



Dear
Members

Your FCM Board of Directors is taking steps to propel local governments to new heights through Federal Election 2019, and the crucial months following. This needs to be our biggest effort ever. That’s why, in March, your Board approved a Special Advocacy Fund to help make that happen.

As you know, FCM has a long track-record of delivering gains for municipalities, like the permanent Gas Tax Fund. Starting with Election 2015, we’ve shaped game-changing investments in local priorities like never before, and we’ve achieved new levels of influence for local governments. Now more than ever, all federal parties understand that local solutions tackle national challenges.

Our Election 2015 breakthrough has created new opportunities, and new expectations. To seize this moment — and to build on our historic gains — we need the right tools. We can’t risk seeing federal parties move on from local priorities. Election 2019 is our vital opportunity to make municipal progress “the new normal,” and to keep our priorities front-and-centre for years to come.

As the order of government closest to daily life, Canadians count on us to build more vibrant and livable communities. This is our moment. Together, we can continue to deliver.

J Gerbasi

JENNY GERBASI
FCM President



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To learn more about
FCM’s Special Advocacy Fund, visit
fcm.ca/advocacyfund

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Seizing Our Moment,
Securing Our Future

FCM’s Special Advocacy Fund



FCM delivers for municipalities

Starting with our Election 2015 breakthrough, FCM's hard work and influence has significantly shaped historic gains for local governments, including:

- ▶ The **Investing in Canada infrastructure plan** — a 12-year, \$180 billion federal investment in local infrastructure, from public transit to wastewater system upgrades.
- ▶ Canada's first-ever **national housing strategy**, including key commitments to repair and build affordable housing across the country.
- ▶ A strengthened **seat at the table**, including through unprecedented engagement with federal, provincial and territorial ministers, as well as with opposition leaders and the Prime Minister.
- ▶ A **predictable federal allocation model** for transit expansions that puts municipalities in the driver's seat.
- ▶ A \$2 billion **rural and northern infrastructure fund** — the biggest investment of its kind in a generation.
- ▶ Better access to **high-speed broadband** through the federal Connect to Innovate program and the CRTC decision to mandate universal broadband access.
- ▶ New **capacity-building programs** on asset management and climate change — led by FCM — as well as a new \$125 million capital investment in FCM's Green Municipal Fund.

Now we need to take the next step

▶ What is the **Special Advocacy Fund**?

The last federal election was a turning point that propelled municipal priorities onto the national agenda like never before. The next election is a vital opportunity to build on those gains. To ensure we have the right tools to seize this moment, FCM's Board of Directors has approved a 2-year Special Advocacy Fund. This fund is supported by FCM members using a fee structure similar to how membership fees are determined.

▶ What will the fund be used for?

The Special Advocacy Fund will drive FCM's largest and most ambitious campaign ever, reaching out to every federal party. It means an intensive, multi-faceted strategy that integrates polling, detailed platform development, sustained outreach, and an innovative communications and media plan. It means an extended campaign that keeps municipal priorities front-and-centre heading into Election 2019, as well as in the crucial first months of a new government.

▶ Is the fund **mandatory**?

The Special Advocacy Fund is voluntary, and not tied to FCM membership. However, it's a vital opportunity for municipalities to take our historic progress to new heights and to continue to deliver for Canadians the same way we always have — together.



“Our choice in the next federal election is simple: either we continue to move forward as local governments, or we fall back. If we get this right, we'll see federal parties competing to support municipal priorities. We'll see a federal government that understands why full partnership with municipalities is the only way forward. Election 2019 is our opportunity to make that happen. We can't leave anything to chance.”

Don Iveson
Mayor, Edmonton, AB



“FCM has proven that it can deliver for communities of all sizes. We saw this in the last election, when our work put local issues on the federal map. We've seen it since then through the unprecedented federal investments that FCM has helped secure. Now we need to take this advocacy to the next level, to build our local priorities into the heart of the next government's mandate.”

Ray Orb
Reeve, Rural Municipality of Cupar No. 218, SK

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