



City of Maple Ridge News Release

FOR IMMEDIATE RELEASE

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For further information, contact:
Amelia Bowden at 604-467-7493
abowden@mapleridge.ca

Lougheed Transit Corridor Study Launched

Maple Ridge, BC: The upcoming launch of TransLink's B-Line Rapid Bus Service in Maple Ridge will provide a fast connection for local residents to access the Evergreen Extension in Coquitlam.

"As we look around the region, these high capacity transit corridors are places where people want to live and they tend to attract new businesses and development opportunities. This study is an opportunity for all of us to have a say in how this important east-west corridor will develop in the future," said Maple Ridge Mayor Mike Morden. "The postcard is just the beginning of an extensive campaign to engage the community in this important discussion. Please take the time to share your thoughts on the future development along the Lougheed and Dewdney Trunk corridors."

By the end of the week close to 12,000 households will receive a postcard announcing the start of the Lougheed Transit Corridor Study (LTC) study. The campaign will also include newspaper advertising and a social media campaign on the City's Facebook page. An Open House event is scheduled for Wednesday, April 10, 2019 in the school gym at Glenwood Elementary located at 21410 Glenwood Avenue. The event will run from 4:00 to 8:00 pm with displays and staff experts available to answer your questions and take your feedback from survey forms. Leading up to the Open House, City staff will be out in the community at various spots including transit stations and businesses to interact with residents and have conversations about the upcoming planning process.

"We will be using the hashtag #movingMRforward in our social media marketing and we have created a new web landing page at lougheedstudy.mapleridge.ca that will be the digital hub for this community conversation," said Amelia Bowden, City Planner and project lead for the study. Ms Bowden continued, "An animated video explaining the project is also available, which is an easy way to see an overview of the Lougheed Transit Corridor Study".

There will be an online survey available on the project website between April 11 and May 2 that mirrors the survey that will be available at the Open House on April 10.

Canada Post will have all the postcards delivered by Friday, March 15. Non resident property owners have been sent information directly by mail. The first newspaper ad ran on March 13 in the Maple Ridge News and there will be updates through to the end of April. The social media campaign will launch on the City's social media sites, Facebook and Twitter, on Wednesday, March 13 and will continue with updates to mark milestones throughout the community engagement program. Watch for the #movingMRforward hashtag to follow the campaign as it rolls out.