
TRANS-CANADA HIGHWAY COORDINATION PLAN COMMUNICATIONS AND ENGAGEMENT PLAN

Version 1.4

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1. PROJECT

Trans-Canada Highway Coordination Plan

2. PROJECT SCOPE

There are multiple active and planned construction and maintenance activities along the Trans-Canada Highway (TCH) corridor between Kamloops and the Alberta border. These activities will individually and cumulatively impact highway users. The Project will engage internal Ministry stakeholders and others undertaking improvements (Parks Canada, utilities, municipalities, etc.) to assist in coordinating external communications regarding potential delays to the travelling public stakeholders, and-governments. This plan is designed to work collaboratively with Kicking Horse Canyon Phase 4 Project. The overarching goal of this project is to ensure highway users have information need to maximize predictability and minimize travel delays.

3. PROJECT BACKGROUND

Traffic volumes along the Trans-Canada corridor continue to increase. The Ministry of Transportation and Infrastructure (MoTI), Parks Canada and other active parties (utilities, railways, municipalities, etc.) continue to conduct regular maintenance, and improve existing highway infrastructure. Maintenance and construction activities continue to increase annually. Building on the success of the Coquihalla Coordination Plan, The Trans-Canada Coordination Plan will coordinate with the myriad of stakeholders along the corridor to ensure that highway users have access to clear, consistent and up-to-date information about potential traffic impacts to maximize predictability and make travel choices to minimize delays.

4. COMMUNICATIONS OBJECTIVES

Maximize predictability for the travelling public by ensuring they have access to information about upcoming construction and maintenance activities that may cause travel delays along the Trans-Canada Highway.

Inform the traveling public about current and upcoming activities, travel delays, and road conditions, if any, by updating DriveBC, ministry social media platforms, travel advisories, and digital message boards. Some mediums may provide an opportunity to communicate broader information such as the purpose and benefits of highway improvement and maintenance.

Encourage people to “know before they go” and plan for additional time as construction continues

Ensure timely and broad communication and effective response to unforeseen incidents/issues. Adjust issues management communications as needed based on experience.

5. KEY COMMUNICATION THEMES

The Key Communication Themes support the Communications Objectives above. The following represent the themes that all external messages should align to.

- The Ministry of Transportation and Infrastructure is continuing to improve the Trans-Canada Highway 1 between Kamloops and the Alberta border to a modern, 100 km/h, four-lane standard.
- We are constructing highway improvements to move traffic more safely and efficiently, ensuring communities are better connected and businesses can better distribute their products throughout the province, and to ports and borders beyond.
- At the same time, we're investing in road resurfacing, bridge rehabilitation and replacement, intersection improvements and side roads that help connect the highway to communities. Active transportation concepts are used in highway design and improvements to help meet the need of today's communities.
- To maximize efficiency, we will work with Parks Canada, utility providers, and rail operators to coordinate additional work along the corridor.
- We recognize that this construction work may result in travel delays for highway users primarily between April to November over the next 3 to 4 years.
- To maximize predictability and minimize disruption for highway users, the Ministry is engaging with all organizations involved in construction activities along the Trans-Canada Highway 1 corridor, including Parks Canada, municipalities and utilities, so that you have access to complete travel information and potential delays before you set off.
- The most up-to-date travel conditions can be found at drivebc.ca.

For detailed Key and Holding Messages please see Appendix B (Key Messages).

6. ENGAGEMENT PROCESS

For this strategy to be successful, internal stakeholders, local governments, Indigenous Nations, and other agencies will be informed and given an opportunity to provide meaningful input throughout the process. Engagement will be planned and implemented to ensure that the Project Team meets the strategy objectives, which are guided by the principles of the International Association of Public Participation (IAP2), an international organization that aims to promote and improve the practice of public participation.

Engagement will be completed by the Project Team in consultation with Web and Social Media Services. Some external communications, such as project announcements and media relations, will be coordinated through Government Communications and Public Engagement (GCPE). The Project Team will engage with GCPE as required.

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum shows differing levels of participation and depends on the goals, time frames, resources, and levels of concern in the decision to be made.

The five levels of public participation are identified in Figure 1.

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1. IAP2 Spectrum of Public Participation

7. STAKEHOLDER ANALYSIS

To effectively engage with stakeholders, it is important to identify and analyze their respective interests regarding potential impacts as well as other issue-based considerations. Project specific stakeholders have been identified below and a stakeholder analysis, which identifies engagement tactics, levels of engagement and timing has been included in Table 3: Stakeholder Analysis.

7.1. Stakeholder Identification

7.1.1. Internal Stakeholders

“Internal stakeholder” refers to individuals within MoTI or individuals that have been hired to represent MoTI, and typically include, but are not limited to, those contained below in Table 1.

Table 1. Internal Stakeholders

Project Team	Extended Project Team	Management Team
Maike Schimpf – Deputy Director TCH	District Representatives, Thompson Nicola, Fort George, East Kootenay, Central Kootenay	
Bonnie Meints – Regional Project Manager	TCH Project Managers	Jennifer Fraser – Director TCH
Connor Roesnik – TCH1	Field Services, Ministry Representatives	SIR Executive Director
Austin Williams – Project Coordinator	Manager, Programming and Partnerships	TCH Coordination Plan Steering Committee
Steve Sirett – SIR Deputy Director	Highway Spatial Services	
Erik Lachmuth – District Manager OKSD	Traffic Engineering	
Katie Ward – District Manager RMD	Regional Rehabilitation and Maintenance – John Babineau	
Ryan Edmonds – Road Area Manager Golden	Web & Social Media	
	Provincial Rockworks	
	CVSE	
	KHCP4 – Lisa Payne & Art McLean	

See Appendix A for a full list of contacts and titles.

7.1.2. External Stakeholders

“External stakeholders and Indigenous Nations” represent outside parties, who will be or may be affected by the project. They include, but are not limited to, those contained below in Table 2.

Table 2. External Stakeholders and Indigenous Nations

Partners (Inform/consult)	Other Ministries
	Utilities
	Railways
	Emergency Services
	Parks Canada
Local Governments, Indigenous Nations and Agencies (Inform/consult)	Indigenous Nations
	Elected Officials (Mayors and Councils, Area Directors)
	Municipal Staff
	Regional District Staff
	School Districts
Public and other Stakeholders (Inform)	Public Interest Groups, Community Associations, Business Improvement Associations, Tourism Groups, etc.
	Highway users (Commuters, tourists, and logistics and transport companies, etc.)
	Destination BC
	Trucking Associations
	Municipal/Regional Tourism Associations and Operators

7.2. Communications and Engagement Tactics

7.2.1. Internal Engagement Tactics

- **Coordination Meetings (weekly excluding Nov-Feb):** Involves all internal stakeholders plus Parks Canada. Weekly activity along the corridor is discussed and mitigated accordingly.
- **Bi-weekly Meeting:** With Web & Social Media Team.
- **Weekly Reporting:** Weekly assessments will include data captured via Survey123 and Bluetooth detectors, public feedback, as well as a summary of events and lessons learned. Reports will be stored on TCH Coordination Plan Microsoft Teams site. The reports are designed to support the Project Team and the District Managers in making decisions and/or recommendations. The relevant information will inform discussions and updates at the weekly coordination meetings.
- **Quarterly Progress Updates:** General project overview and a review of project status quarterly to include lessons learned.

7.2.2. External Engagement Tactics

- **Elected Officials Meetings:** virtual meetings with municipalities and regional districts (face to face if practical).
 - Note: This is largely a district responsibility; however, support from Project Team may be required
- **Indigenous Partner Meetings:** virtual meetings with Pespesellkwe table and individual communities as required.
 - Note: These meetings will be led by Deputy Director TCH.
- **Stakeholder Meetings:** virtual meetings with emergency services, first responders, maintenance contractors and other external stakeholders identified in Table 2 (face to face if practical).
 - Note: This is largely a district responsibility; however, support from Project Team may be required
 - Note: Presentation Materials are available for external audiences. They are located on the TCH Coordination Plan Teams site.
- **Customer Satisfaction Survey:** Virtual or forward-facing survey.

7.2.3. External Communications Tactics

- **News Releases/Travel Advisories:** Developed by Government Communications and Public Engagement (GCPE) and distributed to media for informational purposes. News releases are also shared on Social Media.
- **Brochures/Newspaper inserts:** If applicable. Contribute to other stakeholder publications (if applicable).
- **DriveBC:** For TCH travelers to obtain timely information on the status of the highway.
- **Website:** For users to obtain information about regularly scheduled traffic impacting activities along the corridor; ongoing updates to describe construction projects and associated traveler impacts.
- **Social Media** (e.g., Facebook, Twitter): To keep external stakeholder groups and the wider public informed.
 - Plan specific messaging:
 - Corridor level impacts. Ex. How will the traveler from Calgary to Vancouver be impacted?
 - Community to community impacts?
 - Travel advisories
 - Incidents
 - Education and context
 - Public feedback
- **Signage:** Digital/Changeable Message Signs, static signage: Used to inform/advertise change in travel patterns.
- **Presentation Materials:** There will be presentation materials for external audiences uploaded to the TCH Coordination Plan Teams site.
- **Note** - See Appendix B for more detail on public facing communications channels i.e. DriveBC, Social Media, and Website.
- See Appendix C for a complete schedule on Messaging.

7.3. Plan Phases

The following describes the phases of the Coordination Plan and the intent of communications and engagement at each stage. Table 3: Engagement Analysis outlines the specific engagement strategy for each stakeholder group.

7.3.1. Phase 1: Planning

Planning for the TCH Coordination Plan consists of identifying the transportation issues to solve, such as corridor pinch points, conflicting projects, contract language. The planning phase will give the Project Team the opportunity to meet with stakeholders and work collaboratively towards minimizing impacts along the corridor.

7.3.2. Phase 2: Execution

The execution phase will put the plan into action. The Project Team will organize weekly coordination meetings with district operations, maintenance contractors, Parks Canada, and others, focusing on communicating traffic impacting activities and subsequent deconfliction. Internal and external communication will commence in accordance with the guidelines of this communications plan.

7.3.3. Phase 3: Close Out

This phase will focus on analyzing and communicating lessons learned with recommended action items.

8. CLOSING THE LOOP

Engagement results including outcomes, decisions made due to those outcomes, and the next steps in the engagement process will be communicated to all stakeholders. Results will be communicated using the previously identified engagement tactics and are outlined in the Engagement Analysis table below.

Note:

The TCH Coordination Plan is unlike a typical project that has a clearly defined close out phase. The TCH Coordination Plan will continue in perpetuity until major capital projects are no longer being conducted. The TCH Coordination Plan will have a summary report at the end of every fiscal year that will be shared amongst internal and external stakeholders.

Table 3: Stakeholder Analysis

GROUP	NAME	CONCERNS/ INTERESTS/ ISSUES	ENGAGEMENT LEVEL	ENGAGEMENT TACTICS	ENGAGEMENT TIMING	CLOSING THE LOOP
Internal Stakeholders	Project Team / Projects on the TCH	<ul style="list-style-type: none"> Programming Delays Public Communication Risks Incidents Lessons Learned 	Collaborate / Empower	<ul style="list-style-type: none"> Weekly Coordination Meetings Weekly Reports Quarterly Updates Site Visits 	<ul style="list-style-type: none"> Project Planning Weekly Reports (Survey123) Ongoing through Execution and Project Closeout 	Annual Report / Quarterly Documentation
	Project Sponsors	<ul style="list-style-type: none"> Programming Delays Incidents over 4 hours Risks Feedback to date or level of stakeholder participation 	Collaborate / Empower	<ul style="list-style-type: none"> Quarterly Updates Briefing Notes As required 	<ul style="list-style-type: none"> Project Planning Ongoing through Execution and Project Closeout Major Milestones Quarterly Steering Committee 	Annual Report
	Senior Management/Steering Committee (Regional Director etc.)	<ul style="list-style-type: none"> Programming Significant delays (outside of forecast) Incidents over 4 hours Risks Feedback to date or level of stakeholder participation 	Collaborate / Empower	<ul style="list-style-type: none"> Quarterly Updates Briefing Notes As required 	<ul style="list-style-type: none"> Major Milestones Quarterly Steering Committee As required Final Decision-Making 	Annual Report
	KHCP4	<ul style="list-style-type: none"> Coordinating traffic/ messaging Significant delays (outside of forecast) Incidents over 4 hours Risks Feedback to date or level of stakeholder participation 	Collaborate	<ul style="list-style-type: none"> Weekly Coordination Meetings Weekly Reports Quarterly Updates Ad hoc Coordination as Needed 	<ul style="list-style-type: none"> Ongoing Communication through Execution, Incidents and Project Closeout 	Documentation / Annual Summary
	CVSE and Permit Centre	<ul style="list-style-type: none"> Extraordinary loads Extended closures Alternate Routes Speed Monitoring 	Collaborate	<ul style="list-style-type: none"> As Required 	<ul style="list-style-type: none"> Ongoing communication as required 	Annual Report
Local Government and Indigenous Nations	Local Municipalities	<ul style="list-style-type: none"> Change in access Watershed impacts / flood mitigation Impact to local businesses 	Inform / Consult / Involve	<ul style="list-style-type: none"> Annual Stakeholders Meeting Elected Officials Briefing As Required 	<ul style="list-style-type: none"> Project Planning Major Milestones 	Annual Report
	Regional Districts	<ul style="list-style-type: none"> Impact to adjacent CP rail (interested in developing trail) Change in access 	Inform / Consult / Involve	<ul style="list-style-type: none"> Annual Stakeholders Meeting Elected Officials Briefing 	<ul style="list-style-type: none"> Project Planning Major Milestones 	Annual Report
	Indigenous Partners	<ul style="list-style-type: none"> Environmental Impacts (watershed, sensitive wildlife/plant species) Maintaining cultural heritage in area (campsites) 	Inform / Consult / Involve	<ul style="list-style-type: none"> Annual Meeting Chief and Council Presentation First Nation In-Community Meeting 	<ul style="list-style-type: none"> Project Planning Major Milestones 	Annual Report

GROUP	NAME	CONCERNS/ INTERESTS/ ISSUES	ENGAGEMENT LEVEL	ENGAGEMENT TACTICS	ENGAGEMENT TIMING	CLOSING THE LOOP
		<ul style="list-style-type: none"> Access to Crown land for traditional land uses Employment and business opportunities Limiting detours through communities 				
Interested Organizations	Utilities	<ul style="list-style-type: none"> Disruption to services during construction 	Inform / Consult / Involve	<ul style="list-style-type: none"> Informal Meetings Annual Stakeholders Meeting 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction Ad hoc Meetings as Required 	Annual Report
	BC Trucking Association	<ul style="list-style-type: none"> Disruption to services during construction Planning for future disruptions and alternate routes Opportunities for parking/sleeping 	Inform/Consult	<ul style="list-style-type: none"> Monthly Update Meeting Regular News Bulletins Regular DriveBC Updates 	<ul style="list-style-type: none"> Annual Senior Level Update Presentation Ad hoc Based on Significant Construction Updates 	Annual Meeting to Discuss Previous Year and Future Years
	Parks Canada	<ul style="list-style-type: none"> Coordinating traffic through construction zones 	Consult/Inform/Collaborate	<ul style="list-style-type: none"> Weekly Coordination Meetings Weekly Reports Quarterly Updates Site Visits Final Decision-Making 	<ul style="list-style-type: none"> Project Planning Construction 	
	Railway	<ul style="list-style-type: none"> Property acquisition Timing impacts (blasting, bridge construction) 	Inform/ Consult	<ul style="list-style-type: none"> Informal Meetings 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
	Emergency Services and RCMP	<ul style="list-style-type: none"> Mobility issues during construction Access changes may result in delays to response time 	Inform/ Consult	<ul style="list-style-type: none"> Annual Stakeholders Meeting 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
	Chamber of Commerce	<ul style="list-style-type: none"> Impact to local businesses 	Inform/ Consult	<ul style="list-style-type: none"> Annual Stakeholders Meeting 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
	Destination BC	<ul style="list-style-type: none"> Link tourism sites and activities to bchwy1.ca website 	Inform/Consult	<ul style="list-style-type: none"> Informal Meetings 		
	Other non-for-profit groups	<ul style="list-style-type: none"> Impacts to recreational access 	Inform/ Consult	<ul style="list-style-type: none"> Informal Meetings 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
	School Districts	<ul style="list-style-type: none"> Mobility issues during construction (bus stops on route) Ultimate locations of bus stops 	Inform/ Consult	<ul style="list-style-type: none"> Annual Stakeholders Meeting 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
Directly Interested Individuals and Businesses	Directly Impacted Interested Land Owners	<ul style="list-style-type: none"> Change in access Property impacts (noise, visual) and acquisition 	Inform/ Consult	<ul style="list-style-type: none"> Informal Meetings as Needed FAQ Sheet MOTI TCH Webpage Social Media Media Invite and Press Release 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction 	Annual Report
	Directly Impacted Business Owners	<ul style="list-style-type: none"> Change in access 	Inform	<ul style="list-style-type: none"> Informal Meetings as Required DriveBC 	<ul style="list-style-type: none"> Project Planning Major Milestones 	Annual Report

GROUP	NAME	CONCERNS/ INTERESTS/ ISSUES	ENGAGEMENT LEVEL	ENGAGEMENT TACTICS	ENGAGEMENT TIMING	CLOSING THE LOOP
		<ul style="list-style-type: none"> Property impacts (noise, visual) and acquisition Loss of business 		<ul style="list-style-type: none"> MoTI Travel Advisory FAQ Sheet MoTI TCH Webpage Social Media Press Release 	<ul style="list-style-type: none"> Construction 	
Wider Public	Public	<ul style="list-style-type: none"> Change in access Mobility issues during construction Environmental and cultural impacts 	Inform	<ul style="list-style-type: none"> MoTI Traffic Advisory Website DriveBC Social Media Press Release 	<ul style="list-style-type: none"> Project Planning Major Milestones Construction Incident Updates 	Annual Report

9. MEASURES OF SUCCESS

Measures of success will be used to evaluate the effectiveness of the overall project engagement plan. As part of this, the engagement process will be documented using the Engagement Record in the table below. Several measures have been identified based on the following objectives:

- Identify measures of success on which to determine effectiveness of project engagement.
- Measures of success should be identified for each project engagement objective and should include both outcomes (qualitative) and outputs (quantitative) measures.

9.1. Outcomes

- Internal stakeholders understand the need for the project.
- Internal stakeholders feel like they were involved in the decision-making process, based on their predetermined level of engagement.
- Internal stakeholders feel safe and open to meet and provide input.
- Internal stakeholders understand the importance of external communications and engagement.
- Internal stakeholders are informed and motivated to participate in engagement activities.
- Internal stakeholders report that they have received the information they need to contribute meaningfully to the conversation.
- Appropriate external stakeholders are identified and contacted.
- External stakeholders and the public report satisfaction with availability and accuracy of information/communications channels used to communicate information (even if not satisfied with level of delay/disruption).

9.2. Outputs

- **Engagement Record:** recording all engagement activities and results can assist in monitoring outcomes and determining the effectiveness of the engagement (Refer to MS Teams site).
- **Activity:** measures of activity can include number of web page views, time spent on page, number of views of content, number of media mentions, number of mentions in local media, etc.
- **Reach:** measures of reach can include number of open house attendees, number of people reached in social media postings, etc.
- **Engagement Feedback:** measures of engagement can include number of customer satisfaction survey submissions, website survey of visitors, “did you find” feature, survey completions, and other metrics such as project emails, phone calls, etc.

9.3. Engagement Record

Here is a link to the [Engagement Record](#). In case the link is not working, the Engagement Record can also be found on the TCH Coordination Plan MS TEAMS site.

APPENDIX A

Three email distribution lists have been created: **TRAN TCH OKSD**, **TRAN TCH RMD**, **TRAN TCH TRAN1**. Refer to table below for full email addresses. Tran 1 will be responsible for maintaining and updating the contact list on a regular basis. Project Managers, District Representative, and SIR Rehab Representatives are responsible for providing updated project contact to TCH 1 in a timely manner.

Note: Parks Canada is not on the email distribution lists but contacts can be found below.

Affiliation	Name	Title	Office Number	Mobile Number	Email
Southern Interior Region	Paula Cousins	Regional Executive Director	250-828-4220	250-371-4505	Paula.cousins@gov.bc.ca
	Jennifer Fraser	Director TCH Program	778-362-4541	250-318-7195	Jennifer.fraser@gov.bc.ca
	Steve Sirett	Regional Deputy Director	250-712-3666	250-878-1834	Steve.sirett@gov.bc.ca
TCH Coordination Project Management Team	Maike Schimpf	Deputy Director TCH Program	778-362-4568	250-320-8107	Maike.schimpf@gov.bc.ca
	Bonnie Meints	Regional Project Manager	250-371-3829	250-318-3913	bonniemeints@gov.bc.ca
	Austin Williams	Project Coordinator			Austin.williams@gov.bc.ca
	Connor Roesnik	Road Area Manager Trans Canada Hwy	250-312-7202	250-319-7143	Connor.roesnik@gov.bc.ca
Email Distribution Lists	TRAN TCH OKSD			TCHOKSD@Victoria1.gov.bc.ca	
	TRAN TCH RMD			TCHRMD@Victoria1.gov.bc.ca	
	TRAN TCH TRAN1			TCHTRAN1@Victoria1.bc.ca	
Rocky Mountain District	Katie Ward	District Manager	250-576-1103	250-551-0358	Katie.ward@gov.bc.ca
Revelstoke Area Office	Val Visotsky	Operations Manager	250-837-8400	250-837-8989	Val.visotsky@gov.bc.ca
	Alley Bates	Road Area Manager	250-805-6768	250-814-3434	Alley.Bates@gov.bc.ca
	Jeff Ferguson	Road Area Manager	250-805-6770	250-814-9304	Jeff.Ferguson@gov.bc.ca
	Eric Julien	Bridge Area Manager	250-805-6769	250-814-8332	Eric.Julien@gov.bc.ca
Golden Area Office	Ryan Edmonds	Road Area Manager	250-344-3409	250-344-0713	Ryan.Edmonds@gov.bc.ca

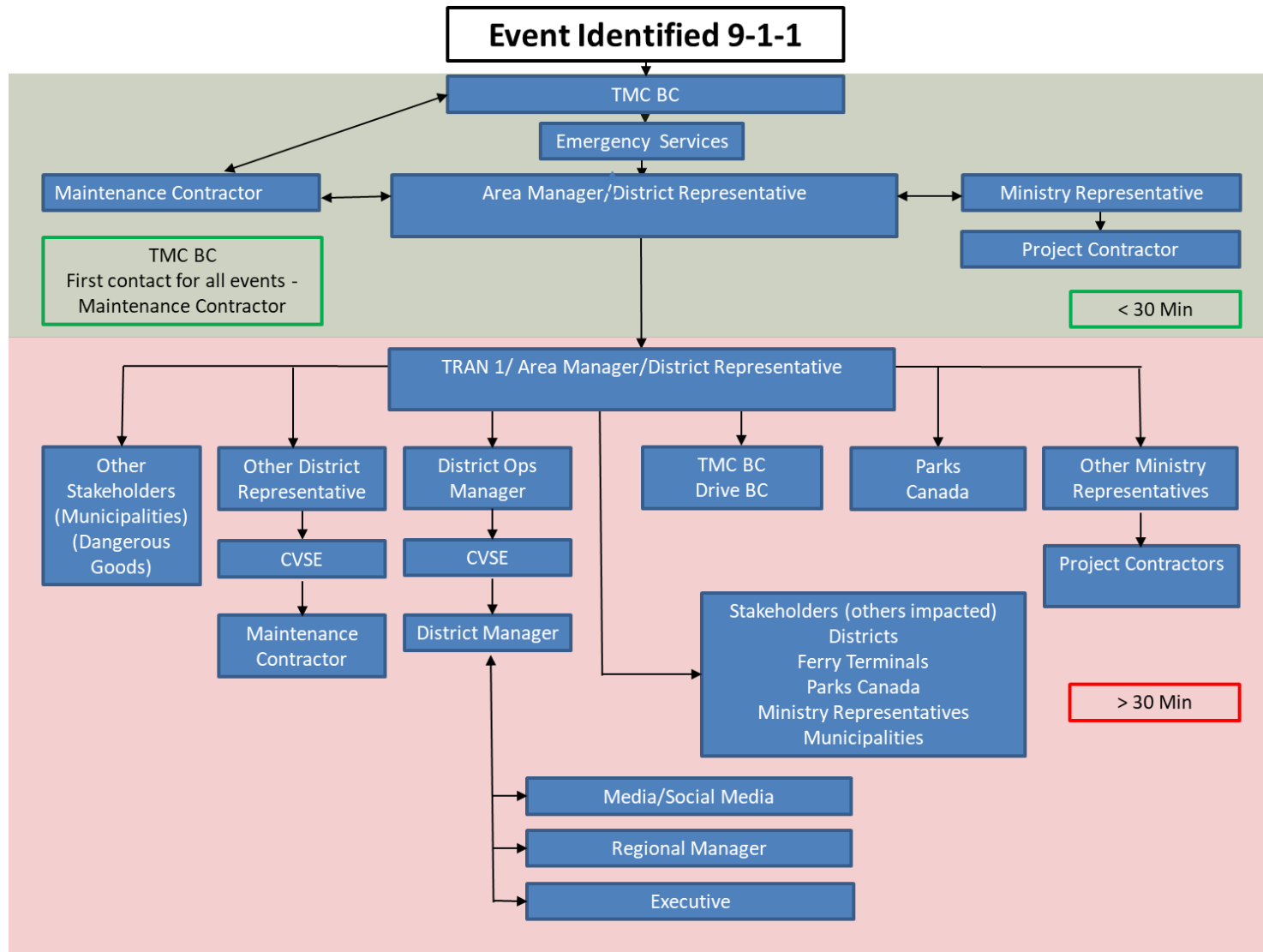
		Road Area Manager			
Maintenance Contractor Service Area 12 (Revelstoke to Golden) EMCON Services	Andy Daws	Road Superintendent - Revelstoke		250-814-9434	ADaws@emconservices.ca
	Daryl Walker	Road Superintendent - Golden			dwalker@emconservices.ca
Okanagan Shuswap District	Erik Lachmuth	District Manager	250-503-3608	250-540-2510	Erik.lachmuth@gov.bc.ca
Salmon Arm Area Office	Danny Morris	Operations Manager	250-503-3632	250-308-8600	Danny.morris@gov.bc.ca
	Perry Therrien	District CVSE Manager	250-861-7381	250-319-1777	Perry.therrien@gov.bc.ca
	Peter Cocker	Road Area Manager	250 833-3371	250 253-3050	Peter.Cocker@gov.bc.ca
	Aimee Barre	Road Area Manager	250-833-3378	250-253-1857	Aimee.barre@gov.bc.ca
Maintenance Contractor Service Area 13 (Salmon Arm to Vernon) AIM Roads	Gabe Nava	Operations Manager (north)		778-215-2035	gnava@acciona.ca
Thompson Nicola District	Graeme Schimpf	a/District Manager	250-554-7142	250-319-8503	Graeme.schimpf@gov.bc.ca
	Sam Pantaleo	a/Operations Manager	250-554-7250	250-819-6818	Sam.pantaleo@gov.bc.ca
	Glenn Taylor	District CVSE Manager	250-554-7115	250-371-7630	Glenn.taylor@gov.bc.ca
	Jeff Saby	Road Area Manager	250-371-3856	250-371-7726	Jeff.saby@gov.bc.ca
Maintenance Contractor Thompson Nicola – SA 15 Argo Road Maintenance	Argo Road Maintenance		800-661-2025		
Field Services	Wayne Fraser	Deputy Director	250-828-4226	250-819-9356	Wayne.fraser@gov.bc.ca
	Shawn Grant	Director	250-828-4151	250-318-5516	Shawn.grant@gov.bc.ca
	Spencer King	Manager	250-828-4156	250-318-8497	Spencer.king@gov.bc.ca
	Shawn Clough	Manager	250-828-4254	250-319-3410	Shawn.clough@gov.bc.ca
	Blake Evans	Manager	250-961-0377		Blake.evans@gov.bc.ca
	Al Schmidt	Manager	250-319-5424	250-319-5424	Al.schmidt@gov.bc.ca

	Tracy Wynnyk	Sr. Safety Advisor	250-828-4184	250-318-5835	Tracy.wynnyk@gov.bc.ca
Parks Canada	Nicholas Phillips	Operations Manager	250-814-5205	250-814-5226	Nicholas.phillips2@canada.ca
	Ryan Calder	Highway Engineer	403-431-2573		Ryan.calder@canada.ca
	Gilles Lussier	Manager	250-200-0267		Gilles.lussier@canada.ca
	Ryan Syme	Manager	403-760-1334	403-431-1657	Ryan.syme@canada.ca
Kicking Horse Canyon Phase 4	Arthur McClean	Operations Manager	250-344-3411	250-344-8410	Arthur.mcclean@gov.bc.ca
Jumping Creek	Maike Schimpf	Sr. Project Manager	778-362-4568	250-320-8107	Maike.schimpf@gov.bc.bc
Illecillewaet	Reid Drummond	Sr. Project Manager, Stantec Consulting	250-299-1494		Reid.drummond@stantec.com
	Rod Tresierra	Field Services Ministry Rep	250-546-0671	250-819-5094	Rod.tresierra@gov.bc.ca
Bruhn Bridge	Jennifer Stites	Sr. Project Manager, Stites Consulting	778-257-7178		jennifer@stitesco.ca
	Dan Bella	Sr. Project Manager, RF Binnie and Associates	604-420-1721	250-486-1964	Dbella@binnie.com
Salmon Arm 4-Laning	Mike Scott	Field Services Ministry Rep	250-832-1640	250-878-6392	Mike.j.scott@gov.bc.ca
	David Gibson	Field Services Ministry Rep	250-819-3392	250-819-3392	David.gibson@gov.bc.ca
	Reid Drummond	Sr. Project Manager Stantec Consulting	250-299-1494		Reid.drummond@stantec.com
Chase West	Maike Schimpf	Sr. Project Manager	778-362-4568	250-320-8107	Maike.schimpf@gov.bc.bc
	Scott McRae	Field Services Ministry Rep	250-573-5711	250-320-1758	Scott.mcrae@gov.bc.ca
	Chris Cooper	Dawson Construction Project Superintendent		250-821-1512	ccooper@dawsoncivil.ca
	Clinton Wakefield	Dawson Construction Project Superintendent		604-768-6231	cwakefield@dawsoncivil.ca
Three Valley Gap	Dave Shibata	Sr. Project Manager, McElhanney	250-434-9514	250-597-0748	dshibata@mcelhanney.com
	Matt Reilkoff	Project Engineer, McElhanney	250-434-9501	236-597-6850	mreilkoff@mcelhanney.com

	TBC	Field Services Ministry Rep			
Three Valley Gap Rockwork	Mike Dowdle	Manager Rockwork Engineering	236-468-1975	604-219-3197	Mike.Dowdle@gov.bc.ca
	Cedric Evangelista	Rockwork Project Manager	236-468-1985	604-828-9499	Cedric.Evangelista@gov.bc.ca
H1 Salmon Arm 4 th St Intersection Improvement	Ken Aura	Sr. Project Manager, Binnie	778-945-6152	250-320-7871	kaura@binnie.com
	Dean Handley	Consultant Ministry Rep, Binnie		250-804-3289	dhandley@binnie.com
Little River to Salmon Arm Intermittent Resurfacing	Helen Evans	Project Manager	236-521-6249	250-718-7292	Hevans@binnie.com

APPENDIX B

Figure 1. Communication Flow Diagram & Messaging



This plan has been developed to optimize the reach to those who are most likely to be impacted in an environment where the public has access to information through different platforms. All government departments involved in communication must work together to establish clear and consistent messaging. This includes communication provided during emergencies and messaging sent to stakeholders. The utilization and effectiveness of each platform will be reviewed annually.

DriveBC

DriveBC will be the primary source of public information and all supporting information developed will reference DriveBC for up-to-date information. Delay and incident information available on DriveBC will also be broadcast using the various **@DriveBC** accounts on social media. This process is managed and monitored by the Transportation Management Centre of British Columbia (TMCBC), which is closely followed by local media.

Objectives:

- To provide timely and accurate information regarding current incidents, conditions, delays, closures and other events that may impact travel on a per event basis.
- To provide timely and accurate information regarding alternate routes.

Project Contractors will be responsible to provide ministry project representatives information regarding travel delays, lane or full closures and other traffic conditions within their project site. The ministry representative will then relay this information to TMCBC.

Maintenance Contractors will be responsible to provide the Operations Managers and TMCBC information regarding travel delays, lane or full closures and other traffic conditions while doing maintenance activities. They will also provide travel advisory notifications during extreme weather conditions.

Social Media

Informative stories, videos and photos will be shared on a regular basis through the TranBC platforms. This content includes educational blogs, informative websites, **@DriveBC** traffic updates and incident response messaging, project updates and anything of visual interest and will be framed with encouragement to “know before you go.” This material will further help in making travel plans. Ongoing updates regarding travel times, delays, closures and conditions will be shared in support of DriveBC messaging.

Objectives:

- To inform the travelling public about the TCH project, its history, scope, impacts and progress.
- To encourage the travelling public to “know before you go.” This content may include:
 - Advising what services along the highway are available in the event of delays or will be impacted by construction.
 - Educating on highway queue protocol of drivers – such as not leaving a vehicle when in a construction queue, not employing the use of drones when in a construction queue and limiting cell phone usage.
 - Highlighting enhanced enforcement.
 - Highlighting the peak traffic times so travelers are aware of higher volumes or can choose to adjust departure times.
 - Defining alternate routes that are available.

- Advising on how queues and closures can impact travel time.
- Advising travelers to be prepared and ensure sufficient gas, water, food and medical supplies to sustain an extended closure.
- Sharing answers to frequently asked questions.
- EV Charging Station locations.
- Rest Area locations.
- Share DriveBC information on delays, incidents and closures.

Website

The Trans-Canada website will be the medium used to link all relevant information in an effort to keep the public up to date with any changes along the corridor. DriveBC and Social Media will be linked back to the website where the public can access more information.

Tourist Information Packages

Information packages will provide general information packages at key tourist information centres along the BC/Alberta border which could include available services along the highway, rest stop locations, and key construction projects for the current year. This could be in the form of written information or interactive video displays at the tourist information centres.

Signage

Roadside signage plays a critical role in communication and education to the travelling public. Signage will be placed at strategic locations along the TCH. Signage will include a combination of static signs, overhead Digital Message Signs (DMS) and Portable Changeable Message Signs (PCMS).

Static signs

The purpose of static signs is to:

- Inform the travelling public of upcoming construction (C-35 Project Advertising signage).
- Inform the travelling public of temporary closure of existing services.
- The Project Contractor or Maintenance Contractor will install static signs as per contract requirements. When necessary, pre-installed (bagged) construction signage (ex. C-18 Construction Ahead) will be located to accommodate potential construction queues.

Other static signs

- Rest Area location signs.
- Rest Area mapping.
- EV Charging station location signs.
- EV Charging station mapping.

Digital Message Signs (DMS)

DMS messaging is controlled and monitored by the TMCBC and linked to DriveBC.

The purpose of DMS messaging is to:

- Provide timely and accurate information on the length of delays and notify of construction and detours.

The table below represent the approved DMS messaging for Kamloops to the Alberta Border

Time Frame	Designation	Location	Message
Shoulder Season	All	All	HWY #1 CONSTRUCTION MULTIPLE PROJECTS CHECK DRIVEBC.CA POSSIBLE DELAYS
Peak Season	37_3	Hwy 1 WB Yoho National Park Bdry	HWY #1 CONSTRUCTION ALBERTA-KAMLOOPS ANTICIPATE DELAYS CHECK DRIVEBC.CA
	37_2	Hwy 1WB -Golden W of Ottoson Road	HWY #1 CONSTRUCTION MULTIPLE LOCATIONS ANTICIPATE DELAYS CHECK DRIVEBC.CA
	38_1	Hwy 1 EB -Revelstoke @ Townley Road	HWY #1 CONSTRUCTION MULTIPLE WORKS AHEAD ANTICIPATE DELAYS CHECK DRIVEBC.CA
	38_2	Hwy 1 WB- Revelstoke @ Columbia River Bridge	HWY #1 CONSTRUCTION MULTIPLE LOCATIONS ANTICIPATE DELAYS CHECK DRIVEBC.CA
	22_1	Hwy 1EB Sicamous -E of 97 A	HWY #1 CONSTRUCTION MULTIPLE LOCATIONS ANTICIPATE DELAYS CHECK DRIVEBC.CA
	21_5	Hwy 1 EB Kamloops -E of Pratt Road	HWY #1 CONSTRUCTION THRU TO ALBERTA ANTICIPATE DELAYS CHECK DRIVEBC.CA
Prolonged Incident (> 4 Hours)	All	All (as required)	HWY #1 CLOSED @(LOCATION) CHECK DRIVEBC.CA FOR UPDATES & ALT ROUTES

PCMS (Portable Changeable Message Signs)

Portable changeable message signs (PCMS) are smaller roadside signs to inform travelers and usually placed within construction or maintenance zones.

The purpose of PCMS messaging is to:

- Inform travelers about construction related delays
- Inform and warn of wide load restrictions
- Advise of availability of runaway lanes

These signs will be updated by the Project Contractor within the construction zones or by Maintenance Contractor between construction zones. The shoulder portable message signs should be 3x8 boards with three phases. The type of message displayed is dependent on construction activity and length of delay. Other messages may be considered by the Ministry upon approval.

Standard Changeable Signage Messages

This section details approved messages for both DMS and PCMS signage.

For DMS changes, RTMC communications will always handle northbound and southbound notifications separately. This eliminates confusion and contradictory messaging as incidents progress. Incidents affecting traffic in both directions often are cleared at different rates and therefore separate messaging can easily be managed for each direction.

Key Messages

The Key Messages consist of the most important pieces of information that the travelling public and commercial traffic need to know about the projects and associated impacts. These Key Messages are intended to be used in notification materials and media interviews about upcoming construction and when responding to public inquiries.

Primary Messages

- This is a very exciting time for British Columbians as we continue to upgrade the Trans-Canada to a modern 100km/hr, four-lane standard. These enhancements will allow traffic to move more safely and efficiently.
- In addition to major projects we are also investing in highway, bridge rehabilitation and side road improvements to help connect communities, and working with Parks Canada, utility providers, and rail operators to coordinate complimentary work.
- With construction works we know there will be impacts for travellers over the next couple of years. We would like to thank the public in advance for their patience as we work to improve the safety, reliability and capacity of the highway.
- We suggest people plan their travel in advance and be mindful of summer construction activities. Please continue to check DriveBC.ca and the ministry's Highway 1 Kamloops-to-Alberta website for more detailed information.
- We encourage all travellers to “know before you go” by visiting the DriveBC website, following @DriveBC or @TranBC on Twitter for the most up-to-date project information, and listening to radio traffic reports for current conditions on route.
- Ensuring the safety of the travelling public and workers is our top priority, so please be mindful of road construction, watch for and obey posted construction signs and traffic management personnel, and adjust your travel speed accordingly. Enhanced enforcement will be in effect throughout construction season.
- Travel between Kamloops and the Alberta border will come with delays as we undertake important improvements on the Trans-Canada Highway. These delays will be well communicated in advance and throughout construction on social media, official ministry websites and through stakeholder meetings.
- Our goal is to keep traffic moving safely during construction with anticipated delays of about 20-30 minutes between major centres in Kamloops, Salmon Arm, Revelstoke and Golden (notwithstanding Golden to the Alberta Border). Please continue to monitor DriveBC for up-to-date travel information.

- In the event of an incident or maintenance activity that is expected to create longer delays, we will notify travellers with updates on DriveBC.ca and on electronic message boards along the route.

Holding Messages

Holding messages are to be used during an incident when limited information is available but the Ministry must provide a response quickly. Depending on the situation, it may take some time to research, understand and develop specific communications information. The following holding messages are intended as short-term placeholders for use while this research and development is underway:

- Safety on B.C. roadways is our highest priority. Ministry staff and crews are assessing the situation and we will provide more information as soon as it is available.
- We ask that all travellers in the area watch for and obey traffic control and emergency response personnel, and messages displayed on electronic message signs.
- We are working hard to ensure the area is safe. Please continue to check DriveBC for the latest updates.

Media Relations

All media inquiries should be directed to Government Communications and Public Engagement's media line (250) 356-8241.

Spokespeople:

- Rocky Mountain District: Katie Ward, District Manager
- Okanagan Shuswap District: Erik Lachmuth, District Manager

Alternate spokespeople:

- Paula Cousins, Executive Director
- Steve Sirett, Deputy Director
- Jennifer Fraser, TCH Director

Spokespeople will be supported by the operations and project teams and TCH Road Area Manager to ensure accurate information is presented.

APPENDIX C

Table 4. Messaging Schedule

Timing	Activity	Description	Responsible
April	Develop detailed internal Q&A	Q&A will be referred to when responding to inquiries	Web and Social Media Group (WSM)
June	Stakeholder Meeting	Yearly meeting to be held in the communities of Chase, Salmon Arm, Revelstoke, Radium and Golden	Project Team & KHCP4 Rep (Golden & Revelstoke only)
April	Develop Twitter strategy	Schedule of pre-written tweets for informing the public on @TranBC Retweets to be issued based on level of necessity	WSM
April	Finalize materials	Social / Website posts Annual update Communication Plan	All relevant groups
April - May	Notification campaign begins	Announce start of construction / possible delays Media advisory Ads go live Stakeholders notified Bulletins posted in high-traffic areas	Project Team with District support and KHCP4 Comms Team
April	Social: TranBC blog, Twitter, Facebook, Instagram, Flickr,	BLOG (new): Project overview with maps of detours and impacted areas, service information and related supporting links PROJECT PROGRESS PHOTOS: as and when ONGOING: Supporting DriveBC information about delays, alternate routes PROJECT WEBSITE: update with maps and project information	WSM
Ongoing	Operational: DMS, DriveBC website and Twitter, local MC radio frequency with recorded messaging	ONGOING: communication about delays, alternate routes	TMCBC, Local MC

Timing	Activity	Description	Responsible
May - Sep	Social: TranBC blog, Twitter, Facebook, Instagram, Flickr,	BLOG: updates on any new project info, or interesting stories. PROJECT PROGRESS PHOTOS: as and when, provided by stakeholders' regular check-ins ONGOING: Supporting DriveBC information about delays, alternate routes PROJECT WEBSITE: Update with maps and project information	WSM
May - Sep	Operational: DMS, DriveBC website and Twitter, local MC radio frequency with recorded messaging	ONGOING: communication about delays, alternate routes, winter travel information and Parks Canada events	TMCBC
October	Social: TranBC blog, Twitter, Facebook, Instagram, Flickr,	BLOG: Wrap up summaries PROJECT PROGRESS PHOTOS: as and when ONGOING: Supporting DriveBC information about delays, alternate routes PROJECT WEBSITE: update with maps and project information	WSM
October	Operational: DMS, DriveBC website and Twitter, local MC radio frequency with recorded messaging	ONGOING: Communication about delays, alternate routes, winter travel information and Parks Canada events	TMCBC