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**From:** Buda, Mike [<mailto:Mike.Buda@Translink.ca>]  
**Sent:** June-18-19 2:26 PM  
**To:** Mayors Council  
**Subject:** HELP REQUEST: Mayors' Council help needed on our Cure Congestion Campaign

Members of the Mayors' Council,

The Cure Congestion campaign's public engagement strategy, supported by paid social media advertising, is about one month into its planned 6 weeks. We are going to need your help to reach our public action targets. Ensuring that our issues are part of the election campaign, and that parties make commitments to our transit needs, is going to be critical as we move into Phase Three Plan development, and finalizing Transport 2050 – none of our planned expansion will be possible without a strong federal partner, and the election is the quickest and best way to get the next government on board.

So far, about 1000 residents have responded to our call to action, and have sent messages to party leaders and local candidates – about 4000 emails in all. Ideally, by the beginning of the election period, we would like to at least double this number. Our paid advertising campaign, which will end on June 30, has generated about 80% of these actions, which is a higher proportion that we had hoped. We are now looking to stakeholders and other supporters to help get the word out, especially as our paid media buy ends, and encourage more residents to take action by using the online tools our website that make it easy to send messages directly to all parties and candidates.

I am hoping that many of you can do the same. There are several ways you can help:

1. **Write your candidates:** Send your own e-mail to your local MP & candidates through our online tool or, even better, in a customized letter from your office.
2. **Council Resolution:** put the Cure Congestion resolution adopted at our last meeting in front of your council, if appropriate. This will generate local debate and media coverage, furthering our reach, and will then allow your local government to voice its support to parties directly. This would be quite powerful.
3. **Social Media:** Share Mayors' Council #CureCongestion content on your social media accounts by: updating your social media accounts with #CureCongestion banner images and/or profile photo frames: Sharing or retweeting Mayors' Council posts: posting pre-written materials provided in the attached Campaign Kit
4. **Write your network and supporters:** Encourage your Council, individuals, and organizations in your community to show their support by sending them an e-mail introducing the Cure Congestion campaign. An email template is included in the attached Campaign Kit.

Let me know if you have any ideas or if you'd like support engaging stakeholders in your community to help promote the campaign. For example, if there are community groups, leaders or other stakeholders interested in a photo opp, we can pitch local media on a story and post it on social media. Likewise, we can help you customize some of the tools attached for your own community (i.e. "Support the Cure Congestion campaign to build Skytrain to PoCo!").

Referred to:

Planning and Development Committee (2019.06.25)

Copied to:

City Manager, Dir. Corporate Services, Dir. Planning and Building, Dir. Engineering

We will provide an update on campaign metrics and plans at the June 27 meeting. Let me know if you have any questions. Now is the time for action, before election day, so we need to do what we can to make this campaign successful.

Thanks,  
Mike

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Michael Buda  
Executive Director, Mayors' Council on Regional Transportation

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## Cure Congestion Voter Engagement Mayors' Council Members' Kit

The Mayors' Council is looking forward to embarking on the next phase of our Cure Congestion campaign - engaging Metro Vancouver voters to help spread our message about the importance of sustained funding for better public transit. This next phase of the campaign relies on wider engagement from the entire Metro Vancouver region to demonstrate the urgent need for ongoing transportation investment. This means that direct support from our Mayors' Council members such as yourself will be critical to our success.

In an attempt to make participation as simple as possible, this document contains all the relevant links, information, and materials that you can use to help promote the voter engagement stage of the campaign.

Starting May 23<sup>rd</sup>, we are launching an e-mail mobilization tool through our CureCongestion.ca website, where visitors will be able to quickly and easily send an email to their local MP and candidates whose contact information will be automatically filled when they enter their postal code. A pre-drafted e-mail is already included in the tool, however visitors have the capability to edit or re-write the message to make it their own. This unique tool will amplify our message and allow residents to engage directly with federal leaders, MPs and candidates.

### How can you help?

Some ways you can participate include:

- Send your own e-mail to your local MP & candidates through our online tool
- Share Mayors' Council #CureCongestion content on your social media accounts by:
  - Updating your social media accounts with #CureCongestion banner images and/or profile photo frames
  - Sharing or retweeting Mayors' Council posts
  - Posting pre-written materials provided in this document
- Encourage your Council, individuals, and organizations in your community to show their support by sending them an e-mail introducing the Cure Congestion campaign. An email template is included in this document, and we are posting localized Cure Congestion / 10-Year Vision fact sheets on the website, which include our call to action, maps and information for municipalities and sub-regions across Metro Vancouver.
- Contact the campaign team with any ideas or if you'd like support engaging stakeholders in your community to help promote the campaign. For example, if there are community groups, leaders or other stakeholders interested in a photo opp, we can pitch local media on a story and post it on social media.

The following pages contain relevant materials that you may need throughout this campaign to continue to show your support and help us in our goal to #CureCongestion! For any questions or support during the campaign, please contact Mike Buda, or Anna Lilly at [anna.lilly@fhhighroad.com](mailto:anna.lilly@fhhighroad.com).

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## Important Campaign Information and Materials

Website: [www.curecongestion.ca](http://www.curecongestion.ca)

Social Media handles:

- Facebook: @TransLinkMayorsCouncil
- Twitter: @mayors\_council

Hashtags: #CureCongestion #cdnpoli

All background and campaign materials are available on our [website](#) including:

- Mayors' Council 2019 Federal Election Platform
- Election Platform Summary
- Localized Fact Sheets highlighting transit projects in Metro Vancouver municipalities
- Backgrounders on the benefits of a Congestion Relief Fund for the environment, the economy and the community
- News releases
- Creative assets for social media engagement (will be available [here](#) starting May 23)
  - Twitter and Facebook banner photos
  - Profile photo frame

## Social Media Posts

*Here are some examples of posts that you can use, or adapt to make them your own:*

- Sick of congestion in #MetroVan? In this federal election, the @mayors\_council is calling for a permanent Congestion Relief Fund to keep Metro Vancouver moving! Do your part by visiting [curecongestion.ca](http://curecongestion.ca) and emailing your local MPs/candidates #CureCongestion

- The @mayors\_council is calling on federal parties to establish a Congestion Relief Fund to help fund future transit projects across our region. We need your help to #CureCongestion in #MetroVan! Visit [curecongestion.ca](http://curecongestion.ca) and email your local MPs/candidates!
- Better transit 🚌 = better economy 💰  
You can't grow an economic region if you don't have the infrastructure to support that growth. Do your part to help #CureCongestion in Metro Vancouver - Send an email to your local MPs/candidates at [curecongestion.ca](http://curecongestion.ca)!
- Better transit 🚌 = better environment 🌱  
Investments in public transit make a big impact on the environment and reduce GHG emissions. Do your part to help #CureCongestion in Metro Vancouver - Send an email to your local MPs/candidates at [curecongestion.ca](http://curecongestion.ca)!
- Better transit 🚌 = increased affordability 💵  
A strong public transit network gives residents and businesses more options for affordable transportation and housing. Do your part to help #CureCongestion in Metro Vancouver - Send an email to your local MPs/candidates at [curecongestion.ca](http://curecongestion.ca)!
- Better transit 🚌 = more free time ⌚  
Less time spent idling or waiting for your bus means more time spent with family and friends. Do your part to help #CureCongestion in Metro Vancouver - Send an email to your local MPs/candidates at [curecongestion.ca](http://curecongestion.ca)!

#### Regional specific posts:

- The South East region saw the highest growth in ridership in #MetroVan in 2018 at 15.6%. In order to keep up with demand, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion [curecongestion.ca](http://curecongestion.ca)
- Maple Ridge/Pitt Meadows transit ridership is growing. In order to keep up with demand, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion [curecongestion.ca](http://curecongestion.ca)
- According to @TransLink, bus routes heading to and from UBC are at the top of the list for overcrowding. We need your help to #CureCongestion in #MetroVan. You can do your part by e-mailing your local MP/candidates through our online tool: [curecongestion.ca](http://curecongestion.ca)
- According to @TransLink the Tri-Cities saw a 5.7% growth in ridership in 2018. In order to keep up with demand, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion [curecongestion.ca](http://curecongestion.ca)

- According to @TransLink Burnaby/New West transit ridership grew 5.5% in 2018. In order to keep up with demand, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion curecongestion.ca
- According to @TransLink transit ridership grew 8.8% in 2018 in the Southwest subregion of Metro Van. In order to keep up with demand, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion curecongestion.ca
- North Shore transit ridership is growing, and better transit will help us fight traffic congestion. To make a real difference, we need a federal Congestion Relief Fund. Join in our call and e-mail your federal MP/candidates through our website! #CureCongestion curecongestion.ca

## Key Messages

*On Thursday, May 23<sup>rd</sup>, the Mayors' Council will launch the voter engagement platform at CureCongestion.ca. These are the messages we'll be using to describe this next phase of the campaign as we engage Metro Vancouver residents and get them involved:*

- We are calling on Metro Vancouver voters to join us in sending a message to Members of Parliament, party leaders and candidates in the upcoming federal election: We need permanent, predictable funding for public transit so we can cure congestion and keep Metro Vancouver moving!
- The fact is, one million new commuters are coming to our region over the next 20 years, so we need to act now. Our transit system is already overcrowded even though TransLink has been making historic investments in new bus and Skytrain service. That's why we're asking federal parties to commit to creating a permanent, predictable Congestion Relief Fund.
- With a federal election around the corner, this is our opportunity to secure commitments for the funding we will need to improve public transit, roads, cycling and pedestrian infrastructure. The next Government of Canada will decide whether transit and traffic in Metro Vancouver keeps getting better, or gets worse.
- We need your help – go to CureCongestion.ca today to send a message to your local MPs and candidates. Tell them you support better transit – for our environment, our economy, and our quality of life.
- It's going to take more than just mayors – it's going to take thousands of us, working together, to get these commitments from the federal parties. By using our simple email tool at CureCongestion.ca, you'll be doing your part to support better transit in Metro Vancouver.

- We're breaking new ground with this campaign – as far as we know, this is the first time local elected officials are sponsoring a campaign to mobilize voters around a single issue in advance of a federal election.
- We can make a difference together this federal election. It's pretty simple: if you agree that we need to keep improving our public transit system in Metro Vancouver, go to [CureCongestion.ca](http://CureCongestion.ca) and add your voice to this campaign.

## Mobilize Your Network!

Your network of community groups and stakeholders are all potential supporters for this campaign. We need your help to spread the word and encourage others to get involved. To make this easier, we have drafted an email that you can use to address your contacts. Feel free to edit to make your own.

### **Subject: Let's Cure Congestion – now!**

Dear [Supporter Name],

As your mayor, I wanted to share with you a campaign led by the Mayors' Council on Regional Transportation that is picking up speed. The campaign is directed at the federal government, asking all federal parties and candidates in the upcoming election to make congestion a 2019 election issue—and we need your help.

You and I both know how hard it is to get around this region. There's overcrowding on our transit system. There's bottlenecks on our roads that delay people and commerce. We experience this congestion every day. With demand for public transit growing at a record pace-- and another one million people arriving in the region over the next two decades-- the pressures on our transportation network will only increase. It's time to send Ottawa a message. I'm asking you to join me and the Mayors' Council in our call for a Congestion Relief Fund that would deliver \$375 million in annual, reliable, dedicated transit funding for Metro Vancouver.

### **Here's how you can help:**

- Write your Member of Parliament and federal candidates using the simple online tool at [www.curecongestion.ca](http://www.curecongestion.ca) - including pre-loaded recipient emails based on *your* local representative and candidates
- Share the suggested social media content below with your network, using the hashtag #CureCongestion
- Retweet, repost, and "like" CureCongestion campaign content
- Visit [this page](#) and use the social media filters to build momentum
- Ask your friends and family to do the same

Beyond the frustrations we experience from congestion, the federal investments we are calling for will have a significant impact on key issues that matter to our community. This includes economic growth through better movement of people and goods; a greener economy; better air quality; improved

affordability; and more options for people who may not drive or may not be able to afford a car. The addition of more bus, Skytrain, SeaBus and West Coast Express services will help make transit a more viable option for commuters.

Metro Vancouver is a key battleground in the federal election, and Ottawa is watching. Let's make the most of this opportunity, and together, let's cure congestion in Metro Vancouver.

Thank you for your support.

Sincerely

XX

**Suggested Social Media Content**

[Please see above]



*The following resolution was approved by the Mayors' Council on Regional Transportation at its May 23, 2019 meeting, with a request that it be shared with local government councils in Metro Vancouver for consideration.*

**Proposed resolution**

**IT IS TIME TO CURE CONGESTION IN FEDERAL ELECTION 2019**

**WHEREAS** ridership on transit in Metro Vancouver is exploding, and another one million commuters are coming to our region over the next 20 years;

**WHEREAS** the *10-Year Vision for Metro Vancouver Transit and Transportation* is making historic investments to improved regional bus, SkyTrain, SeaBus, West Coast Express and HandyDART services which will help keep the region moving, reduce the impact of population growth on regional GHG emissions, and improve access to affordable housing options;

**WHEREAS** Metro Vancouver's North American-leading ridership growth is out-pacing the expansion planned in the *10-Year Vision*, leading to continued overcrowding pressures on transit, and congestion on our roads;

**WHEREAS** to support these new riders and planned population growth, the remaining projects in the *10-Year Vision* and the next wave of regional transit and transportation priorities to be identified in TransLink's *Transport 2050* planning process must be funded and approved quickly to avoid losing momentum on addressing overcrowding and congestion;

**WHEREAS** local governments via the Mayors' Council establish plans for new transit/roads/active transportation projects and infrastructure for the region, with reliable federal and provincial funding being critical to making projects a reality;

**WHEREAS** our region needs the next federal government to continue its successful partnership with the Mayors' Council on Regional Transportation, TransLink and the Province of B.C., so our region doesn't go backwards with worsening road congestion and overcrowding on transit;

**WHEREAS** in April, the Mayors' Council released its federal election platform, "Cure Congestion," that calls on national parties to commit to work in partnership to cure congestion in Metro Vancouver;

**WHEREAS** the Cure Congestion platform asks all federal parties to commit to establishing a *Congestion Relief Fund* that would deliver \$3.4 billion annually across Canada based on ridership, delivering approximately \$375 million annually to TransLink;

**WHEREAS** the *Congestion Relief Fund* will provide a permanent, predictable source of federal funding that can be invested alongside TransLink and provincial government commitments to accelerate completion of the *10-Year Vision* and start the next phase of projects to be identified in the *Transport 2050* planning process to improve the transit and transportation network in every corner of our region;

**THEREFORE BE IT RESOLVED,**

**THAT** Metro Vancouver local government councils support the Cure Congestion campaign;

**THAT** local government councils contact their local federal election candidates to urge them to support the call for a *Congestion Relief Fund*.