



2021 Fall Asphalt Virtual Seminar

CAA/ORBA Partnership: **The Worst Roads to Best Roads Campaign Overview**



CAA Overview



- **Road safety advocate** since 1903.
- Approximately **one in three** households has a CAA membership.
- **2.5 million** CAA members in Ontario.
- 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

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 infrastructure improvements.



The Price of Potholes



- Costs of car maintenance
- Repairing potholes and driving carefully saves costs for everyone
- Reimbursement options

Public Perceptions



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



Provincial Perspective from MPP Gilles Bisson



In Action: Municipal Engagement & Advocacy



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"You may have heard that Lauzon Parkway was named one of the worst roads in southwestern Ontario by the Canadian Automobile Association, and I'm here to tell you that the CAA and all of the residents, that we're making these investments to scratch Lauzon Parkway off of that list."

-Drew Dilkens, Mayor, City of Windsor
June 17, 2021

Power of Advocacy

- **Grassroots** advocacy campaigns put issues on the radar for government.
- **Persistence** is key for lobbying efforts.
- If you are not successful in getting road repairs, **continue to be vocal** at every opportunity,





Thank you

Teresa Di Felice

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

tdf@caasco.ca

www.caasco.com/advocacy

416-575-0250