



TRIP/Canada

THE ROAD & INFRASTRUCTURE PROGRAM OF CANADA
"A Special Committee of the Canadian Construction Association"

2001 TRIP/Canada Action Plan

Approved 01-Feb-2001

- At the September meeting of TRIP/Canada Management Committee, a decision was made to hire an outside consultant to assist in lobbying Minister Martin and the people around him. TRIP/Canada hired David Walker of Winnipeg, a former MP and Parliamentary Secretary to the Minister of Finance. That contract is now complete. His report to the Management Committee is attached.
- During the election Campaign the TRIP Management Committee prepared itself for different outcomes, including the re-election of the Liberal government. TRIP/ Canada learned that while the Prime Minister has expressed a willingness to move ahead with increased highway funding (as recently as this past September he looked at increasing the \$600 million for highways to \$2 Billion), for some reason Department of Finance officials have been successful in sidelining the issue. This suggests that Minister Martin may not be as supportive as he has indicated and that we need to increase our activity level with the trusted advisors to the Prime Minister. Many of these people are from Quebec.
- During the November 2000 federal election the TRIP/Canada Management Committee look ahead at what it planned for 2001. The February 2000 federal budget fell short of expectations. With this in mind, and that of the 2000-work plan, the Management Committee has set an aggressive plan for 2001.
- After careful analysis and input from Wescan Consulting, it was decided that not only did we have to continue our aggressive campaign, but increase our presence with the Québec Liberal Caucus. With this in mind, the Management Committee instructed its Executive Director to seek out a professional lobbyist firm with strong ties to Quebec based Liberals.
- The Management Committee has hired a Montreal based Communications/Government Relations firm, GGA Communications, to assist in our efforts to access the Prime Minister through his Quebec circle. This firm has deep Liberal Party roots and has committed to arranging meetings with key advisors close to the Prime Minister, including Jean Pelletier, his Chief of Staff. GGA Communications has been retained for a period of six months.
- Over the course of two conference calls, the Management Committee decided that our efforts would profit from the resources and expertise of GGA Communications. GGA Communications is based in Montreal, Québec with affiliated offices across Canada.

The Management Committee's philosophy is to cover every possible pressure point. With input of GGA Communications, the Management Committee has set the following objectives for 2001; many scheduled for completion by June 2001.

GGA Communications

GGA Communications – The Management Committee authorized its Executive Director, Jim Facette, sign a government relations contract that covers a six-month time period at a cost of \$25,000 (expenses included). \$10,000 will come from our 2000 budget and the remaining \$15,000 from our current year's budget. GGA Communications has registered the CRCI as the client with the lobbyist registration office.

Provincial Governments

- In the past we have communicated with three parts in each province; the Premier, the Transportation Minister, and the Minister of Finance. The strategy is to work with our provincial Associations to increase the pressure on each point. The objective for each part is:
 1. Premiers Meeting in August – that the National Highway Program is a key priority at the August Premiers meeting. Requests will be made for the CRCI to make a presentation at the Annual Premiers meeting. **TIME FRAME:** January to June 2001
 2. Future Québec Premier, Mr. Bernard Landry, also currently holds the position of Finance Minister, to reiterate the necessity for adequate infrastructures to ensure the economic prosperity of the province. **TIME FRAME:** Mid March to June 2001
 3. Ministers of Finance – through our provincial Associations, meetings will be held with as many Ministers of Finance as possible with the purpose of affecting their collective demand of the federal Minister of Finance. A letter from the CRCI has been sent to each Premier and Minister of Finance, copied to the respective RB & HC Association. **TIME FRAME:** January to March 2001
 4. Ministers of Transport – the National Highway Program has been on every meeting of Transportation Ministers for the last five years. They will meet again in the Spring; our provincial Associations will keep up the pressure on their Minister of Transport to support their Minister's efforts. **TIME FRAME:** January to June, 2001.

National Liberal Caucus

The National Liberal Caucus strategy has two key parts, first is to develop a team of Caucus "runners" and second are a series of presentations to the four regional Caucuses.

Runners – Many issues that are stick handled through Caucus are done so with the assistance and hard work of key Member of Parliament. A minimum of four Caucus members with close ties to the Prime Minister will put together for form our "running team". After careful research and input from key senior Québec and other advisors a team will be put together with the purpose of complementing our current efforts in the Liberal Caucus. **TIME FRAME:** February 2001

Regional Caucus – working through our runners, a request will be made of each regional caucus for an opportunity to make a presentation. Accompanied by and with the assistance of our Executive Director, the presentation will be made by each regional road builder and heavy construction association. The schedule is to make the four presentations this Spring. **TIME FRAME:** February to May 2001

We will continue our practice with regular contact with Members of Parliament. **TIME FRAME:** On-going

Federal Cabinet Ministers

In an effort to gather support from Cabinet, we will try to meet with each Minister that is a member of the important Cabinet Committee on Economic Development. Currently, meetings have been held with Senior Staff from key Ministers from the province of Québec. Meeting requests are in to Ministers Gagliano, Martin, Cauchon, and Dion. **TIME FRAME:** February to June 2001

Prime Ministers Office

GGA Communications has been directed to make a meeting with the Prime Ministers Chief of Staff a priority. It is expected that the CRCI will have a meeting with M. Pelletier before the Western Canada Roadbuilders & Heavy Construction Association Annual Conference. **TIME FRAME:** February 2001

Big City Mayors

- Letter to big city Mayors, followed up by Provincial Associations

TIME FRAME: February 2001

National Associations

- Re-establish regular meetings, request more active support through letters etc...

Media Relations

- To strengthen our government relations efforts since elected officials are sometimes influenced by media coverage on a specific issue, media relations will be geared at key electronic and print media to obtain in-depth articles/interviews covering the issue of infrastructures investments across the country. For example, Jean-Paul Gagné, Editor at Les Affaires, who is well-respected in Ottawa, could write an editorial stressing the importance of investing in our infrastructures; giving the United States' recent \$175 billion investment announcement as an example.

TRIP/Canada Management Committee

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