

## CCA PRESIDENT'S QUARTERLY UPDATE - Q1 2023

### Membership Update

Will be delivered in person at board meeting and included in minutes

### Sponsorship & Advertising

Will be delivered in person at board meeting and included in minutes

### Financials

Will be delivered in person at board meeting and included in minutes

## Education Q1 Update

### Attendance

<b>2023</b>		<b>2022</b>	
Attendees	130	Attendees	76
Virtual Student Hours	1100	Virtual Student Hours	630
In-person Hours	280		
Registrations to date	187		

### Education Revenue

<b>Q1 Education Revenue</b>			
<b>2023</b>		<b>2022</b>	
Total Sales	\$ 57,986.50	Total Sales	\$ 26,594.00
Expenses	(\$36,819.00)	Expenses	(\$15,655.50)
<b>Total Revenue</b>	<b>\$ 21,167.50</b>	<b>Total Revenue</b>	<b>\$ 10,938.50</b>
<b>Q1 E-Learning Revenue</b>			
<b>2023</b>		<b>2022</b>	
Total Sales	\$ 6,550.00	Total Sales	\$ 5,200.00
Expenses	(\$4,257.50)	Expenses	(\$11,272.50)
<b>Total Revenue</b>	<b>\$ 2,292.50</b>	<b>Total Revenue</b>	<b>\$ (6,072.50) **</b>
		<b>**Bulk Purchase of Ethics PINs</b>	

- Two member companies had reached out for in-person group sessions. A Bluebeam session was set up for Western Electric in December of 2022. Skyfire Energy requested a Site Leadership course designed around their team's needs; session was held January 20<sup>th</sup>.
- A successful Site Leadership in-person session was held March 2<sup>nd</sup>, 21 people attended. CANA have employees going through the apprenticeship program and everyone was not able to attend the March session. Another in-person session will be added to the fall calendar as CANA may have employees that they would like to register.
- Construction 101 and Construction Industry Ethics continue to be well attended. Sessions are co-hosted with ECA, SICA and VICA.
  - Construction 101
    - January – 8 attendees
    - March – 4 attendees
    - May – 1 registration
  - Construction Industry Ethics
    - January – 8 attendees
    - February – 3 attendees
    - March – 7 attendees
    - May – 3 registrations
- The Education Bulletin's average open rate is 30% and the click rate is 3.4%. HMC renewed their sponsorship of the Bulletin and submit an article bi-monthly.

- Currently working on adding fall dates to the calendar. Will continue to add and promote in-person sessions.

## **Events 2023 Q1 Update**

### **Number of Events Hosted- 4 + 3 Lean Coffee**

- Meet the GC Jan 19- 173 attendees
- Lean Coffee- 37 attendees
- Meet the GC Feb 23- 160 attendees
- Lean Coffee- 41 attendees
- Premier's Luncheon- 259 attendees
- Lean Coffee- 45 attendees
- Meet the GC Mar 15- 102 attendees

### **Total Number of Attendees: 817**

AGM & Banquet Dinner has opened- 66 registered for meeting and 195 for dinner to date  
Spring Golf Classic Tournament- sold out in 22 minutes (record breaker)  
CCA Connect April 26<sup>th</sup> launched- 68 registered

### **Newsletter- Constructor Weekly**

-13 issues published

-6 soloblasts sent

Q1 Average open rate 32.8%

### **Social Media**

#### LinkedIn

LinkedIn (8,352 followers)

Jan 1 to Mar 31- 177 new followers.

Posts- 26

Clicks- 4,229

Reactions- 1,764

Comments- 286

Shares- 81

#### Facebook

Total Followers- 1,091

CCA Facebook Page New Likes- 22

Posts- 5

Clicks- 2

Reactions/likes- 183

Comments-191

Shares- 2

Facebook Page Visits- 552

#### Instagram

Total Followers- 3,114

Instagram New Followers- 1146

Instagram Profile visits- 286

Posts- 2

Reactions/likes- 92  
Comments-2  
Shares- 6

Twitter

Total Followers- 3,129  
Tweets- 5  
Profile Visits- 725  
New Followers- 23  
Mentions- 164  
Link Clicks- 16  
Engagement Rate- 1.8%

Website

Q1 Number of first time- users (New Users)- 13,481  
Q1 Page Views- 52,988

## **Membership Engagement**

**New Member Breakfast :** This is a way to engage our new members to understand and value of what they receive within their membership for the year, and how we as a team all contribute to make that happen.

New Member Breakfast, January 26, 2023

**9 New Members Invited, 6 New Members attended.**

- Helms Construction
- AMJ Campbell
- Kella Coatings Solutions Inc.
- SiteWatch Safety
- Ridgeway Door & Hardware Inc.
- Scotiabank
- Fairfield Watson – Member Marketplace (Benefits provider) Guest

New Member Breakfast, March 23, 2023

**14 New Members Invited, 11 New Members attended.**

- VERTEX Building Systems
- BottomLine
- Tracecost
- Pillar Capital Corp
- TEBO Mill Construction
- XtremeAxis Inc.
- Carbon Graphic Group
- NCS Fluid Handling Systems
- The Sovereign General Insurance Company
- Cleaning Girl Trustworthy Service
- Cyntech Group
- Fairfield Watson – Member Marketplace (Benefits provider) Guest

Information Package included to all attendees.

- Online Portal / Member Directory
- Room Rentals
- Printing Services
- Education
- Advocacy
- Events

- Newsletters / Sponsorship Opportunities
- Buildworks Canada – Online Plans Room
- Market Place Member –Speaker Fairfield Watson Alex Gowda
- Bill Black presentation - Future and Vision and direction of the association

### **Buildworks 101 Training March 28, 2023**

CCA hosts Intro of the online plans room to provide a better understanding and navigation overview of how to use the online site.

### **16 Companies - 36 Attendees Registered**

#### **Calgary Construction Association**

Milwaukee Tool

Thermal Systems

Johnson Controls Canada LLP

TENO Mill Construction Inc.

Armour Equipment

EllisDon Construction

#### **Edmonton Construction Association**

Standard General Inc.

Aureum Construction Services Ltd

ICONIX Waterworks Ltd

Evr Parent Co. Ltd.

Acorn Roofing Systems Inc.

Blanchette Neon Ltd.

Pagnotta Industries Inc.

SolidEarth Geotechnical Inc.

CanQual Inc.

IMark Ink

Delnor Construction

BrandSafway

#### **Red Deer Construction Association**

Compass Geomatics Ltd.

#### **Medicine Hat Construction Association**

Pahl Fire Protection Ltd.

#### **Fort McMurry Construction Association**

Parsons Creek Aggregates

Genron Enterprise 2007 Ltd.

## BuildWorks Monthly Call

First or second week of every month

### Attendees:

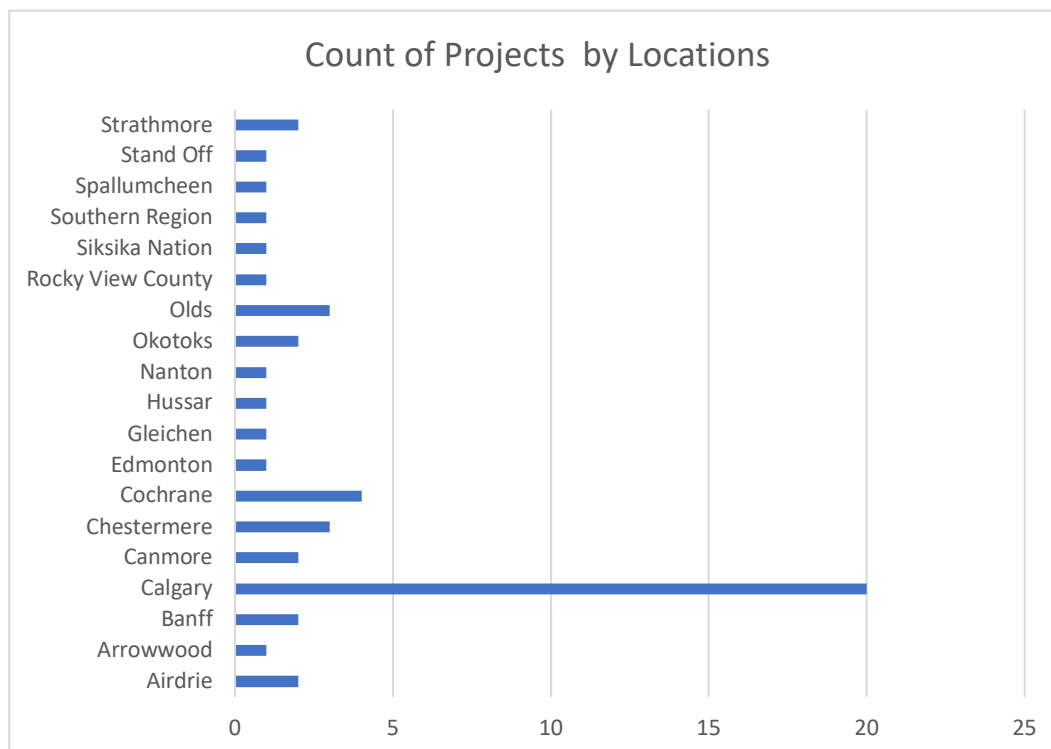
Calgary Construction Association  
Edmonton Construction Association  
Red Deer Construction Association  
Fort McMurray Construction Association  
Lethbridge Construction Association  
Medicine Hat Construction Association

### Overview of discussion:

- **BuildWorks platform/E-solution Updates**
  - New Directory, ITB , Bulletin Report
- **Administration – Daily operations**
  - Bids & Tenders
  - LCA Updates
  - Training
- **Open Forum**

## Buildworks – Q1 projects posted for Calgary Update

**New Projects CCA: 49 New Projects**





## **PRESIDENT'S ACTIVITY**

### **Board related**

ACA Hiring Committee

Joint CndCA/ACA/LCA's meetings – virtual and in-person

Supporting various Exec, Board Meetings and Strategy sessions etc

### **Partner Associations**

ACA Board meetings

CndCA Trade Contractors Council

CndCA COO updates

BILD coordinated efforts

GAMMA presentation

AJIRT

### **General Activity**

SSHRC session

Member meetings and introductions

New Member Breakfasts

Mental Health initiative connecting with Headversity and conversations with CoC

Industry related networking events

### **Construction Centre**

Leasing – Renewing leases - Working with new tenant prospects and options for their space needs

Managing building maintenance and performance issues

### **CCA Renovation Update**

Some savings and some additional costs – suspended ceiling etc but generally unchanged from last update. Progressing well –

Painting and flooring this week

FF&E Orders being placed

Lighting in Member Area

Ceilings

Millwork and entrance Doors

Appliances May 8th

Walls install

FF&E Delivery

Move in

June opening with Mayor etc

## **CCA STRATEGIC UPDATE**

### **1.1. Talent Pool**

- 1.1.1. Potential being explored for an industry stakeholder dialogue

### **1.2. Access to Work**

- 1.2.1. Buildworks hiring underway – first round unsuccessful – shifting to headhunter

### **1.3. Develop People**

- 1.3.1. New Leadership FMI Program launched.
- 1.3.2. Mental Health – Discussions with Headversity and Meeting with CoC
- 1.3.3. Mentorship program – New Pilot being developed – scenario learning

### **1.4. Voice**

- 1.4.1. Advocacy –
  - 1.4.1.1. Q1 Update - Attached
  - 1.4.1.2. City Council Field House presentation
  - 1.4.1.3. Inaugural Premier’s Luncheon
  - 1.4.1.4. Alberta Legislature Day
  - 1.4.1.5. Meeting with Mayor re Social Procurement

### **1.5. Future**

- 1.5.1. SSHRC May 1 & 2
- 1.5.2. Building Exchange

**Advocacy - Report attached**

## **CCA ADVOCACY REPORT – Q1 2023**

To start the year off right, the Calgary Construction Association has been actively advocating all levels of government, raising the profile of the industry in the media, and engaging our community to build better. The following is a summary of our activities in the first quarter of 2023, and what we anticipate in the coming months:

### **Advocacy Activities in Q1 2023**

#### **1. Expanding our Provincial Presence**

As indicated to the Board of Directors in January 2023, the focus of this quarter was to expand the Calgary Construction Association's presence with the Government of Alberta and provincial policymakers. This course of action is particularly poignant, as the next provincial election is set to be held on May 29, 2023. Throughout this quarter, our goal was to help set the Provincial political agenda and raise issues that could inform party platforms.

#### ***Premier's Luncheon***

In March, the Calgary Construction Association was proud to host Premier Danielle Smith for our inaugural Premier's Luncheon and fireside chat. Over 250 community members and industry leaders came out to attend and hear the Premier's vision for Alberta and what role the construction industry plays.

What followed was a meaningful conversation about public procurement, labour shortages, skills development, trades, immigration reform and building the Calgary of tomorrow.

#### ***Legislature Day with the Edmonton Construction Association***

Following the Premier's Luncheon, a delegation from the Calgary Construction Association joined our colleagues from the Edmonton Construction Association to meet with provincial stakeholders and decision-makers from both sides of the party divide. The Calgary Construction Association was represented by our Board Chair, John Manes, President Bill Black, and the Director of Government Relations, Frano Cavar.

Our joint delegation was at the Alberta Legislature to raise concerns about stable and predictable funding for infrastructure projects, procurement and risk allocation, labour supply challenges, and prompt payment. Given that the provincial election is set to be held at the end of May, it was important

for us to meet with policymakers and ensure our voice was heard as policy platforms are being developed.

To achieve this, we met with policymakers in the UCP and NDP Caucus; the Deputy Premier and Minister of Infrastructure, Nathan Neudorf; and the Deputy Premier and Minister of Skilled Trades and Professions, Kaycee Madu.

With our colleagues at the Edmonton Construction Association, we raised the following issues:

- a) **On stable and predictable funding**, we called on the Government of Alberta to achieve greater balance in setting and reviewing long-term capital budgets that reflect public need, investment in economic corridors, industry capacity, inflation and supply chain cost escalation, and which insulate budget and timeline targets from political influence.
- b) We also **raised issues around procurement and risk allocation**, noting that existing procurement practices have resulted in costly interruptions to capital projects and the adoption of increasingly untenable risk profiles for the industry. We called on the Government to improve alignment between Infrastructure Alberta, Alberta Treasury, Alberta Health Services and Alberta Education procurement practices; and advocated for the appointment of a ministerial task force on risk assessment with representation from both the CCA and ECA.
- c) **Labour supply issues are acute challenges** directly affecting the construction industry. We noted that job vacancy in construction increased from 5.8 percent to 7.4 percent between Q1 and Q2 of 2022 and has only increased subsequently. To address these challenges, we advocated that the Province protect and increase funding for increased apprentice enrollment at post-secondary institutions and associated capital and operational needs; implement recommendations of the Career Education Task Force to support the development of skilled trades interests among junior and senior-high school-aged students; and build on the Alberta is Calling campaign to attract women and workers from underrepresented groups, such as Indigenous people and newcomers, to skilled trades professions in Alberta.
- d) We recognized the importance of the new **prompt payment legislation**. While we are pleased with the government's progress on prompt payment legislation for the construction industry, a gap remains that excludes public projects. We called on the Government to amend the Public Works Act to close the prompt payment gap.

## ***Roundtable on Immigration, Trade and Labour with the Provincial Minister of Immigration***

At the invitation of the Calgary Chamber of Commerce, Bill Black and Frano Cavar attended a roundtable discussion on immigration, trade and labour with the Provincial Minister of Immigration, Rajan Sawhney.

The primary issue that was raised was the labour shortage and lack of students entering the trades as a career. In particular, Calgary Construction Association representatives raised the fact that job shortages in the industry are already affecting completion times on residential projects. Moreover, we commended the Province for expanding the Provincial nominee program to about 11,000 spots by 2025.

The Provincial Nominee program is an important tool that provinces use to select and fast-track prospective immigrants with certain set skills. While the Calgary Construction Association is aware and appreciative of such programs to alleviate the labour shortage, the program alone is unable to fill the construction labour gap.

### **2. Raising the Profile of the Calgary Construction Association in the Media:**

- a) In January, the Calgary Construction Association published [a news release on the issue of skilled labour shortages](#). Key takeaways included an estimate of how many job vacancies are currently in the Calgary region (estimated at between 3,000-4,000) as well as calls to action from all three levels of government around immigration, skills exposure for students, and greater post-secondary funding for the trades.

The release generated 9 different media requests and was featured in [Global Calgary](#), [CTV News Calgary](#), [Livewire](#), CBC, and the [Calgary Herald](#).

Moreover, the news release was picked up both nationally and internationally - the Canadian Press carried the story, and a publication based out of Brazil shared the news.

- b) The Calgary Construction Association was [quoted in a story](#) about the proposed changes to the Government of Alberta's *Alberta Advantage Immigration Program*, which re-allocates express entry stream nominations to immigrants with skills in demand. While we commended the expansion of the program, we also raised the fact that it does not go far in enough in addressing the labour shortage in the construction industry.

- c) Following the inaugural Fieldhouse Committee Meeting, the Calgary Construction Association was [quoted as a proponent](#) of the project in the Calgary Herald.
- d) The Calgary Construction Association was also [quoted in a feature](#) in the Calgary Herald about the construction industry – focusing on the labour shortage, rising costs, and new project starts.

### **3. Advocating to the City of Calgary**

#### ***Support for the Fieldhouse and Foothills Area Redevelopment Project***

At the request of Cllr. Jasmine Mian, Chair of the new Fieldhouse and Foothills Area Redevelopment Committee, Bill and Frano spoke in favour of this project at the inaugural committee meeting in March.

The cornerstone of the project is a multisport fieldhouse that the City of Calgary has contemplated since 1967. After decades of new iterations and plans, the project is progressing.

From a construction perspective - projects like this will, without any doubt, create jobs and spur further economic activity in our City. Oftentimes, projects like this are massive undertakings that will see hundreds of millions of dollars invested in our construction industry.

Moreover, the fieldhouse project is poised to spur construction activity around it. The Foothills Area Redevelopment Plan is a conceptual plan that calls for a transformation of the Foothills area into a vibrant community that would include new athletic facilities, 2,500 residential units, commercial and retail space and renovations to McMahon Stadium.

Just like the fieldhouse itself, the entire district will provide a serious economic boom into Calgary's construction industry in terms of jobs and economic activity. And we, of course, are excited to see the development of a much-needed recreation district that all Calgarians can be proud of.

As an Association, we extended ourselves as a resource to the committee and offered to help them throughout this process.

#### ***Meeting with Mayor Gondek***

In late March, both Bill and Frano attended a meeting with Mayor Jyoti Gondek at the Mayor's request. Also joining the meeting were Cllr. Evan Spencer, and Gurbir Nijjar, the Mayor's Senior Policy Advisor.

There were many topics discussed at the meeting, including the development of social procurement policies at the City of Calgary, the Green Line LRT project, and further development of the new Event Centre. We further committed to remaining engaged with the Mayor's Office as both an advisor and industry soundboard.

### ***Further Development of Calgary's Building Information Exchange***

The development of Calgary's building information exchange continues. Stewarded by the Alberta Ecotrust Foundation and funded in part by the City of Calgary, Bill and Frano have represented the Calgary Construction Association as conversations about a potential building information exchange progress.

For years, the Calgary Construction Association has called on the development of a zero-based emissions building exchange program ([ZEBx](#)) based on an approach pioneered in New York. In practice, the exchange group would develop education programs, demonstration buildings and more, and acts as a conduit between the city and all stakeholder groups in developing the best possible solutions for all parties.

## **4. Looking Ahead at Q2 2023**

### **Gearing Up for the Provincial Election**

The Provincial Election is set to be held on May 29, 2023. With that in mind, the goal of our advocacy efforts will be to ensure that the issues of our construction industry are raised and further considered by provincial policymakers.

In the coming week, the Calgary Construction Association will be publishing a "policy platform" that outlines the areas of provincial jurisdiction that affect our industry in which we seek to see action. Issues to be raised include the skilled labour shortage and ways to address it (immigration, exposure to the trades, etc), procurement-related gaps, support for Calgary's downtown revitalization plans, infrastructure spending, and more.

### **Event Centre**

The Calgary Construction Association remains keenly interested in the development of the new Event Centre. In Q1 2023, both Mayor Gondek and the Commissioner of the NHL, Gary Bettman, commented that discussions between the City of Calgary and the Calgary Flames were positively progressing. Further, Premier Danielle Smith has been very vocal in her support for the project and commented that the Province would be on-side to "get it done".

With that in mind, we as an Association remain interested as the prospect of a new Event Centre is further developed.