My Community Matters!
Campaign Launch

Friday, May 8, 2015 – Hay River, NT
Introduction

• Our communities are important!
• Community Governments are responsible for providing essential services like maintaining infrastructure and assets, delivering clean, safe drinking water, and managing waste and garbage disposal
• Recreation programs and activities for youth contribute to our community wellness, and have impacts on health, justice, and education
What’s the Issue?

• Based on the results of the MACA-lead Community Funding Review, the NWTAC is committed to ensuring that communities receive the funding they need in order to provide essential services, maintain infrastructure and facilities in a prudent way, and be resilient and well-positioned against future challenges.

• The $40 million shortfall every year means that communities are struggling to get by; making short-term, imprudent spending decisions, and unable to perform preventative maintenance and adequate upkeep of assets.
In infrastructure alone, the gap is $23.4 million every year
+ Operating costs lack $7.6 million yearly
+ $8.4 million less than what is needed for water and sewer

= Total shortfall of $40 million annually
What Does This Mean For Your Community?

- The gap of 37% forces communities to delay preventative maintenance, make imprudent, short-term spending choices, and take a reactive position to problems that arise.
- Communities need adequate funding in order to be resilient against future challenges.
- Communities have been “limping along” – creatively patching problems temporarily.

The Time to Act is NOW!
Speak Up for Your NWT Community!
The Case for Investing in Communities

• Investing in community governments makes sense!
• Planned, proactive investment in building and maintaining infrastructure is much less expensive in the long run than reacting to breakdowns as they occur.
• With regular upkeep of assets, people are safer and insurance costs are lower.
• Return on community investment is higher than any other level of government:
  For example 10.7 community government jobs are created for every $1 million of output. This compares to 6 Federal and 5.3 Territorial government jobs for the same amount of investment.

Community governments work hard, and they deserve adequate funding to do their jobs!
We need to call on the Government of the Northwest Territories to:

- **Increase** the overall amount of funding provided to community governments, based on demonstrated need;
- **Modernize** community government funding formulas based on the outcome of the 2014 Funding Review;
- Commit to **indexing** community government funding; and
- Continue to **build and support** community government capacity, ensuring our communities are resilient, vibrant, safe, and attractive places to live.
Communities Matter!

- Northerners are Hometown Proud! Strong, resilient communities with well-equipped service provision and adequately-funded recreation programs are attractive places to live.
- This is consistent with the GNWT’s priorities of recruitment and retention of people in the territory.

"I appreciate the hamlet programs because they help me see a side of life I would never see without it, such as meeting new people and seeing what other opportunities there are outside Fort Liard, which inspires me to go further in life.‖ - Ross Duntra, Fort Liard, NT
Community Programs Make a Difference!

Community government programs have a greater reach than we immediately see; a healthy, active, involved community means less health risks, reduced crime rates, and a sense of wellness that makes people happy and productive.

Municipally-administered activities for young people have meant a dramatic reduction in youth crime in the Hamlet of Alkavik. In two years, there have been no youth offenders because of the many options they have to keep busy, and this makes a difference in the community.
The NWTAC is committed to providing community members, Mayors, Chiefs, Councillors, and staff with the tools to be informed, to start the conversation, and to **Speak Up For Your Community!**

This campaign will be ongoing – materials and information will change over time, and **we want to hear from you!** What do you value about your community? How does your local government support you, your family, and your friends?

**NWTAC can:**
- Provide information and materials
- Liaise with media
- Meet with government representatives
- Manage a webpage with resources
- Answer any questions you may have!
Community Leaders’ Role

- **Engage** your community – have conversations and share information
- **Pass a resolution** (see sample on our website!) supporting this campaign
- **Publicize** your support through local media, including local radio
- **Send a letter** to the Premier, Minister of MACA, and your Member of Legislative Assembly (MLA) outlining your Council’s support for the funding review
- **Sign** a postcard and mail it to the Premier
- **Scan** a postcard to E-mail to the Premier (and cc the NWTAC!)
- **Assist community members** in speaking up – hand out postcards and information, and collect and post these pieces of correspondence
- **Attend** events like tournaments and dinners to hand out information/postcards, and have a conversation
- **Discuss** the funding review with your local MLA Candidates – make it an election issue!
Community Leaders’ Role

- Lobby candidates running for election, both Territorial and Federal – ask them questions to see where they stand, and what they’re prepared to do
- Put the “My Community Matters” digital stamp on your letters and other outgoing materials
- Add the “My Community Matters” digital stamp to your E-mail signature
- Link the campaign section of the NWTAC website to your webpage
- Meet with recreation groups and organizations to encourage their participation – talk about what matters in your community!
- Promote the “My Community Matters’ campaign through your Facebook page, Twitter feed, or other social media
- Add the information to your local newsletters
- Put up posters and hand out postcards
- Watch for new materials as the campaign evolves
Community Members’ Role

- **Talk to your Mayor/Chief/Council Members** – have conversations and share information
- **Attend Council meetings** and show your support for this campaign
- **Send a letter** to the Premier, Minister of MACA, and your Member of Legislative Assembly (MLA) outlining your support for the funding review (our website for samples! [www.nwtac.com](http://www.nwtac.com))
- **Sign** a postcard and mail it to the Premier
- **As your friends, neighbours, and family members to join in** – hand out postcards and information, and collect and post these pieces of correspondence
- **Discuss** the funding review with your local MLA Candidates, and candidates in the Federal election – make it an election issue!
- **Lobby candidates running for election** – ask them questions to see where they stand, and what they’re prepared to do
- **Share** links and information on your Facebook page!
- **Send** a digital postcard – available on our website
- **Watch** for new digital campaign materials, and help get them out to more people
- **Share** the “My Community Matters” stamp on your Facebook or Twitter
Before You Leave…

• Tell us your “My Community Matters” stories – think about it, there will be more opportunities to share!
• Wear our “My Community Matters” stickers when meeting with Premiers and Ministers
• Follow up with us – who would you like to see on a poster/postcard?