



EDMONTON  
CONSTRUCTION  
ASSOCIATION

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# GOVERNMENT RELATIONS AND ADVOCACY UPDATE

*Q1 2025*



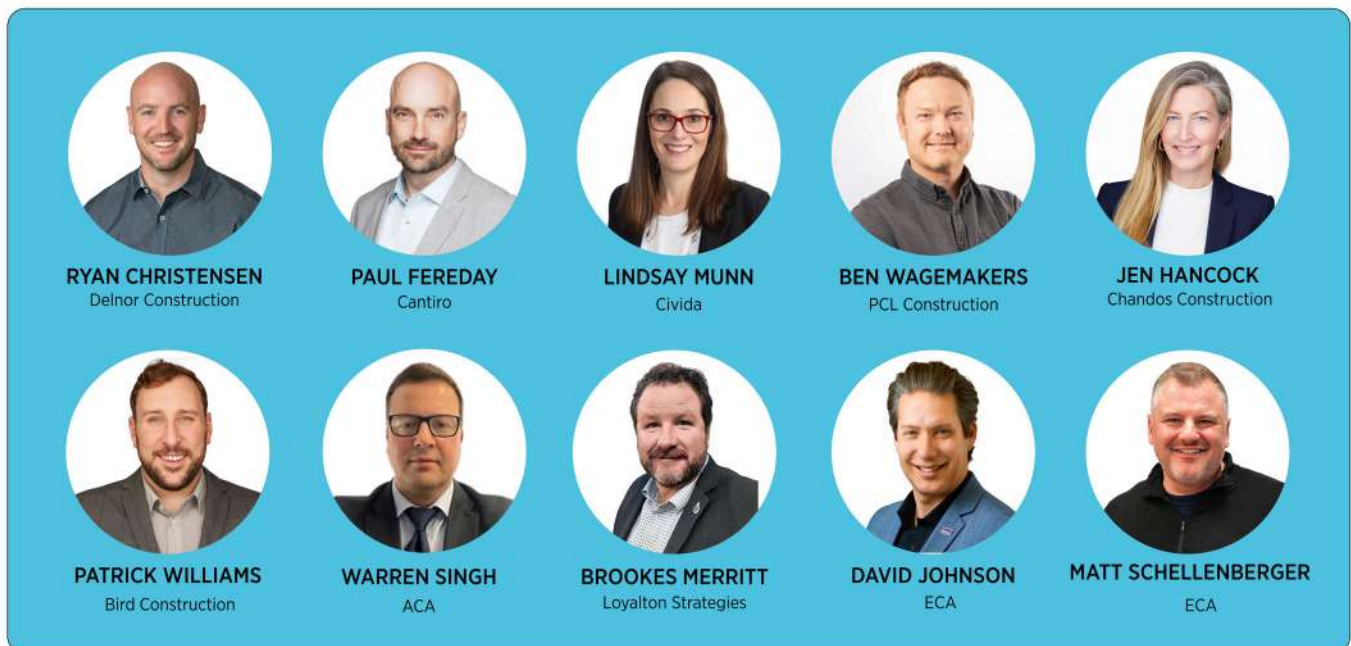


The ECA Government Relations and Advocacy Working Group builds support for industry priorities, including ongoing investment in our city and region, affordability and costs, regulatory equity, collaborative delivery models, contract modernization, capital planning, and affordability.



## About the ECA Government Relations and Advocacy Working Group

The Working Group falls under the Strategies and Engagement Committee of the ECA Board. Struck in February 2024, it aims to provide oversight and guidance to ECA advocacy, lobbying, and public relations activities conducted by the board and senior staff.



Members have an important role in informing ECA's external outreach initiatives with the City of Edmonton, the Government of Alberta, and the many stakeholders we collaborate with regularly, including our colleagues with the Calgary Construction Association and the Alberta Construction Association.

Among the group's responsibilities are supporting ECA government relations, communications, and public relations tactics, fostering policy and advocacy alignment with stakeholders and other industry associations.



## ECA Advocacy Objectives

Define ECA value propositions, and increase government's awareness of them.

Increase member and stakeholder awareness of ECA's policy positions and advocacy efforts.

## ECA Key Issues



Municipal Investments



Equitable & Transparent Procurement



Affordability & Cost



Workforce Development & Supply



Climate Resiliency & Energy Efficiency



Regional Collaboration



Collaborative Delivery Models



Regulatory Equity & Exemptions

## 2025 Q1 Update

As Edmonton’s construction industry continues to navigate a dynamic economic and political landscape, the Edmonton Construction Association remains focused on ensuring the voice of our members is heard at every level of government. Through strategic advocacy, cross-sector collaboration, and meaningful engagement with municipal, provincial, and federal leaders, ECA is advancing the priorities that matter most to our industry: predictable infrastructure investment, fair and transparent procurement practices, equitable risk management, and sustainable workforce development.

Several high-impact engagements marked the first quarter of 2025—from policy roundtables to meetings with elected officials—allowing ECA to influence the decisions shaping our region’s construction future directly. We’ve also taken important steps to expand public understanding of the construction sector’s vital role in Edmonton’s economy and to build the next generation of skilled trades professionals through targeted outreach and partnership initiatives.

This update provides a comprehensive snapshot of the work ECA has undertaken in Q1 2025 on your behalf. Whether through participation in industry events, direct dialogue with policymakers, or coordination with partners across Alberta, we are proud to champion the interests of our members. Together, we are helping build a stronger, more resilient construction industry in Edmonton and beyond.

## Quarterly Market Report for Members

During the second week of January, the ECA released its Q4 2024 Market Report, providing a concise overview of key industry data and metrics. This quarterly publication aims to keep members informed about trends and developments impacting the construction sector. The report is designed to be an accessible resource for industry stakeholders.

The full report can be found here on the ECA website under News.



## Collaboration with the Alberta Construction Association

In mid-April, the ECA participated in the Alberta Construction Association's Annual General Meeting, where provincial advocacy priorities, such as predictable capital investment, fair procurement practices, and labour force development, took center stage.

The meeting followed a valuable day of ECA participation in a provincial Deputy Ministers' Roundtable, where newly appointed Deputy Minister of Executive Council Dale McFee and other senior officials heard directly from the construction industry, and ECA President David Johnson.

Earlier in the spring, ACA advanced ECA's priorities in meetings with both the UCP and NDP caucuses at the Alberta Legislature, as well as in discussions with several provincial cabinet ministers.

## Premier's Luncheon in Calgary

ECA joined our industry partners at the Calgary Construction Association Premier's Luncheon, where Premier Danielle Smith addressed the importance of construction to Alberta's economic growth. During lunch, ECA President David Johnson participated in discussions with the Premier about infrastructure planning, procurement, and risk management, as well as workforce strategies and ongoing collaboration with the Government of Alberta.

## Municipal Advocacy Roundtable Launch

The ECA has a seat at a new cross-sector municipal advocacy roundtable, with BILD Edmonton Metro, NAIOP, BOMA Edmonton, the Realtors Association of Edmonton, and the Edmonton Chamber of Commerce.

The group is working to align priorities for Edmonton's future ahead of the 2025 municipal election, with a focus on supporting growth, competitiveness, and sustainable investment in city infrastructure.

## Builders Connect Luncheon Showcases Advocacy

On March 21, ECA hosted its annual Builders Connect Luncheon, which brought together hundreds of members and regional industry stakeholders, including Mayor Amarjeet Sohi and Councillors Tim Cartmell and Karen Principe. This high-impact event highlights ECA's role in policy dialogue.

At the luncheon, ECA premiered a new video outlining its advocacy efforts and reinforced its commitment to building a better Edmonton through collaborative leadership. View the video on the ECA website: [edmca.com/government-advocacy](http://edmca.com/government-advocacy).



## Supporting Workforce Development

Workforce development is essential to the long-term strength and sustainability of Edmonton’s construction industry. By participating in local training initiatives and national immigration pathways, the ECA helps ensure a steady pipeline of skilled workers to meet growing project demands.

Supporting youth engagement, career transitions, and newcomer integration not only addresses immediate labour shortages but also builds a more inclusive, future-ready workforce. ECA’s active role in these initiatives demonstrates industry leadership, strengthens community connections, and reinforces construction as a rewarding, accessible career path—vital for maintaining Edmonton’s competitiveness and meeting infrastructure needs across all levels of government.

In February, our 2025 Tools for Schools initiative successfully delivered essential tools and materials to 21 junior high schools across Edmonton and surrounding areas, including the Edmonton Catholic, Edmonton Public, Elk Island, and Parkland County school boards.

With a hands-on approach and interactive learning opportunities, Tools for Schools remains one of ECA’s flagship youth engagement programs. The program supports industrial arts programs and inspires students to explore careers in the construction industry, and is offered through a sponsored partnership with Home Depot.



## Newcomer Initiatives

In March, the ECA partnered with Parallele Alberta to host a skilled trades job placement event, connecting job seekers to employers, training providers, and mentors. This initiative supports the growth of the local workforce while creating direct pathways into the construction industry.

On April 24, ECA will be at M.E. LaZerte School in Edmonton to connect industry professionals in the plumbing, electrical, carpentry, and drywall finishing trades with young people and help newcomers build connections and consider careers in construction.



Parallel Job Placement Event - March 2025



M.E. LaZerte Speaker Series - April 2025





## Federal Collaboration

ECA participated in the Canadian Construction Association Annual General Meeting in Québec City this quarter, connecting with industry leaders across the country. The AGM focused on challenges shared across regions—including workforce gaps, international trade pressures, and opportunities to improve regulatory coordination at the federal level.

ECA President David Johnson is also serving on the CCA Advisory Committee, helping to shape national advocacy efforts during the federal election cycle. The committee is focused on critical issues such as infrastructure funding, immigration reform to support skilled trades, and modernizing procurement models.

## Federal Candidate Engagement Ahead of Election

As part of its federal advocacy efforts, ECA participated in a candidate engagement event, speaking directly with local nominees about the construction sector's top priorities. Key discussion points included labour attraction and retention, the impact of tariffs on procurement pipelines, and the need for stable federal investment in infrastructure.

## **Meeting Alberta's New Infrastructure Minister**

While the Alberta Construction Association plays a vital role in representing the construction sector provincially, it is equally essential for the ECA to maintain its direct relationship with the Government of Alberta.

This allows ECA to elevate Edmonton-specific priorities—such as regional infrastructure investment, fair procurement practices, and local workforce development—within broader provincial discussions.

Direct engagement ensures that the unique challenges and opportunities facing Edmonton's construction industry are not overlooked in province-wide strategies. It also strengthens ECA's credibility, allowing us to collaborate more effectively with government partners and advocate for tailored, locally impactful policy solutions.

To that end, ECA attended a constituency event for Infrastructure Minister Martin Long, newly appointed in the recent cabinet shuffle. ECA congratulated the minister, acknowledged recent capital investment commitments for Edmonton, and reiterated its message about the need for sustainable funding and fair procurement across Alberta.