

STRATEGIC PLAN 2025



The BC Road Builders & Heavy Construction Association is the recognized advocate for investment in resilient core infrastructure that creates economic growth, strong communities and a sustainable environment.



100,000+

Member Employees In
BC Communities

47,000

KM of
BC Highway

4,980

Bridges
Connecting

75,000+

Pieces of
Construction Equipment

GOAL ONE:

Increase Investment in Resilient and Sustainable Infrastructure

→ ADVOCATING FOR PREDICTABLE AND CONSISTENT INFRASTRUCTURE INVESTMENT

Working collaboratively with owners, we will identify the benefits of ongoing investment to support future needs of BC.

- Through the board and committee structure, we will advocate for owners ensuring predictable and consistent infrastructure investment, from small to major projects in order to support sustained growth within the construction industry.
- Educate the public and stakeholders on the benefits of infrastructure investment and the need for environmentally sustainable construction to meet the needs of growing our economy and communities.

→ ADVOCATING FOR EFFECTIVE PROCUREMENT

We will provide informed and trusted advice to owners on all aspects of procurement to ensure consistent and effective project delivery.

- Participate in meaningful discussions with owners to improve procurement practices that provide best value for owners and encourage innovative approaches.
- Engage with owners to refine and define Indigenous procurement practices to support Indigenous communities, including economic reconciliation and opportunities.
- Educate owners on the impacts of tariffs and develop mechanisms to ensure risk is shared appropriately.

→ ADVOCATING FOR EFFICIENT PROJECT DELIVERY

We will work with owners and stakeholders to identify project delivery opportunities. We will advocate for practical and executable solutions to ensure projects are delivered in a timely and efficient manner.

- Through a committee structure, we will proactively work to reduce bureaucratic procedures, regulations and red tape to mitigate project delays, cost uncertainty, and increased claims.
- The Culture for Success is a proven set of relationship guidelines developed by the BC Road Builders and MoTT for the highway maintenance sector. We will work with government officials and other owners for successful industry-wide implementation of these and other collaborative project delivery principles.



Among Construction companies, private developers and municipalities follow the Ministry of Transportation and Transit as the top revenue sources. MoTT contributed 27% of Construction companies 2024 revenue, followed by private developers at 20%, and municipalities at 19%. (BCRB 2024 Membership Survey)



GOAL TWO:

Grow and Maintain a Robust, Safe, and Inclusive Workforce

→ ATTRACTING AND RETAINING TALENT

The Association will grow the industry by delivering engagement tools and programs to attract talent and diversify the workforce.

- Implement targeted initiatives and media campaigns to promote career opportunities within the industry.
- Continue the Association's scholarship programs to attract more young people to the industry, including the [Betty Spalton Scholarship](#) and [Jack and Gillian Linington Scholarship](#).
- Promote diversity, equity, and inclusivity with a focus on engaging underrepresented groups, including building on the success of the Women in Road Building initiative.

→ BUILDING EFFECTIVE CAREER DEVELOPMENT

We will support and promote existing programs and develop new training initiatives that ensure our workforce has the necessary skills for today and for the future of our industry.

- Continue the province-wide [RoadShow](#) simulator training program that will promote [career opportunities](#) within the industry.
- Promote and support the attraction of youth with the expansion of the [Honour the Work](#) and the [Heavy Equipment Operator Programs](#) and other initiatives to school districts in the province.
- Continue our commitment to our members' Indigenous cultural competency by providing opportunities for education and engagement.

→ PROMOTING AND SUPPORTING WORKER HEALTH AND SAFETY

Working with industry partners, we will promote health and safety programs and ensure resources are available to member companies, including mental health and addiction support.

- Provide mental health resources for the industry via the [BCRB Mental Wellness Program](#).
- Promote and educate the Association members on the [Group Benefits Plan](#).
- Promote [RoadReadyBC](#), British Columbia's new online, leading safety-awareness program, designed to elevate job site safety in the road building and highway maintenance sector.



5.9% of the population in British Columbia identify as Indigenous (Statistics Canada, 2016).
11% of the employees working in the B.C. Highway Maintenance sector identify as Indigenous (BCRB&HCA Membership Survey, 2023).



GOAL THREE:

Lead an Innovative, Informed, and Sustainable Industry

→ LEADING INDUSTRY INNOVATION

We are leaders in driving industry-wide innovation and will continue to work with owners to implement sustainable practices to build and maintain resilient infrastructure.

- Update the [Good Roads Cost Less](#) white paper with the latest survey data and share it with relevant stakeholders.
- Launch the [CleanRoads Innovation Program](#) within the road-building industry.
- Promote the [Provincial Response and Emergency Program](#) (P.R.E.P Book) unifying the Association members' resources to better provide proactive and prompt emergency response to the impacts of climate change and natural disaster events.

→ SUPPORTING DATA-DRIVEN DECISION MAKING

Working with members, committees, and relevant stakeholders, we identify key data points and use this information to track and report on trends within our industry.

- Effectively collect and communicate data insights and incorporate them into focused advocacy campaigns and programs, including recommendations to project owners.
- Maintain the Blue Book with the latest equipment and ensure it reflects accurate rates.

→ BUILDING FROM A STRONG INDUSTRY FOUNDATION

Leveraging the strength and history of the Association to achieve our strategic objectives.

- Continue to build on the effectiveness of the committees and task forces.
- We will increase engagement with project owners to share best practices and open lines of communication on key industry issues.
- Create, foster, and grow relationships by continuing to host impactful networking events.



B.C.'s average annual temperature has risen by 1.4 °C from 1900 to 2013, with winter night temperatures increasing by 3.1 °C. Investing \$1 in climate adaptation measures today, can save up to \$10 in future costs, emphasizing the economic benefits of proactive infrastructure planning. (Government of BC)