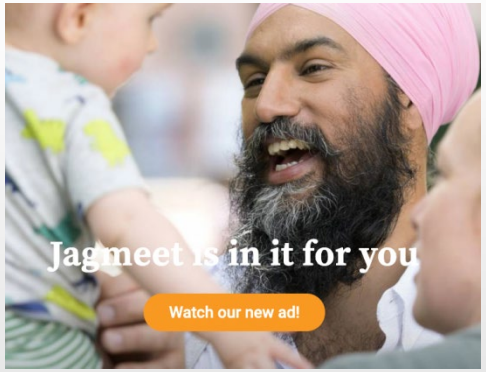
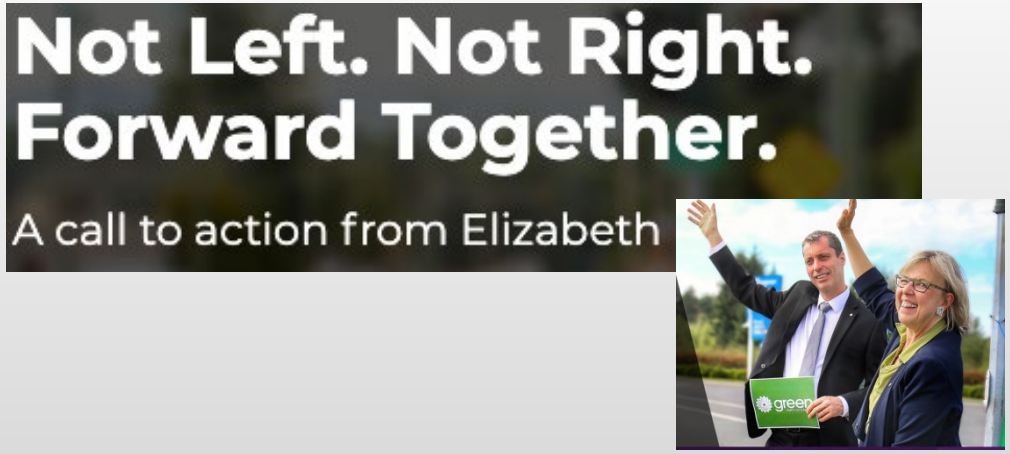
FEDERATION OF CANADIAN MUNICIPALITIES
FÉDÉRATION CANADIENNE DES MUNICIPALITÉS

Building Better Lives Through Election 2019

September 2019

Political Climate





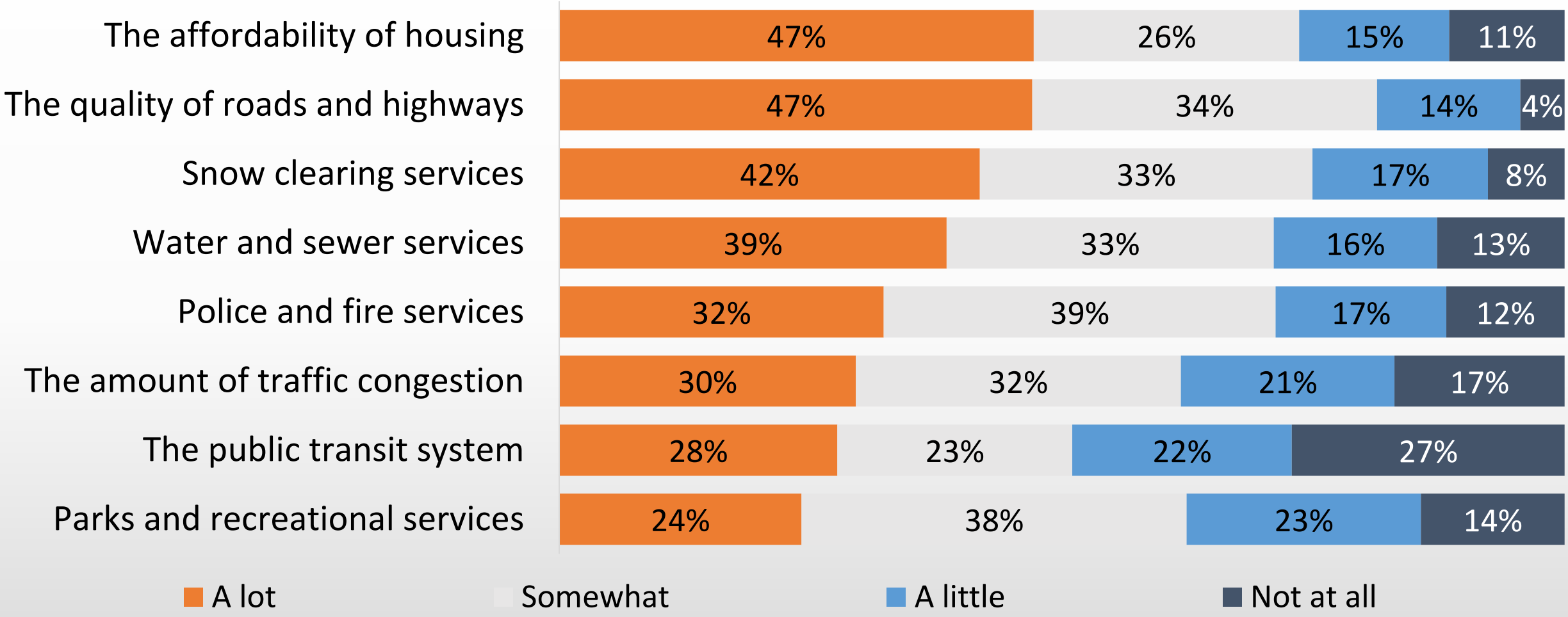
Everything is Local: FCM’s 2019 polling

FINDING #1

MUNICIPAL ISSUES IMPACT PEOPLE'S DAY TO DAY QUALITY OF LIFE.

ABACUS DATA

WHAT IMPACTS YOUR QUALITY OF LIFE?



To what extent do the following impact your quality of life where you live?

ABACUS DATA

FINDING #2

THE PERFORMANCE OF MUNICIPALITIES IS VIEWED MORE POSITIVELY THAN FEDS OR PROVINCES.

ABACUS DATA

CANADIANS BELIEVE MUNICIPALITIES ARE BEST AT…

UNDERSTANDING LOCAL CHALLENGES.

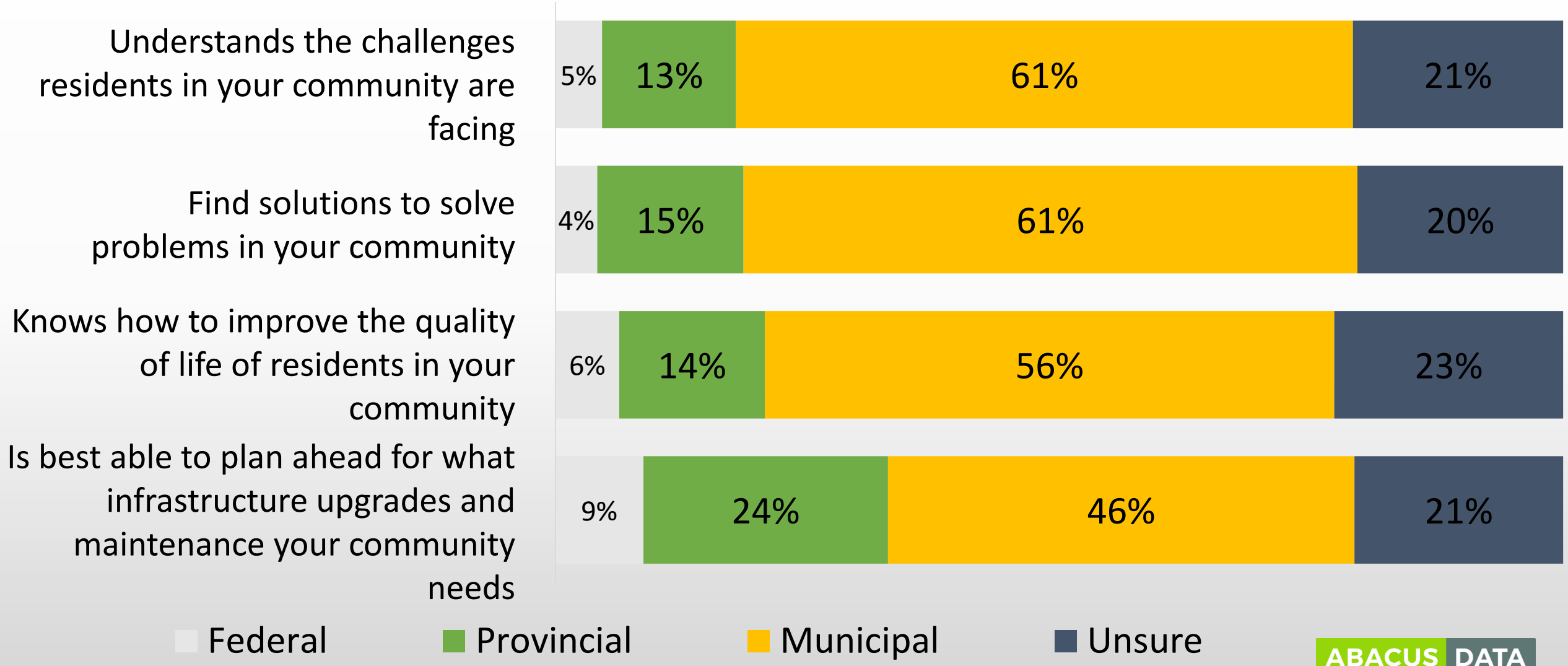
FINDING LOCAL SOLUTIONS.

IMPROVING QUALITY OF LIFE.

PLANNING AHEAD.

ABACUS DATA

WHICH LEVEL OF GOVERNMENT BEST…



ABACUS DATA

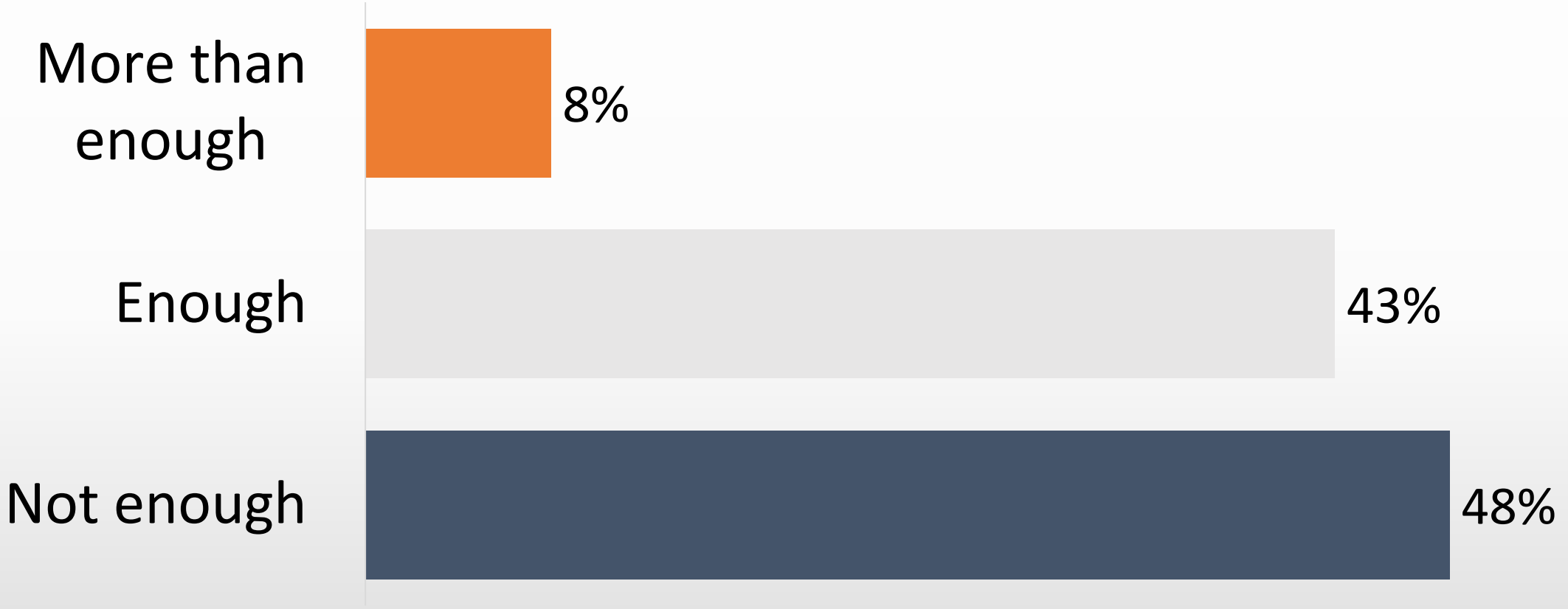
Thinking about the different levels of government, which one do you think….

FINDING #3

ALMOST HALF OF CANADIANS DON’T THINK MUNICIPALITIES HAVE ENOUGH RESOURCES TO MAINTAIN AND BUILD INFRASTRUCTURE.

ABACUS DATA

DO YOU THINK YOUR MUNICIPALITY HAS ENOUGH RESOURCES TO MANAGE, MAINTAIN, AND BUILD INFRASTRUCTURE?



Do you think your municipality has enough resources to manage, maintain, and build infrastructure?

ABACUS DATA

“NOT ENOUGH” RESOURCES FOR INFRASTRUCTURE

BY COMMUNITY TYPE

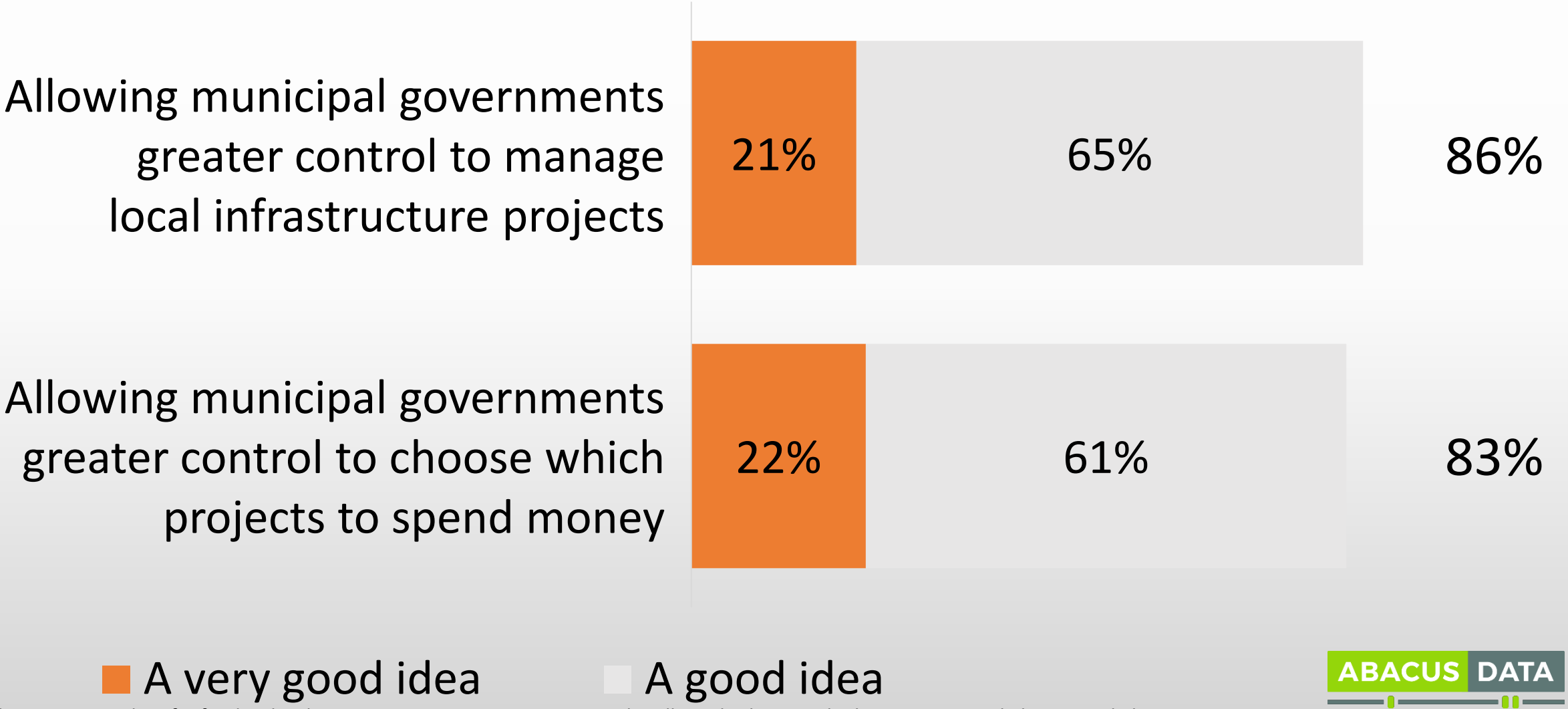
Do you think your municipality has enough resources to manage, maintain, and build infrastructure?

FINDING #5

THERE IS BROAD PUBLIC SUPPORT FOR A NEW FISCAL ARRANGEMENT BETWEEN THE FEDERAL GOVERNMENT AND MUNICIPALITIES.

ABACUS DATA

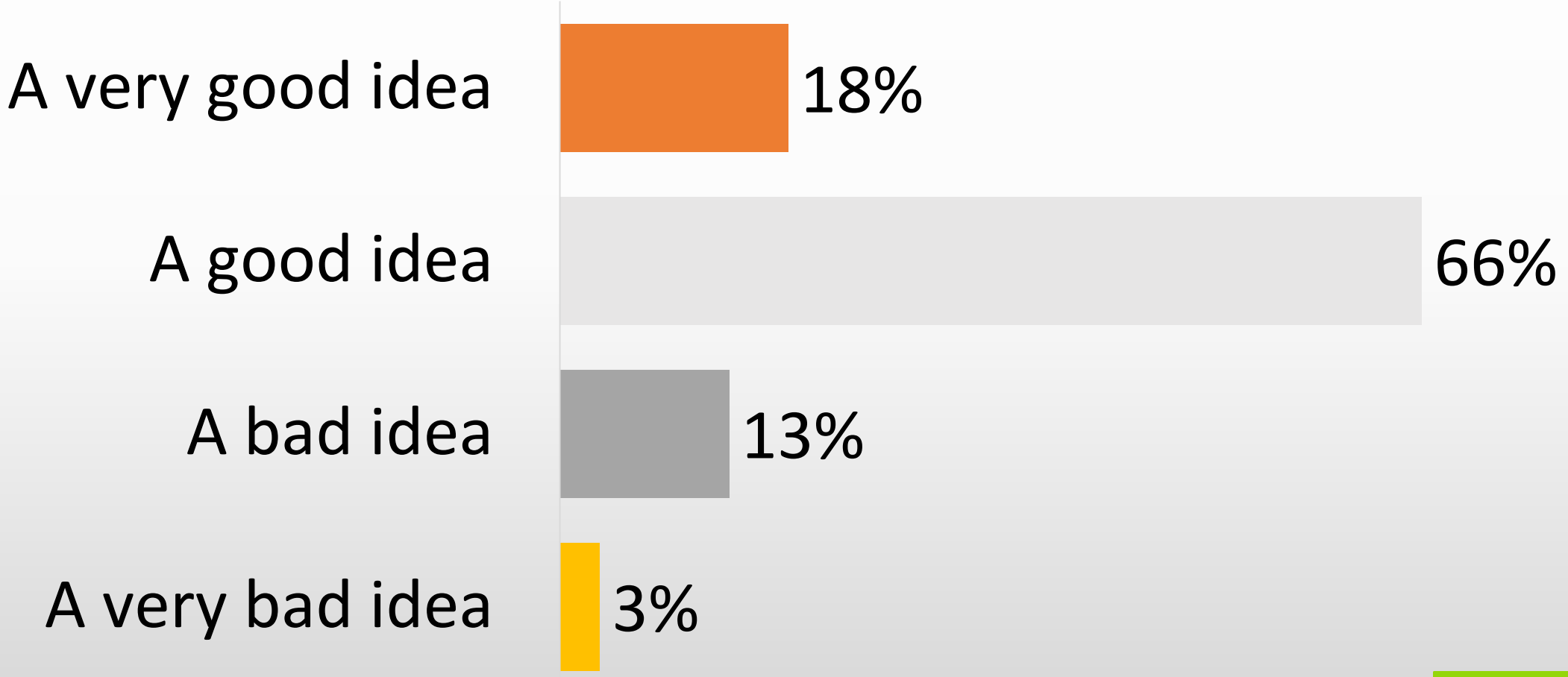
BIG MAJORITIES THINK IT'S A GOOD IDEA TO GIVE MUNICIPALITIES MORE CONTROL AND REVENUE



Below are some ideas for funding local projects in your community. For each, tell us whether you think it is a very good idea, a good idea, an acceptable idea, a bad idea or a very bad idea?

ABACUS DATA

IF A FEDERAL POLITICAL PARTY PROMISED TO GIVE MUNICIPALITIES PERMANENT, DEDICATED FUNDING THAT ALLOWED THEM TO DECIDE WHAT TO SPEND THE MONEY ON…



ABACUS DATA

If a federal political party promised to give municipalities permanent and dedicated funding that allowed local municipalities to decide what projects the money was spent on, do you think this a very good idea, a good idea, an acceptable idea, a bad idea, or a very bad idea?

Platform Overview

Platform Planks

Making Housing Affordable for All

- Dual focus on housing for low-income Canadians and improving housing affordability for all
- Maintain the level of investment and priorities of the National Housing Strategy and address gaps:
  - Supportive and Indigenous housing

Building Better Public Transit

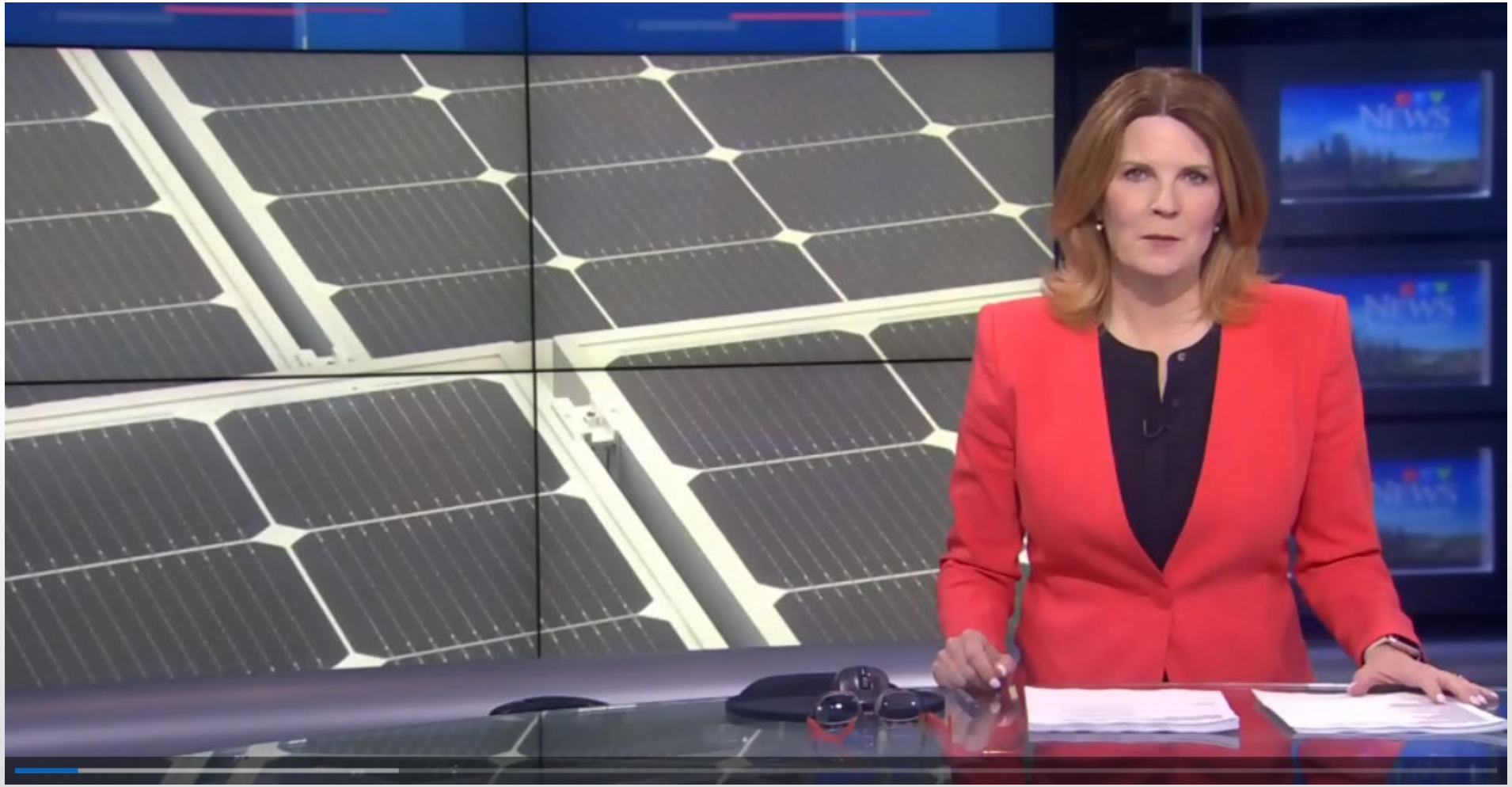
- Permanent, direct, allocation-based transit funding
- Complementary, merit-based fund

Platform Plank: Protecting Canadians from Extreme Weather

Protecting Canadians from climate change

- Municipalities are on the front lines of new weather extremes.
- Our two-step approach:
  - **Scale up the Disaster Mitigation and Adaptation Fund** to unlock ready-to-go projects now
  - Fuller, **longer-term tools**—no less than $1 billion a year for 20 years—that engage all orders of government to assess what's needed

Platform Plank: Building on the Gas Tax Fund


NEWS
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NEWS

Alberta GTF Highlights, 2014-2016

- 619,326 metres of drinking water distribution lines constructed or repaired
- 42,491 metres of wastewater collection lines constructed or repaired
- 1,841 kilometres of local roads constructed or re-habilitated
- 99 new public transit vehicles purchased
- 7 new amateur sports facilities built, 5 upgraded

Building on the Gas Tax Fund

- It's time to build on what's working, by **permanently growing** the federal GTF transfer
  - Permanent doubling and a boost to the annual growth rate from 2% to 3.5% to reflect economic growth
- It works because it's **direct** and **reliable**

Platform Plank: Building Vibrant Rural Communities

Building vibrant rural communities

- We're calling on all parties to commit to building a "rural lens" into the heart of the federal government and bringing rural realities to the table, e.g.
  - Broadband investments
  - Streamlined funding tools
  - Rural economic development

Pre-Election Campaign

Digital Results (July – Present)

- Our Election hashtags have been mentioned in 3,500+ tweets, reaching an audience of 19 million
- Over 131,000 emails have landed in inboxes from FCM!
- Our election platform has been downloaded 556 times

Earned Media

- FCM and our pre-election message generated nearly 900 print and broadcast hits this summer.
- Those hits meant potentially generating more than 60 million impressions at peak.

Earned Media

THE GLOBE AND MAIL

Municipalities call on federal parties to support permanent doubling of gas tax transfer

TheIFP.ca

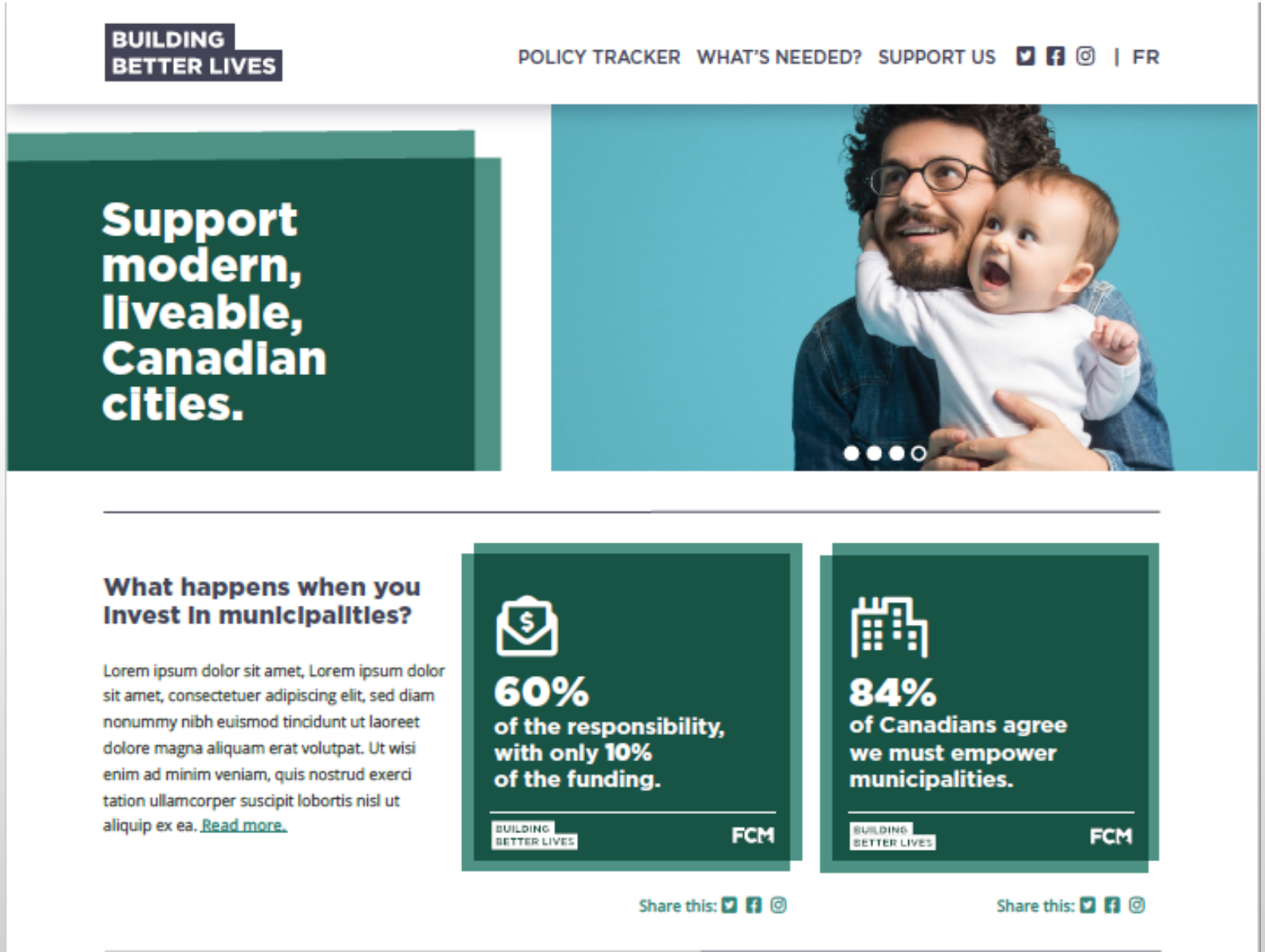
Rural communities seek progress for Canadians

LE JOURNAL DE MONTRÉAL

Infrastructures: des municipalités demandent aux partis fédéraux de s'engager à doubler un transfert

Platform Launch

BuildingBetterLives.ca



How you can help

- Municipal leaders are building better lives
- With the right tools—and a seat at the table—
  we can do **so much more**
- This election, **every one of us** needs to be out there, delivering that message to parties and candidates

Tweet-Out

Here's how to take part:

- If you have a Twitter account, head to **fcm.ca/tweet** and use our Click-to-Tweet tool to send a tweet to your local election candidates. Just enter your postal code and our tool will automatically tag the candidates in your riding.

- If you have a Facebook account, go to **FCM's Facebook page** and share our post promoting our platform with your network.

Questions?

buildingbetterlives.ca | #buildingbetterlives