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WELCOME

- Topics covered:
  - The Canada Community-Building Fund (CCBF) in Ontario
  - Communications requirements
  - AMO's role in meeting communications requirements
  - Municipal role in meeting communications requirements
  - Taking great photos
  - Project signs
  - AMO's CCBF Awards
  - Key takeaways and where to get more information



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THE CANADA COMMUNITY-BUILDING FUND

- Formerly the federal Gas Tax Fund. Name changed in 2021 to better reflect the Fund's purpose:
  - Grow the economy,
  - Promote a cleaner environment, and
  - Build stronger communities all by investing in local infrastructure.
- Permanent transfer of \$2.3 billion per year across Canada.
- One-time funding top-up in 2021 increased Ontario's allocation to \$1.6 billion.
- AMO administers the Fund to municipalities in Ontario, except for Toronto.



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WHERE DOES THE FUNDING GO?

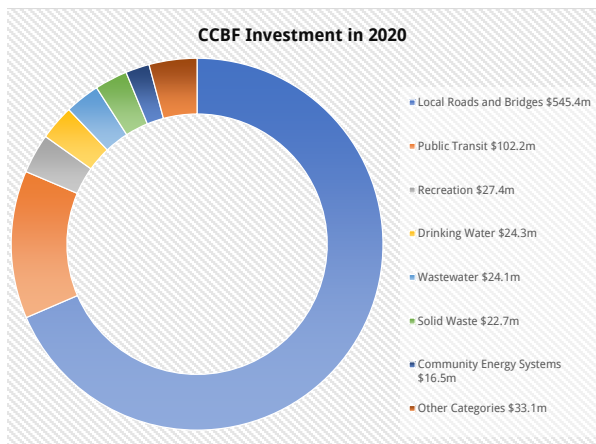
- CCBF provides direct, permanent, stable funding to help each municipality in Ontario address local infrastructure priorities.
- In 2020, Ontario's municipal governments, excluding Toronto, invested almost \$796 million from the CCBF to support 1,545 local infrastructure and capacity building projects worth a combined \$7 billion.



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Productivity and Economic Growth	Clean Environment	Strong Cities and Communities
Broadband Connectivity	Brownfield Redevelopment	Capacity Building
Local & Regional Airports	Community Energy Systems	Culture
Local Roads & Bridges	Drinking Water	Disaster Mitigation
Public Transit	Solid Waste	Recreation
Short-Line Rail	Wastewater	Sport
Short-Sea Shipping		Tourism
		Fire Stations

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### COMMUNICATIONS REQUIREMENTS

- In general, AMO and municipal government recipients of the Canada Community-Building Fund need to:
  - Share project information with the federal government, as soon as possible, including the intended use of funds.
  - Complete **regular announcements** (and ensure that Canada has an opportunity to participate).
  - Install project signs (more on this later).
- More detail available in the Administrative Agreement on the federal Gas Tax Fund and in the Municipal Funding Agreement. See **Schedule E, Communications Protocol**.
- <https://www.buildingcommunities.ca/about-the-fund/agreements>



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### SHARING PROJECT INFORMATION

#### Municipal Funding Agreement Schedule E, Communications Protocol

**Section 2**  
**Information Sharing.** The Recipient agrees to provide AMO with upfront information on planned Eligible Projects and Eligible Projects in progress on an annual basis, in an electronic format deemed acceptable by AMO, by March 31.



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### SHARING PROJECT INFORMATION

- Municipalities report CCBF investments to AMO:
  - Project information (as soon as possible)
  - Project results (when complete): **output** (e.g., length of new watermains installed), and **outcome indicators** (e.g., number of annual watermain breaks).
- AMO shares this information with Infrastructure Canada regularly and publishes an Annual Report.
- Timely, accurate project information is needed to that we can **inform Canadians** about the Fund's impact and benefits and to monitor compliance.



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### REGULAR ANNOUNCEMENTS

#### Municipal Funding Agreement Schedule E, Communications Protocol

**Section 4**  
**Media Events and Announcements for Eligible Projects.** The Recipient agrees to have **regular announcements** of Eligible Projects that are benefitting from the Funds that may be provided by Canada. Key milestones may be marked by public events, news releases and/or other mechanisms.

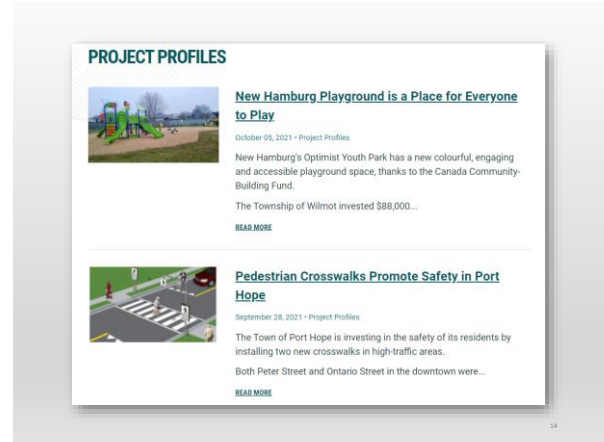


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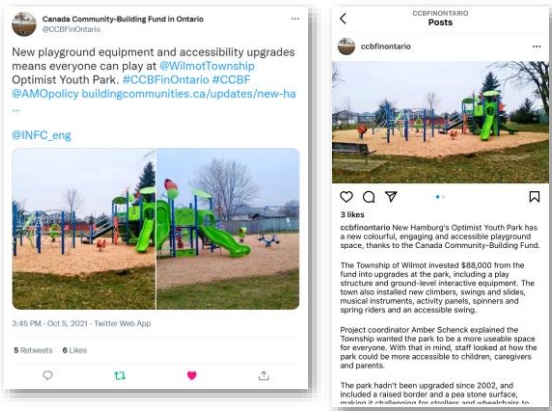
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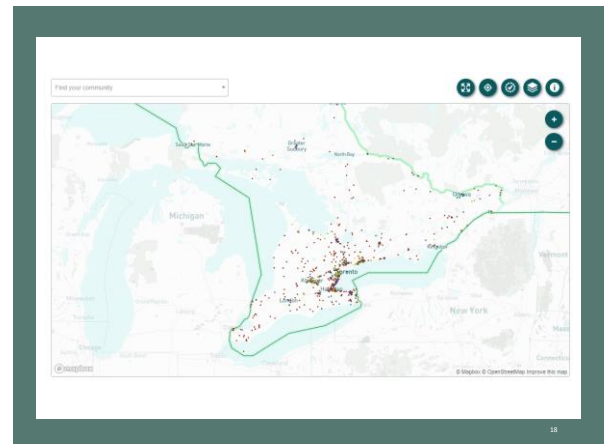
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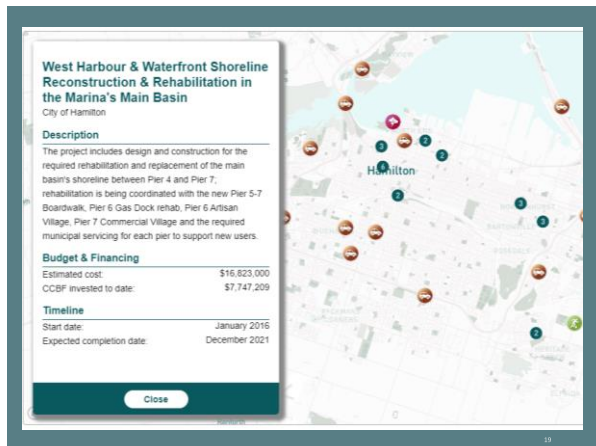
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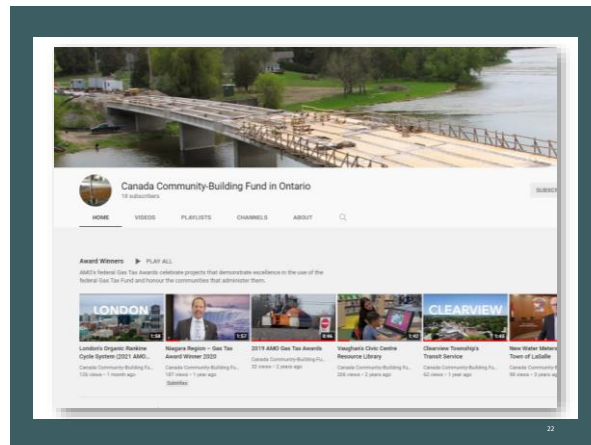
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**COMMUNICATIONS REQUIREMENTS**

- In general, AMO and municipal government recipients of the Canada Community-Building Fund need to:
  1. Share project information with the federal government, including the intended use of funds.
  2. Complete **regular announcements** (and ensure that Canada has an opportunity to participate).



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### SHARING PROJECT INFORMATION

- Municipalities should report project information to AMO, as soon as possible.
- Good-quality, detailed descriptions help AMO create project profiles, social posts, videos and our Annual Report.
- You know your municipality best. Tell us **how this project benefits your community**.
- **Include a photo.**



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Reconstruction of Local Road in MyTown. Work included rebuilding the road base, adding 6” of gravel, grading and shaping and applying double surface treatment.

Roadside ditching, tree removal and brushing are also part of the project.

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MyTown is completely rebuilding Main St., including adding 6” of gravel, grading and shaping, and applying double surface treatment.

This road was in dire need of repair – it’s the only route in and out of the area. The road bed had sunk and was heavily wheel tracked (between 6-8”), creating a hazard for drivers, pedestrians and cyclists.

We repaired 2km of the 6km road in 2020. Once work is complete, Main St. will be a safe, smooth travel option to get around MyTown.

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### REGULAR ANNOUNCEMENTS

- News release and/or media event:
  - Engage with AMO as soon as possible.
  - Typically reserved for projects with newsworthy local angle, grand openings, project completion events, etc.
- Project profile:
  - Provide detailed project description, including what you’re doing, why you’re doing it and what you hope to achieve.
  - Posted on buildingcommunities.ca, could be posted on municipal website as well.
  - Include a great photo.
- Social post:
  - All project profiles are shared via Twitter/Instagram. Could create standalone social posts as well.
  - Include photos or video.
  - **Engage with us on posts about your municipality. It really does help!**



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One announcement per year.



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### Your Best Tools



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### WHEN TO INSTALL A SIGN

- Install a sign for all projects valued over \$100,000 or for any project with a duration longer than 7 days.
- Each project needs its own sign with project-specific info.
- Install a sign 30 days before construction begins and leave it up for 30 days after construction is completed.
- Damaged signs should be replaced if the majority of work on the project is not yet complete.
- Capacity building projects generally do not require a physical sign but digital signs could be used in some cases.
- Digital signage may be used when appropriate (e.g., transit projects)
- Signs for projects at locations that are not accessible to the public are optional.
- Visit Infrastructure Canada's website for [templates](#).



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Once you have installed a sign, **report to AMO** through the Gas Tax online reporting module.

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### AMO'S CCBF AWARDS

- Annual competition.
- Excellent way to highlight CCBF projects in your community.
- High-quality video for finalists.
- Delivered at AMO Conference (normally on stage with federal representative).
- News release often generates positive local coverage.
- Application typically released each spring.



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## TAKEAWAYS

- To meet communications requirements: **Report project information** to AMO, AND **hold regular announcements**.
- Project reporting should include details about what was done, why it was done and what you hope to achieve.
- Announcement = project profile, social post, or new release/media event.
- AMO asks each municipality to complete **one announcement each year**.
- Take **photos and video** of your projects.
- **Signs** are required for projects valued at over \$100,000 or lasting longer than 7 days.
- Contact AMO if you have questions, we're here to help!



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## NEED MORE INFORMATION?

- Get in touch today! We have staff on hand to help.

Email: [ccbf@amo.on.ca](mailto:ccbf@amo.on.ca)



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