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For immediate release:

Press Release – Christina Lake On the Move:

The Christina Gateway Community Development Association is excited to announce the launch of the Christina Lake on the Move 2024 Transportation Study. This comprehensive study aims to assess the current transportation infrastructure, identify gaps that hinder economic development, and explore innovative solutions to improve connectivity and accessibility in the Christina Lake area.

In the past, transportation of people and products has been identified as a barrier to economic development in the region. Therefore, in partnership with Lochaven Consulting, the study will focus on both year-round and seasonal transportation solutions, in order to foster economic growth, job creation, and community resilience by improving transportation options for residents, tourists, and local businesses.

"Our community's growth and prosperity are reliant on effective transportation solutions," said Tracey MacGregor, Economic & Community Development Manager at Christina Gateway. "This study is a vital step towards ensuring that Christina Lake remains connected, vibrant, and accessible for everyone."

The importance of this study to the community was reflected in the participation of the community at the recent Christina Lake Homecoming Summerfest, where the consulting team set up a booth to gain feedback. Over 130 individuals stopped to provide their input on current transportation assets and what they would like to see in the future.

"The participation clearly shows how passionate this community is about increasing the connectivity of our community." MacGregor added.

Key objectives of the study include:

- Identifying gaps and challenges in current transportation services.
- Exploring innovative solutions and opportunities to improve transportation options.
- Developing recommendations to enhance connectivity and accessibility.



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Christina Gateway invites all community members to participate in this important initiative. Public engagement and input will be critical in shaping the future of transportation in Christina Lake. Look out for more announcements and opportunities to participate including a survey and various focus groups!

For more information about the Christina Lake on the Move 2024 Transportation Study, please contact:

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