

Oct. 3, 2014

MEDIA ADVISORY – Office of the Premier

WEST KELOWNA – Members of the media are invited to attend an event with Premier Christy Clark, Forest, Lands and Natural Resource Operations Minister Steve Thomson, local First Nations leaders and Regional District representatives.

Event Date: Oct. 3, 2014

Time: 11:15 a.m.

Location:

Bartley Road Gravel Pit
Junction of Bartley and Stevens Roads
West Kelowna

Contact:

Sam Oliphant
Press Secretary
Office of the Premier
250 952-7252

Bartley Road and Westside Road Announcement

Location: 2515 Bartley Road
West Kelowna, BC

Event Summary: Announcement of the start of work for two Westside Road improvement projects, as well as the offering of a crown land grant to the District of West Kelowna, to build a much-needed municipal works yard

Action/Visual: Premier speaking with road building equipment in the background, and interacting with workers

Venue Audience: 20-30 guests, plus local media

Podium: Yes

Dress: Business Casual – in a Gravel Pit, flat shoes recommended

Date: Friday, October 3rd, 2014

Time: 11:00am

| Time | Event Itinerary |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:05am | Premier arrives for a pre-brief with: <ul style="list-style-type: none">• The Honourable Steve Thomson, Minister of Forests, Lands and Natural Resource Operations and MLA for Kelowna-Mission• The Honourable Norm Letnick, Minister of Agriculture and MLA for Kelowna – Lake Country• Mayor of the District of West Kelowna, Doug Findlater |
| 11:15am | Minister Thomson goes to the podium and introduces the Premier |
| 11:17am | Premier gives remarks NOTE: at the end of her remarks the Premier invites some of the workers on-site to assist her in the unveiling of the two Westside Road Project Signs. Ministers Letnick and Thomson also join in the unveiling |
| 11:24am | Minister Thomson introduces Mayor Doug Findlater |
| 11:25am | Mayor Doug Findlater gives remarks |
| 11:30am | Minister Thomson formally concludes the event |
| 11:31am | Premier does a media availability as required and has an opportunity to shake hands with and take pictures with the workers on-site |
| 11:40am | Premier departs |

Contacts:

Katherine Laurence.....

S.17

**Event Proposal – For PREM Consideration
MINISTRY OF TRANSPORTATION AND INFRASTRUCTURE**

Event Title: Work Begins on Two Westside Road Improvement Projects

| | |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Date: late September/early October 2014 Time: TBD | Media Market: West Kelowna, Kelowna, Vernon |
| Location: Westside Road pullout (approximately 13 km north of the Highway 97 junction in West Kelowna) | English Media Spokesperson: Premier Christy Clark (MLA for Westside-Kelowna) MLA Greg Kylo (MLA for Shuswap) |
| | Multicultural Media Spokesperson: |
| Author/Ministry: Leanne Flood/MOTI GCPE | |

THE EVENT

PROACTIVE EVENT OR INVITATION

- GCPE proactive event

EVENT

- Premier Christy Clark announces two construction projects on Westside Road: improvements from Waterfront Farm to Blue Grouse, and resurfacing 8.7 kilometres at the north end of Westside Road

GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- Government of BC funding: \$10 million for both Westside Road projects (Waterfront Farm to Blue Grouse and resurfacing at north end)

WHO'S ORGANIZING?

- GCPE Events with Ministry of Transportation and Infrastructure support

STRATEGIC CONSIDERATIONS

- Announcements for two projects to improve Westside Road:
 - Announce start of construction for Waterfront Farm to Blue Grouse (project previously announced with an information bulletin and public open house on July 10, 2014. The construction tender was awarded at the end of August and project signs were installed on Westside Road in early September. Construction will begin in early October and be completed in November 2015.)
 - Tender award for the resurfacing project (expected to be awarded by the end of September with completion of the work by the end of October.)
- This work is part of the \$45 million the ministry is investing over the next five years to improve safety on Westside Road (this amount not yet announced).
- Westside Road is ranked #2 on BCAA's "Worst Roads" List 2014.

VENUE DESCRIPTION

- Pullout beside Westside Road south of Wilson Landing, approximately 13 km north of the Highway 97 junction in West Kelowna
- Podium at with project sign backdrop
- Recently completed section from Blue Grouse to Jenny Creek will be visible

EVENT PARTICIPANTS (SPEAKERS)

- Premier Christy Clark
- MLA Greg Kylo (emcee)
- MLA Norm Letnick (non-speaking role)
- MLA Steve Thomson (non-speaking role)

KEY VALIDATORS & STAKEHOLDERS

- Tourism Kelowna
- Emergency services/first responders
- Okanagan Indian Band
- Westbank First Nation
- Central Okanagan Regional District
- Mayor of West Kelowna
- Mayor of Spallumcheen Janice Brown (north end of the project is closest to the Township)
- Mayor of Kelowna
- Mayor of Vernon
- Local chambers of commerce
- Construction contractors (Emil Anderson Construction Ltd.; resurfacing contractor TBA)

TARGET AUDIENCE

- Tourists, commuters, school bus drivers, commercial drivers, local residents, motorists, cyclists and motorcyclists

VISUAL MESSAGE(S)**DESIRED PICTURE (STILL)**

- Premier and MLA unveil signs for both projects

DESIRED PICTURE (VIDEO)

- Premier and MLA unveil project signs

ACTUAL SPEAKING BACKDROP

- Project sign with podium sign "Westside Road Improvements".

WRITTEN MESSAGE(S)**DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

- The Province is investing \$10 million to improve two sections of Westside Road, making the route safer and more reliable.

KEY MESSAGES

- Westside Road is a popular route for tourists, local residents, cyclists and motorcyclists.
- An 800 metre section will be widened and realigned with roadside barrier and rockfall protection measures, and an 8.7 kilometre section will be resurfaced.
- This work is part of our ongoing program to improve and widen Westside Road, which includes road realignment, widening, guard rail installation, slow-moving vehicle pullouts, resurfacing and upgrades to warning signs and roadside reflectors.
- Since 2001, the Province has invested more than \$600 million in the Okanagan Valley Corridor

The Honourable Steve Thomson

**Minister of Forests, Lands and Natural Resource
Operations**

Bartley Road Crown land and Westside Road Announcements

Bartley Road Gravel Pit
2515 Bartley Road
West Kelowna, B.C.

Oct. 3, 2014
11:15 a.m.

(Check Against Delivery)

BARTLEY ROAD AND WESTSIDE ROAD ANNOUNCEMENTS

Bartley Road Gravel Pit, 2515 Bartley Road, West Kelowna

Oct. 3, 2014

Event Summary: Announcement of the start of work for two Westside Road improvement projects, as well as the offering of a Crown land grant to the District of West Kelowna, to build a much-needed municipal works yard.

Action/Visual: Premier speaking with road building equipment in the background, and interacting with workers.

Venue Audience: 20–30 guests, plus local media

ADVICE FOR SPEAKER:

Speaking Time: 3 minutes

Set-up: Mic and podium

Dress: Business Casual—in a gravel pit, flat shoes recommended

Contact Person: Katherine Laurence - S.17

Participants:

- The Honourable Premier Christy Clark
- Hon. Steve Thomson, BC Minister of Forests, Lands and Natural Resource Operations
- Hon. Norm Letnick, Minister of Agriculture and MLA for Kelowna-Lake Country
- Doug Findlater, Mayor of the District of West Kelowna

Rollout:

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- Welcome everyone.
- I am Steve Thomson Minister of Forests, Lands and Natural Resource Operations . . . your M.C. today . . . and your neighbour.
- First of all, I'd like to acknowledge that we are on the traditional territory of the Westbank First Nation.
- It's a fine day to be gathered here at Bartley Road as our Premier, and your MLA Christy Clark, makes a couple of important announcement that are going to positively impact West Kelowna.
- West Kelowna is a great place to live.
- It has so much to offer . . . a diverse economy, an abundance of natural beauty and a thriving sense of community.
- This is a beautiful part of the province.
- Now, please join me in welcoming the Premier of British Columbia and your MLA ... Christy Clark.

[After Premier Clark finishes speaking, Minister Thomson returns to the podium.]

- Thank you Premier Clark.
- I would now like to invite Doug Findlater, District of West Kelowna's Mayor to come up and say a few words. Doug . . .

[After Doug Findlater finishes speaking, Minister Thomson returns to the podium.]

- Thank you Doug.
- That concludes the formal part of today's announcement.
- Thanks to all of you for coming here today.

- end -