



Insurance
Travel
Roadside
Rewards

Road Improvements and the power of Advocacy

OGRA Conference 2020

Teresa Di Felice

AVP, Government and Community Relations

CAA Club Group of Companies



Insurance
Travel
Roadside
Rewards



Overview of CAA

- **Road safety advocate** since 1903.
- Approximately **one in three** households has a CAA membership.
- **2.5 million** CAA members in Ontario today.
- The Gustavson Brand Trust Index has named CAA one of the top three **most trusted brands in Canada** since 2017.
- Delivering our “**Annual Worst Roads Campaign**” since 2003



Insurance
Travel
Roadside
Rewards

CAA Worst Roads Campaign

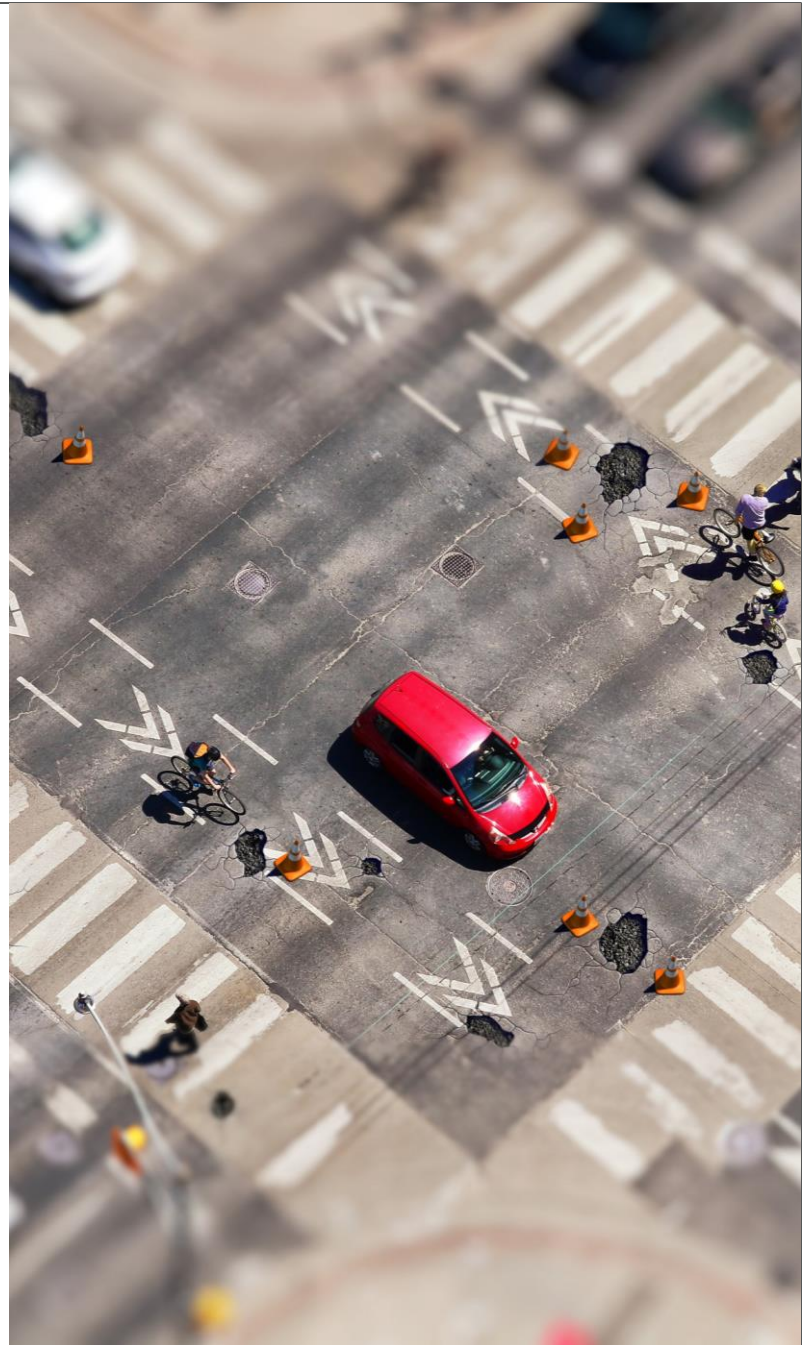
- Each spring, CAA provides a platform for all Ontario road users (i.e. motorists, cyclists, pedestrians and transit riders) to nominate roads within their community in need of improvements.
- Annually, nearly 3,500 roads are nominated across Ontario.
- CAA leverages the **results and data** to help provincial and municipal governments understand priorities of roadway improvements.





Insurance
Travel
Roadside
Rewards

Public Perceptions





Insurance
Travel
Roadside
Rewards

Maintaining infrastructure falls behind

78%

Often saw roads in need of repair



55%

Often saw roads being repaired



40%

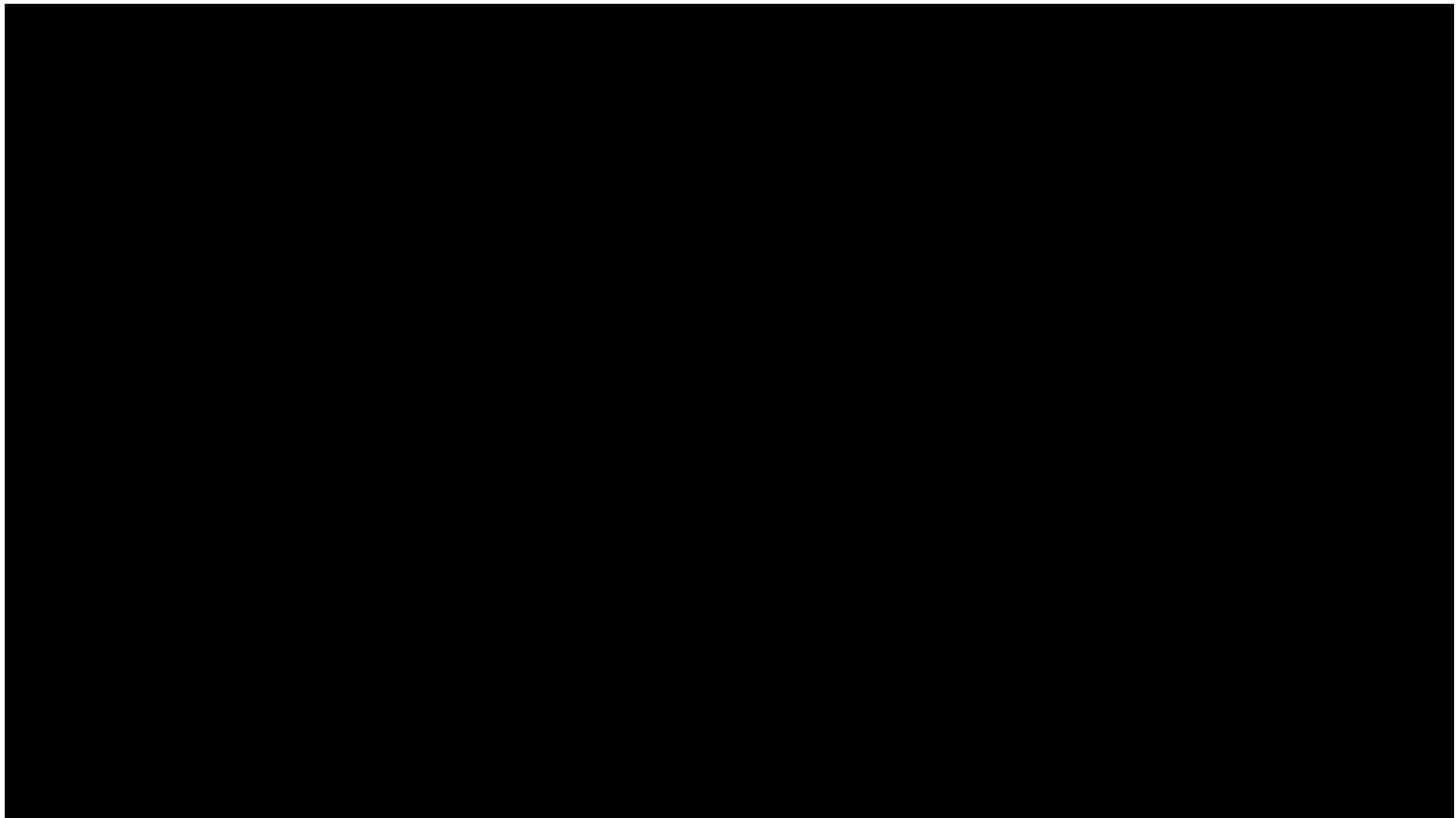
Believed that roads were repaired in a timely fashion





Insurance
Travel
Roadside
Rewards

A Provincial perspective from MPP Gilles Bisson





Insurance
Travel
Roadside
Rewards

Municipal engagement and successful advocacy

Tweet

Jeff Lehman @Mayor_Jeff

Can't disagree. Full reconstruction of Duckworth starting with utility relocations later this year, but some interim measures to deal with current conditions for 2018 are in the works.

Barrie 360 @Barrie360 · Jun 4, 2018

.@CAASCO Worst Roads of 2018 survey has Duckworth Street #Barrie at number 3 (number 1 in Central region) and Lockhart Road #Innisfil at number 10; Burlington Street in #Hamilton tops the provincial list. 3500 roads nominated, most due to potholes. @Rock95Barrie



Tweet

Town of Innisfil @townofinnisfil

FYI @CAASCO - St Johns Road used to be on the #ONWorstroads list but we have since fixed it up. Next: we are planning a full reconstruction of Lockhart Rd next year, plus studies now being done to fix 7th Line. #Innisfil

4:00 PM · Jun 5, 2018 · Twitter Web Client

1 Retweet 6 Likes





Insurance
Travel
Roadside
Rewards

The Power of Advocacy

Grassroots advocacy campaigns put issues on the radar for governments.

Persistence is the key for lobbying efforts. If at first you are not successful in getting roads repairs, continue to be vocal at every available opportunity.



Insurance
Travel
Roadside
Rewards



Thank you

Teresa Di Felice

*AVP, Government and Community Relations
CAA Club Group of Companies*

tdf@caasco.ca

www.caasco.com/advocacy

905-771-3394