

TO: Mayors' Council on Regional Transportation

FROM: Mike Buda, Executive Director, Mayors' Council Secretariat

DATE: May 25, 2023 (for June 1, 2023 meeting)

SUBJECT: **ITEM 5.1 – Report on Metro Vancouver Transit Days in Ottawa**

RECOMMENDATIONS:

That the Mayors' Council on Regional Transportation:

1. Release this report to the public following the June 1, 2023 meeting;
 2. Receive this report.
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PURPOSE

To provide a report on the activities, outcomes and costs of *Metro Vancouver Transit Days in Ottawa*.

BACKGROUND

At the direction of the Mayors' Council, the [Access for Everyone campaign](#) was developed beginning in January 2023, [launched on May 11, 2023](#), and is planned through to the end of 2023 (leading into upcoming federal and provincial elections). The goals of the campaign are to:

- a. Secure federal commitment to accelerate the delivery of the Permanent Transit Fund to 2024/25 to fund the [Transport 2050: 10-Year Priorities](#) (10YP).
- b. Generate commitment from federal and provincial governments to engage in the development of a new, sustainable funding model for public transit and support the delivery of the 10-Year Priorities starting in mid-2024.

Key elements of the campaign will include government relations (including at least two trips to Ottawa), media relations, public and stakeholder engagement through social media advertising and local community meetings and events and an updated website.

The scope and budget for this new campaign is similar to the successful Cure Congestion campaign undertaken in 2017 in the lead up to the 2017 provincial election which secured a commitment from the new government to fund 40% of all capital costs of the Mayors' Council *10-Year Vision* transit expansion plan. See Annex 1 for a history of the Mayors' Council advocacy efforts and outcomes. Using TransLink's open procurement process, the Mayors' Council Secretariat identified and secured the services of a public affairs firm, Earncliffe Strategies, to support the development and implementation of this new campaign. The Mayors' Council has allocated \$500,000 from its budget envelope to support this campaign, with a request for additional support from TransLink. A complete accounting of campaign expenditures will be provided in a public report at the end of the campaign as per usual practice.

The *Access for Everyone* campaign plans for at least two *Metro Vancouver Transit Days in Ottawa*, with one held in spring 2023, and another proposed for Fall 2023 in the pre-budget period.

DISCUSSION

Following the *Access for Everyone* campaign launch on May 11, 2023, *Metro Vancouver Transit Days in Ottawa* was held on May 15-17, 2023 with a delegation of 12 members of the Mayors' Council. The objectives of *Metro Vancouver Transit Days in Ottawa* in May 2023 were to:

1. Raise awareness of the Mayors' Council's asks of the Government of Canada and all parties heading into 2024 federal budget and the next federal election (see [2023/24 Federal Budget Submission](#)), which includes a federal matching contribution to the Province of B.C.'s emergency relief funding for TransLink provided in March 2023.
2. Inform Members of Parliament (MPs) of the *Access for Everyone* campaign so they are aware that members of the public may be contacting them to urge support for Mayors' Council asks.
3. Build relationships with key MPs and ministers from all parties.
4. Demonstrate Mayors' Council leadership in advocating for senior government funding support for the 10-Year Priorities.

The Mayors' Council delegation met with 22 MPs (12 Liberal, 7 Conservative and 3 NDP) including Minister of Intergovernmental Affairs, Infrastructure and Communities, Dominic LeBlanc and his Parliamentary Secretary Jennifer O'Connell. Meetings were also held with Official Opposition Leader Pierre Poilievre and NDP Leader Jagmeet Singh. In addition, the delegation hosted a reception for government officials and stakeholders in the Wellington Building in the Parliamentary Precinct which was attended by 8 MPs, staff from the Prime Minister's office, Finance Minister's office and various other MP and ministerial staff, as well as stakeholders representing transit and transportation organizations, the Federation of Canadian Municipalities, the Canadian Urban Transit Association and others. For a list of MP meetings and reception attendees, please see Annex 2.

Although the delegation met MPs from every region and all parties, members heard several common themes, questions, and requests for follow-up:

- Investment in public transit is viewed as critical to achieving GHG reduction targets and supporting affordability and quality of life in urban regions. MPs from all parties expressed support for transit expansion.
- The current government believes its performance on transit has been good and significant investments have already been made in recent years. Still, there was recognition of the increased immigration targets creating challenges for managing growth in cities.
- There was no immediate solution offered for the proposal to accelerate the Permanent Transit Fund by two years, however Ministers and government MPs were open to further discussions.
- Government continues to view transit investments primarily on a project basis – several meetings included requests for information on the costs of specific projects within the 10-year Priorities.

Media coverage

Prior to the Ottawa delegation, a [news release was issued on May 10, 2023](#), to promote the Mayors' Council's asks of the federal government and generate awareness of the upcoming trip. Media coverage of the release included The Globe and Mail, Global BC and CBC Vancouver. An op ed authored by the Chair of the Mayors' Council was published in the Hill Times during *Metro Vancouver Transit Days in Ottawa*, to increase the profile of the Mayors' Council visit. A full list of media coverage and audience impression metrics is provided in Annex 3.

Posts on the Mayors' Council Twitter account generated a total of 62,151 views, 507 likes and 130 shares. Digital advertising – using the approved creative concept and new Access for Everyone brand – was targeted to the Ottawa region and specifically Parliament Hill, during the delegation's visit. Primary audiences for the first wave of advertising were the Ottawa political market: federal elected officials and civil servants in key departments – Infrastructure, Environment, and Finance. Placements were focused on websites with high frequency ad views, well-read sources like National News Watch and Hill Times.com, as well as Twitter, LinkedIn and Google.

Information on the Mayors' Council Delegation

The following Mayors' Council members participated in *Metro Vancouver Transit Days in Ottawa* in May:

1. Mayor Malcolm Brodie
2. Mayor Linda Buchanan
3. Mayor Mike Hurley
4. Mayor Patrick Johnstone
5. Mayor Meghan Lahti
6. Mayor Mike Little
7. Mayor Nicole MacDonald
8. Mayor John McEwen
9. Mayor Dan Ruimy
10. Mayor Brad West
11. Mayor Eric Woodward
12. Councillor Dylan Kruger

The Mayors' Council Executive Director, Mike Buda, organized meetings, developed briefing materials, accompanied the delegation to provide support in their meetings with MPs, and met separately with federal officials and ministerial staffers. TransLink CEO Kevin Desmond and Vice President of Transportation Planning and Policy Sarah Ross travelled to Ottawa during the same period for meetings with officials from Infrastructure and Communities Canada, and to support the delegation in targeted MP meetings.

All travel, food and accommodation expenses incurred by the Mayors' Council by each delegation member will be shown for each Mayors' Council member and staff in TransLink's 2023 Financial Information Act report. Given that the annual FIA report is not available until after the end of the calendar year, a summary of these expenses to attend *Metro Vancouver Transit Days in Ottawa* is provided in this report for greater transparency. Travel, food, accommodation, and the legislated daily Mayors' Council member remuneration for 12 Mayors' Council members and the Executive Director to attend the *Metro Vancouver Transit Days in Ottawa* totaled \$45,857.

Next steps

All MPs who met with Mayors' Council delegation members will receive a follow-up letter to thank them for their time, to share again information on the *Access for Everyone* campaign including our requests for the 2024 federal budget and to provide a follow-up response to any specific requests or questions that they raised.

At least one and likely two more trips to Ottawa are proposed in Fall 2023 to leverage Ottawa's focus on the Fall Economic Statement (usually released at the end of October) and the pre-budget consultation period (late-September to February). The 2024 federal budget is an immediate focus of the *Access for Everyone* campaign given the need for additional federal funding to support the 2024 Investment Plan. Being present in Ottawa during the traditional pre-budget period will be important to ensuring our asks are heard and pressure for action felt. The mission will also be leveraged for local media and public outreach to kick start the final stage of the campaign here in Metro Vancouver.

History of Mayors' Council Senior Government and Public Advocacy

In early 2016, the Mayors' Council launched a public advocacy strategy to push for "fair-share" funding. It convinced the Federation of Canadian Municipalities (FCM) to update its position on the issue. In response to the pressure from FCM, the Mayors' Council and other big cities, the newly elected federal government announced a 10-year, \$20 billion transit funding program that would deliver funding more predictably and at a 40% capital cost share. This new funding commitment – several times larger than previous federal transit funding programs and with a greater cost share – was foundational to approving the Phase One Plan in late 2016.

Based on the success of this limited but energetic public advocacy campaign in 2016, the Mayors' Council approved a \$400,000 public engagement and voter mobilization campaign in advance of the 2017 provincial election, with the aim of securing commitments from both major parties to support the delivery of the remaining elements of the 10-Year Vision. The "Cure Congestion" campaign reached tens of thousands of residents through paid advertising, direct engagement, and via stakeholder outreach and led to both parties making new commitments to transit and transportation. The NDP made a commitment to fund 40% of all remaining projects in the 10-Year Vision (as opposed to a share of specific projects favoured by the government of the day, as had been the case previously) that served as the government's policy through the to current Investment Plan that was approved in May 2022.

The Mayors' Council launched a new, smaller and more targeted campaign to secure new federal funding in late 2018 that included several "Metro Vancouver Transit Days" visits to Ottawa to engage directly with ministers and MPs, public engagement, continued close coordination with FCM and other key big cities, and a reprise of the Cure Congestion campaign in advance of the 2019 federal election. These efforts culminated with the 2021 federal budget that included:

- \$5.9 billion in stimulus funding in 2021-25 for zero-emission buses (\$2.7 billion), active transportation (\$400 million), rural transit (\$150 million) and major transit projects (\$2.5 billion) which staff estimated in 2021 would provide \$650 million in total to TransLink
- \$3 billion per year Permanent Transit Fund (PTF), beginning in 2026-27, which will provide TransLink with approximately \$340 million annually for capital projects.
- The continuation of the federal Gas Tax Fund (now called the Canada Community-Building Fund (CCBF)) which delivers ~\$140 million annually to TransLink via Metro Vancouver.

In coordination with FCM, the Mayors' Council approved a submission to the federal government's Permanent Transit Fund (PTF) consultation at its September 29, 2022 meeting that calls for the Gas Tax Fund to be permanently doubled, and to accelerate the start of PTF to 2024 to support the first phase of the *Transport 2050: 10-Year Priorities*.

Meetings with Members of Parliament, May 15-17

MP meetings:

1. Hon. Dominic LeBlanc, Minister of Intergovernmental Affairs, Infrastructure & Communities
2. Jennifer O'Connell, Parliamentary Secretary for Intergovernmental Affairs, Infrastructure & Communities
3. Pierre Poilievre, Leader of the Official Opposition (Conservative Party of Canada)
4. Jagmeet Singh, Leader of the New Democratic Party
5. Taleeb Noormohamed, Liberal MP, BC Caucus Chair
6. Sukh Dhaliwal, Liberal MP
7. Ken Hardie, Liberal MP
8. John Aldag, Liberal MP
9. Parm Bains, Liberal MP
10. Randeep Sarai, Liberal MP
11. Ron McKinnon, Liberal MP
12. Wilson Miao, Liberal MP
13. Tako Van Popta, Conservative MP
14. Hon. Ed Fast, Conservative MP
15. Frank Caputo, Conservative MP
16. Marc Dalton, Conservative MP
17. Leslyn Lewis, Conservative MP
18. Scott Aitchison, Conservative MP
19. Peter Julian, NDP MP
20. Bonita Zarillo, NDP MP
21. Angad Dhillon, Chief of Staff to Hon. Omar Alghabra, Minister of Transport

Reception attendees:

Hon. Ahmed Hussen, Minister of Housing
Hon. Joyce Murray, Minister of Fisheries, Oceans and Coast Guard
Liberal MP Randeep Sarai
Liberal MP Ken Hardie
Liberal MP Wilson Miao
CPC MP Matt Jeneroux
CPC MP Scott Aitcheson
CPC MP Tako van Popta

Staff from the offices of:

Office of the Prime Minister
Official Opposition Leader Pierre Poilievre
Minister Dominic LeBlanc (Intergovernmental Affairs and Infrastructure)
Minister François-Philippe Champagne (Innovation, Science and Technology)
Minister Carla Qualtrough (Employment, Workforce Development and Disability Inclusion)
Minister Jonathan Wilkinson (Natural Resources)
Minister Helena Jaczek (Public Services and Procurement)
MP Terry Beech
MP Vince Badawey

MP Brian Masse
MP Taleeb Noormohamed
MP Gary Anandasangaree
MP Mike Lake
MP Julie Dabrusin
MP Sukh Dhaliwal

Representatives of:

Federation of Canadian Municipalities
Simon Fraser University
Canadian Urban Transit Association
City of Ottawa
Velo Canada

May 2023 Ottawa Delegation Earned Media Coverage Report

Reporting period: May 10 – 23, 2023

Key Audience Impression Metrics

235 media mentions

51.4 million potential news reach

- *Reach estimates the potential viewership of any particular article based on the number of monthly unique visitors to the specific source.*

Selection of Key Media Clippings

Duplicates of media clippings syndicated in multiple outlets are not repeated in this list

Print & Digital:

New West mayor heading to Ottawa to appeal for federal transit funding

New Westminster Record - Powered by Dow Jones - May 9, 2023

... **Ottawa** to lobby for **federal** transit funding. A delegation of Metro Vancouver mayors are travelling to **Ottawa** next week to urge the ...

TransLink's Mayors' Council renews calls for expedited federal funding

Daily Hive Vancouver - May 10, 2023

... be descending on **Ottawa** next week to request the Government of Canada to fast-track funding for public transit. Representing **TransLink's** ...

B.C. mayors seek federal funds for TransLink to match immigration

North Shore News - May 10, 2023

Coquitlam Mayor **Brad West**, right, of the Mayors' Council in February 2023. Graeme Wood Metro Vancouver mayors are flying to **Ottawa** next ...

TransLink execs heading to Ottawa to request federal funding

City News - May 10, 2023

... , CityNews Image) Members of the **TransLink** Mayors Council will be heading to **Ottawa** next week to ask the **federal** government for funding to ...

TransLink ridership has now recovered to 87% of pre-pandemic levels

Daily Hive Vancouver - May 11, 2023

... funding for **TransLink** to avoid service cuts West Coast Express ridership recovery falling behind other **TransLink** services **TransLink's** \$20 ...

TransLink Mayors' Council looks to expedite federal funding

Global News - May 12, 2023

... **TransLink** Mayors' Council Chair **Brad West** joins Global News Morning to discuss the push to fast-track **federal** transit funding.

Top business stories of the week (May 8-12)

Business in Vancouver - May 12, 2023

SFU football program reinstated B.C. mayors seek **federal** funds for **TransLink** to match immigration First Nation did not prove Aboriginal ...

Vancouver-region mayors visiting Ottawa to press for transit funding

The Globe and Mail - Politics - May 14, 2023

Smaller delegations of mayors have made the trip before, but the Vancouver-region team is coming en masse to make a point ... Brad West translink

delegations of mayors have made the trip before, but the Vancouver-region team is coming en masse to make a point ... **Brad West translink**

Vancouver-area mayors are visiting Ottawa to urge transit funding

Canada Today - May 14, 2023

Press Eleven Vancouver-area mayors will be in **Ottawa** Monday to lobby for **federal** funding for public transit priorities, which includes a \$...

Federal support for transit key to climate, affordability, and economic goals

The Hill Times - May 15, 2023

A delegation of 12 mayors from Metro Vancouver are bringing their message to Ottawa this week as they try to draw the federal government's attention to public transit. Brad West

are bringing their message to **Ottawa** this week as they try to draw the **federal** government's attention to public transit. **Brad West**

TransLink expanding to Metrotown office tower

Business in Vancouver - May 16, 2023

Gauthier Before members of **TransLink's** Mayors' Council travelled to **Ottawa** to lobby for billions of additional **federal** dollars, the ...

Delta part of transit lobby group in Ottawa

Delta Optimist - May 18, 2023

Coun. Dylan Kruger (centre right) is pictured in **Ottawa** with other members of the **Translink** Mayors Council. Delta Coun. Dylan Kruger was ...

TransLink Mayors' Council sitting on Ottawa lobbying trip budget

Business in Vancouver - May 19, 2023

... 11 mayors and one city councillor who flew to **Ottawa** to lobby for billions more in **federal** transit funds finished their three-day mission on ...

Broadcast:

City News 1130 (CKWX) at May 10th 2023 10:05 AM

's public transit system. In a statement from the translate the **mayor's Council** they say ridership on the Metro Vancouver transit system was

City News 1130 (CKWX) at May 10th 2023 11:04 AM

need to get it renewed Cormac makes 20 parliament Hill, the **mayor's Council** on regional transportation for Metro Vancouver will be an auto

City News 1130 (CKWX) at May 10th 2023 12:35 PM

. The reason behind this is to expand public transit in the area. **Brad West** mayor of port Coquitlam and chair of the TransLink mayors

News Talk 980 CKNW at May 10th 2023 1:05 PM

. And this is something that is going to be the focus when the **mayor's Council** heads to auto on next week to try and fast track the federal

News Talk 980 CKNW at May 10th 2023 1:10 PM

day. And we have we have the ten-year priorities and I think this **mayor's Council** is very committed to making sure that you know some of our

News Talk 980 CKNW at May 10th 2023 1:15 PM

following up with you after next week are it sounds good. That is **Linda Buchanan**, the mayor of the city of North Vancouver when we come back

News Talk 980 CKNW at May 10th 2023 1:20 PM

show online a CK end of we are talking about transit funding. The **mayor's Council** of Metro Vancouver headed to auto on next week to ask the

City News 1130 (CKWX) at May 10th 2023 1:35 PM

The reason behind this is to expand public transit in the area. **Brad West** mayor of port Coquitlam and chair of the TransLink mayors

News Talk 980 CKNW at May 10th 2023 1:47 PM

my discussion with the city of North Vancouver mayor **Linda Buchanan** Metro Vancouver mayors the **mayor's Council** heading to go chat with the

News Talk 980 CKNW at May 10th 2023 2:00 PM

Metro Vancouver are headed to auto on next week, city of North Vancouver mayor **Linda Buchanan** is one of them and says they're calling on the

City News 1130 (CKWX) at May 10th 2023 2:35 PM

called transport 2050 and it's a 10 year 21 billion \$ plan **Brad West** mayor of Port Coquitlam chair of TransLink Mayors' counsel

City News 1130 (CKWX) at May 10th 2023 3:09 PM

is drawing concern towards Metro Vancouver's already overcrowded transit system **Brad West** mayor of port Coquitlam and chair of TransLink

City News 1130 (CKWX) at May 10th 2023 4:08 PM

a ten-year 21 billion-dollar plan. **Brad West's** mayor of Port Coquitlam and Chair of **Translink's mayor's Council** gives insight on how busy the

City News 1130 (CKWX) at May 10th 2023 4:37 PM

is drawing concern towards Metro Vancouver's already overcrowded transit system **Brad West** mayor of port Coquitlam and chair of TransLink

City News 1130 (CKWX) at May 10th 2023 6:10 PM

is drawing concern towards Metro Vancouver's already overcrowded transit system **Brad West** mayor of port Coquitlam and chair of TransLink

City News 1130 (CKWX) at May 10th 2023 6:40 PM

immigration Vancouver's transit system is looking to expand as well **Brad West** mayor of Port Coquitlam and chair of the TransLink

CFOX 99.3 FM at May 11th 2023 7:06 AM

Vancouver are heading to auto on next week, city of northbound mayor **Linda Buchanan** is one of them and she says they are calling on the

CTV Morning Live Vancouver - May 15, 2023

local bus services and build approximately 170 kilometres of rapid transit. **Translink** says in many areas, ridership is above pre-pandemic

CTV Morning Live CTV Two Terrace (CFTK) - May 15, 2023

local bus services and build approximately 170 kilometres of rapid transit. **Translink** says in many areas, ridership is above pre-pandemic

CBC Radio One 690AM/88.1FM (CBU) at May 15th 2023 5:56 PM

money for big transit projects we will connect with port Coquitlam mayor **Brad West** to find out how the meetings are going have a terrific

Global News at 11 - May 15, 2023

by metro vancouver mayors for money to pay for major growth plans. **Translink** plans to double local bus service over the next ten years,

CTV Morning Live - CTV Two Terrace (CFTK) - May 15, 2023

dollars would double local bus services and build approximately 170 kilometres of rapid transit. **Translink** says in many areas, ridership is

CTV Morning Live Vancouver - May 15, 2023

local bus services and build approximately 170 kilometres of rapid transit. **Translink** says in many areas ridership is above pre-pandemic

Global News Morning - May 15, 2023

. Ridership in some of those areas has surpassed pre-pandemic levels. **Translink** also plans to add 170 kilometres of rapid transit line. Ut

Question Period - Cable Public Affairs Channel (CPAC) - May 15, 2023

for communication for **translink** in metro vancouver I've seen the benefits of the municipal planning and the funding that **translink** provided.

Global News at Noon - May 15, 2023

it doesn't kick in until a few years, **translink** shares this 3 billion annual fund, **translink** has a very vicious and ten year plan to spend \$

BC1 News

Global News BC1 - May 15, 2023

. **Translink** has a very ambitious and expensive ten year plan to spend \$20 billion to upgrade public transit on every front, mayor **brad west**

CBC Radio One 690AM/88.1FM (CBU) at May 16th 2023 3:05 PM

are inaudible right now asking for more federal money for big transit projects **Brad West** is the chair of the trends link mayors Council on

CBC Radio One 690AM/88.1FM (CBU) at May 16th 2023 3:10 PM

they've supported the efforts of the **mayor's Council** their active participants in the **mayor's Council** you know, their schedules are such

CBC Radio One 90.5FM (CBCV) at May 17th 2023 4:31 PM

The system is that very critical point trance-like mayors Council sure **Brad West** said that was 3 some half of Metro Vancouver marries travel