
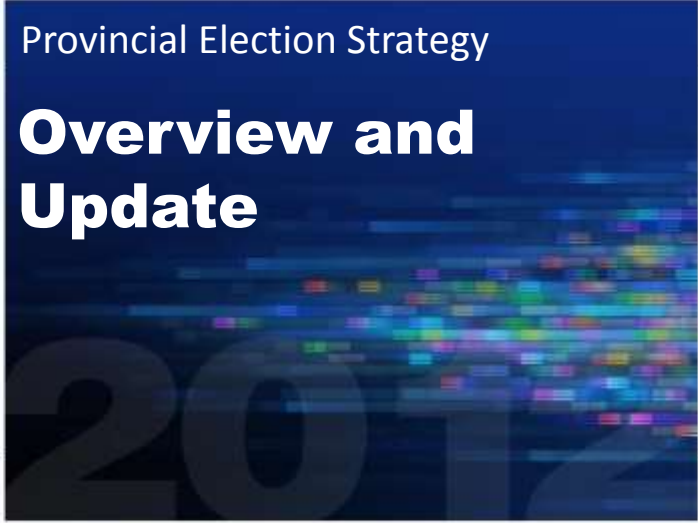


Mayors' Caucuses February 2012




Provincial Election Strategy

Overview and Update




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What is the Provincial Election Strategy ?



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Provincial Election Strategy Overview

- Phase 1 – Provincial Budget 2011 ★
- Phase 2 – Leadership Races ★
- Phase 3 – New Premier *In progress!*
- Phase 4 – Provincial Election
- Phase 5 – Post -Election

★ *Indicates completion*

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Provincial Election Strategy Phase 1- Provincial Budget 2011

- Launched Local Matters Campaign at Mayors' Caucuses Feb. 2011
- Carried messages into our response to Budget 2011
- Developed Local Matters toolkit and web page to support local activation

Month of February 2011

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Provincial Election Strategy **Phase 2 – Leadership Races**

- Met with Premier, Cabinet Ministers, Opposition Leaders and Rural Caucus
- Local Matters was the focus of 2011 June Mayors' Caucuses and AUMA Convention



March – September 2011

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Provincial Election Strategy **Phase 3 – New Premier**

- AUMA President, Board, and administration will engage:
 - New Premier, Cabinet and DMs
 - Opposition Leaders
- Refine Local Matters messaging
 - Toolkit, MLA Newsletters, Brochure in Annual membership statements



October 2011 to now

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Provincial Election Strategy **Phase 3 – Going Public**



Current

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Provincial Election Strategy **Phase 4 – Provincial Election**

- Focus on putting municipal issues at forefront of election campaign
 - Leverage advertising campaign's public awareness to influence election platforms
 - Members engage local influencers to support Local Matters
 - Local Matters website a hub for relevant election highlights

Likely March/April 2012

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Provincial Election Strategy **Phase 5 – Post Election Target**

Municipal Governments are recognized as an order of government with clearly defined obligations, clearly defined authorities to match those obligations and the financial capacity to meet those obligations.



Likely beginning June 2012

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Provincial Election Strategy **Questions**

- How can members leverage the public campaign to raise municipal issues during the election campaign?
- How should AUMA continue to press the new government for the Local Matters key “asks”?

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Thank You

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