

REGION OF OTTAWA-CARLETON
RÉGION D'OTTAWA-CARLETON

REPORT
RAPPORT

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DATE 23 September 1998

TO/DEST. Transportation Committee

FROM/EXP. Co-ordinator, Transportation Committee

SUBJECT/OBJET **ONTARIO ROAD BUILDERS' ASSOCIATION -
PRESENTATION**

REPORT RECOMMENDATION

That the Transportation Committee receive this verbal presentation by the Ontario Road Builders' Association for information.

BACKGROUND

In an attempt to raise awareness for the need to provide ongoing substantial funding for construction and maintenance of Ontario's roadway infrastructure, the Ontario Road Builders' Association (ORBA) will begin a media and promotional blitz in October. They have requested an opportunity to make a brief presentation to the committee with respect to their campaign.

A media release from the ORBA is attached.

Approved by
Rosemary Nelson

MEDIA RELEASE

For Release: September 15, 1998

Contact: Rob Bradford, Executive Director, Ontario Road Builders' Association
Phone: (905) 507-1107 Fax: (905) 890-8122

OR: Regional Campaign Co-Ordinators (see attached list)

(Mississauga, Ont.) - Ontario road builders and local businesspeople are visiting municipal councils across the province this month to raise awareness of the need for investment in the local roads and bridges infrastructure.

The information campaign is a project of the Ontario Road Builders' Association (ORBA). It arises in response to recent changes to how municipal roads are funded and the downloading of over 5,000 kms of provincial highway links to municipal jurisdictions.

"Municipalities now have more roads to look after and funding is no longer dedicated through a matching dollar formula with the province," said Rob Bradford, ORBA Executive Director.

"This means funding for municipal roads must now be raised from the local property tax base and roads are now competing with social spending programs such as health care and community services."

So far, the road builders' association says, some municipalities have maintained roads budgets because they understand the negative near-term impacts of inadequate investment. Others, however, have slashed road budgets this year in favour of more politically-attractive budgeting options.

Members of the road builders' association are organized into 16 local area committees which will be delivering audio-visual presentations to as many municipal councils as possible this month and into early October. Already more than 50 such presentations have been scheduled.

Road builders will be joined in many of the municipal presentations by local businesspeople who will discuss the importance of good local roads and bridges to their businesses.

Supporting the municipal presentations will be public service messages aired on 28 major radio stations between September 21 and October 2.

Also an integral part of the campaign is the new ORBA publication titled: "Municipal Roads and Bridges". It will form the base for local presentations and will be delivered to all municipal elected officials and roads department managers.

The publication uses facts and statistics to discuss the benefits of roads infrastructure investment (economic development, public safety, job creation, etc.), as well as the cost of neglect or deferred investment. It also looks at ways, such as public-private partnerships, in which municipalities can achieve maximum benefits from their investment.

"By deferring needed investment in road maintenance we are adding substantially to an already huge infrastructure deficit and this is simply another unfunded liability we will be passing along to the next generation," said Bradford.

"A road which is rehabilitated at the right time for \$80,000 per kilometre will deliver another 10 to 15 years of service. If the investment is deferred only three or four years, reconstruction is the only option left at a cost of about \$250,000 per kilometre.

Copies of the "Municipal Roads and Bridges" publication are available to the public by calling ORBA at: (905) 507-1107. Fax (905) 890-8122.