



Keeping you informed

President's Update



October 20, 2015

Wrapping Up the 2015 Federal Election Advocacy Campaign: Thank you!

After one of the longest election campaigns in Canadian history, the voters have finally spoken and have elected a Liberal government with Justin Trudeau as our new Prime Minister.

I would like to take this opportunity to **thank all of you** for helping Amplify Our Voice over the last several weeks as SUMA executed our federal election advocacy campaign.

The campaign included a comprehensive six-week campaign on [Facebook](#) and [Twitter](#), and an online hub complete with a Municipal Issues Backgrounder, templates for letters to the editor and candidates, suggested questions for candidates debates, a regularly updated platform grid outlining where the three main federal parties stood on municipal issues, as well as links to pertinent articles. We also issued two news releases over the course of the campaign calling on the parties to commit to a [new infrastructure program](#) and to [reinstate the long-form federal census](#).

As one of the few provincial organizations actively discussing its issues during the campaign, we were fortunate to receive some good attention from both provincial and local media, including articles in the major dailies and weeklies, and an interview on John Gormley Live. All the material we created and the stories we saw generated are available to view on [the hub](#).

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I strongly believe our advocacy campaign not only brought attention to municipal issues at the local level, but also helped bolster the federal campaign executed by the Federation of Canadian Municipalities (FCM). During this election campaign, **municipal issues were front and centre** like never before. We heard the party leaders discuss our issues in detail at the national debate on the economy and through other mediums. Infrastructure plans were prominently featured in some party platforms. And finally, there was plenty of airtime and column inches dedicated to municipal issues as mayors across the country spoke with one voice.

Thank you to those of you who shared and retweeted our social media posts, sent in letters to the editor and your local candidates, and also took time to speak to your local media on how local issues are indeed federal issues. We also appreciated those of you who took the time to send in details about how the issues we were raising had an impact on your community. These stories helped us illustrate complex issues, and bring the issues back to the local level.

Finally, I would like to acknowledge the FCM for running an excellent national campaign during this election and for supporting SUMA's local campaign by sharing our information through Facebook and Twitter. We look forward to working in partnership with the FCM and the federal government in the months and years ahead to ensure municipal issues remain at the forefront.

Thank you again for your ongoing support. Defending and representing your interests is a huge part of SUMA's work, and we couldn't do it without your input. Your stories help us talk about our issues in a way that really makes them hit home.