

# Transportation Investment Corporation

## MANDATE

Transportation Investment Corporation (TI Corp) is the Crown corporation responsible for managing and ensuring successful delivery and implementation of the Port Mann/Highway 1 Improvement (PMH1) Project. TI Corp is also mandated to recover the capital costs of the project as well as operating and maintenance costs of the bridge and highway.



## EXECUTIVE COMMITMENT TO MULTICULTURALISM

One of TI Corp's core values — collaboration — embraces the diversity of its employees by combining knowledge and learning from the unique experiences of staff to achieve outcomes and organizational goals.

TI Corp values the diversity of its employees and seeks opportunities to leverage the wide range of experiences of staff in decision-making and planning initiatives.

## KEY PROCESSES, POLICIES, AND STRUCTURES IN SUPPORT OF MULTICULTURALISM

The PMH1 Project includes construction of a new 10-lane Port Mann Bridge, 37 kilometres of highway widening from Vancouver to Langley including 30 kilometres of new high-occupancy vehicle lanes, and the replacement of nine highway interchanges.

In December 2013, PMH1 improvements west of the Port Mann Bridge opened to traffic, delivering the project's full travel time savings. Drivers are now cutting their commute times by as much as half, with many drivers saving up to an hour a day.

Throughout the 2013/2014 fiscal year, customer account registrations continued to grow with more than 750,000 TReO accounts established for more than 1.5 million cars, surpassing TI Corp's projections and industry expectations. This success can be attributed in part to TI Corp's approach to communicate with its culturally diverse customer base by providing language services for customers whose primary language or language of choice is not English.

**Embracing Multiculturalism in the Workplace**  
As a small organization, TI Corp staff represents a diverse background of at least nine ethnic cultures. We support our employees in sharing their cultural traditions in the workplace, and believe the diversity of our staff ultimately benefits our organization and our customers in the service that we are able to provide.

## HIGHLIGHTS OF INITIATIVES

### TReO PUBLIC OUTREACH CAMPAIGN

In the 2013/14 fiscal year, TI Corp launched a multi-phased awareness campaign in order to provide customers with information about the PMH1 Project. In December 2013, TReO launched phase one of the campaign that included several information prints ads in Korean, Cantonese, Mandarin and Punjabi to inform customers that the low introductory toll rate would be replaced with regular toll rates effective Jan. 1, 2014.

Phase two of the campaign was launched in January 2014 to inform customers that with the opening of additional lanes west of the Port Mann Bridge, drivers would be able to save even more time. By specifically targeting these groups, TI Corp was able to ensure its entire diverse and multi-cultural customer base was aware of the change to the toll rate and was afforded the opportunity to take advantage of the time savings along the PMH1 corridor.

**TREO OPERATIONS**

Multilingual agents have also been on staff since Sept. 12, 2012, to take calls from TReO customers whose primary language, or language of choice, is not English. Multilingual service continues to be available by telephone to all our customers. To date, about 12,300 customers have been served using this channel.

**TI CORP MULTICULTURAL INITIATIVES**

The PMH1 Project encompasses multiple municipalities in the Lower Mainland, as well as First Nations traditional territories. Wherever possible, TI Corp works closely with First Nations communities and incorporates traditional knowledge into the planning and design of wildlife and habitat enhancement projects along the PMH1 corridor.

TI Corp also has a practicing Carbon Action Multicultural Initiative (CAMI) Committee. The committee’s mandates include recognizing and celebrating the cultural diversity of the TI Corp team through team building events and acknowledging days of awareness such as National Aboriginal Day and Canadian Multiculturalism Day.

Information print ad published in the Korean Daily and Korean Times.

Information print ad published in the Akal Guardian, Indo Canadian Times, Punjabi Tribune, Indo-Canadian Voice, Indo-Canadian Awaaz, Sach di Awaaz and Asian Star.

Chinese advertorial published in the Ming Pao, Sing Tao and World Journal.