

## Media Backgrounder

### CURE CONGESTION VOTER ENGAGEMENT TOOL

May 23, 2019

On May 23, 2019, the Mayors' Council introduced a voter engagement platform at [CureCongestion.ca](https://CureCongestion.ca) to provide digital tools to help constituents in Metro Vancouver to join the campaign by contacting their MPs and local election candidates.

The campaign will drive voters to take action through video and digital advertisements on social media. The [video](#) depicts a transit-themed Rube Goldberg machine and imagines a scenario where we all need to help 'push' for better transit.

The email tool at [www.curecongestion.ca/take-action](https://www.curecongestion.ca/take-action) enables those who use it to send an email to their local federal candidates and MPs as well as the four major party leaders (Liberal, Conservative, NDP, Green). Users enter their postal code and can select the relevant local candidates/MPs and party leaders to whom they want to write.

An example email is pre-populated in the tool, but voters also have the option to customize the content:

*As a constituent of [RIDING], I'm writing to express my concerns about overcrowded transit and growing traffic congestion in Metro Vancouver. I support the Mayors' Council on Regional Transportation proposal to establish a permanent, national Congestion Relief Fund. Reliable, predictable funding would go a long way to improve public transit, roads, cycling, and pedestrian infrastructure.*

*I favour transit investments because they contribute to a greener economy, better air quality, and more options for people who may not drive or 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 in a region experiencing North America-leading ridership growth, and will also reduce road congestion.*

*Provincial and local governments are doing their part, but the federal government needs to stay on board. Federal transit investments from current and previous federal governments are starting to make a difference, but the next phase of transportation projects will take years of planning. That's why I support the Mayors' Council in their call for a Congestion Relief Fund that would deliver \$375 million in annual, reliable, dedicated transit funding for Metro Vancouver starting in 2028.*

*Transit and congestion is a key election issue for me. I'm asking that you and your party take action on this important issue. Together, we can cure congestion in Metro Vancouver.*

*Sincerely,*

The email tool being used by the campaign is a third-party tool based in Canada, and all data is stored on Canadian servers. The tool is compliant with all security and privacy laws, and with TransLink's Privacy Policy.

Federal parties are still in the process of nominating candidates in various ridings. The campaign database is being continually updated so that email addresses for newly nominated candidates are added. In ridings where candidates have not been selected yet, users still have the option to email party leaders.