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Residential and Civil Construction Alliance of Ontario uses YouTube to promote infrastructure investment

The Residential and Civil Construction Alliance of Ontario (RCCAO) has published a video on YouTube characterizing infrastructure spending as an inter-generational issue.

The video, [A Child's Future in Ontario](#), depicts a man lying on a couch while his young daughter plays with a stuffed animal.

“Hey, little one,” the man says. “You know what my dad told me? He said when he came here, he worked hard so that his children could have every opportunity, and that's what I want for you as well.”

As he lifts her up, a narrator talks about a future in which there are frequent brownouts, public buildings are deteriorating and commuting times increase.

The narrator says that as a society, we failed to make the necessary investments in public infrastructure.

The video was announced in an RCCAO press release warning that the average worker in Ontario could lose some \$400,000 in potential wages over his or her working life as a result of system failures and inefficiencies caused by lack of investment in infrastructure.

“What happened to a place to stand?” the girl asks at the end of the video. “What happened to my Ontario?”

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