

*Edmonton Region*

Canadian  
Home Builders'  
Association



# 2023

# Year in Review



Advocacy

Member Engagement



## Message from the President: Charles Fay

2023 has been a challenging year for both the Association as well as the industry. Between the affordability challenges, a provincial election and 4 hugely important advocacy files, the need for a united voice has never been more important.

Affordability has not been a bigger challenge than it is today. As an Association, we have worked hard to address the regulatory challenges which only increase prices and make it more difficult for homeownership. I believe the time spent over the past several years building relationships with City Administrators will now begin to show results. We need to continue to advocate for improved timelines within the City, reducing red tape, and creating more consistency with the City of Edmonton.

Advocacy has never been more important. Going forward, the Zoning Bylaw Renewal, District Planning, Growth Management Framework, and City Planning framework will shape how we do business in Edmonton in the future. The Association and industry must continue to come together to make our voice heard. We must ensure we are a collective voice influencing decision-makers and promoting our vision of what the City and region could be.

Member engagement has been a top priority for both the Board and the Association. It has been a huge win for the Association in 2023. I had the privilege of witnessing this firsthand with the incredible success of the Reno Month project. Whether it was golf tournaments or events with record attendance, the more we continue to be engaged, the stronger we are as an Association.

As I look ahead to the challenges of 2024 and beyond, the unwavering support, participation and dedication of our incredible members will be critical to our success. I have no doubt we will continue to rise to the challenges and work collectively to shape the future of the homebuilding industry in Edmonton, whatever the future looks like.

## Message from the CEO: Laura Bruno

If I could sum up the year with one word, it would be “growth”. The industry had a challenging year navigating interest rate increases and market conditions, but it’s years like this that associations like ours are so important. Difficult years are our opportunity to deliver value to members through advocacy, support, education, and networking.

We saw growth through relationships with elected officials and regional administration. This included engagement on important industry files such as Zoning Bylaw Renewal, which Edmonton City Council passed, and we will see implemented on January 1, 2024. Association advocacy work also focused on the impacts of energy efficiency, inspection innovations and consistency, permit timelines, utility servicing, and many others.

Member engagement experienced a remarkable surge of growth seen through increased event attendance and committee activity. Our wide range of events saw record high attendance and were buzzing with excitement, from insightful workshops like our Builder Breakfasts, engaging networking opportunities like our golf tournaments, and industry wide celebration like the Awards of Excellence in Housing Gala.

Our team grew and recovered to pre-pandemic levels. The additional resources will elevate the organization’s ability to deliver on our strategic pillars of advocacy and membership engagement. The team is focused on advocating for the interests of our members and ensuring that their voices resonate powerfully across the region.

We are helping the region grow by delivering new types of homes and providing more housing options for residents now and in the future while maintaining Edmonton’s economic advantage as one of the most affordable cities in Canada.

None of this would have been possible without the steadfast dedication and unwavering support of the Board of Directors, led by President Charles Fay, the invaluable contributions of our volunteers, and most importantly, the trust and commitment of our members. I extend my gratitude to Charles and the Board for their leadership and guidance throughout the year and for planting these seeds of growth. To our volunteers and members, thank you for being the backbone of our association, driving positive change, and propelling us towards a brighter future. It is also important that I recognize my team for their continued dedication, positivity, and passion for the work they do for our members and the industry.

I am looking forward to an exciting 2024 with more change and opportunity on the horizon.



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**Thank you for your dedication and contributions to the Association.**

## MISSION

WE ADVOCATE AND COLLABORATE IN PURSUIT OF OUR MEMBERS' SUCCESS

## VISION

TO BE THE VOICE SHAPING THE FUTURE OF OUR INDUSTRY AND OUR REGION

### Who we Are

We are the Canadian Home Builders' Association – Edmonton Region, a not-for-profit organization representing members in the residential construction industry. Our members build everything from single-family homes to residential towers. They build homes for ownership and housing for rental purposes and they build and develop in all areas of the region, from greenfield communities to infill.



### Advocacy and Collaboration

We work closely with Mayors, Councils, and Administrations to collaborate and advocate for a supportive regulatory environment for the residential construction industry that promotes choice and affordability for home buyers.



### Members' Success

All members who are part of the residential construction industry are able to develop, build, and support the process of creating great communities and homes with ease.



### Our Members

Members include home builders, renovators, land developers, manufacturers, suppliers, financial institutions, municipalities, and other professionals in the residential construction industry.



### The Voice

We represent and advocate as the collective voice of members who are part of the residential construction industry who are building communities and homes in the Edmonton Region.



### Our Industry

We represent the entire residential construction industry, from dirt to doors. See 'Our Members' under Mission for more.



### Our Region

We represent members throughout the 13 municipalities in the Edmonton Metropolitan Region.



### Our Values

Transparency, integrity, teamwork, and passion.



# Committees and Forums

Our success comes from the ongoing support and commitment of our Members. Members actively work on committees and forums to discuss industry issues, engage with members, and better the industry. Below are the 2023 committees and forums:

## Industry Advisory Committees

### Builder Technical

- Builder Breakfasts
- Code Changes
- Permitting and Inspections Process Improvements
- Verification of Compliance (VOC)
- Project Implementation Plan (PIP)
- Remote Video Inspections (RVI)

### Government Relations

- City Plan Implementation
- Zoning Bylaw Renewal
- Growth Management Framework
- District Planning
- Energy Transition Strategy
- Leadership Dinners

### Renovator

- Promoting the renovation industry
- Expanding Renovator Membership
- Renovation Month Charity Project

## Engagement Committees

### Next Gen

- Created Quarterly Newsletter
- Completed clothing drive for Mustard Seed
- Volunteered at Hope Mission
- Hosted the Mentorship event at Building U: Education Symposium
- Established and expanded database of "NextGeners" to engage

### Women in Residential Construction

- Awarded the Most Engaged Committee of the Year
- Hosted the inaugural event HerJoy: A Celebration of Women in the Residential Construction Industry
- Supported women in the residential construction industry

### Engagement

- Executed the 87% retention goal
- Created recruitment plan and package
- Created and implemented retention tactics
- Streamlined communications with Members
- Hosted New Member Orientations

## Committees

### Golf

- Hosted two successful tournaments in May and August
- Raised over \$8,000 for the Edmonton Region Home Builder Charity

### Event

- Assisted in creating, marketing, and growing all events
- Evaluated events to bring most value for members

## Forums

### Economic

- Hosted the Annual Economic Forecast Dinner
- Supported Information sharing
- Facilitated discussions regarding economic trends in the industry

### Sales Manager

- Provided open dialogue and the sharing of common issues and best practices between Sales Managers
- Grew the forum to support more members

**Thank you to all of the Chairs, Co-Chairs, and the Committee, Forum, and Working Group members who volunteer their time and expertise to propel the Association and industry forward.**

# Strategic Pillars

## Advocacy -

Be the voice of the  
Residential  
Construction  
Industry

- Reciprocal relationships with government
- Issue identification and prioritization
- Partnerships with key stakeholders
- Increased communications on specific advocacy activities

## Membership

## Engagement -

Build a robust  
community of industry  
champions

- Engagement
- Retention
- Professional Development
- Valuable suite of events

## 2023 Strategic Priorities

**1. Proactive Advocacy** – We work with municipalities across the region to bring forward concerns on behalf of the residential construction industry. By taking a proactive stance, we've successfully navigated the challenges faced by the industry, influencing policies and regulations in a manner that not only supports the growth of our members, but also enhances the overall well-being of the communities we serve. From advocating for housing affordability and choice, our efforts have not only strengthened the Association's standing but have also underscored the indispensable role of proactive advocacy in securing a vibrant future for the homebuilding industry.

**2. Relationships** – Our commitment to fostering strong connections with elected officials, City Administrations, the homebuilding industry and beyond has been a cornerstone of our success. These relationships have not only facilitated collaborative initiatives but have also positioned us as a trusted and influential voice in the industry.

**3. Member Engagement** – The commitment to fostering a sense of belonging and active participation among our members has been a guiding principle. We engage with members through our events and committees to provide valuable resources and insights into the homebuilding industry as well as provide education seminars to ensure members are kept up to date on industry best practices. We refreshed our branding by updating the website with a new look and feel as well as a revamped strategy for social media.

# Advocating for Members



**1: City Plan Implementation:** We continued to work closely with various City of Edmonton departments on implementation of City Plan. This year, the primary focus was the Zoning Bylaw Renewal, with engagement taking place on District Plans and Growth Management Framework.

The Zoning Bylaw Renewal has been underway for several years, and our members have actively participated in a meaningful way and have helped shaped the approved bylaw. Thousands of pages have been reviewed through the Government Relations Committee's Zoning Bylaw Renewal Working Group. As part of the engagement process, we hosted City Administration on a ZBR tour showcasing product types not available in Edmonton's legacy zones. The bylaw will go into effect on January 1, 2024 and creates a more supportive regulatory and business environment through which new growth will take place in Edmonton. Monitoring the implementation and subsequent Council motions will remain a priority for the Association in 2024, and we welcome member feedback.

This year, the Growth Management Framework began to take shape, particularly with the Substantial Completion Report. Substantial Completion is the City of Edmonton's terminology to restrict new development areas from undergoing an Area Structure Plan until existing communities are deemed substantially complete. Our members provided feedback on how to approach Substantial Completion without creating negative impacts to housing affordability by restricting supply. Some of these recommendations included completing a jurisdictional scan of municipalities that have used similar tools to limit growth, or considering a quadrant system so growth in the north doesn't impact growth in the south (or vice versa). Substantial Completion will continue to be a focus of the Association in 2024.

District Planning is changing the way the City plans and supports development and growth to move Edmonton closer to the vision of a more connected, prosperous, healthy, and climate-resilient city of 2-million people. Our work plan will focus on the resultant revisions and final drafts, which are expected to culminate in a public hearing process in 2024.

**2: Impacts of Energy Efficiency:** The impact of Energy Efficiency have been a core focus of the Association. Throughout the year, we discussed tiered energy code and continued to work on the Energy Transition Strategy through the Emissions Neutral Building Industry Advisory Group with the City of Edmonton. Tier 1 will be adopted as the minimum province-wide standard for building energy efficiency for housing and small buildings. The Alberta Building Code will come into force in 2024.



A positive outcome of the Emissions Neutral Building Industry Advisory Group was the inclusion in ENBIX – the Emissions-Neutral Buildings Information Exchange - which is an initiative of Alberta Ecotrust and will be a great resource to our members as it will bring industry together to share knowledge and build capacity for emissions-neutral construction and retrofit practices across our province. Future initiatives will include educational events, case studies to review, and shared research.



**3: Permit License and Inspection Improvements:** Permit Process Improvements were a key focus of the last year. The City of Edmonton underwent an internal audit of its Safety Codes Permits and Inspections, which resulted in numerous recommendations that align with industry advocacy. The recommendations on permitting intake consistency, resetting minimum inspection requirements, increasing the number of risk-based inspections, expansion of the use of A.I. for risk-based inspections, and better understanding of recurring issues with more information required (MIR) requests.

The Builder Technical Committee Working Groups in collaboration with the City of Edmonton have focused on several successful initiatives such as Verification of Compliance (VOC) as a re-inspection option, Remote Video Inspections, piloting deep services at utility depth and having this option roll into a permanent program. We also worked with the City of Edmonton to clarify and refine their work on the Project Implementation Plan. The Project Implementation Plan (PIP) is confirmed to be a checklist of items each builder should review throughout construction and is based on codes and safe work practices. Our work on getting regular data on More Information Required (MIR) reports continues to be a focus of the Association. The City of Edmonton is looking into practical approaches to share the root causes of MIR consistency.

# Leadership Dinners

Dinners were held with the municipalities of Beaumont, Edmonton, Leduc, and Strathcona County. These dinners are an excellent way to build relationships with elected officials and Administration and foster two-way dialogue on community building and growth. The discussions at this year's dinners were very positive, and we intend to expand this event to other municipal partners in 2024.



# Regional Impact

Regional Working Groups support building through the Builder Technical Committee's Regional Working Groups. They were active in Fort Saskatchewan, Leduc, Spruce Grove, St. Albert, Stony Plain, Strathcona County, and Beaumont. This included continuous communication and meetings with Administration as well as work on Bylaw Amendments and Municipal Development Plans.

# Look Back at the Year



## 2023 Awards of Excellence in Housing Gala

The 2023 Awards of Excellence in Housing Gala on March 18th was a spectacular evening that radiated with grandeur and glamour celebrating the Award Finalists and Winners on their achievement. We extend our heartfelt gratitude to our generous sponsors and everyone who graced the "Night Garden" occasion with their presence, contributing to an unforgettable and truly remarkable event.





## Golf Tournaments

We hosted two iconic Charity Golf Tournaments, supporting the Edmonton Region Home Builder Charity which provides trade scholarships to NAIT students. Our August golf tournament achieved an unprecedented feat, a sold out event with a waitlist!



## Celebration of Industry Champions

This year, we honored our dedicated Board Members, milestone memberships, and exceptional volunteers with prestigious awards. The introduction of the "Most Engaged Committee" award inspired our committee members, and the event was marked by heartwarming moments and a delightful atmosphere, complete with treats that spoiled our attendees. Congratulations to the Julius Ekert Award recipient, Anna-Marie Petruk; the Rookie Volunteer of the Year, Jayde O'Keefe; the Volunteer of the Year Advocacy, Katrina Rowe; the Volunteer of the Year,

Taylor Myck; and the Women in Residential Construction Committee for being the most engaged committee. Thank you for your outstanding contributions to the Association.



## Renovation Month Project

Supporting the local charity, Uncles & Aunts at Large, became a pivotal endeavor for the Renovator Committee, uniting 44 member companies and local businesses for a common cause. This collaboration attracted new members, media attention, and exceeded our \$20,000 project goal for renovating the charity's program space. Thanks to our Renovation Committee, and all the generous contributors, for their shared commitment.



## Building U: Education Symposium

We hosted the inaugural Building U: Education Symposium featuring a panel of industry experts. These sessions discussed important topics such as Zoning Bylaw Renewal: Homes of Tomorrow, City of Edmonton Permitting and Inspections, Road to Net Zero, and Speed Mentoring with Industry Champions.



## Her Joy: A Celebration of Women in Construction

Esteemed guest speaker, Jillian Schecher, the visionary creator of the Joy Session and the author of The Daily Joy Journal inspired and empowered members across our industry at the Her Joy event. Her words resonated deeply, offering valuable perspectives on navigating challenges, fostering growth, and finding joy in our professional journeys.



## Builder Breakfast

Builder Breakfast events have proven to be a resounding success, embodying the essence of community and collaboration within our industry. These gatherings have seamlessly blended the dual purpose of providing our members with a platform for meaningful networking while imparting invaluable insights into the intricacies of our dynamic industry. These breakfasts covered many topics such as Heating for the Future, Journey of a Permit, and Occupational Health and Safety Construction Site Safety and Responsibilities.



## Additional Events

Other events that we hosted throughout the year include: Economic Forecast Dinner, Slo-Pitch Tournaments, Patio Mixer, Rise and Shine Webinars, and the Holiday Whobilation,

# BILD Alberta 2023



While advocacy is always at the forefront of our current and legacy organizations, over the past year we have continued to advance our proactive approach. During the 2023 Provincial Election, our "Alberta Built" campaign received great feedback and was very effective in delivering the message of industry priorities to candidates. We have continued to increase engagement with the provincial government and were proud to welcome Premier Danielle Smith to the 2023 Beyond the BILD Conference. Progress was made on several important issues:

**City Charters** – After years of advocacy, BILD Alberta participated in consultations with Municipal Affairs and the City of Calgary and Edmonton on amendments to City Charters. The consultations included discussions over off-site levies, inclusionary housing and building code authorities. Municipal Affairs is internally reviewing changes to the Charters and BILD Alberta is optimistic we will see changes in the new year.

**Housing Affordability Action Plan** – BILD Alberta and industry representatives met with various government ministries to discuss policies, incentives, and red tape to increase market and non-market housing. The Ministry of Seniors, Community and Social Services under Minister Nixon is leading a series of recommendations to promote the construction of more housing supply throughout the province. The Government of Alberta is actively in discussions with municipalities to improve timelines, consistency and predictability in our industry and is continuously collecting input from BILD Alberta and its members.

**Land Titles** – Through successful advocacy, Service Alberta received \$60 million in government funding to hire additional staff resources and begin the modernization and digitization of Alberta land titles. This financial commitment from government is to ensure industry does not face significant backlogs in land titles again and through the hiring of additional resources, land title backlogs reduced from 16 weeks to 3 weeks.

**Building Code** – BILD Alberta worked closely with Municipal Affairs on a series of recommendations and a road map on tiered energy codes in Alberta. Through the Safety Codes Council, Municipal Affairs is adopting tier 1 of the energy codes for adoption of the Alberta Building Code in 2024. Municipal Affairs will continue to work with industry to ensure building codes do not impact housing affordability.

## SPONSORSHIP

Sponsorship assists in providing members with the programs, services and recognition they value. We greatly appreciate every member that has supported the Association through sponsorship in 2023. We are pleased to recognize this year's top sponsors:





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