

# BACKGROUND

## Elections BC Advertising Sponsor Disclosure Report

The Mayors' Council on Regional Transportation has submitted its *Advertising Sponsor Disclosure Report* to Elections BC (see Annex 1) which details the expenses that the Mayors' Council incurred to deliver its "Cure Congestion" campaign during the 2017 Provincial Election.

The Cure Congestion campaign aimed to educate the region's voters about the [10-Year Vision for Metro Vancouver Transit and Transportation](#) and ensure transportation was a key issue in the lead up to the May 9<sup>th</sup> B.C. election. With traffic congestion and overcrowding on transit among the top concerns of residents in Metro Vancouver, the Mayors' Council believed it was important for voters to understand what was at stake in the election and how the major political parties planned to deal with this critical issue.

### Elections advertising sponsors and Elections BC

Advertising sponsors must register with Elections BC and file a disclosure report after an election if they sponsor \$500 or more in election advertising. The Mayors' Council was a registered Provincial Election Advertising Sponsor.

Advertising sponsors (sometimes called "third-party advertisers") are individuals or organizations that conduct election advertising separate from political parties, candidates and constituency associations. Over 200 organizations registered for the 2017 Provincial Election. For more information, see [Elections BC's "Provincial Advertising Sponsors" website](#).

### Cure Congestion campaign report

The Cure Congestion campaign was launched on April 5, 2017 with the release of a [2017 B.C. Election Platform](#) that outlined the actions needed from the next provincial government to fund and deliver the 10-Year Vision, and included a questionnaire that was distributed to the major political parties. The campaign wrapped up on May 4, 2017 with the release of a [Voters' Guide](#) that summarized the commitments and policy positions from the three major parties related to transit and transportation in Metro Vancouver, and included responses from all three parties to the #CureCongestion questionnaire.



The campaign included social media engagement of voters, with the [Symptoms of Congestion](#) video, as well as a number of public events led by the Mayors' Council, including a road hockey game with transit

champions and stakeholders on May 2 on Robson Street. The campaign engaged with voters through over 1 million impressions of the video and graphics across paid and owned channels, including:

- 422,768 video views across YouTube, Facebook and Twitter
- 182,313 engagement actions across YouTube, Facebook and Twitter
- 2.2 million Twitter impressions
- 143 media stories

The *Advertising Sponsor Disclosure Report* to Elections BC outlined expenses of \$149,801, well below the maximum of \$166,445 for the 2017 Provincial Election. This report included \$110,000 for expenses associated with producing the Symptoms of Congestion video, \$29,700 for digital (social media) advertising, and \$1,854 for signage, and \$8,146 for for public engagement events. The campaign was paid for out of the Mayors' Council's existing public outreach and education budget. The Mayors' Council conducted a competitive RFP for communications support associated with the 10-Year Vision, and we selected FleishmanHillard, an established, respected strategic communication provider to help support this campaign.

### **90-Day Action Plan to #CureCongestion**

Following the election, Mayors' Council released a 5-point, [90-Day Action Plan to #CureCongestion](#) that called on all parties to confirm a new provincial government that is ready to make quick decisions over the summer and fall to formally fund the next phase of the 10-Year Vision for Metro Vancouver Transit and Transportation. Fast provincial action is needed to avoid costly project delays, and to avoid B.C. falling behind other cities for federal transit funding. The Mayors' Council looks forward to working with the new government to move quickly on the 90-Day Action Plan and complete the 10-Year Vision to cut congestion and overcrowding on the region's roads and transit system.

### **ABOUT THE 10-YEAR VISION FOR METRO VANCOUVER TRANSIT AND TRANSPORTATION**

Phase One of the 10-Year Vision, a \$2 billion plan, includes more frequent public transit service, road improvements and active transportation infrastructure. Phase One was approved in November 2016 and is being rolled out by TransLink starting this year. Two-thirds, or \$1.3 billion, of the total capital and operating costs of the plan was funded from TransLink's existing funding sources, cost savings and efficiencies, and new regional revenue sources.

Phase Two of the 10-Year Vision includes urgently-needed infrastructure such as the Millennium Line Broadway Extension in Vancouver, a new LRT system in Surrey, and replacement of the aging Pattullo Bridge, as well as additional road improvements and expansion of bus, rail and HandyDART services to meet the needs of our region's growing population.

### **ABOUT THE MAYORS' COUNCIL ON REGIONAL TRANSPORTATION**

The Mayors' Council approves transportation plans prepared by TransLink, which deal with transportation service levels, major capital projects, regional funding and borrowing limits. It appoints the majority of members on the TransLink Board of Directors. It also performs regulatory oversight functions related to short-term fares, customer survey and complaint processes, sale of major facilities and assets, and director and executive compensation levels. For more background information about the Mayors' Council, and to access the schedule of meetings, agendas and reports, please visit the [TransLink website](#).

For more information, contact Mike Buda, Executive Director of the Mayors' Council Secretariat at [mike.buda@mayorscouncil.ca](mailto:mike.buda@mayorscouncil.ca).



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# ADVERTISING SPONSOR DISCLOSURE REPORT

## ELECTION

**F-AS**  
(15/06)

Amendment # \_\_\_\_\_

GENERAL VOTING DAY (YYYY / MM / DD) 2017/05/09		ELECTORAL DISTRICT (FOR BY-ELECTION ONLY)	
SPONSOR'S FULL NAME Mayors' Council on Regional Transportation			
MAILING ADDRESS 400 - 287 Nelson's Court			
CITY / TOWN New Westminster	POSTAL CODE V3L 0E7	PHONE NO. 778-375-7669	FAX NO.
EMAIL mike.buda@mayorscouncil.ca			

  

This disclosure report includes the following forms:

	FORMS CHECKLIST
Value of Advertising by Category – <b>Form Sm-E(b)</b>	<input checked="" type="checkbox"/>
Summary of Contributions by Class – <b>Form Sm-C(b)</b>	<input checked="" type="checkbox"/>
Contributions of Money over \$250 – <b>Form S-A1(b)</b>	<input type="checkbox"/>
Anonymous Contributions – <b>Form S-A2(b)</b>	<input type="checkbox"/>

**OR**

Advertising sponsored during the campaign period did not have a total value of \$500 or more; no additional forms required.

  

I declare that to the best of my knowledge, information and belief, all the information contained in this report and any attachments is complete and accurate.

SIGNATURE OF SPONSOR / PRINCIPAL OFFICER / PRINCIPAL MEMBER 	DATE (YYYY / MM / DD) 2017/07/21
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PRINTED NAME OF PERSON SIGNING DECLARATION Michael Buda
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**WARNING:** Signing a false statement is a serious offence and is subject to significant penalties.



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**VALUE OF ADVERTISING  
BY CATEGORY**

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**ELECTION ADVERTISING SPONSOR**

**Sm-E(b)**  
(15/09)

NAME OF FILING ENTITY Mayors' Council on Regional Transportation
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**Value of sponsored advertising by category:**

	Sponsored During the Campaign Period
Brochures (pamphlets, flyers, etc.)	0
Newspaper (magazines, journals, etc.)	0
Radio	0
Signs (lawn signs, billboards, etc.)	\$1854
Television	0
Internet	\$139,801
Other (describe) Public engagement event	\$8146

<b>Total value of advertising sponsored during the campaign period</b>	\$149,801	<b>A</b>
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## SUMMARY OF CONTRIBUTIONS BY CLASS

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### ELECTION ADVERTISING SPONSOR

**Sm-C(b)**  
(15/09)

NAME OF FILING ENTITY  
Mayors' Council on Regional Transportation

**Amount of sponsor's assets, other than contributions reported below, that were used to pay for election advertising:**

149,801 **A**

**Total value of contributions, excluding sponsor's own assets, from each of the following classes of contributor:**

	Contributions greater than \$250		Contributions of \$250 or less	
Individuals	0	<b>1b</b>	0	<b>1c</b>
Corporations	0	<b>2b</b>	0	<b>2c</b>
Unincorporated Business/Commercial Organizations	0	<b>3b</b>	0	<b>3c</b>
Trade Unions	0	<b>4b</b>	0	<b>4c</b>
Non-profit Organizations	0	<b>5b</b>	0	<b>5c</b>
Other Identifiable Contributions	0	<b>6b</b>	0	<b>6c</b>
Classified subtotals (1b to 6b & 1c to 6c) (box <b>B</b> = box <b>A</b> , <b>S-A1(b)</b> )	0	<b>B</b>	0	<b>C</b>
Classified totals (B + C)	0	<b>D</b>		
Total anonymous contributions (from box <b>A</b> , <b>S-A2(b)</b> )	0	<b>E</b>		
Total value of all contributions from all sources (D + E)	0	<b>F</b>		

**This form is available for public inspection.**  
PLEASE KEEP A COPY FOR YOUR RECORDS.

This information is collected under the authority of the *Election Act* and the *Freedom of Information and Protection of Privacy Act*.  
The information will be used to administer provisions under the *Election Act*. Questions can be directed to: **Privacy Officer,**  
**Elections BC** 1-800-661-8683 [privacy@elections.bc.ca](mailto:privacy@elections.bc.ca), or PO Box 9275 Stn Prov Govt, Victoria BC V8W 9J6