



# The New **Fraser River** Crossing

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Greater Vancouver Transportation Authority

**Summary Report:  
New Fraser River Crossing  
Public Consultation Process  
September 2002 – February 2003**

Prepared for the Board of Directors of TransLink,  
The Greater Vancouver Transportation Authority

by CONTEXT RESEARCH LTD.

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# 1.0 Introduction

## 1.1 Purpose

This report provides a summary of the community consultation process for the New Fraser River Crossing (FRC) for the period from September 2002 to February 2003. It outlines the specific activities that have been implemented over the past six months, with a particular focus on the results of the February 2003 open houses.

## 1.2 Project Background

The principle of a new, tolled crossing of the Fraser River in the 200<sup>th</sup> Street corridor was endorsed by the Board of Directors of TransLink, the Greater Vancouver Transportation Authority (GVTA) in September 2000. Since that time, an extensive study process has been undertaken to explore the feasibility of the crossing, and to determine the optimal alignment and configuration of the crossing and its associated road network improvements.

Throughout this study process, TransLink's Fraser River Crossing project team has worked closely with the Province of BC, First Nations, the four immediately-adjacent municipalities (Langley Township, Maple Ridge, Pitt Meadows, and Surrey), the GVRD (with responsibility for Barnston Island), numerous regulatory agencies, and other key stakeholders in planning the crossing, identifying potential issues, and developing solutions to those issues.

In December 2001, the TransLink Board directed the project team to consult with the broader public to determine the nature and extent of support for a new, tolled crossing in the 200<sup>th</sup> Street corridor, and to identify community issues and concerns. The subsequent public process, held between December 2001 and March 2002, included three public open houses, a mall display, meetings and presentations, a project information line, project website, mailings to stakeholders, and media relations. An April 2002 summary report on consultation results concluded that there was strong public support for the proposed toll crossing, setting the stage for more detailed planning for Phase 2 – Project Development, which involved the evaluation of options for the New Fraser River Crossing.

From April to August 2002, the public process generally consisted of maintaining the project website with up-to-date information and responding to calls to the project information line. Beginning in September 2002, the consultation program was expanded to obtain input on the evaluation and selection of alternative crossing options. This report provides a summary of the activities and findings of the public process from September 2002 through February 2003, during Phase 2 – Project Development which focuses on a comparative assessment of options for the new crossing.

### 1.3 Objectives of the Public and Stakeholder Consultation Process

As an accountable public body, TransLink is fundamentally committed to meaningful public involvement in its efforts to fulfill its mandate to plan and finance a regional transportation system. In planning and designing the New Fraser River Crossing, TransLink recognizes that public participation is not only essential for the credibility of the project, the planning process, and the organization itself, but that it can also result in a better project overall: one that is responsive to the needs, concerns, ideas and requirements of the communities the project is meant to serve, as well as those of the region as a whole.

The specific objectives of the public and stakeholder consultation process during Phase 2 of the New Fraser River Crossing study process have been to support the comparative assessment process by:

- Proactively communicating with the public and key stakeholders about the crossing and its planning and policy context (e.g. tolls, private sector);
- Engaging communities in identifying and addressing issues related to the crossing options;
- Fulfilling regulatory requirements for communication and consultation, and
- Strengthening relationships with communities and stakeholders.

## 2.0 Methodology

### 2.1 Communications Planning and Stakeholder Consultations

In September 2002, the project team developed a communications and consultation program designed to support the planning, evaluation and selection of a preferred crossing option. During the fall of 2002, communication and consultation activities focused on:

- Developing new information materials.
- Updating the website with new planning information.
- Developing and distributing information through the media as a means to keep the general public informed.
- Responding to public inquiries received through the project information line.
- Keeping municipal and regional governments informed about the status of the planning process.

In addition, the project team hosted an information meeting for Barnston Island residents at the Tynehead Community Hall on October 08, 2002, and for the Katzie First Nation on October 1<sup>st</sup> and 2<sup>nd</sup>, 2002. The Barnston Island meeting was attended by about 60 participants, the majority of whom live on the Island. The Katzie First Nations meetings were part of ongoing discussions with the Band, and provided Band members with the opportunity to be updated on the project and the discussion that had been ongoing between TransLink and the Band Council.

### 2.2 Municipal Meetings

Throughout Phase 2 of the project, discussions with the four municipal governments in the project area were ongoing to ensure that the new crossing was fully integrated into the municipalities' road networks. In addition to these technical meetings, the project team provided monthly communication updates and had regular contact with municipal staff to keep them informed.

Beginning in January 2003, the project team initiated a series of municipal briefings and presentations on the status of the project and plans for consultation on the crossing options. The following briefings were held:

Monday, January 20 <sup>th</sup>	Maple Ridge Council Presentation
Monday January 20 <sup>th</sup>	Surrey Council Presentation
Tuesday, January 21 <sup>st</sup>	Pitt Meadows Council Committee Work Session
Monday, January 27 <sup>th</sup>	Port Coquitlam Council Presentation
Monday, February 03 <sup>rd</sup>	Langley Township Council Presentation

Monday February 03 <sup>rd</sup>	Coquitlam Council Presentation
Monday March 03	Maple Ridge Council Committee Worksession

## 2.3 Open Houses

Four open houses were held in February 2003, to provide the public with the opportunity to learn more about the project and to offer their input on the crossing options. A total of 18 display boards presented a detailed overview of the project and included specific information on the two route options and the results of the comparative assessments. A copy of the display boards is presented in Appendix B. Members of the project team were available to speak with the public and to answer questions. Open houses were open to the public between 5:00 p.m. and 8:30 p.m. to the following locations:

Monday, Feb. 10	Ramada Royale Inn Harris Road & Lougheed Hwy. Pitt Meadows
Tuesday, Feb. 11	Mountainview Alliance Church 7640 – 200 <sup>th</sup> St. Langley
Wednesday, Feb. 12	Maple Ridge Public Library 22470 Dewdney Trunk Rd. Maple Ridge
Thursday, Feb. 13	Tynehead Community Hall 96 <sup>th</sup> Ave & 168 <sup>th</sup> Street Surrey

The public was informed about the open houses through a variety of methods. An advertisement was published twice in each of the following papers:

- Maple Ridge Pitt Meadows News
- Maple Ridge Pitt Meadows Times
- Coquitlam Now
- Tri-City News
- Langley Times
- Langley Advance
- Surrey Leader
- Surrey Now

A copy of the advertisement is presented in Appendix C.

Other methods used to inform the public about the open houses included:

- a household mail drop to over 5000 residences in the communities adjacent to the route alignment, including Barnston Island
- notification on the project website and information line
- letters of invitation to the project stakeholder list and the Katzie First Nation
- municipal council presentations, and
- media releases and extensive media coverage.

A copy of the letter of invitation is presented in Appendix D.

An information brochure containing a project overview and a feedback form were distributed to the public upon entering the open houses. A copy of the brochure and a copy of the feedback form are attached as Appendix E and Appendix F.

The feedback form was designed to obtain public input on the comprehensiveness of the options assessment and the values that participants feel are most important in selecting a preferred crossing option.

## **2.4 Project Information Line**

The project's communications team continues to operate the New Fraser River Crossing project information line (604-897-4441). The information line is monitored between the hours of 9:00 a.m. to 5:00 p.m. Monday through Friday, and has voicemail capability. An extended outgoing message provides callers with updates on the planning process and the address of the project website. All calls to the information line, with the exception of "hang ups", are responded to and documented, noting the caller's name, address, and phone number, as well as the date, and nature of the call. Callers are added to the project's mailing list to receive future project updates and any information distributed to the public.

## **2.5 Media Relations**

The goal of the media relations program during phase two of the public consultation process has been to generate broad-based public awareness of the New Fraser River Crossing and the planning process. Since September of 2002, the project's communications team has implemented a series of media activities to achieve this goal. In total, five news releases and facts sheets were distributed to the media through TransLink from mid-October 2002 to mid-February 2003. Copies of all of the news releases are available in Appendix G.

## 3.0 Consultation Results

Phase 2 of the consultation process confirmed that there is continued public support for the proposed New Fraser River Crossing. Communities recognize that improving the movement of goods and people through the region is a critical priority. Most residents are aware of the region's transportation issues due to the increase in the population and traffic congestion, and understand the need for the Crossing and related infrastructure improvements.

However, with Phase 2 focusing on details of the alignment options, the dynamic of the public process changed. Compared to Phase 1, where there was a strong positive response to the concept of a crossing, in Phase 2, there were more concerns expressed about the location of the crossing near neighbourhoods and businesses in each of the four municipalities. These concerns can be addressed as part of more detailed planning for the New Fraser River Crossing.

### 3.1 Open Houses

The open houses attracted over 1200 residents and just under 500 feedback forms were completed and either handed in at the open houses or faxed to the project office. The following subsections summarize the feedback received at each open house. Complete, unedited transcriptions of all the feedback received are provided in Appendix A. Readers are urged to review that appended material, in order to obtain a greater appreciation of the feedback received.

In addition to the attendance by the New Fraser River Crossing project team, Ministry of Transportation staff also attended each of the open houses to address questions specific to the Gateway Program and the provincial road network.

#### **Pitt Meadows Open House (February 10<sup>th</sup>)**

The Pitt Meadows open house attracted about 400 community members, the highest number of all the open houses. This was due to the high level of public interest on the first night of the open houses, and the fact that 25% of the participants came from Maple Ridge. Generally, people were supportive of the Crossing. In particular, there was strong interest in how the crossing will connect to the municipal and regional road networks, and there was a high level of interest in planned improvements to the Pitt River Bridge and the Lougheed Highway. Examples of other issues identified by participants included:

- Overall volume of traffic loading in the communities and how this will be addressed.
- Truck traffic to and from the intermodal yards northwest of the Pitt Meadows airport.

- The positive and negative impact the Crossing may have on land values, in particular the houses adjacent to the golf course, and in the South Pitt Meadows community.
- Noise and views related to the bridge option.
- Potential Air quality impacts.
- The Abernathy connector, in particular where it connects and its potential impact on residents.

The following points summarize the information received from the 145 feedback forms that were completed. Percentage responses are based on the number of feedback forms received, as well as the percentage response to the total number of participants at each open house.

**Q. *Have the comparative assessments asked the right questions to make an informed decision?***

Yes (85) = 59% (or 21% of all Pitt Meadows open house participants)  
 No (60) = 41% (or 15% of all Pitt Meadows open house participants)

*Comments received about the analysis identified interest in the following additional information. (number of responses in brackets)*

- Traffic (15)
- Pitt River Bridge (14)
- Community effects (10)
- Connecting roads (9)
- Noise (7)

**Q. *Has sufficient data been collected to complete the analysis?***

Yes (72) = 50% (or 14% of all Pitt Meadows open house participants)  
 No ( 68) = 47% (or 12% of all Pitt Meadows open house participants)  
 Neither (5) = 3%

*Priority areas identified as needing additional information: (number of responses in brackets).*

- Traffic (18)
- Community effects (9)
- Noise (8)
- Connecting Roads (7)
- Pitt River Bridge (6)

**Q. *What factors are most important in deciding which route option should be selected?***

- Community effects (50)
- Environment (45)
- Cost (41)
- Traffic (29)
- Noise (22)

The following table provides a description of the top five issues in which people expressed concern or the need for more information.

Issue	Description of Issue
Traffic	<ul style="list-style-type: none"> <li>• Congestion along main routes</li> <li>• Restricting additional traffic in residential areas</li> <li>• Traffic flow out of Pitt Meadows and Maple Ridge</li> </ul>
Community Effects	<ul style="list-style-type: none"> <li>• The effect the Crossing will have on the surrounding neighborhoods</li> <li>• Quality of life</li> <li>• Livability</li> <li>• Not enough consultation of people living in the directly affected communities</li> </ul>
Noise	<ul style="list-style-type: none"> <li>• Minimize the noise that will affect the homes in the region</li> </ul>
Connecting Roads	<ul style="list-style-type: none"> <li>• Improvements needed to relieve congestion from increased traffic flow on Lougheed Highway, Dewdney Trunk Road, Pitt River Bridge, Mary Hill Bypass, Highway #1, 200<sup>th</sup> Street, and Hammond Road</li> </ul>
Pitt River Bridge	<ul style="list-style-type: none"> <li>• Concern about impact of increased traffic flow and congestion on the Pitt River Bridge</li> <li>• Needs upgrading in order to accommodate increase in traffic from Crossing</li> </ul>

### **Langley Open House (February 11<sup>th</sup>)**

The Langley open house attracted about 250 area residents. In addition to the project team, Ministry of Transportation representatives were available to speak to the public and to address any concerns related to the 200<sup>th</sup> Street interchange and the Gateway projects. Overall, participants supported the Crossing. However, a significant amount of the feedback received focused on the 200<sup>th</sup> Street interchange, and participants raised the following issues and concerns in relation to the two projects:

- People are concerned about the management of the Crossing as a result of the controversy over the interchange
- There is skepticism about the ability of the interchange to accommodate increased traffic flow from the Crossing
- Concern about increased traffic and noise impacts to the mobile home park, Forest Green Estates) just west of 200<sup>th</sup> Street and north of Highway 1, an issue carried over from the 200<sup>th</sup> Street interchange

Other issues raised at the Langley open house that were more specific to the crossing included:

- The impact of traffic volumes further into Langley, for example 200<sup>th</sup> Street and the bypass
- The 'one-way couplets' in terms of how they would work and access to commercial properties in the area
- Tolling and how it would work
- Concern about property values from people whose property could be affected by the Crossing
- High interest in the environmental studies

The following summarizes the information received from 121 completed feedback forms.

**Q. *Have the comparative assessments asked the right questions to make an informed decision?***

Yes (73) = 69% (or 29% of all Langley open house participants)  
No (33) = 31% (or 13% of all Langley open house participants)  
NR (15) = 13%

*Comments received about the analysis identified interest in the following additional information.*

- Traffic (9)
- Cost (5)
- Other alignments (4) / Connecting roads (4)
- Noise (3)
- 200<sup>th</sup> Street interchange (2)

**Q. *Has sufficient data been collected to complete the analysis?***

Yes (53) = 44% (or 21% of all Langley open house participants)  
No (40) = 33% (or 16% of all Langley open house participants)  
NR(28) = 23%

*Priority areas needing additional information: (number of responses in brackets)*

- Traffic (11)
- Noise (7)
- Connecting roads (6)
- 200<sup>th</sup> Street interchange (4) / Community effects (4)

**Q. *What factors are most important in deciding which route option should be selected?***

- Cost (45)
- Community effects (42)
- Traffic (22)
- Environment (21)
- Connecting roads (9)

The following table provides a description of the top five issues in which people expressed concern or the need for more information.

Issue	Description of Issue
Traffic	<ul style="list-style-type: none"> <li>• Concern over traffic pattern/flow</li> <li>• Congestion along main routes, especially 176<sup>th</sup> Street, 192<sup>nd</sup> Street, 200<sup>th</sup> Street, 208<sup>th</sup> Street, and 96<sup>th</sup> Avenue.</li> <li>• Redirection of traffic</li> <li>• Implementation of traffic calming measures</li> <li>• Plan is heavily-sided towards traffic movements to Surrey and the border</li> </ul>
Cost	<ul style="list-style-type: none"> <li>• Prediction of long-term cost difficult</li> </ul>
Noise	<ul style="list-style-type: none"> <li>• Concern over accuracy of noise assessments</li> <li>• Additional noise analysis needs to be done in some of the surrounding communities such as Derby Hills, 200<sup>th</sup> Street, and the area between 201-208<sup>th</sup> Street / 98-90<sup>th</sup> Avenue</li> </ul>
Connecting Roads	<ul style="list-style-type: none"> <li>• Redirection of traffic</li> <li>• Impact of increase in traffic flow to 192<sup>nd</sup> Street, 176<sup>th</sup> Street, 200<sup>th</sup> Street between 96<sup>th</sup> and 88<sup>th</sup> Avenues, and the Port Mann Bridge</li> </ul>
200 <sup>th</sup> Street Interchange	<ul style="list-style-type: none"> <li>• Need more comprehensive review of capacity of the interchange</li> <li>• Traffic problems at the interchange will be worse as 200<sup>th</sup> Street and Highway #1 are full already</li> <li>• How will the interchange cope with increased trucks from the new garbage transfer station plus additional traffic from Maple Ridge?</li> <li>• Design pre-dates additional traffic from the Crossing</li> </ul>

## **Maple Ridge Open House (February 12<sup>th</sup>)**

The Maple Ridge open house was attended by 295 participants. Overall, there was strong public support for the Crossing, and most participants wanted to see it proceed as soon as possible. Highlights of the public comments and issues raised included:

- Strong interest in the broader network, particularly improvements to the Pitt River Bridge and the Lougheed Highway
- The need for bike lanes
- Clarification on how tolls will work, the level of the toll, and the relationship between tolls on the Crossing and other related infrastructure projects.
- The Abernathy Connector – where it will go and how it will impact adjacent neighborhoods
- Visual concerns regarding what the bridge will look like and its potential to block views
- Neighborhood impacts, particularly in the Port Hammond community, Wildwood Crescent, and in the area around 203<sup>rd</sup> and 113B Street where short-cutting occurs
- Noise concerns
- Bridge lanes – open the bridge to 6 lanes right away instead of 4

The analysis of the 124 feedback forms is summarized below.

**Q. *Have the comparative assessments asked the right questions to make an informed decision?***

Yes (92) = 74%      (or 31% of all Maple Ridge open house participants)  
 No (32) = 26%      (or 11% of all Maple Ridge open house participants)

*Comments received about the analysis identified interest in the following additional information.*

- Pedestrians (7)
- Pitt River Bridge (5)
- Other alignments (4)/ Cyclists (4)
- Lougheed Highway (3)/ Connecting roads (3)

**Q. *Has sufficient data been collected to complete the analysis?***

Yes (78) = 63%      (or 26% of all Maple Ridge open house participants)  
 No (38) = 31%      (or 13% of all Maple Ridge open house participants)  
 Neither (8) = 6%

*Priority areas needing additional information:*

- Traffic (7)
- Pitt River Bridge (5)/ Connecting roads (5)/ Cyclists (5)
- Pedestrians (4)
- Environment (3)/ Lougheed Highway (3)

**Q. What factors are most important in deciding which route option should be selected?**

- Cost (54)
- Environment (37)
- Community effects (34)
- Cyclists (9)
- Noise (8)

The following table provides a description of the top five issues in which people expressed concern or the need for more information.

<b>Issue</b>	<b>Description of Issue</b>
Pedestrians	<ul style="list-style-type: none"> <li>• Need pedestrian access</li> <li>• Number of pedestrians currently using Albion ferry</li> <li>• Need barrier between roadway and cycle/walking path</li> </ul>
Traffic	<ul style="list-style-type: none"> <li>• Restrictions in residential areas</li> <li>• Congestion along major routes</li> <li>• Increase in traffic through residential neighborhoods as people start to seek less crowded / faster routes</li> </ul>
Pitt River Bridge	<ul style="list-style-type: none"> <li>• Need to upgrade</li> <li>• Lack of information regarding the Pitt River Bridge</li> <li>• Current bridge inadequate to handle traffic flow increase from Crossing</li> </ul>
Cyclists	<ul style="list-style-type: none"> <li>• Need accommodation for bikes</li> <li>• Need bike lanes</li> <li>• Need barrier between roadway and cycle / walking path</li> <li>• Number of cyclists currently using Albion ferry</li> <li>• Work with Bike Advisory Committee in greater Vancouver area</li> </ul>
Connecting Roads	<ul style="list-style-type: none"> <li>• Not enough studies into traffic flow impact on existing roads</li> <li>• Congestion along Lougheed Highway and Dewdney Trunk Road</li> <li>• Concern over traffic flow from Pitt Meadows to Maple Ridge via Maple Meadows way</li> <li>• Capacity to handle future growth</li> <li>• How and when will the Crossing tie into Abernathy Way / Dewdney Trunk Road</li> </ul>

## **Surrey Open House (February 13<sup>th</sup>)**

The Surrey open house attracted 285 area residents, about 45% of who were from the area north of 92<sup>nd</sup> Avenue and west of 184<sup>th</sup> Street. The high level of participation from this area was evident in the concerns expressed about the location of the east – west connector at 182<sup>nd</sup> Street, north of the Trans Canada Highway. The New Fraser River Crossing project team is continuing to study options for the alignment of the east-west connector in this area, and in consultation with local residents.

Additional issues that emerged at the open house including:

- Anniedale School may be affected by an increase in traffic flow. Parents are concerned about access to the school, and their children's safety walking to school
- Community effects, particularly in the neighborhood at 182<sup>nd</sup> Street and 98<sup>th</sup> Avenue
- Noise impacts
- The increase in traffic flow through residential neighborhoods
- The potential decrease in property values of homes in the area

The following summarizes the information received from the 92 feedback forms that were completed.

**Q. *Have the comparative assessments asked the right questions to make an informed decision?***

Yes (42) = 46%      (or 15% of all Surrey open house participants)  
No (39) = 42%      (or 13.7% of all Surrey open house participants)  
NR (11) = 12%

*Comments received about the analysis identified interest in the following additional information:*

- Community effects (10)
- Traffic (8)/ Connecting roads (8)
- Noise (5)
- Environment (3)

**Q. *Has sufficient data been collected to complete the analysis?***

Yes (34) = 37%      (or 12% of all Surrey open house participants)  
No (32) = 35%      (or 11% of all Surrey open house participants)  
NR (26) = 28%

*Priority areas needing additional information:*

- Traffic (5)/ Connecting roads (5)/ Noise (5)/ Community effects (5)
- Access to Anniedale School (4)
- Property values (3)
- Safety (2)/ Pedestrians (2)/ Air quality (2)

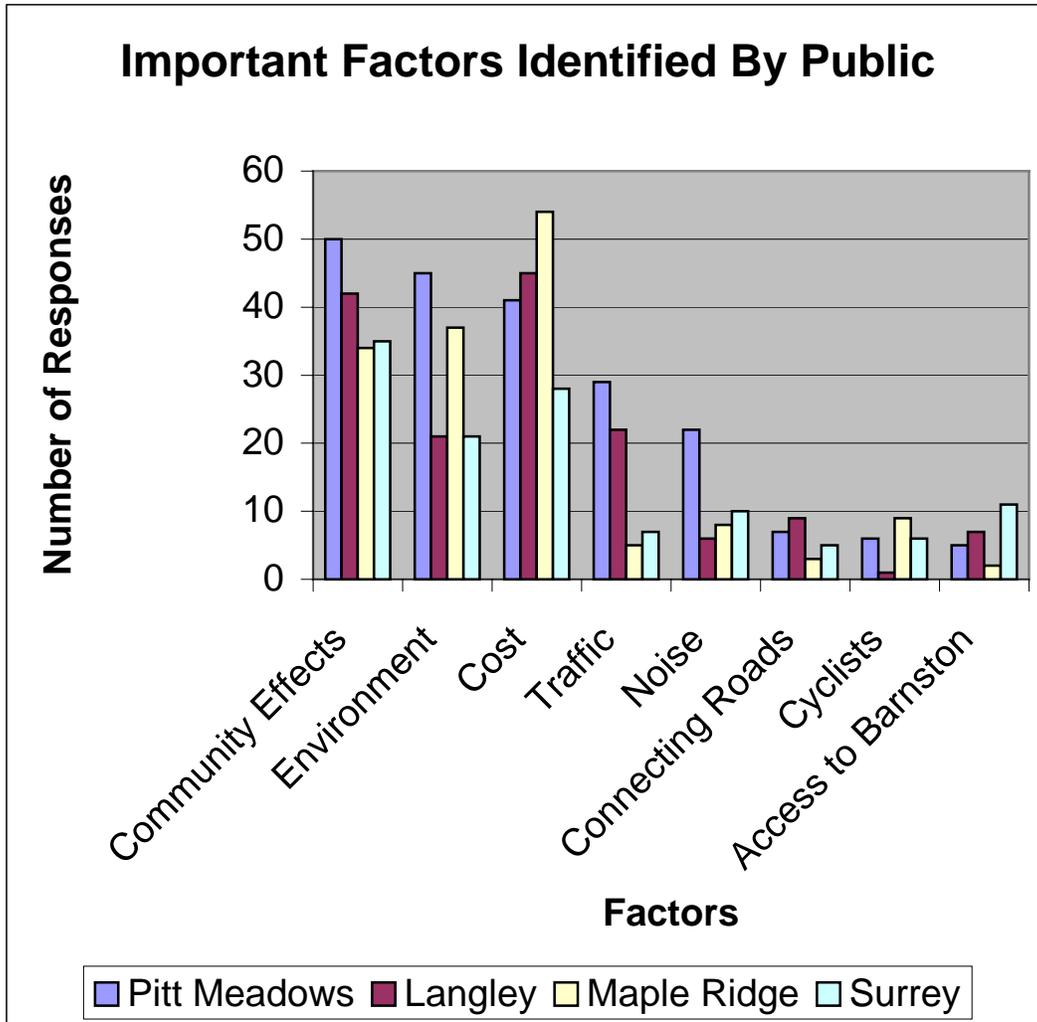
**Q. What factors are most important in deciding which route option should be selected?**

- Community effects (35)
- Cost (28)
- Environment (21)
- Access to Barnston Island (11)
- Noise (10)

The following table provides a description of the top five issues in which people expressed concern or the need for more information.

Issue	Description of Issue
Community Effects	<ul style="list-style-type: none"> <li>• Disruption of residential area</li> <li>• Impact on lifestyle in affected communities</li> <li>• Need more information on impact to properties close to route</li> <li>• Community destroyed when other options are available</li> <li>• Impact on quiet, rural setting</li> </ul>
Traffic	<ul style="list-style-type: none"> <li>• Traffic patterns, traffic enforcement, and volumes are not clear</li> <li>• Impact of an increase in traffic flow due to Crossing</li> <li>• Congestion in areas such as 96<sup>th</sup> Avenue, 176<sup>th</sup> Street, and Port Kells</li> <li>• Concern about increase in truck traffic</li> </ul>
Connecting Roads	<ul style="list-style-type: none"> <li>• Truck traffic presents problems on 96<sup>th</sup> Avenue and 176<sup>th</sup> Street</li> <li>• Congestion and tie ups on 96<sup>th</sup> Avenue and 176<sup>th</sup> Street</li> <li>• Effects on existing communities</li> <li>• Better alignment for Crossing access road to serve the North South connection from Maple Ridge to the United States for trucking and commuting</li> </ul>
Noise	<ul style="list-style-type: none"> <li>• Has not been accurately considered</li> <li>• Levels have not been tested in residential neighborhoods affected by the Crossing</li> <li>• Possibility of noise barriers not effectively addressed</li> </ul>
Access to Anniedale	<ul style="list-style-type: none"> <li>• School access for residents of adjacent community</li> <li>• New road cuts off access to school</li> <li>• How to get in and around Anniedale School without driving out of the way</li> <li>• Children walking to school and increase in traffic</li> </ul>
Property Values	<ul style="list-style-type: none"> <li>• Impact on property values</li> <li>• Compensation for affected property owners</li> <li>• Loss of value in communities</li> </ul>
Environment	<ul style="list-style-type: none"> <li>• Environmental impact and concerns over fish and wildlife</li> <li>• Need results of assessments for specific areas affected</li> <li>• Told that land behind 182<sup>nd</sup> and 98<sup>th</sup> was protected parks land never to be touched</li> </ul>

The following histogram compares the top eight factors that participants from all four communities identified as the most important factors in deciding which route option should be selected.



### 3.2 Project Information Line

From September 2002 through to the end of February 2003, seventy-eight voicemail messages were left on the New Fraser River Crossing project information line requesting information or sharing comments. All messages were responded to within one business day, and the questions and responses documented.

The total number of calls to the information line is estimated at several hundred, but most callers did not leave a message, as the detailed outgoing message on the voicemail system evidently answered many individuals' questions. As well, the outgoing message directed callers to the project website, where even more project information is available, in many cases eliminating the need for callers to leave a message.

Messages on the information line were left by residents, organizations and businesses from municipalities throughout the Lower Mainland, but most were from Surrey, Maple Ridge, Pitt Meadows, Langley and Barnston Island. Most of the calls were from property owners (or people looking to buy property in the study area) trying to understand what the route options under consideration might mean for their homes, businesses or communities. Other calls were from businesses looking for opportunities to become involved in the project development, and there were several calls from cycling advocacy groups stating their concerns that the crossing meet the needs of cyclists and pedestrians.

### 3.3 Media Relations

The media relations program for Phase 2 of the public consultation process has been successful in creating broad-based public awareness of the New Fraser River Crossing. Context Research has been responsible for a series of media activities to achieve this goal such as monitoring and analyzing media coverage, acting as a liaison between inquiring reporters and spokespeople for the project, and producing and distributing backgrounders, facts sheets, and news releases.

Context Research has established a tracking system to monitor the media using web based tracking as well as clipping news articles from newspapers. The following chart displays the media that have been continually monitored.

Category	Title
Regional print media	Vancouver Sun The Province
Regional radio	CBC (690 AM) CKNW (980 AM) News 1130
Community Newspapers	Surrey Leader Surrey Now

	Langley Advance Langley Times Coquitlam Now Maple Ridge Pitt Meadows Times Maple Ridge News Tri City News Peace Arch News
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The distribution of five news releases and facts sheets through TransLink from the period of mid-October 2002 to mid-February 2003 has resulted in extensive coverage of the project in regional and community media outlets. Copies of the news releases are attached as Appendix G. In total, 61 project specific media stories have been generated.

The project communications team has also been responsible for liaising between reporters and TransLink spokespeople. This involves answering media enquiries and setting up interviews. In total, the communications team has managed 34 reporter inquiries, all of which have been logged.

### **3.4 Individual Correspondence**

Since the details of the Crossing and its connecting road network have been available to the public, some people have expressed their concern through letters sent in to the project team and the municipalities. In total, 10 letters have been received. Out of those 10 letters, 6 were written by residents of Surrey living near 182<sup>nd</sup> Street and 98<sup>th</sup> Avenue. They are concerned about the proposed road through their neighborhood and the impact it may have on their community. Out of the other 4 letters, 2 advocated for cycling networks to be included in the Crossing, 1 was received from the Pitt Meadows Residents' Association concerned about noise, light and traffic congestion on the Pitt River Bridge, and 1 was received from a Barnston Island resident concerned about the prospect of tolling. The communications team replied to the letters on behalf of the Project Director and TransLink.