



Unity, Collaboration, Strength: Strengthening the Municipal Movement



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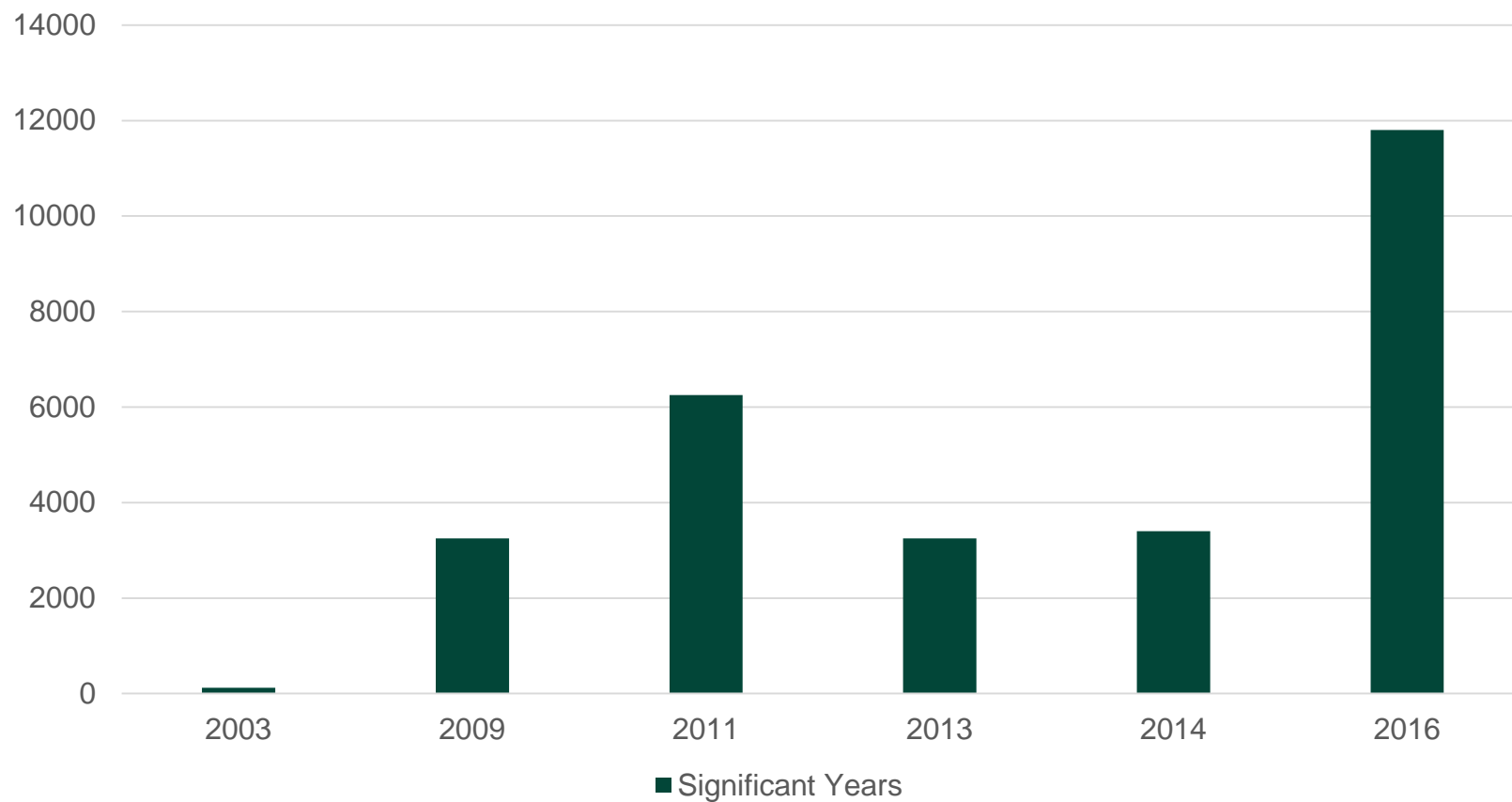
Overview

- Recognizing where we've come from as a sector
- Seizing on external opportunities
- Building the team
- Planning Strategically
- Lessons Learned, Key Takeaways



Where We've Come

Federal Investments into Municipalities (\$ millions)





Where We've Come – Con'd

- Strong recognition of the federal role in infrastructure
- Economic recession in 2008/09 reinforced municipal role in economic growth
- Canadians embraced the vital role municipalities play in the social/economic fabric of Canada



Seizing on External Opportunities

Election 2015

Share your pride
#HOMETOWNPROUD





Building the Team

- Campaign 2015 – internal organization
- Understanding our assets/strengths
- Identifying risks
- Building the narrative
- Mobilizing the municipal sector



Planning Strategically

- Consulting widely
- Positive, solutions-based policy positions
- Focusing municipal asks on a few strategic priorities
- Establishing governance structures and internal checks and balances



Outcomes from Election 2015

Federal Investments

Existing Investments:

- \$2 billion/yr Gas Tax Fund*
- \$1 billion/yr Municipal GST Rebate

New Investments (Budget 2016)

Phase 1: 2016-2018

- \$3.4 billion/3yrs Public Transit Infrastructure Fund
- \$3.4 billion/2yrs Social Infrastructure Fund (\$2.2b for social housing)
- \$5 billion/5yrs Green Infrastructure Fund

Phase 2: 2019 – 2026

- \$16.5 billion (public transit infrastructure fund)
- \$16.5 billion (social infrastructure fund)
- \$15 billion (green infrastructure fund)

10 Year Total: 2016-2026

- \$20 billion GTF
- \$10 billion Municipal GST Rebate
- \$10 billion Building Canada Fund (expedited in Phase 1)
- \$60 Billion in new funding

* Federal GTF is indexed at 2% per year beginning in 2016/17

Lessons Learned

- Internal
 - Preparation, planning pays off
 - Member mobilization must be a systemic goal, not just a one-off
 - Highly strategic and focused narrative is worth the potential headaches
 - Never let an innovative opportunity go to waste
- External
 - Establishing and maintaining solid external partnerships is critical
 - Strong media relations makes a strong campaign



Tangible Takeaways

- UNDERSTANDING THE LANDSCAPE
 - Read the Tea Leaves
 - Use the Buddy System
- COMMUNICATIONS
 - Prioritize
 - Make a Clear Ask
- RELATIONSHIP-BUILDING
 - Understand Your Audience
 - Patience, Persistence, Perseverance
 - Work Hard and Be a Good Person



Implementation in London

- The London Plan
- Solid Government Relations strategies
- Identifying and working with local, regional stakeholders
- Strong relationships with municipal associations



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Questions

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