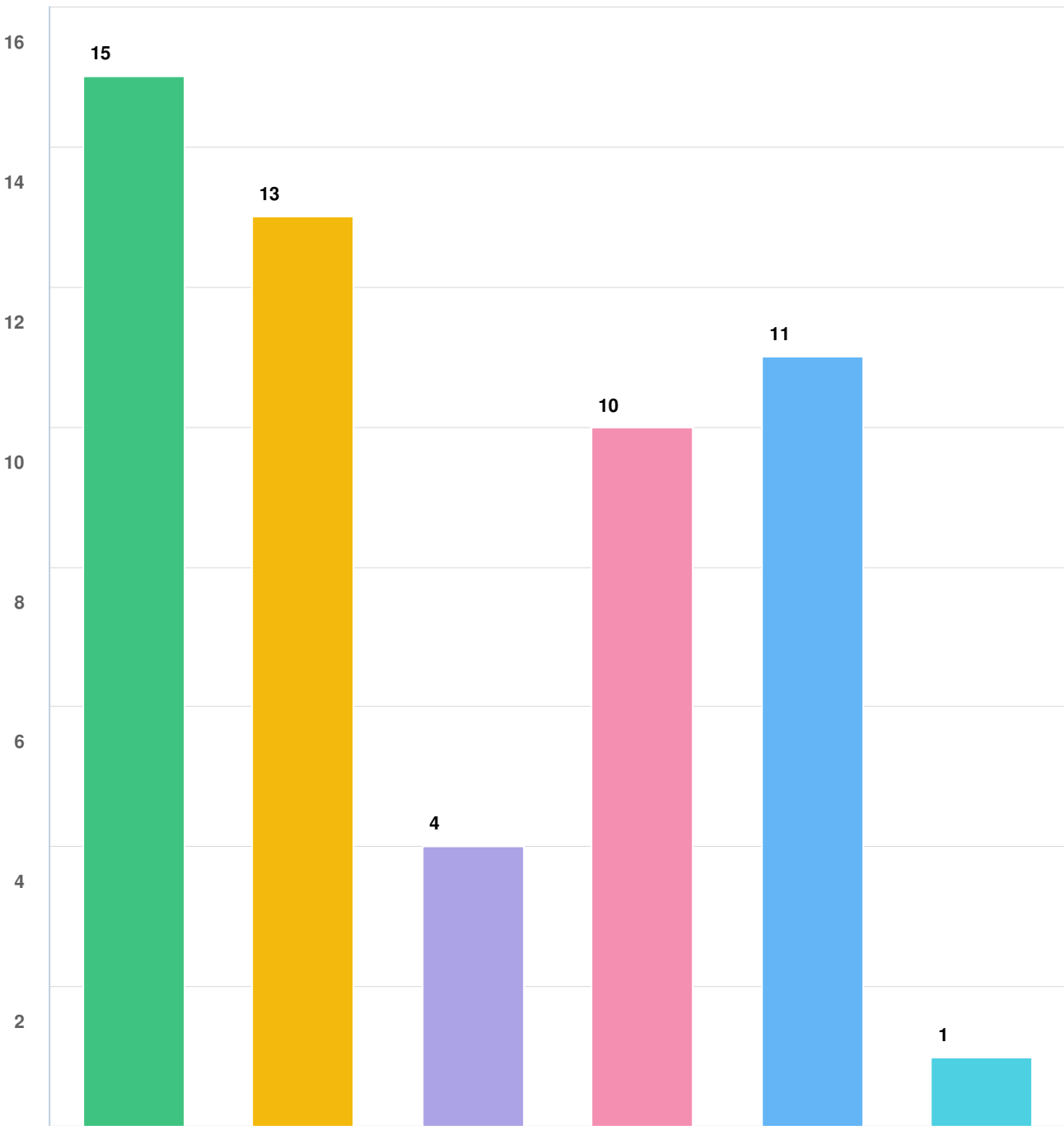


Question options

Less than 2 months 2-3 months 4-6 months 7+ months Unsure yet

Mandatory Question (17 response(s))
Question type: Dropdown Question

Q10 How should these changes be shared with Licensed contractors and the public? (Check all that apply)



Question options

-  Direct email notification
-  Technical Safety BC newsletters
-  Annual Public Meeting
-  Industry Association newsletters/communications
-  Notification in Technical Safety BC Client Portal
-  Other (please specify)

Mandatory Question (17 response(s))
Question type: Checkbox Question

If you have any questions about the survey please contact
engage@technicalsaftybc.ca.