

News release

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CAA LAUNCHES THIRD ANNUAL MANITOBA'S WORST ROADS CAMPAIGN

Infrastructure problems go deeper than potholes

WINNIPEG, MB – CAA Manitoba is once again calling on Manitobans to identify the roads in dire need of attention with its third-annual Worst Roads campaign.

CAA launched the campaign on St. James Street, a top contender in previous campaigns for a myriad of reasons – including cycling safety, traffic congestion, light synchronization and crumbling infrastructure.

“This year’s campaign aims to shift the conversation in our Province,” says Mike Mager, President and CEO. “It is so much more than just potholes. Our provincial infrastructure affects our economy, our delivery of vital services, and affects everyone’s quality of life.”

Mager notes that each week during the month-long campaign will focus on a sector impacted by infrastructure, including tourism, healthcare and active living.

Beginning today through April 23, 2014, Manitobans can cast a vote for their Worst Road nominee at caamanitoba.com/WorstRoads or on the CAA Manitoba Facebook page. Voters are able to pinpoint the stretch of road or intersection they feel is the worst, and indicate what infrastructure issue it has. People can vote once per road, but for as many roads as they wish.

Last year, over 5,000 votes were cast for 696 different roads in Manitoba. The winner, Victoria Avenue in Brandon, is slated for repair starting this spring.

“This campaign isn’t about complaining,” says Mager. “It’s about pinpointing the problems and making sure the priorities identified by Manitobans are the ones addressed first by governments.”

After the campaign closes, CAA Manitoba provides the data to all levels of government.

CAA Manitoba isn’t alone in the search for the Worst Roads. In total, eight CAA Clubs across Canada are hosting a Worst Roads campaign this spring.

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