



Creating the Sustainable Service Survival Kit: *#OurAssetsMatter*



Building Awareness with our Elected Officials

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UBCM Grant Program & Asset Management

Roadshow Webinar

March 31, 2020



#OurAssetsMatter

2018 UBCM Resolutions

- Therefore be it resolved that UBCM support sound asset management practices as the means to achieve local sustainable service delivery;
- And be it further resolved that BC municipalities and regional districts, their respective CAOs and staffs would benefit from guidance to a **common communications approach** to enhance asset management practices;
- And be it further resolved that the **Asset Management BC partnership develop a common communications approach** to enhance asset management practices.



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2018 UBCM Resolutions

AMBC has identified the need for a common communication strategy for the AMBC Partners (MMAH, UBCM, LGMA, GFOABC, PIBC, PWABC, ClvicInfo, MIABC, & BCWWA).



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UBCM





AMBC Conference

What we heard at UBCM & AMBC

Common
Key
Messages

Keynote
Speakers

Coaching
for
Electeds &
Staff

Info-graphics,
pictures

Facts &
Stats

Comms &
Consultation
Training

New AMBC Communications Page



ASSET MANAGEMENT BC

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RESOURCES TO HELP YOU COMMUNICATE ASSET MANAGEMENT

Follow us on



www.assetmanagement.bc

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Social Media Shareables

The replacement value
of BC's local government
assets is estimated at

\$200 BILLION



...excluding land, and growing at about 3% a year



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The MAMP Project

#OurAssetsMatter Awareness Project

- Build curriculum, resources and workshops for Councils and Boards
- 25-30 Councils/Boards
- Workshops or webinars
- Share and support the learnings



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WHAT



WHY: Top 6 Reasons Why AM Matters

- Sustainable service delivery
- Evidenced-based decision-making
- Cost-effective
- Engaged Councils/Boards & communities
- Statutory duty
- Get grants (:



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WHAT

- **Share examples:**

- **How Councils/Boards are communicating AM**
- **Ways to proactively influence decisions**
- **Ideas to create a positive culture**
- **Showcase results**



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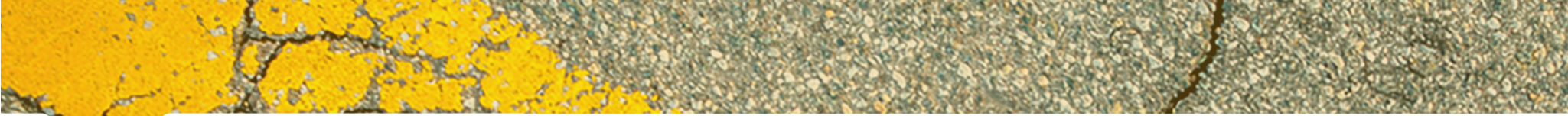


Creating the Sustainable Service Survival Kit:

POLL QUESTIONS



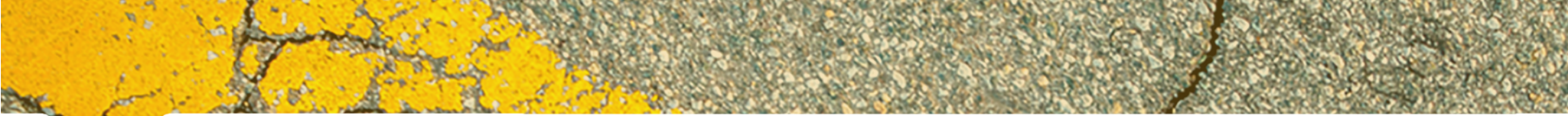
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Q & A



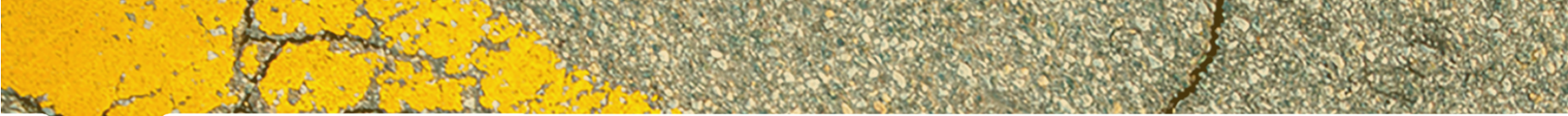
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