

Briefing Note to Council SRIS

Good Day Council,

In light of the recent approval of the SRIS project and the accompanying action plan to share the good news with stakeholders, we have compiled some background information and key messages should you require.

Background:

In 2016 as part of Sturgeon County's Sustainable Roads Improvement Strategy (SRIS), Sturgeon County contracted with a third-party consulting firm, Pillar Systems.

Phase one consisted of a public engagement campaign which ran from mid-April – May 24, 2016 (including meetings/survey). Phase two included advertising and messaging to address resident's questions. **"You talked, we listened"** in the FYI.

Phase three advertising is anticipated to begin following April 25 approval (May 9) based on a detailed communication plan that involves a number of strategies to reach stakeholders.

Key Messages for Council

- Sturgeon County is committed to improving roads, which is one of the areas that will further enhance our residents' quality of life.
- The Sustainable Roads Improvement Strategy (SRIS) project was initiated in 2016 to improve gravel and hard surface roads.
- Program improvements will strengthen focus on road maintenance and improve service levels.
- Enhanced gravel road maintenance improvements and an extensive operator training program are key elements of the 2017 work commitments.
- Sturgeon County has initiated \$80 Million in Capital road improvements included in the current three-year capital budget.
- **"You talked, we listened and we have a plan."**
- For more info sign up for 'Sturgeon County Road Report' sent right to your device.
- Let's Talk Roads "You talked, we listened" watch for road details in the Weekly FYI.