



# 2025 Impact Report







# Contents

Land Acknowledgement	3
Our Beliefs	4
CEO Message	5
Board Chair Message	6
2025 Impact Highlights	7-8
2025 Scorecard	9
BCAA's Climate Targets	10





# Land Acknowledgement

BCAA respectfully acknowledges that we operate and support Members and customers on the ancestral, unceded territories of Indigenous communities across what is known today as BC. BCAA is headquartered on the lands of the hə́ńqəmíñə́m and Skwxwú7mesh speaking peoples, known today as the City of Burnaby.



A photograph of a white lighthouse with a red lantern room, situated on a rocky cliff. The background is a dense forest of evergreen trees. The lighting suggests it might be late afternoon or early morning, with some shadows and highlights on the rocks and foliage.

# Our Purpose & Beliefs Guide Us

Our Purpose:

**Empowering British Columbians  
to *Move Forward***

How we achieve our Purpose also matters. These five beliefs are our guiding principles. They define how we conduct ourselves in everything we do, every day, as we work toward the BC of tomorrow.

## **We believe in *Doing the Right Thing***

We stay true to our word, and help British Columbians move forward.

## **We believe in *The Power of Community***

Together, we create a more vibrant, inclusive and connected province for everyone.

## **We believe in *Putting People First***

We treat each other with the same care and respect that we treat our Members.

## **We believe in *Shaping the Future***

We look to new horizons and actively embrace change.

## **We believe in *Protecting our Home***

It's our responsibility to protect life in BC now, and for generations to come.



What a year it's been with great progress toward our impact targets during our 2025 fiscal year. As a purpose-led, values-driven organization, we choose to track and report BCAA's broader impact on people, planet and the prosperity we create for our province. I hope this report and the stories you'll find on our Impact webpage give you a lens to learn more about our intentional impact work.

We continued investing in stronger BC communities. Our focus on road safety and wildfire resilience initiatives reflects the most important and pressing issues affecting our Members and business. This year, our Defending Against Wildfires Program earned global recognition from the 2025 FIA\* Innovation Challenge. A major public fundraising campaign invited Members and the public to wear the BCAA Fireweed Pin to support community wildfire recovery efforts. We also continued to embed our purpose across our business and services, adding a Wildfire Property Defence Service to many Home Insurance policies through which we can deliver proven FireSmart actions at our customers' homes during evacuation to improve the chances of homes surviving.

Highlights this year also include new ways to move more British Columbians forward. Our Evolve E-Bike & E-Scooter Share business is growing fast; establishing itself as a trusted local micromobility partner for numerous municipalities and communities. We're also connecting more people with one another in meaningful ways, launching BCAA Connect – an online space for rich conversations that help to build stronger communities. And we ended the year with the launch of BCAA Task Marketplace, connecting people across the province to skilled 'Taskers' to take care of everyday tasks, such as yard work, cleaning or general help around the home.

In 2025, Evo Car Share celebrated 10 years

of getting people where they want to go without private car ownership. In that time, we've established and led car sharing in BC and reshaped the mobility landscape, growing from 250 to 2,500 Evos around the Lower Mainland and Vancouver Island, and we expanded the service to Nanaimo, Langford and Tofino.

The year was not without challenges, but we emerged strong for overall business performance. We welcomed more Members and customers and are now in close to half of BC households, while achieving our highest ever level of customer satisfaction. We saw solid revenue growth, although lower consumer spending meant we fell short of where we'd hoped.

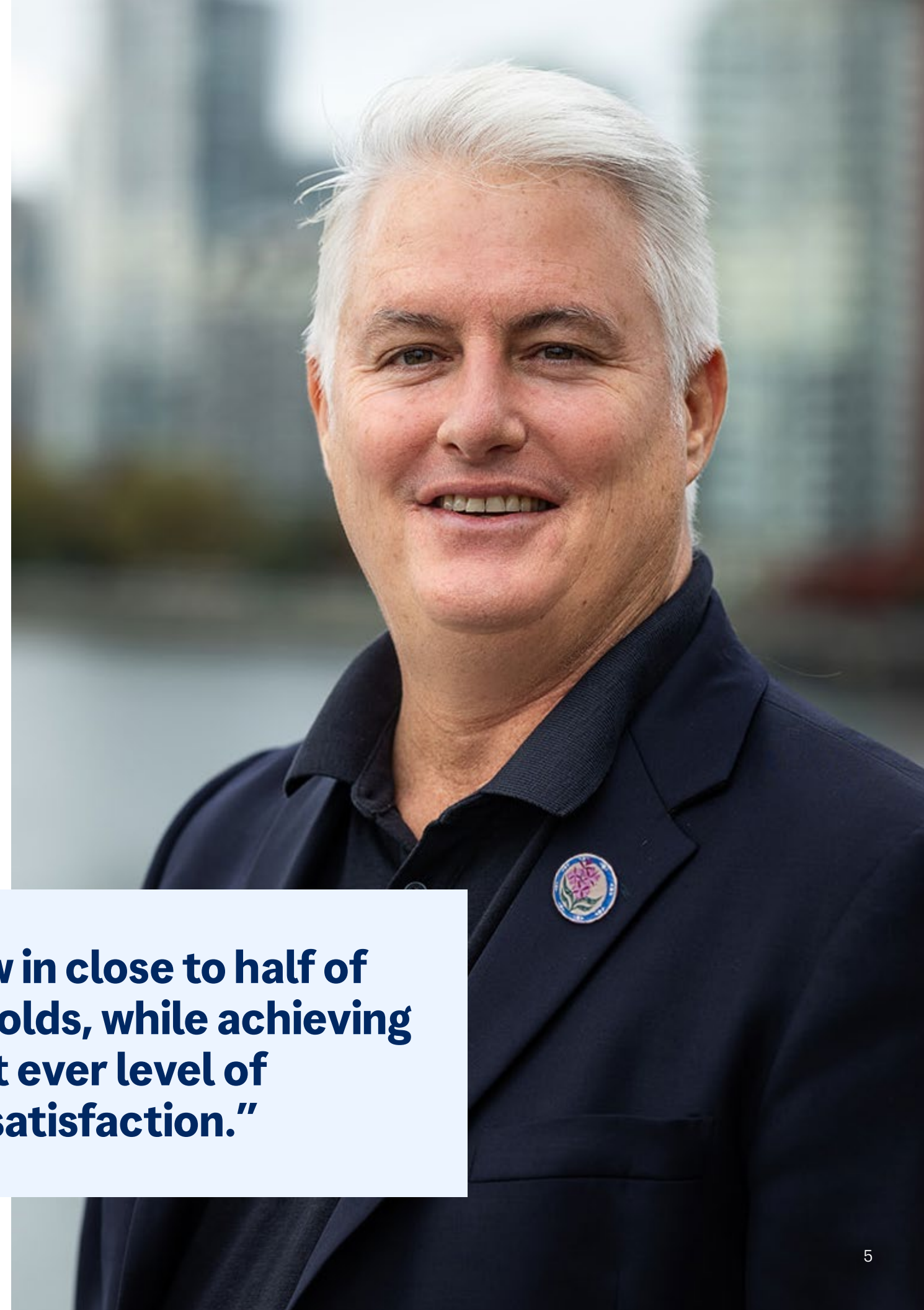
Like many people, we had to tighten our belts and, while milder weather and fewer catastrophic weather events than anticipated helped our operating margin, we're mindful of building future resilience. We will focus on metrics that ensure we build an even stronger and more resilient BCAA which can continue to withstand external challenges and headwinds.

We will be here for our Members, customers and communities, empowering British Columbians to move forward. After all, that's what BCAA has always been about.



**Eric Hopkins**  
President & CEO

**“We are now in close to half of BC households, while achieving our highest ever level of customer satisfaction.”**



\*Federation Internationale de l'Automobile





**“BCAA’s values  
centre on being here  
for everyone in BC.”**

It’s an exciting time of year for us to be able to report to BCAA Members and the wider public on our 2025 fiscal year and progress on our commitments to people and communities in BC.

2025 was a record year of success. The organization delivered results that exceeded expectations, financial or otherwise.

As we steward the organization, BCAA’s Board of Directors is responsible for governance and building on opportunities and benefits for Members, customers, our communities and our organization. We continue to be an active part of planning the future for BCAA and to ensure we look beyond traditional financial measures to consider the full impact and value of BCAA on the province it serves.

This year, the BCAA Fireweed Pin campaign launch was remarkable, coupled with the continued expansion of community flagship programming to support communities to grow more resilience to the major threat of wildfires facing our province. We experienced great strides in service with the continued investment in foundational technology and systems to serve Members and customers, however they choose to connect with us, especially by supporting smoother online services.

The expertise and passion of BCAA’s team members continue to be core to its services and overall success. It is, therefore, wonderful to see high engagement levels as well as external recognition for their contributions including retaining the accolades of being a BC Top Employer and one of Canada’s Most Admired Corporate Cultures.

Your Board remains confident in BCAA’s direction and strategy to build its relevance and focus on what matters most and where it can make a difference in people’s lives. BCAA will be 120 years old in 2026 and continues to innovate, evolve and focus on the ways it can help meet the needs of people to make the most of life in BC. Differentiating itself through customer service, new products and services, adding value for Members and leading with a clear purpose and values is proving effective as the basis for growth.

We are pleased to see a focus on building greater financial resilience in the coming years to ensure that BCAA can continue to weather the unprecedented uncertainties of the future, including changes in our climate and society.

BCAA’s values centre on being here for everyone in BC. The progress made in the 2025 fiscal year is strong, and we are confident in the organization’s leadership, direction and plans to ensure that BCAA continues to empower all British Columbians to move forward.

**Bill Snell**  
Board Chair





# 2025 Highlights

## PROSPERITY



Launched Evolve in 4 new communities: Saanich, North Vancouver, Squamish & Langford

Launched BCAA Connect, a trusted, online community space for people in BC to connect



**47%**

of BC households estimated to use a BCAA product



**188,550**

roadside calls serviced by BCAA's Roadside Assistance Fleet Team



**339**

cars sold on BCAA Auto Marketplace

## EMPLOYEE GIVING



**3,295**

hours volunteered by team members



**\$359,000+**

donated to charities across BC by BCAA and team members



**2,647**

Child Passenger Safety Education sessions provided

## RECOGNITION



years in a row named a Top BC Employer



## GOING ELECTRIC

10

plug-in hybrids added to Evo Fleet



4

new EVs added to Road Assist fleet



389,787

kms driven by EVs across our fleets

422,100

kms driven by Evolve E-Bikes & E-Scooters



## WILDFIRE RESILIENCE



50,000

trees planted



104

Firefighters trained; 80 in the Resilient Minds® program, 24 as peer instructors



12,000

Fireweed Pins sold, raising over \$60,000 to help communities impacted by wildfires across BC



# 2025 Scorecard

		Description	Measure Of Success	Baseline	F25 Goals	F25 Results	F30 Goals	
OUR PEOPLE	Community Impact	Community Investment	Dollars invested in communities	Invest 1% of NIBT*	F21 Actual: 4.3%	5% NIBT	3.4% NIBT	5% NIBT
			Certified as a Caring Company through Imagine Canada	Invest 1% of NIBT*	Certified	Certified	Certified	Certified
		Employee Involvement	Increase employee engagement in helping to strengthen our communities	% of employees participating in donation-based initiatives	50%	70%	48%	80%
				% of employees participating in volunteerism initiatives	4%	25%	28%	50%
		Awareness	Improve British Columbians’ perceptions of attributes related to BCAA’s community pillars	Safety – BCAA improves and advocates for road or community safety	77%	82%	76%	85%
				Prevent & Prepare – BCAA helps to reduce risk and increase preparedness for British Columbians	45%	48%	51%	53%
	Connection – BCAA gives back in their local community			24%	30%	30%	32%	
	Team Members	Diversity, Equity & Inclusion	BCAA is committed to supporting a workplace that represents, respects and celebrates the diversity of BC	GDEIB*** progress relative to set benchmarks	2+	3+	3+	4
				Representation across BCAA of diverse groups	Align with 2021 BC Census Data	Align with 2021 BC Census Data	Aligned in 6 of 8 categories	Align with 2026 BC Census Data
		Health, Safety & Wellness	BCAA is committed to offering programs that support employee wellbeing	External audit of Health & Safety Program	Successful	Successful	Successful	Successful
				Maintain a wellness engagement score of 80% or higher	80%	80%	88%	80%
		Employee Engagement	BCAA is committed to inspiring individuals with a sense of purpose in their career and being known as one of best places to work in BC	Engagement score of 74% or higher	76%	74%+	85%	74%+
BC Top Employer status				Achieved	Achieved	Achieved	Achieved	
OUR PLANET	Greenhouse Gas Emissions	BCAA is committed to reducing the carbon intensity of our business by 50% from 2019 levels by 2030 (Under review)	Emission Intensity (Tonnes CO2e/\$1000)	0.038	0.032	0.031	0.019	
			% emissions intensity reduction	N/A	-10%	-16%	-50%	
	Carbon Neutrality	BCAA is committed to becoming carbon neutral by 2030 (Under review)	Carbon Neutrality	N/A	N/A	N/A	Achieved	
OUR PROSPERITY	Organizational Prosperity	BCAA strives to create financial value and maximize Member value creating new pathways to Membership and solutions to move British Columbia forward	Member Count	1,007,912	1,118,400	1,124,530	N/A	
			Core Revenue	\$296.3M	\$499.7M	\$496.1M	N/A	
			Operating Margin	\$15.1M	\$22.9M	\$63.4M	N/A	
			Net Promoter Score (NPS)	72.7%	72%	77.2%	N/A	
	Employee Prosperity	BCAA supports the financial wellbeing of employees	Employee participation in pension plan	81%	95%	92%	N/A	
	Societal Prosperity	BCAA gives back to communities both in times of need and to create positive change	Investments in communities: Invest 1% of NIBT*†	F21 Actual: 4.3%	5% NIBT	3.4% NIBT	5% NIBT	
			GDEIB progress relative to set benchmarks**	2+	3+	3+	4	

\*Net Income Before Taxes  
†Shared goal with Our People - Community Impact  
\*\*Shared goal with Our People - Team Members  
\*\*\*Global Diversity, Equity & Inclusion Benchmarks



# BCAA's Climate Targets

As part of our commitment to climate leadership and protecting our province, we are reviewing our climate targets to reflect our expanded GHG baseline and align with evolving industry best practices, emerging reporting frameworks and federal and provincial commitments. This approach ensures our updated goals remain achievable, credible and consistent with the latest climate science, while positioning us to adapt as global standards continue to evolve.





