



Moving British Columbians *Forward*

2023 Impact Report

BCAA

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Land Acknowledgement

BCAA acknowledges that we operate and support Members and customers on traditional and contemporary territories of First Nations across what is known today as BC. BCAA is headquartered on the lands of the hən̓d̓əm̓ín̓əm̓ and Skwxwú7mesh speaking peoples, known today as the City of Burnaby.



Gwaii Haanas

The Beliefs That Guide Us

Empowering British Columbians to Move Forward is our purpose, but how we do that matters. These five beliefs are our guiding principles. They define how we conduct ourselves in everything we do, every day, as we work toward the BC of tomorrow.

We believe in *Doing the Right Thing*

We stay true to our word, and help British Columbians move forward.

We believe in *The Power of Community*

Together, we create a more vibrant, inclusive and connected province for everyone.

We believe in *Putting People First*

We treat each other with the same care and respect that we treat our Members.

We believe in *Shaping the Future*

We look to new horizons and actively embrace change.

We believe in *Protecting our Home*

It's our responsibility to protect life in BC now, and for generations to come.

Shaping the Province We Want to Live in

When BCAA was founded in 1906, the world was a completely different place. We often wonder if our first six founding Members could have imagined our world when they joined together to create what would become the BCAA we know today.

Now, 117 years later, we find ourselves imagining what the world could look like in another century — and what we can all do to help shape it. To define how we lead our lives, how we steward the land, water and air, how we do business and how we show up for our neighbours and our communities.

Recently, we committed to being a purpose-led organization. We committed to Empowering British Columbians to Move Forward. What does that mean for you? It means that we've got your back. That wherever life's many roads take you, whatever challenges or opportunities are heading your way, we're on your side. Whether it's a mishap or something even bigger on the road, at home, or on your travels, we'll be there to help you pick up and keep moving forward.

It also means knowing that when you become a Member, you're investing in an organization that gives back to our communities. You're investing in new ways to get around, different ways of doing business, and even more ways to protect our homes and our planet.

Leading with purpose means changing how we define success, how we measure what we do and how we hold ourselves accountable. By making these metrics and our progress public, we're reporting on how we see our role in BC's future.

This impact report is our commitment to the province and to British Columbians. This is what we're doing to make British Columbia safer, more sustainable, more equitable and more prosperous for everyone. It's our declaration of who we are, what we stand for and what kind of BC we want to build for future generations. This is us. This is BCAA.



“To us, good business means *doing good*. It’s about a sense of *purpose*.”



Welcome to BCAA’s first-ever Impact Report. From the very start, BCAA has had a purpose beyond profit – when a group of motoring enthusiasts gathered to enjoy their hobby and help each other when their vehicles broke down. Today, we still help with roadside breakdowns, but our purpose is much broader.

We define our purpose as Empowering British Columbians to Move Forward. This is why we exist. Being purpose-led isn’t always about the grandest gesture, it’s about the decisions we make, the way we engage with others, and how we instill our beliefs into our operations. To us, good business means doing good. It’s about a sense of purpose.

If our purpose is our “why,” measuring our impact is part of our “how.” What gets measured gets managed. By defining our long-term aspirations, including our impact on British Columbia, we commit ourselves to what drives our business forward in ways that create value.

Thank you for your interest in the impact that BCAA and our Members make together, for our communities and people, for our planet and for the prosperity of our province.



Eric Hopkins
President & CEO



“This report helps to bring so much of BCAA’s purpose to life.”

This report helps to bring so much of BCAA’s purpose to life. It brings me great pride.

If you only know BCAA as the roadside heroes, think again. My hope is that if you’re a BCAA Member, you’ll see some of the positive impacts that your Membership enables for our province. If you’re not a BCAA Member, you’ll learn a whole lot about us and perhaps think about how we can help you.

The rigour of measuring impact holds BCAA accountable and is the basis for this organization’s future growth and success.

We all have a sense of personal purpose that drives us in life. I hope that as you learn more about BCAA through this Impact Report, you can see how having a clear corporate purpose is creating value for BCAA itself, for others and for our province. And that you, as BCAA Members, can see yourself being a part of what we do to make British Columbia one of the best places on Earth.



Shannon Susko
Board Chair

Measuring Impact

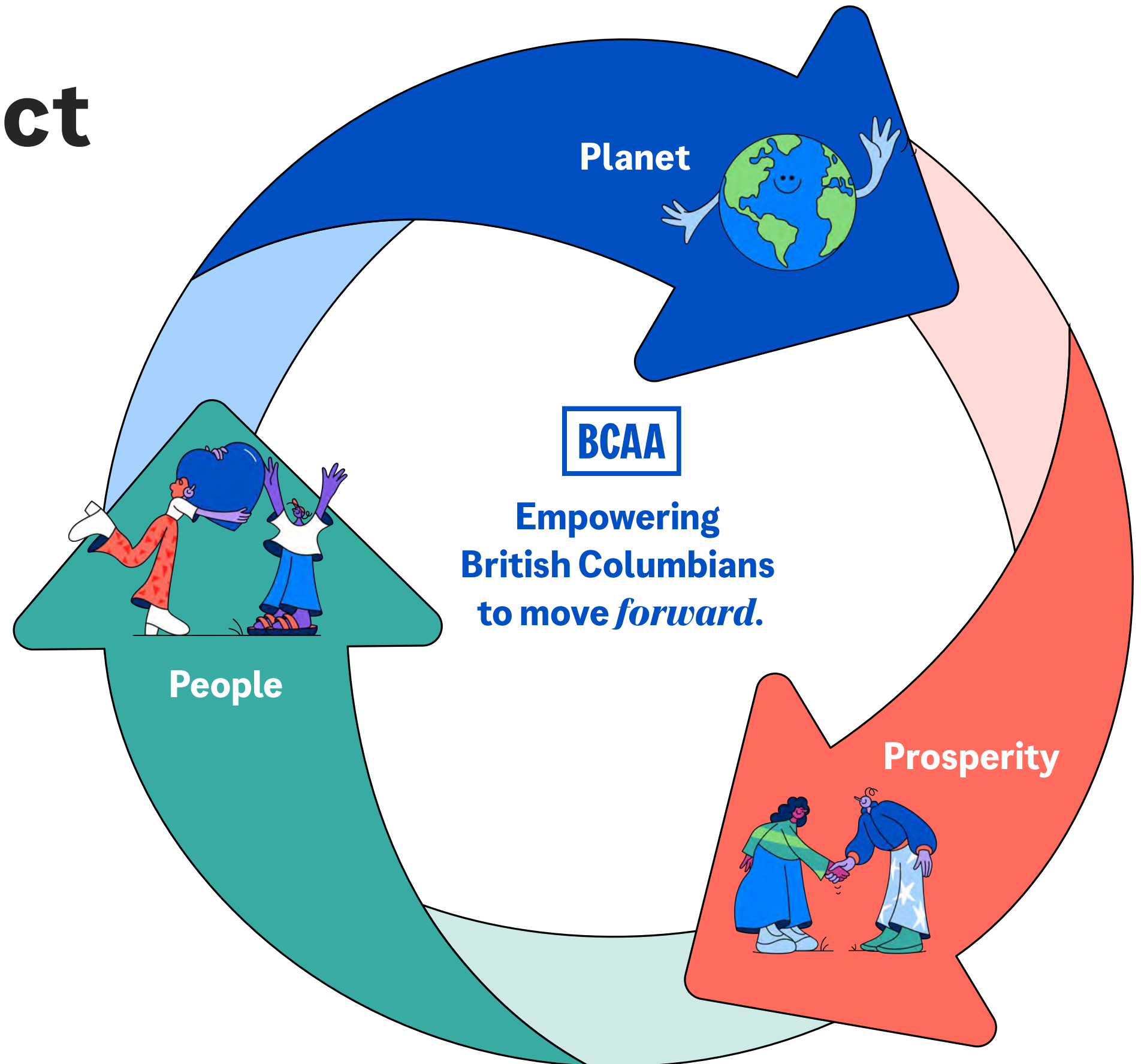
How do we quantify doing good?

To be successful, we focus on more than just our financial health. We succeed when our communities, our team members and our planet thrive alongside us. Reporting on our impact is how we stay accountable to our communities and ensure we give back more to our people and our province than we take.

Since we committed to being a purpose-led, values-driven organization, we've developed our own voluntary impact measurement framework. This is how we measure our effect on the world around us, beyond purely financial measures of success.

For each measurement area, we've established baselines and set one, three and eight-year targets which serve both to quantify our positive impact and to challenge us to push further.

In this, our first-ever Impact Report, we summarize the fiscal year that ended on September 30, 2023. We'll take you through our three areas of impact and report our progress against targets for each.





Impact in Our *Communities*

BCAA is a community organization first. We invest back into our communities every chance we get. There are countless ways that we do our part for a safer, resilient and more inclusive future for all British Columbians, whether it's through donations, volunteering, community safety programs, education, or our response in times of crisis.

Lending a Hand

Paid volunteer time leads to inspiration and reflection on community strength.



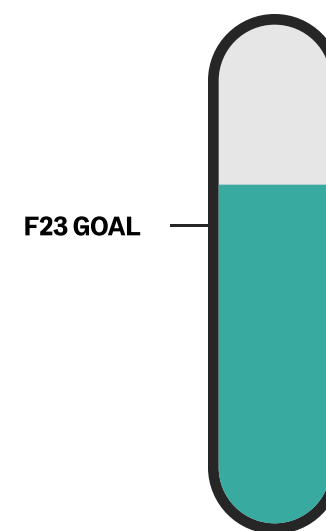
Every week, volunteers buzz to and from a humble industrial building in East Vancouver, to deliver frozen meals and groceries to individuals and families who are living with HIV and co-existing illnesses and primarily homebound. A Loving Spoonful describes itself as being about food, love, hope and compassion – and that is certainly what I saw when I joined some colleagues to use our paid volunteer time to assemble and pack meals.

We each took a morning or afternoon shift. Our hosts were quietly inspiring and efficient as they told us more about their purpose and set us up to assemble as many meals as we could. We weighed, scooped, sealed and packed meals into individual trays and loaded up crates ready for delivery.

Our contribution was part of a remarkable effort that provides some 100,000 meals, groceries and dietician support each year to those in our community living with chronic, life-threatening illnesses – many of whom are isolated and dealing with several physical, mental and emotional challenges.

Something about that day at A Loving Spoonful really stays with me. It was one of those times when you feel good about making a difference, and what stands out is how valuable and impactful your own time can be for your community. I know many team members volunteer regularly, and I think about the amount of good we can do together as a BCAA team – some 1,300 team members strong. I’m so proud to be a part of an organization that is rooted in giving back to our province in every way we can.

Brent Cuthbertson
Senior VP & Chief Marketing Officer



68%
BCAA team members participated in donation-based initiatives in 2023

Pulling Together in Times of Crisis

2023 saw a record level of wildfire activity in BC. As increased fire activity in the province becomes more likely each year, it's more important than ever for us to pull together as a community and do what we can to help mitigate risk and offer relief.

Through our partnerships, the tireless dedication of our team members in communities affected by wildfire, and our emergency relief fund, BCAA helps to ensure that British Columbians can get through times of crisis — together.

Building Wildfire Resilience

A new partnership promises to help more communities protect themselves against wildfire.

This year, BCAA began a multi-year partnership with FireSmart™ BC. This will get more fire prevention expertise into communities across the province by rapidly expanding FireSmart BC's Home Partners Program.

This partnership is designed to increase public fire prevention knowledge and to help people take proactive steps to reduce the chance of wildfires damaging their homes and wider community. This is a big step toward making our province more resilient and prepared in the face of future wildfires.



FireSmart Saved My Home

Ruth-Anne Fanning, BCAA Customer Care Manager, shares how her community's work with FireSmart BC meant the difference between relief and disaster.

Logan Lake is my hometown, and my parents still live in the same house I grew up in. In 2021, the Tremont wildfire threatened Logan Lake.

When the whole town was ordered to evacuate on August 12, we thought the town was gone for sure. But Logan Lake had partnered with FireSmart BC for some time, becoming the first certified FireSmart community.

Thanks to forest management, fire breaks and other mitigation measures, the fire burned all the way up to Logan Lake's municipal boundaries but then ran out of fuel, saving the town.

When I heard about BCAA's partnership with FireSmart BC, I was over the moon. It's really special to work for an organization that truly cares about communities across British Columbia.

I keep thinking back to that summer and how it felt for me and my family and the rest of the town, not knowing what would happen to the community I grew up in and still call home. There is no doubt in my mind that this partnership will save more homes and communities — just like it saved mine.

Emergency Relief Fund

Harnessing the generosity of our communities in times of need.

BCAA is committed to stepping in during times of emergency and supporting our province when we need it most. We activate our Emergency Relief Fund if there's an appeal for donations (for example from the Canadian Red Cross) following major disasters such as wildfires or earthquakes.

Each time we activate the fund, BCAA identifies and donates to an organization providing on-the-ground support. We invite our team and communities to join us, matching their donations to double our combined impact.

This summer, BCAA activated our fund to donate to the Canadian Red Cross's 2023 British Columbia Fires Appeal to support local wildfire recovery and relief efforts – with BCAA matching donations from our team members and BCAA Members.

We committed \$100,000 and used our BCAA Gives Back community giving platform to help direct cash donations from BCAA team members and Members to the Red Cross wildfire relief efforts – ultimately raising over \$227,000 to help British Columbians affected by wildfires.

We also donated advertising space to promote the donation opportunity, partnered with United Way British Columbia to provide hundreds of blankets, and opened up our Kelowna Auto Service Centre and Westbank Service Location as drop-off hubs to donate items in need – sending multiple donation bins with much-needed items to United Way to help local residents.

There When Our Neighbours Need Us

David Skogstad, Senior Claims Manager, shares what it was like to lend support to community members threatened by wildfire in Kelowna.

When the situation became dire around West Kelowna this summer, I arrived at the reception centre with the BCAA community support van, just as people were showing up to get help.

With a long history in the community, BCAA team members have first-hand experience of what it's like to evacuate their homes under threat of wildfires. I was there, along with my colleague James, who is a Kelowna local, to support the thousands of people who arrived in the coming days.

We helped open claims, gave insurance advice and guidance on available support and talked with people about their unique situations and how we could help.

The spirit of community at the reception centre was incredible. That community spirit extended beyond the wildfire zone – we also tapped into the power and generosity of our team members and Members province-wide through our Emergency Relief Fund. I was so glad to be there representing a truly BC-based organization, helping our neighbours when they needed us most.

Our People

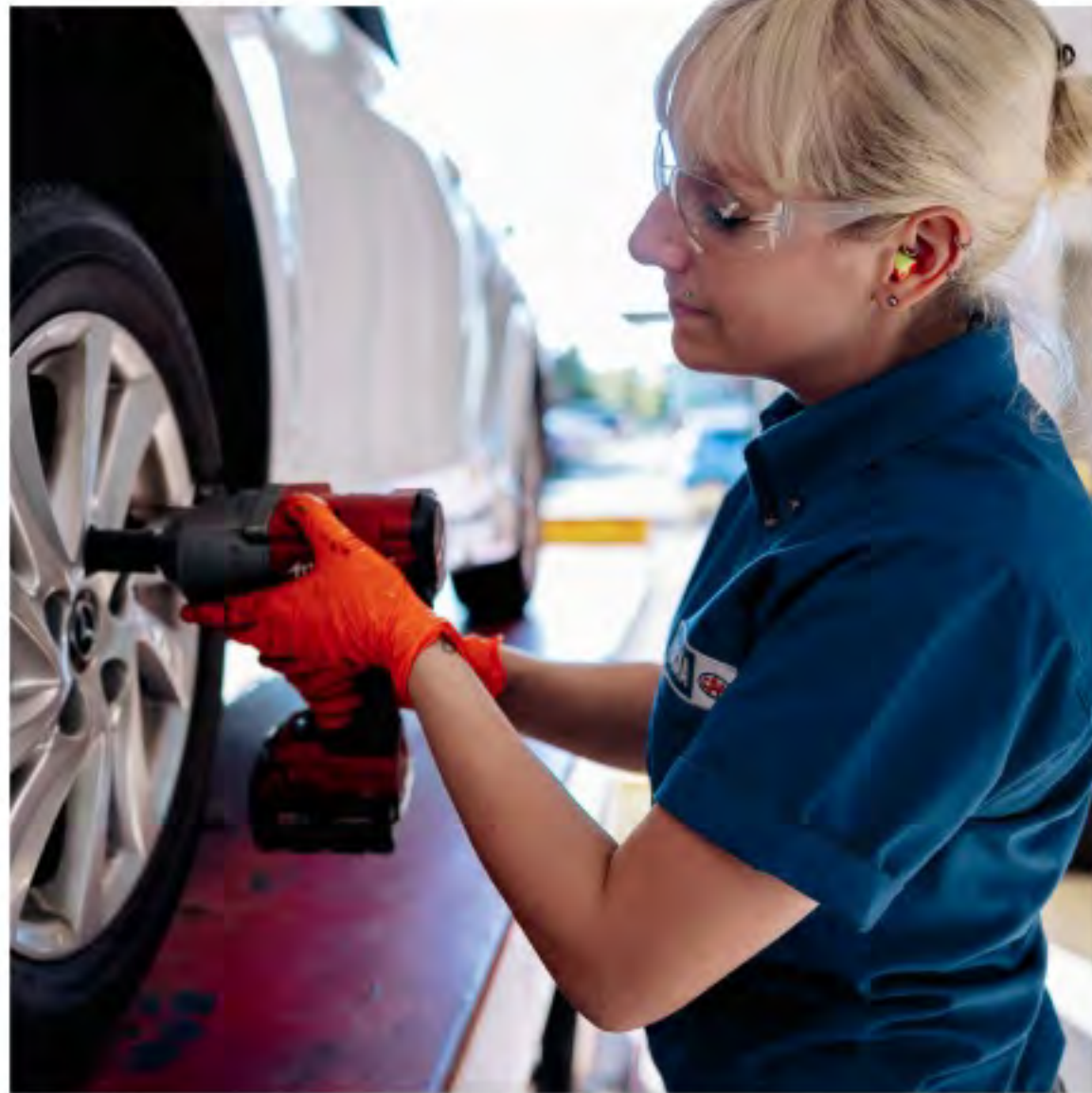
Community Impact

These targets help us measure the effect we have on the communities around us. They tell us what percentage of our revenue is going back into our communities, how much our team members are contributing personally, and how British Columbians see us as an organization.

	Description	Measure of Success	Baseline	F23 Goal	F25 Goal	F30 Goal	F23 Actual
Community Investment	Dollars invested in communities	Invest 1% of NIBT*	\$1,083,241 <small>*(F21 Actual: 4.3%)</small>	5% NIBT	5% NIBT	5% NIBT	6% NIBT
	Certified as a Caring Company through Imagine Canada	Invest 1% of NIBT*	Certified	Certified	Certified	Certified	Certified
Employee Involvement	Increase employee engagement in helping to strengthen our communities	% of employees participating in donation-based initiatives	50%	60%	70%	80%	68%
		% of employees participating in volunteerism initiatives	4%	10%	25%	50%	11%
Awareness	Improve British Columbians' perceptions of attributes related to BCAA's community pillars	Safety – BCAA improves and advocates for road or community safety	77%	80%	82%	85%	73%
		Prevent & Prepare – BCAA helps to reduce risk and increase preparedness for British Columbians	45%	46%	48%	53%	44%
		Connection – BCAA gives back in their local community	24%	26%	30%	32%	27%



*Net Income Before Taxes



Impact on Our *Team Members*

When we create amazing experiences for our team members, we help move British Columbians forward. We're committed to providing a compelling employment experience that inspires our people. We do this by instilling a sense of purpose in their careers, by embracing Diversity, Equity & Inclusion, and by prioritizing health, safety and wellness.

Diversity, Equity & Inclusion in Action

Our DEI mission is to reflect the rich diversity of the communities we serve.

Building Internal Capabilities First

Our team members reflect British Columbia as a whole, and we celebrate their diverse thinking and different perspectives. Our Diversity, Equity & Inclusion (DEI) initiatives help us achieve this in a variety of ways – from our hiring practices, to learning opportunities, to our Employee Resource Groups fostering psychological safety and inclusion for everyone.

Along with developing a vision and mission for our DEI program, we've developed a set of guiding principles to help guide this work and weave it into our daily business. This lays a strong foundation for us to continue learning about DEI and to design initiatives that support our people, which in turn better positions us to take thoughtful, meaningful action in support of diverse communities across British Columbia.

Diversity in Hiring

We strive for diverse talent to see themselves working at BCAA and feel encouraged to apply for our roles. We offer accommodations throughout the recruitment process, including assistive technology and flexible work arrangements, and design marketing collateral to reflect diverse groups.

Applying a DEI lens has broadened our talent sourcing to include more employment service organizations representing persons with disabilities, Indigenous and other equity-deserving job seekers. BCAA is committed to advancing reconciliation, and we've developed a multi-year Indigenous Inclusion strategy to attract and retain Indigenous talent.

We leverage the Global Diversity Equity and Inclusion Benchmarks (GDEIB) to inform our organizational DEI performance indicators.

Key stakeholders across the business use the GDEIB framework to select relevant benchmarks.

Annually, we compare our internal demographic data to Statistics Canada Census data for BC, enabling us to measure how closely we are reflecting the rich diversity of our province.

Because of these and other initiatives, in a recent audit of BCAA's DEI program by KPMG, BCAA scored a 4 out of a possible 5 on the DEI Maturity Curve.

Learning About DEI

It's one thing to learn about Diversity, Equity & Inclusion through required courses or training. It's an entirely different experience to listen to backgrounds, experiences and perspectives first-hand.

We bring DEI to life with a series of educational events themed around significant calendar dates (e.g. Black History Month, International Women's Day, Pride Season, National Indigenous History Month). We invite guest speakers from different equity-deserving community partners to join us for these conversations – all of whom provide takeaways to advance inclusion and belonging. Our guests are informative, vulnerable, authentic and raw, speaking to both our heads and our hearts, and sticking with us long afterwards.

In tandem with each event, we promote relevant charitable organizations on our team member giving platform, so that our team members can couple their learning with support of underrepresented communities.

Living Well, Being Well

A team member shares how BCAA's focus on wellness is so impactful for them.

Swimming in the ocean is one of my favourite things to do in the summer – I love the feeling of jumping into icy cold water followed by chill time on the beach. Thankfully, my family is willing to indulge my cold-water swims – this year, thanks to using two wellness days, I was able to take some extra time to visit family on Pender Island. Each day of our visit we found a new spot for an ocean dip – we had so much fun that even my father-in-law, who rarely swims, was inspired to jump in too.

Part of why I love working at BCAA is the priority of wellness. This enables me to take a bit of extra time to do things that help me relax, connect with nature and make memories.

This year, BCAA added extra wellness funds for team members to use for things like gym fees, vitamins, kids' sports fees, sports equipment, nutrition programs and more. Given my passion for ocean swims, I chose to use some wellness funds for swim lessons for my kids – hopefully they'll continue to join me for many cold dips in the future.

Wellness is an individual journey. By offering paid wellness days and a wellness account, BCAA lets team members like me focus on their wellness in the ways that make the biggest difference for us. That helps me show up at my best in my community and in my workplace.

Keiko Jacobs
Communications Specialist

F23 GOAL



**We achieved a
Wellness Engagement
Score of
81%**

BC Top Employer for Five Years Running

BC's Top Employers recognizes employers that offer exceptional places to work.

This year, BCAA was especially recognized for our collaborative and inclusive approach to developing our Workplace of the Future program with new, modern work arrangements. BCAA was also recognized for the number of careers we offer with in-office, hybrid and remote work options while continuing to stand out for the variety and quality of internal professional development opportunities.

The BC's Top Employers' judges also highlighted the support BCAA offers to new parents, with maternity leave top-ups for new mothers and parental leave top-ups for biological, adoptive or legally recognized parents.

To make it onto the list of BC's Top Employers, BCAA is assessed each year as providing team members with some of the most progressive and forward-thinking programs in the province, evaluated on eight criteria:

- Physical workplace
- Work atmosphere and social
- Health, financial and family benefits
- Vacation and time off
- Performance management
- Employee communications
- Training and skills development
- Community involvement

This year, BCAA was also named one of Canada's Most Admired™ Corporate Cultures. This national awards program identifies and recognizes best-in-class Canadian organizations for exemplary corporate cultures that enhance performance and sustain a competitive advantage.

Always Looking to Do Better

Alison Robb, Senior Manager, Talent Acquisition, reflects on what makes BCAA a special place to work.

When people ask me "why should I work at BCAA?" I have a lot of answers, but one that never fails to impress is that we've been named a BC Top Employer for five years in a row. BC's Top Employers is a special designation that recognizes employers that lead their industries to offer exceptional places to work. Being named a Top Employer is a huge achievement but what it says to our team members and those considering working here is that we care about our people and we're always looking for ways to make their experience working at BCAA better.

BCAA has a "People First" culture, and we believe that creating an amazing experience for our team members translates to them delivering outstanding service to our customers. We do this by emphasizing career growth, professional development and training. We build an inclusive culture where everyone is welcomed and all voices have a place at the table. We put safety first and find innovative and modern ways to work. As our business grows and we serve over a million British Columbians, we're looking forward to maintaining our Top Employer status and welcoming more team members to join us in helping move BC forward.

Home After Every Shift

A team member shares their view on the importance of making our roads safer for everyone.

At the end of my shift, I go home and hug my kids. It's important to me that the Members we help at the side of the road can do the same. That's what safety means to me, and why I love seeing how BCAA supports roadside safety.

The latest safety technology that BCAA's invested in is incredible. Once my flashing lights are on for 60 seconds, my truck sends an automatic, real-time, digital alert through Apple Maps, Waze and some vehicle manufacturer nav systems, to advise approaching drivers, "BCAA vehicle ahead. Please slow down and move over." That's the law here in BC, but reminders can make a big difference. I heard that in just one month, over 100,000 drivers are alerted to the presence of a BCAA truck. That's a powerful way to help our technicians and the people we're serving to stay safe.

Having the space to do our jobs safely at the side of the road is critical. The Slow Down Move Over law specifically states that drivers must slow down and pull over to the next lane when seeing emergency or construction vehicles' flashing lights – and that includes our amber lights. We run awareness blitzes across the province, working with partners like the RCMP to pull drivers over and remind them of the Slow Down, Move Over law. Sometimes people just aren't paying attention or they're driving too fast, or they say they don't know what to do. Every driver we help to educate is keeping our roadsides a little bit safer for all of us. I'm so glad that we're leading the way and getting everyone home safe.

Rico Cancio
Road Assist Fleet Technician

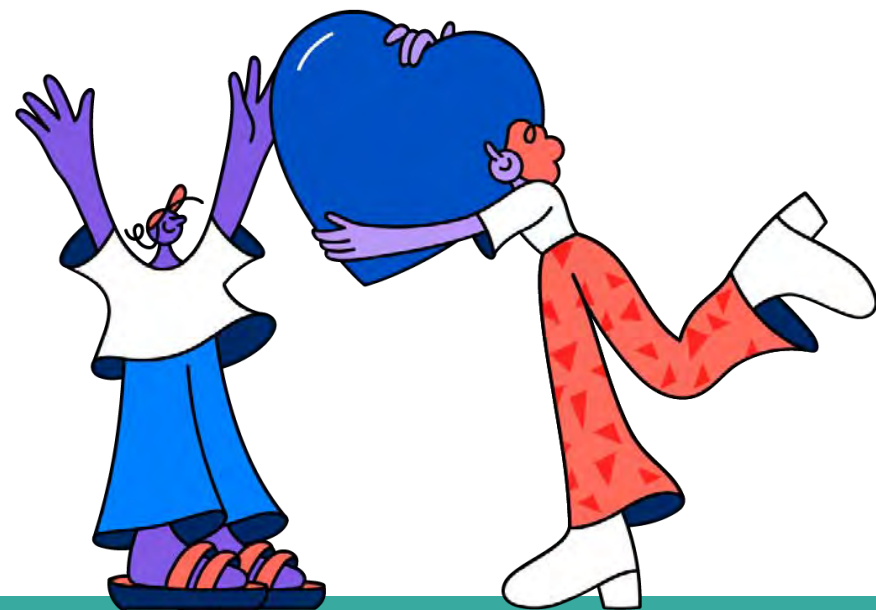
“Every driver we help to educate is keeping our roadsides a little bit safer for all of us.”

Our People

Team Members

These benchmarks give us an indication of how well we're taking care of our team members. They tell us whether team members feel engaged and inspired in their work, whether they're participating in our wellness programs, and whether we're providing a workplace that is diverse, equitable and inclusive.

	Description	Measure of Success	Baseline	F23 Goal	F25 Goal	F30 Goal	F23 Actual
Diversity, Equity & Inclusion	BCAA is committed to supporting a workplace that represents, respects, and celebrates the diversity of BC	GDEIB* progress relative to set benchmarks	2+	3	3+	4	3
		Representation across BCAA of diverse groups	Align with 2021 BC Census Data	Align with 2021 BC Census Data	Align with 2021 BC Census Data	Align with 2026 BC Census Data	Aligned in 6 of 8 categories
Health, Safety and Wellness	BCAA is committed to offering programs that support employee wellbeing	External audit of Health & Safety Program	Successful	Successful	Successful	Successful	Successful
		Maintain a wellness engagement score of 80% or higher	80%	80%+	80%+	80%+	81%
Employee Engagement	BCAA is committed to inspiring individuals with a sense of purpose in their career and being known as one of best places to work in BC	Engagement score of 74% or higher	76%	74%+	74%+	74%+	78%
		BC Top Employer status	Achieved	Achieved	Achieved	Achieved	Achieved



*Global Diversity, Equity & Inclusion Benchmarks



Impact on Our *Environment*

Because we live and work in one of the best places on Earth, we believe in taking care of the land, air and water around us. We can do this by reducing our impact on the environment, by making our business more efficient and by protecting life in BC now and into the future.

Sharing is the Future

Evo, BCAA's groundbreaking car sharing service, is a major part of our strategy to mitigate impact on the environment.

Research shows that each car share vehicle can take up to nine private cars off the road, reducing not only emissions but also the need for parking spaces and infrastructure.

With Evo Car Share and Evolve E-Bikes and E-Scooter Share, BCAA is helping to establish a new, alternative transportation system. This sets us up for a lighter carbon footprint in the future and positions us to offer the services that a new generation of Members want and need.

Together, Evo and Evolve fill significant gaps between public transit, ride-share apps and private car ownership. As the world looks to new ways of getting around, we're developing new ways of operating vehicle fleets.

The results are encouraging. We're piloting fully electric vehicles in the Evo fleet alongside our hybrid vehicles, saving more than 560,000 litres of fuel in fiscal 2023 and winning a CAA Best Practices Award in the process.

On the operations side, we saved 4,378,870 litres of water through waterless car wash. We reuse parts from older or damaged vehicles to do as many in-field repairs as possible, reducing downtime and the need for vehicle tows. And a majority of Evolve's fleet support operations are zero-emissions.

When our vehicles near the end of their service, they still help us reduce our environmental impact. 60% of the aluminum alloy and 80% of the steel used to make Evolve E-Bikes and E-Scooters is recyclable.

And BCAA is the only micromobility operator in BC registered as a steward of the Electronic Products Recycling Association, which means we report and remit the Electronic Handling Fee for Evolve devices. This covers the cost associated with proper recycling of our e-bikes, e-scooters and lithium-ion batteries.



Using Less Plastic

One small change brings us one big step closer to carbon neutrality.

Sometimes, it's the simplest question that leads to change. When we explored how to reduce our use of plastics, we asked, "when do our Members need a new card?"

It turns out that our cards are pretty durable. So we switched from automatically sending Members a new Membership card every 3 years to an on-demand service where Members can simply request a new card if they need one.

Members still receive a brand new BCAA Membership card when they join. And more of our Members are choosing to either download a digital Membership card or access their card through the BCAA app.

This simple act of replacing cards only when our Members need one led to us using 2,000 kilograms less plastic in our 2023 fiscal year. We estimate that over five years, this initiative will save us around \$430,000 – which we can reinvest into improving our services – and result in a reduction of over 10,000 kg of plastics. This in turn reduces our carbon emissions and brings us closer to carbon neutrality,



We are committed to carbon neutrality by 2030

Where Do Expired Car Seats Go?

How BCAA's child car seat pop-up recycling events divert thousands of car seats from landfills.

For decades, I've been traveling the province on behalf of BCAA, helping community professionals and caregivers learn how to correctly use child car seats. To keep kids safe on the road, it's important to know how to install and use the seats the right way. But kids grow up and car seats expire. Because there are no curbside disposal options available, I've seen my fair share of old, broken and expired car seats laying around in garages and basements.

In spring 2023, BCAA partnered with Queensborough Landing Return-It to offer British Columbians a convenient and environmentally sustainable way to dispose of used, damaged or expired car seats at recycling drop-off events.

Over 2,000 child car seats were diverted from the landfill, giving a second life to these tough-to-recycle materials. Plus, BCAA donated \$5 for every child car seat collected, contributing over \$10,000 to support four local non-profit organizations who provide programs and resources for children and families in BC communities.

It's another way to keep kids safe by removing potentially dangerous car seats from circulation. Plus we're doing our part for the environment by helping to recycle car seats that would have gone to the landfill. For me, it's gratifying to see that after keeping kids safe on the road, the car seat materials will get a second life.

Colleen Blundell
Senior Educator, Child Passenger Safety

2,000+

**Child car seats
diverted from
landfills in 2023**

Our EV Journey

From e-bikes to Roadside Assistance vehicles, BCAA is leading the charge on going electric.

No conversation about reducing carbon footprint would be complete without mentioning electric vehicles. This year, BCAA is leading the charge on going electric, both with our Roadside Assistance fleet and with Evo and Evolve.

We've begun integrating all-electric Ford F150 Lightning trucks into our service fleet — first as service vehicles but with an eye toward future use cases, including providing boost charges to our Members' EVs on the road.

We're keeping our Roadside Assistance and auto service techs up to date with enhanced training on servicing electric vehicles. As EVs become more common on the road, we want to be prepared to lend a hand wherever we're needed.

At Evo, we've expanded the number of fully electric vehicles in our mixed hybrid and EV fleet from five to 16. This incremental expansion will allow us to work out any infrastructure challenges before we add more EVs.

We're also growing our electric offering in the micromobility space, with Evo's Evolve E-Bike and E-Scooter Share program expanding its business-to-business and public programs. This provides exciting new transportation options for the "first and last mile" — the beginning and end legs of the journey, to and from public transportation.



Roadside Assistance Gets a Boost

Daryl Ashe, Road Assist Fleet Technician, shares his experience being one of the first to drive BCAA's new electric Member service vehicles.

When I started at BCAA over 20 years ago, I never thought I'd be driving around in a truck that didn't need gas, with a trunk where the engine should be, delivering service to our Members when and where they need us.

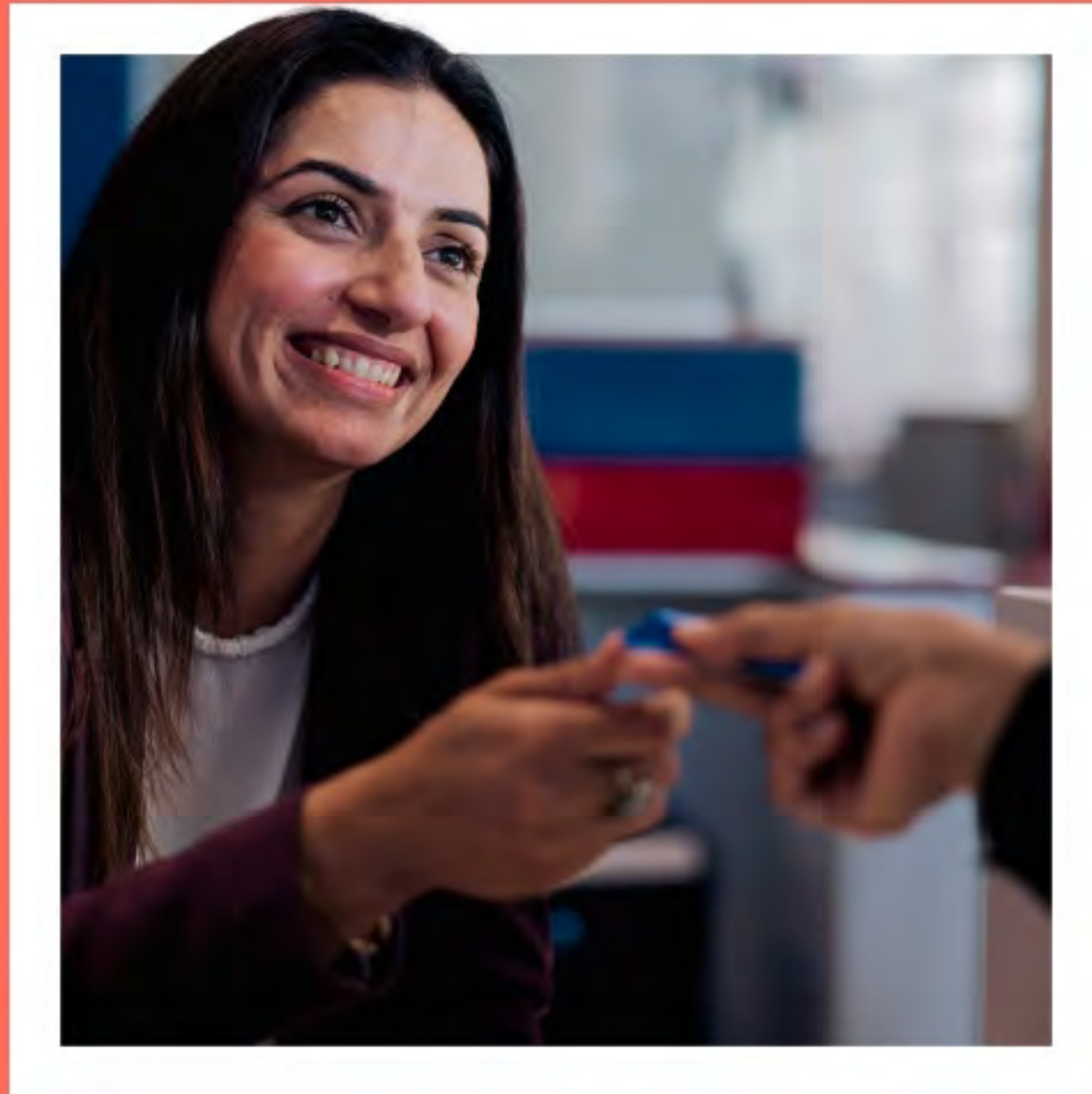
When the opportunity came up to be one of the first drivers for BCAA's newest Ford F150 Lightning electric Member Service trucks, I jumped at it. I love trying out new technology and this was a perfect chance to figure out new ways to help our Members on the roadside, while doing our part to reduce emissions.

Our Planet

These scores reflect how well we're doing at minimizing our impact on the land, air and water around us. They help us measure the cumulative effects of all our combined carbon reduction initiatives across our organization.

	Description	Measure of Success	Baseline	F23 Goal	F25 Goal	F30 Goal	F23 RESULTS
Greenhouse Gas Emissions	BCAA is committed to reducing the carbon intensity of our business by 50% from 2019 levels by 2030	Emission Intensity (Tonnes CO2e/\$1,000)	0.038	0.037	0.032	0.019	0.030
		% emissions intensity reduction	N/A	-2%	-10%	-50%	-20%
Carbon Neutrality	BCAA is committed to becoming carbon neutral by 2030	Carbon Neutrality	N/A	N/A	N/A	Achieved	N/A





Impact on Our *Prosperity*

This is how we create growth for good. BCAA's success through our products and services fuels the value we can bring to the world around us. This is a foundational element of BCAA's longevity as an organization, underpinned by our financial strength.

Profit for Prosperity

Our CFO reflects on the difference between prosperity and pursuit of the bottom line.

I've never been one to focus purely on profit. That may be strange for a chief financial officer to say, but success to me is so much more than that. Setting financial targets is much more meaningful when we start with a broader lens of prosperity rather than profit. It becomes about having enough to succeed not only financially as a business, but to reinvest in our people and our operations, to do business in ways that support our planet, and to give back to our communities.

It's about how we use our financial resources to ensure the world around us can prosper and thrive. Revenue and profit are important for us to be able to welcome more Members, create new services for them and invest even more in BC communities. We use the term "prosperity" because our targets help us determine how much of an impact we can make. Last year, we invested over one million dollars into BC communities and if we reach or surpass our prosperity targets, we can do even more for each other and for BC.

A great example of this virtuous circle is how, this year, our business operations and prudent budgeting generated enough by the midyear to fund accelerated hiring at our Contact Centres. We also invested in more of the latest service technology to support a better phone experience.

Almost immediately, these reinvestments enabled us to answer calls faster and help more people when and where they were looking for us. Taking more calls and providing better service to more Members and customers ultimately delivers more to our bottom line, enabling us to reach our revenue targets and continue to invest back into building stronger, more resilient and connected communities in the year ahead.

Committing \$100,000 to support BC wildfire relief efforts, donating 685 child car seats to those who otherwise may go without safe transport, and funding School Safety Patrols that teach students leadership skills to help support safe school zones are just a few examples of how more business success translates into more community impact.

Navida Suleman
Chief Financial Officer



The minimum invested each year by BCAA to protect BC communities.

Building Prosperity in Our Communities

Community investment and giving are core to BCAA, but so is empowerment.

We invest a minimum of \$1 million every year to protect BC communities, but our support doesn't end there. Community empowerment is a major part of our Prosperity strategy. We promote empowerment in our hiring and procurement practices, choosing to employ and do business with individuals from traditionally underrepresented or marginalized groups.

We also support community prosperity through products such as BCAA Small Business Insurance. According to data published by the BC Ministry of Jobs, Economic Recovery and Innovation and Deloitte, 98% of BC businesses are defined as small businesses, employing 54% of BC workers. But 25% of those small businesses don't have adequate insurance. That's why we developed BCAA's customizable, affordable small business insurance — to help small business owners focus on what they do best by taking the worry out of unforeseen events like theft and damage.

Protection Against the Unknown

Sharon Chai, mother, founder of Bamboobino and BCAA Small Business Insurance customer, shares how planning and preparation were essential to her business's success.

As an entrepreneur and a mother, I know the challenges for moms who are also entrepreneurs can be particularly daunting. Balancing the demands of running a business while also caring for children requires time management, flexibility, and resilience. Finding enough time to devote to both work and family can be difficult. Many times, I've wished there were more hours in each day.

Staying organized and prioritizing my time has been key to overcoming these challenges. I've also learned to be flexible and adaptable in the face of unexpected challenges. This has helped me to maintain a sense of balance and control.

One of the key advantages of small business insurance is that it can offer peace of mind and financial protection in the face of unexpected events. By having the right coverage in place, I feel confident that my business is protected against potential risks, and that I have the support and resources I need to recover quickly in the event of a loss or setback.

Launching BCAA GO

A new BCAA Membership for the next generation of British Columbians.

This year, we looked to the future and challenged ourselves to think differently about what BCAA Membership means to British Columbians. We started by asking how we could be there for a younger generation. Especially when many don't own a car but want to get around on their own terms using services like Evo and are also looking to stretch their dollar.

Our answer is BCAA GO – a new type of BCAA Membership that focuses in on what has the most value to a younger generation. For only \$4 per month, BCAA GO allows more British Columbians to move better, save more, and be part of an organization that gives back to BC communities to help our province move forward.

We designed BCAA GO for life in BC today, helping this younger generation to get around with a free Evo Membership and discounted Evo driving rates. Plus, we're also there to help them save on everyday essentials and experiences that matter most to them, with our extensive network of BCAA Rewards partners, including Blenz Coffee, Freshslice Pizza, the Vancouver Canucks, the PNE, The Source, and many more.

Ultimately, BCAA GO should be a helping hand for younger people. It's a way that we can be there for them, just as a BCAA Membership has been there for many previous generations in ways that help them get the most out of life in BC and beyond.

By reimagining what BCAA Membership can be for more British Columbians, we're looking after BCAA's future and the future of increasing numbers of British Columbians. Helping them move better and save more everyday.

Advancing Reconciliation

With investments in Indigenous communities, we work to create positive, prosperous change.

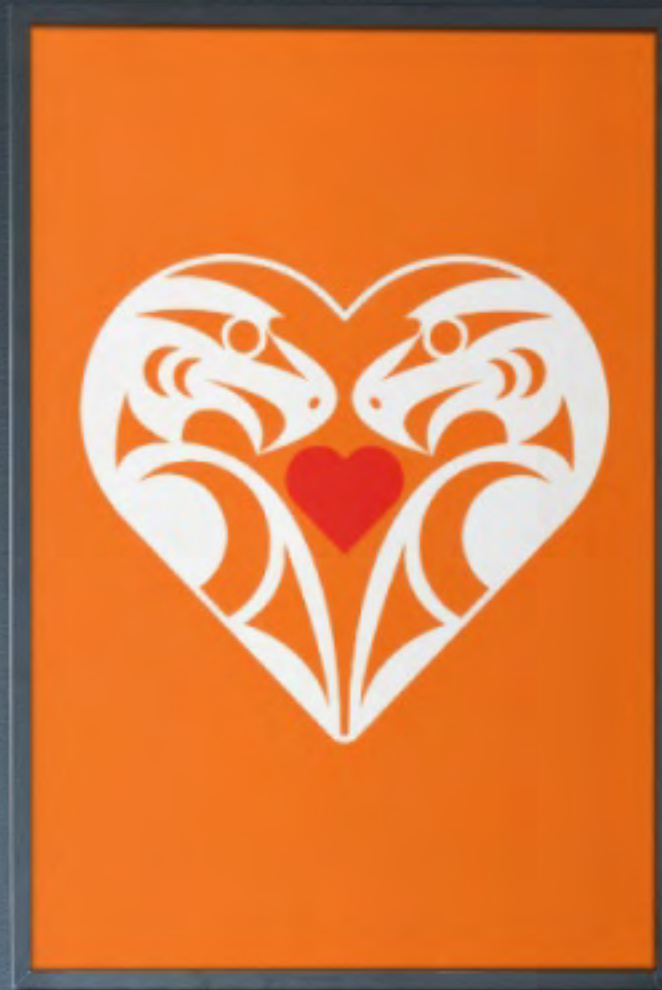
More Than Donations

Together, BCAA and Evo are taking more action to support local Indigenous entrepreneurs and organizations. These efforts involve seeking out meaningful opportunities to drive value and support community partnerships and organizations.

Indigenous Artist Spotlight

This year, to commemorate National Day for Truth and Reconciliation, we commissioned artwork created by Ovila Mailhot, a self-taught artist originally from Seabird Island, BC, with roots in the Nlaka'pamux and Stó:lō Nations.

Digital screens at Service Locations and Auto Service Centres featured Ovila's art, depicting two Salish eagles within a heart – clean and simple, yet elegant and bold.



“ To me Truth and Reconciliation Day is the day we *honour* the residential school survivors and children our people lost.”

Ovila Mailhot, Artist

Doing Our Part

As a 117-year-old purpose-led organization, we must do our part to reflect on our complex historical role with Indigenous Peoples and to advance reconciliation. Here are a few ways we're promoting prosperity in Indigenous communities:

- Evo has an ongoing partnership with Brendin Kelly, an Indigenous content creator, and continually amplifies their work to Members and our local community through our social media and other channels.
- Through our BCAA Gives Back platform, our team members can contribute to Indigenous organizations advocating to keep Indigenous culture and history alive, and who are working hard to improve the lives of First Nations, Inuit and Métis Peoples across the province and country. These include the Indian Residential School Survivors Society (IRSSS), Indigenous Perspectives Society, Reconciliation Canada, RAVEN (Respecting Aboriginal Values and Environmental Needs) and The Gord Downie & Chanie Wenjack Fund.
- Evo partners with the Squamish Lil'wat Cultural Centre to offer discounted museum entry and access to guided tours and storytelling, traditional drum songs and more.
- During National Indigenous History Month, Evo partnered with Talaysay Tours to offer Members a Talking Trees natural walking tour, where a local guide shared shíshálh (Sechelt) Coast Salish & Sḵw̓wú7mesh (Squamish) ecological practices, history, stories, legends and Indigenous ways of living (knowing).

Driven by Our Purpose

About our 2023 fiscal year results.

This year, in spite of significant headwinds, we grew our business, made meaningful progress on making BCAA an even better place to work and continued moving British Columbians forward.

We've grown top line revenue across almost all product lines by more than 20% in total compared to last year, and we're ahead on our Core Revenue budget due to:

- Steady Member count and strong retention.
- Higher-than-expected revenue from Travel Insurance sales due to the Travel industry's return to pre-pandemic levels in BC.
- Strong planning and decision-making resulting in strategic savings and efficiencies, helping our Operating Margin.

We finished the fiscal year above target for all four of our corporate goals: Member count, NPS (Customer Satisfaction), Core Revenue and Operating Margin — achieving maximum results for the latter two.

A few of our stand-out highlights from our 2023 fiscal year include:

- Continued strengthening and growing our core operations (Membership, Insurance, Evo, & Automotive Service Centres), especially thanks to the focus on investing in our call centre to serve more Members and customers.
- Introducing electric options to our Evo fleet.
- Supporting our customers during this record-high wildfire season, helping impacted communities be more resilient through the backing of our thoughtful reinsurance coverage and strong risk management practices.



Our Prosperity

These numbers provide a measurement of how well we're doing at creating value across our organization and across BC. They help us see the connection between our financials and the impact we have in our communities.

	Description	Measure of Success	Baseline	F23 Goal	F25 Goal	F30 Goal	F23 Results
Organizational Prosperity	BCAA strives to create financial value and maximize Member value creating new pathways to Membership and solutions to move British Columbia forward	Member Count	1,007,912	1,047,090	1,112,826	N/A	1,049,047
		Core Revenue	\$296.3M	401.5	483.96	N/A	419.2
		Operating Margin	\$15.1M	16.3	22.4	N/A	26.2
		Net Promoter Score (NPS)	72.7%	71%	71%	N/A	73.7
Employee Prosperity	BCAA supports the financial wellbeing of employees	Employee participation in pension plan	81%	92%	95%	95%	99%
Societal Prosperity	BCAA gives back to communities both in times of need and to create positive change	Investments in communities: Invest 1% of NIBT ^{*†}	\$1,083,241 <small>*(F21 Actual: 4.3%)</small>	5% NIBT	5% NIBT	5% NIBT	6% NIBT
		Employment and diverse workforce: GDEIB progress relative to set benchmarks ^{**}	2+	3	3+	4	3



*Net Income Before Taxes | [†]Shared goal with *Our People - Community Impact* | ^{**}Shared goal with *Our People - Team Members*



Artists: Jessie Recalma and Shoshannah Greene



Our Scorecard

In the three pillars that we've committed to tracking — People, Planet and Prosperity — these are the impact targets by which we measure our success.

These numbers tell us when we're on track, when we're doing better than expected and where we need to course-correct.

This year, as we publish our first Impact Report, we're learning about what's important to us as an organization and where we can expand our measurements for future reporting.

BCAA 2023 Scorecard

	Description	Measure of Success	Baseline	F23 Goal	F25 Goal	F30 Goal	F23 Results
Our People Community	Community Investment Dollars invested in communities Certified as a Caring Company through Imagine Canada	Invest 1% of Net Income Before Taxes (NIBT)	\$1,083,241 (F21 Actual: 4.3%)	5% NIBT	5% NIBT	5% NIBT	6% NIBT
		Invest 1% of NIBT	Certified	Certified	Certified	Certified	
	Employee Involvement Increase employee engagement in helping to strengthen our communities	% of employees participating in donation-based initiatives	50%	60%	70%	80%	68%
		% of employees participating in volunteerism initiatives	4%	10%	25%	50%	11%
	Awareness Improve British Columbians' perceptions of attributes related to BCAA's community pillars	Safety – BCAA improves and advocates for road or community safety	77%	80%	82%	85%	73%
		Prevent & Prepare - BCAA helps to reduce risk and increase preparedness for British Columbians	45%	46%	48%	53%	44%
Connection – BCAA gives back in their local community		24%	26%	30%	32%	27%	
Our People Team Members	Diversity, Equity & Inclusion BCAA is committed to supporting a workplace that represents, respects, and celebrates the diversity of BC	GDEIB*** progress relative to set benchmarks	2+	3	3+	4	3
		Representation across BCAA of diverse groups	Align with 2021 BC Census Data	Align with 2021 BC Census Data	Align with 2021 BC Census Data	Align with 2026 BC Census Data	Aligned in 6 of 8 categories
	Health, Safety and Wellness BCAA is committed to offering programs that support employee wellbeing	External audit of Health & Safety Program	Successful	Successful	Successful	Successful	Successful
Maintain a wellness engagement score of 80% or higher		80%	80%+	80%+	80%+	81%	
Employee Engagement BCAA is committed to inspiring individuals with a sense of purpose in their career and being known as one of best places to work in BC	Engagement score of 74% or higher	76%	74%+	74%+	74%+	78%	
	BC Top Employer status	Achieved	Achieved	Achieved	Achieved	Achieved	
Our Planet	Greenhouse Gas Emissions BCAA is committed to reducing the carbon intensity of our business by 50% from 2019 levels by 2030	Emission Intensity (Tonnes CO2e/\$1000)	0.038	0.037	0.032	0.019	0.030
		% emissions intensity reduction	N/A	-2%	-10%	-50%	-20%
Carbon Neutrality BCAA is committed to becoming carbon neutral by 2030	Carbon Neutrality	N/A	N/A	N/A	Achieved	N/A	
Our Prosperity	Organizational Prosperity BCAA strives to create financial value and maximize Member value creating new pathways to Membership and solutions to move British Columbia forward	Member Count	1,007,912	1,047,090	1,112,826	N/A	1,049,047
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	Employment and diverse workforce: GDEIB progress relative to set benchmarks**	2+	3	3+	4	3	

Our Commitment to the Future

As we finish our fiscal 2023, we remain optimistic and full of hope.

By virtually all measures and all indications, we're on track toward building the BC that we envision for our people, our communities and future generations. We're also confident that we can hold ourselves accountable — and be held accountable — to these milestones in our journey.

These are the scores by which we will measure our success voluntarily, today and in our future Impact Reports. BCAA exists to Empower British Columbians to Move Forward and our focus is for everything we do to contribute to that purpose.

We are only BCAA because of our team members, Members and customers. We are moving forward together and we thank you.





Impact Report
2023