

CONSULTATION REPORT

Kicking Horse Canyon Project

Project Update Open House

January 26, 2005

Prepared by:

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Introduction

A community update open house was held at the Golden Seniors' Centre from 4 pm to 8 pm on January 26, 2005, to provide updated information on the upgrades to the Trans Canada Highway, discuss work currently in progress and obtain feedback on design issues being considered in the development of preliminary concepts for Phase 3 of the project.

The Ministry of Transportation (MoT) and the Owner's Engineer were represented by:

Murray Tekano, Project Director, MoT
Jon Jensen, Project Manager, MoT
Art McClean, Area Manager, MoT
Darcy Grykuliak, Lead Engineer, The Focus Corporation
Elise Paré, Project Technician, The Focus Corporation
Jack Stuempel, Stakeholder Relations Representative, Jack Stuempel & Associates Ltd.
Cam Macleod, Property Advisor, Access Property Services Ltd.
Chris Morley, Environmental Coordinator, C.F. Morley & Associates Ltd.
Ron Taphorn, Operations & Maintenance Advisor, Taphorn Consulting
Starla Weigel, Administrative Assistant, The Focus Corporation

Publicity and Notification

The public was notified of the consultation opportunity with radio advertisements, direct mail and the project website. In addition, a notice was placed in the Golden Homepage Event Calendar, a community events web page sponsored by CKRA-EZRock. Notices were also posted in a small number of public locations in Golden. A newspaper advertisement was prepared for placement in the Golden Star. However, a variety of factors, including a key staff absence in the MoT advertising coordination unit, heightened content scrutiny under newly-imposed restrictions on government advertising, and a reported early closure of advertising sales for the targeted edition, contributed to a failure to actually have the advertisement appear, despite recovery efforts. Government advertising restrictions prevented the use of bulk mail notices to reach a broad audience, however the radio campaign was extended and intensified to compensate. Approximately 78 addressed direct mail invitations were sent to property owners and other stakeholders with an identified interest, with an additional 50 issued by email.

A media advisory was issued to local media by the MoT Public Affairs office.

Attendance and Results

There were approximately 110 attendees. Response was generally favourable with respect to recent and planned work, with particular support expressed for tunnel options in the displayed concepts.

Open House Results Summary		
Total Attendees	Feedback Forms (including post-session responses)	Feedback %
110	19	17%

Feedback at a Glance – Subjects of Interest		
Subject	Number of Comments*	% of Total Respondents
Cycling/pedestrian access from North Bench to Town	5	26%
Parking/recreational access (Kicking Horse River, Dart Creek & ice climbing)	4	21%
Support tunnel option (Phase 2)	3	16%
Slash disposal (no burn)	3	16%
Access to businesses on Golden Hill (overpass)	3	16%
Wildlife protection (e.g. sheep)	3	16%
Noise on North Bench	2	11%
Grade on Golden Hill	2	11%
Current maintenance inadequate	2	11%
Passing lanes & alignment near Yoho Bridge	1	5%
Use local contractors	1	5%
4-lane Kamloops to Banff	1	5%
Increase use of website	1	5%
Have viewpoints on river	1	5%
Promote travel alternatives (Hwys 93-95, rail) & off-peak season	1	5%
Mitigate construction impacts on traffic	1	5%
*Note: Many forms contained multiple comments		

Sustaining Activities/Follow-up

- The Open House panels and fact sheet were posted to the project website on February 7, 2005.
- A liaison committee is to be established immediately to ensure ongoing dialogue with key stakeholders.
- A follow-up consultation session focusing on Golden Hill concepts is intended to be held March 30.

Evaluation/Measurement

Attendance

Attendance was similar to that of an open house held in January 1999 to discuss highway improvement concepts under the Cache Creek to the Rockies Program (CCRP). This is likely a reflection of continued interest, awareness and optimism regarding the actual implementation of improvements, particularly as a result of recent construction activity in the Kicking Horse Canyon. Much of the attendance appeared to be a response to direct mail invitations.

The attendance level suggests that publicity was adequate despite the absence of newspaper advertisements.

Media contacts and monitoring

There was little evidence of media presence at the open house. The local radio station conducted an interview with the Project Director the morning after the event. To date, there has been no newspaper coverage. This may be due to the failure to purchase newspaper advertising. Follow-up will be required, as will greater attention to the publication in advance of future events.

Feedback forms

The rate of feedback forms (including post-session responses) was just 17%, also similar to the 1999 CCRP Open House. The return suggests general satisfaction with the information provided. Also, the relatively low feedback rate is consistent with a relative scarcity of input-generating material. For example, the Golden Hill displays identified areas under study and provided a number of design considerations. The follow-up session to display actual improvement concepts for Golden Hill is likely to generate more comment.