

Executive Summary

Transportation Safety Board of Canada Stakeholder Consultation 2020

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Canada

Stakeholder Consultation 2020

Executive Summary

Prepared for Transportation Safety Board Canada

Supplier Name: Leger

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This public opinion research report presents the results of a web survey and telephone interviews conducted by Leger Marketing Inc. on behalf of Transportation Safety Board of Canada. The research was conducted with Transportation Safety Board of Canada stakeholders in either English or French.

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1. Executive Summary

Leger is pleased to present the Transportation Safety Board of Canada (TSB) with this Stakeholder Consultation 2020 report on findings from the qualitative interviews and quantitative survey.

This report was prepared by Leger who was contracted by the TSB (contract number 4M024-210046/001/CY awarded July 9, 2020).

1.1 Background and Objectives

In 2015, the TSB undertook a contracted Public Opinion Research (POR) project to determine the attitudes of key stakeholders and obtain their input on the implementation of the (then new) Strategic Plan, and to validate the organization's thinking/future direction.

Having established vital baseline data with that survey, the TSB wanted to update that information, and determine whether stakeholders' opinions and attitudes toward the TSB have changed—and if so, in what manner and to what extent. The purpose of this research is to help with the development of the next Strategic Plan that must be developed during fiscal year 2020-21.

This project has been carried out to collect perceptions/feedback from stakeholders regarding awareness/opinion of TSB products and services, and suggestions for improving TSB products and services.

The objectives of the study was to:

- Measure the stakeholders' familiarity/interaction with TSB (incl. role, language and products)
- Measure the stakeholders' opinion of TSB's overall effectiveness and credibility
- Measure the stakeholders' satisfaction with TSB information (incl. accuracy, thoroughness, how/when it's shared)
- Measure the stakeholders' opinion of TSB's level of timeliness (issuing reports, deployment notices, investigation pages)
- Measure the stakeholders' opinion of TSB's reports and recommendations (includes content and effectiveness)
- Assess the knowledge of SECURITAS
- Measure the stakeholders' overall awareness and opinions of the TSB
- Assess the effectiveness of the TSB's products
- Assess the performance of communications, the website, and social media
- Assess how stakeholders' consumer information from the TSB and in general

1.2 Methodology—Hybrid Research

To achieve the study objectives, a research plan based on a hybrid method, with qualitative and quantitative components, was developed. The target population for this whole research project is comprised of the TSB's key stakeholders:

- Government departments and agencies involved in transportation (i.e., regulators);
- All types of transportation operators;
- Manufacturers;
- Industry Associations;
- Employee Associations;

- Training Organizations;
- First Responders;
- Chief Medical Examiners;
- Canadian Federation of Municipalities;
- Law Associations;
- Individuals who have interacted with the TSB.

1.2.1 Quantitative Methodology

The quantitative research component was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The online survey was conducted from August 25 to September 29. The participation rate for the survey was 24%. For the sake of comparison, the participation rate in 2015 was 11.3%. The participation rate is quite good, especially in the context of the COVID-19 pandemic of 2020. Calculation of the Web survey’s participation rate is presented in [Appendix A](#). A pre-test of the survey questions was carried out by conducting 20 interviews. TSB provided a list of stakeholders to Leger consisting of 855 valid addresses that were assigned unique links to the survey questionnaire. All the contacts on the list received a bilingual invitation to participate in the study. A reminder was sent weekly for those email addresses with a unique link that did not indicate that they had not completed the survey in full. A total of three reminders were sent out.

A total sample of 117 stakeholders were surveyed during the 2020 consultation. For comparison, a sample of 111 was collected in the 2015 consultation.

Having proceeded by logic of census for this project, the results can be considered valid and representative of TSB’s stakeholders. Where possible, the results of the 2020 edition of the study were compared to the 2015 results. The profiles of the 2020 and 2015 samples are quite similar and follow similar distributions in terms of industry sectors and regional distribution. Both were probability sample, so we are confident in the comparability of the two samples. The detailed results chapter presents the profile of the sample for this study.

The margin of error of this survey is of +/- 8.4%, 19 times out of 20 (a confidence interval of 95%). In 2015, the margin or error was of +/-11.2%, 19 times out of 20 (a confidence interval of 95%).

Given the nature of the database and the information available for each contact, no weighting was done for this project.

Below is the calculation of the survey’s participation rate.

Table 4. Participation Rate

Total email addresses used	855
Invalid Cases	0
-invitations mistakenly sent to people who did not qualify for the study	0
-incomplete or missing email addresses	0
Unresolved (U)	324
-email invitations bounce back	
-email invitations unanswered	324
In-scope non-responding units (IS)	50
-respondent refusals	7

-language problem	
-early break-offs	43
Responding units (R)	117
-completed surveys disqualified—quota filled	0
-completed surveys disqualified for other reasons	0
-completed surveys	117
Participation rate/response rate = R ÷ (U + IS +R)	24%

As a member of the Canadian Research and Insights Council (CRIC), Leger adheres to the most stringent guidelines for quantitative research and acts in accordance with the Government of Canada requirements for quantitative research and Standards of the Conduct of Government of Canada Public Opinion Research. The details of the methodology and more information on Leger’s quality control mechanisms are presented in [Appendix A](#). The questionnaire is available in [Appendix D](#).

1.2.2 Qualitative Methodology

Leger conducted a series of interviews with TSB stakeholders. Leger recruited stakeholder participants through a hybrid methodology. Some stakeholders have been contacted by phone and some other have been contacted by email for recruitment procedure. The one-on-one interviews were held over the phone or over the MS Teams platform. Each interview lasted approximately 30 minutes and covered almost the same list of themes that in the web survey. Interviews were held in English or French, as per the participants’ preference.

Given the particular context of 2020 related to the COVID-19 pandemic, recruitment of participants for the interviews proved more difficult than anticipated. A total of 22 stakeholders participated, eight less than the initial target of 30 participants.

A total of 22 recruits participated in the interviews between September 15, 2020, and October 23, 2020. No financial incentives were offered for participation. The invitation guide is presented the [Appendix B](#) and the interview guide is presented in [Appendix C](#) of this document.

1.3 Overview of Quantitative Study Findings

Stakeholders who participated in the survey and interviews were generally quite positive about the TSB. The organization conveys an image of expertise, professionalism and rigour. Several participants in the study believe that industry members give recognition to the work done by the TSB. The role and mission of the Board are generally well understood by stakeholders as is the importance of maintaining its independence from other federal departments and agencies. Only a minority of participants made negative comments about the TSB or its employees.

Areas for improvement were identified by participants that relate to the TSB goal of positively influencing safety changes in Canada. Indeed, several stakeholders consider that the TSB is missing many opportunities to improve transportation safety. In this regard, stakeholders indicate that the TSB could take a more proactive approach and not wait for incidents to influence change. Among other things, the TSB could be present at forums, conferences and participate in training on a regular basis to inform the industry of changes, investigations and the reasons behind recommendations. Also, several stakeholders have indicated that they would like to have the opportunity to also have their say on the direction of investigations from the outset and have their comments on investigation reports taken into consideration by the TSB.

Some participants in the survey and interviews believe that it would be good practice for the TSB to publish the investigation reports more quickly or to publish them in different phases. Stakeholders believe that these options would allow the TSB to better play its role as an influencer in improving transportation safety.

TSB's investigation reports are, for the vast majority of respondents, perceived very positively. Stakeholders consider them to be very factual, in-depth and professional. The reports are, for most of the study participants, read in full. It was noted by a few participants, however, that there are significant regional differences in how the investigation reports are rendered. In addition, industry members may not always have the same reading of events as the TSB, and some felt that some of the TSB investigators do not always adequately address all of the important factors in an occurrence. For this reason, some stakeholders would like to be able to discuss the direction of an investigation with the TSB early in the investigation process.

It is the timeliness of producing and releasing reports that seems to pose the most significant concerns to stakeholders. That said, interview respondents were careful to note, however, that they are well aware that such a process cannot be rushed; some complex investigations take time. However, they consider delays of up to more than a year to be too long. The industry must continue to move forward and take steps to improve safety. Many noted that industry is much more effective in finalizing investigations and taking precautionary and preventative measures. In this sense, many consider that the opportunity to influence changes for safety has passed when the TSB publishes its recommendations. This is why many are asking that TSB publish its reports and recommendations in several steps.

The recommendations made by the TSB were also the subject of some comments and suggestions. The majority of participants in the survey and interviews felt that the TSB is doing a very good job in this regard. However, they noted their disappointment that many recommendations have not been addressed after several years or are simply ignored. Some interview participants indicated that there should be a forum bringing together the industry member, TSB and Transport Canada to discuss and debate the recommendations in a timely manner. Some other participants pointed out instead that some of the recommendations do not reflect the actual constraints of the industry or are too general as to why they are not implemented through regulation.

In addition to recommendations and reports, which are the most notorious TSB products, industry presentations and the website are the most well-known products and services, both in terms of familiarity and relevance. The website is clearly the gateway for many stakeholders to investigation reports and updates. It is therefore obvious that it is visited by stakeholders. In fact, it appears that more stakeholders are visiting the website than previously. As for the other products and services, their lower level of familiarity and awareness among stakeholders is not an indication that they are not important. This is the case for statistics and databases, corporate publications, SECURITAS, and Safety Issue Investigation on air-taxi operations. They are just less useful to a majority of stakeholders in the context of their work.

The TSB website is visited by the majority of stakeholders. Only one respondent out of ten has never visited the website. They visit the website primarily to find reports, updates and recommendations. Most visits are made from a computer or a laptop. Ease of navigation on the website is the main irritant for respondents. Many respondents called for a better search engine on the website to find reports. They would like to have the ability to filter the results more accurately. They would like more refined search results. This is also the comment that several interviewees gave about a possible mobile application from TSB. They would be very reluctant to download it unless there is a way to effectively manage and filter the information.

Over the last few years, traditional media have lost a lot of ground to the web, mobile applications and social media. Almost all TSB stakeholders listen to online videos on social media. Only a very small minority do not.

1.5 How the Results Will Be Used

This project will provide the TSB of Canada with first-hand information on stakeholder opinion, perception and attitude regarding TSB’s work, products and tools. Findings will be made public at Library and Archives Canada. Collecting primary information will support TSB’s efforts in its strategic planning.

1.6 Statement of Limitations

TSB provided Leger with a list of its stakeholders to conduct this study project. Leger carried out the data collection through a census logic. That is, all contacts on the list received an invitation to participate in the study. Having proceeded in this way, and not through a group of volunteers, the results can be considered valid and representative of TSB’s stakeholders.

The qualitative portion of the research provides insights into the opinions of a population, rather than providing a measure in percent of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as directional only. No inference to the stakeholder population can be done with the results of this research. These results are used to deepen the understanding of a phenomenon or to put results into perspective.

1.7 Notes on Interpretation of Research Findings

The views and observations expressed in this document do not reflect those of the TSB. This report was compiled by Leger based on the research conducted specifically for this project.

1.8 Political Neutrality Statement and Contact Information

I hereby certify as Senior Officer of Leger that the deliverables fully comply with the Government of Canada’s political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standing with the electorate, or ratings of the performance of a political party or its leaders.

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To obtain more information on this study, please email: Communications@bst-tsb.gc.ca