

May 18, 2001

Memo to: WCR&HCA Board of Directors
From: Chris Lorenc
Subject: **NHP Lobby Efforts - Focus Groups - Polling**

Background:

At the last meeting, the Board authorized the expenditure of up to \$5000 to test the feasibility of attending to the following steps:

1. Retaining a credible authority to write a report which promotes the importance of investing in and thereafter maintaining the National Highways System (NHS);
2. The cost/benefit of focus groups and polling, to test both public opinion and potential messages which might resonate with the public, to generate public and stakeholder support for NHP funding;
3. Report back to the next Board meeting.

Steps Taken

I am pleased to advise of the following steps have been taken relative the above noted Board direction:

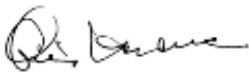
- Discussions took place with Biggar Ideas with respect to focus groups and polling. Barb Biggar was retained to present an opinion, which she did. The cost was \$1000.00 plus taxes for her services. A copy of the report is attached.
- The strategy was raised in discussions with Dr. Barry Prentice Director of the University of Manitoba Transport Institute (UMTI), David Gardiner President WESTAC, and Ian Strang President of the Western Corridors Initiative.
- A consensus emerged during those discussions. It was agreed that rather than a report, we needed to launch or nurture a broad grassroots movement supportive of sustained investment in the transportation system in general including the NHS.
- As a result of the above, I pursued a number of meetings, and telephone conference call discussions culminating with one that took place on May 14, 2001.
- A result of the above is a willingness to convene a meeting of key stakeholders from western Canada to determine what interest there might be in advancing with one voice, the call for investment in western Canada's transportation system.
- The interested parties identified to date are the following:
 - Western Corridors Initiative, Ian Strang Chair
 - University of Manitoba Transport Institute, Dr. Barry Prentice, Director

- Vancouver Port Authority, Kevin Little, President;
 - Van Horne Institute, Peter Wallis, President & CEO
 - WESTAC, David Gardiner, President
 - Canada West Foundation, Roger Gibbins, President
 - Greater Vancouver Gateway Council, Bob Wilds, President
 - WCR&HCA, Chris Lorenc, President
 - Hon. Don Mazankowski, P.C.
- In discussions with Barry Prentice, Ian Strang and Kevin Little, it was agreed that the above list of stakeholder representatives convene a steering committee effort to pursue a "one voice call" for investment in transportation including the NHS.
- The proposed initial meeting is to take place on June 25, 2001 at the Calgary Delta Airport Hotel. I have been asked to make the meeting arrangements.
- The draft agenda has been struck and it appears that the following matters will be addressed:
- a. Appropriate strategies to raise the focus of and support for transportation investment and related transportation taxation and regulation considerations for western Canada;
 - b. Raise the profile and importance of strategic western Canada transportation corridors and their importance to regional competitiveness and economic growth;
 - c. Convince western premiers to identify transportation investment in western Canada in the above light, as a high priority matter for consideration at the Annual Premiers Conference scheduled to convene in August 2001.

Conclusion:

- ❑ This is an excellent start to something that could be far more effective than preparing a report and polling for public opinion. We may still come back to focus groups and polling, but it might be to support the results of the broad stakeholder coalition efforts.
- ❑ I will report to the Board immediately following the stakeholder meeting.

Respectfully submitted,



Chris Lorenc