



Advocacy Update

Rob Nolan, CEO

Alexis Foster, Director of Advocacy &
Communications

MNL approach to advocacy

- Determine how issues align within strategic advocacy pillars
- Research and data to inform advocacy and resolutions requests
- Ministerial meetings
- Conversations with departmental staff
- Clear requests – budget or otherwise informed by research
- Public awareness campaigns
- Media releases and media appearances where and when necessary

STRATEGIC ADVOCACY

CURRENT PRIORITIES

SUSTAINABLE MUNICIPAL INFRASTRUCTURE

Advance approach to water and wastewater infrastructure based on right-sized innovative solutions + promote asset management.

A REGIONAL APPROACH

Ensure regional government implementation moves forward consistent with MNL approach + promote regional approach to challenges/solutions.

MUNICIPAL FISCAL STABILITY

Reignite municipal-provincial fiscal framework advocacy + support research on alternate sources of revenue.

1

6

EQUITY, DIVERSITY AND INCLUSION

Lead municipal reconciliation and anti-racism efforts + promote, encourage, and support greater equity, diversity and inclusion across the sector.

COMMUNITY HEALTH AND SAFETY

Support members to address health and safety challenges in their communities through research and advocacy + lead sector-wide housing and public transportation conversations.

CLIMATE RESILIENCE

Revitalize climate change and climate resilience conversations as per historical MNL work in this area + use and update the 7-steps toolkit as foundation.

2

SEAT
AT THE
TABLE

5

3

4

Advocacy updates

- With support from both orders of government, and partners, we've made significant progress to support members on:
- **Municipal fiscal stability** (MOG increases; municipal financial support program; increased funding from municipal training)
- **Sustainable municipal infrastructure** (WSER legislative change and partnerships with government to support municipalities in compliance)
- **Climate resilience** (awarded funding from FCM in partnership with government; and partnering with government on funded projects to address climate issues)
- **Community Health and Safety** (Funding to support fire departments; advancement on fire and emergency services work in partnership with government; funding to support housing capacity building officers, which has meant increased support to municipalities to access funding)
- **Equity, Diversity and inclusion** (advancement on reconciliation, anti-racism and funding to support equity activities)

Resolutions update

Name _____

Signature _____

Date _____

1-2024 Wastewater Monitoring in Small Communities

Town of Mary's Harbour

Updates

- Commitment from ECCC to support alternative wastewater monitoring training resources
- Ongoing support from ECCC to assist municipalities with their transitional authorization applications (10 approved; 9 in process; 10 in discussion phase)
- Commitment from ECC (GovNL) to add wastewater monitoring training to its water operators training curricula
- Provincial budget announced \$100,000 annually to support municipalities to monitor in house.

2-2024 Review of Assessment Act 2006

Town of St. Anthony

Updates

- Awaiting a meeting with Minister Haggie to discuss.



3-2024 Resolution for the Reform of Job Creation Partnership and Community Enhancement Employment Program

Town of Cow Head

Updates

- JCP has rolling intake and, if project is time sensitive, the Department should award grant early enough to meet timelines.
- IPGS reviewing JCP beginning late summer/early fall. MNL invited to make a submission on behalf of members.
- Discussions regarding CEEP will be discussed during MNL's meeting with Minister Haggie.

4-2024 Resolution for Increased Funding Volunteer Firefighter Training

Town of Cow Head

Updates

- MNL produced preliminary results from firefighter survey research conducted in fall 2024 in partnership with NLAFS and PMA.
- Results were used to make the case to Minister Bernard Davis and Minister Siobhan Coady that firefighters need more training; they require financial support to do so.
- Provincial budget request for an annual \$225,000 volunteer firefighter training fund was approved!



5-2024 Equitable Distribution of Recreational Infrastructure Investment across Newfoundland and Labrador Town of Gander

Updates

- We held a meeting with Transportation and Infrastructure Minister Fred Hutton to discuss this resolution and the need for municipally-led decision-making on recreation/cultural infrastructure.

6-2024 Cell Phone Coverage

Town of Holyrood

Updates

- Provincial and Federal Governments are aware of the issue.
- MNL convened small committee of representatives (Holyrood, Colinet, Deer Lake, Small Point-Adams Cove, Southern Shore Joint Council, NE Avalon Joint Council) to discuss issues.
- Meetings with Minister Gudie Hutchings and Minister Andrew Parsons.
- Both ministers indicated that federal and provincial governments committed to working towards solutions.
- Federal election MNL advocacy included requests regarding cell phone coverage (review of regulatory regime for CRTC and increased funding to address cell phone infrastructure gaps)



7-2024 Reversal of Decision on Northern Cod Stock Quotas

Town of New-Wes-Valley

Updates

- MNL sending a letter to the new Minister of Fisheries and Oceans.

Provincial Budget requests

01



Creation of the
municipal wastewater
monitoring assistance
subsidy fund
(\$100,000 annually)

02



Creation of the
volunteer firefighter
training fund
(\$225,000 annually)

03



Funding to support
the Make Your Mark
campaign (\$250,000
one- time)

04

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Creation of the
childcare and
eldercare support
fund for municipal
councillors (\$75,000
annually)

Federal Election Results

Congratulations to all elected MPs!

Avalon

Paul Connors

(Liberal)

Labrador

Philip Earle

(Liberal)

Terra Nova–The Peninsulas

Anthony Germain

(Liberal)

Cape Spear

Tom Osborne

(Liberal)

Long Range Mountains

Carol Anstey

(Conservative)

Central Newfoundland

Clifford Small

(Conservative)

St. John's East

Joanne Thompson

(Liberal)

Federal advocacy

- ✓ Need for new municipal revenue sharing tools.
- ✓ Funding for water and wastewater funding directly available to municipalities, especially funding for wastewater system treatment solutions in NL.
- ✓ Continuing support for climate adaptation and mitigation, including natural infrastructure solutions.
- ✓ Continuing support for the housing crisis through programs such as the Housing Accelerator Fund.
- ✓ Increasing, rather than decreasing, RCMP community policing.
- ✓ Reviewing regulatory regime for the CRTC and funding for cell phone infrastructure.
- ✓ Support for regional economic development that is driven by local entrepreneurs.
- ✓ Changing the Federal Income Tax Act to make volunteer councillor remuneration tax exempt.



M A K E
YOUR
M A R K

- Funding secured from Provincial Government for a more robust campaign (\$250,000)
- RFP sent out for ad agency support.
- Oversight committee for campaign established (MAPA; Equal Voice NL and MNL).
- Campaign soft-launching at this Symposium.
- Make Your Mark Program Coordinator contracted.
- NOTE: MNL will be advocating to and supporting members to enact vote by mail option for their municipal elections.



Thank you

Symposium
May 1-3, 2025
Gander, NL

Rob Nolan, CEO
Alexis Foster, Director of Advocacy and Communications

1-2024

Wastewater Monitoring in Small Communities

Active



THEREFORE BE IT RESOLVED THAT Municipalities Newfoundland and Labrador lobby the Government of Canada and the Government of Newfoundland and Labrador to provide the necessary training to the local employees to read, report, and complete maintenance/repairs to the flow meters.

[infrastructure](#) [wastewater](#)

Number	1-2024
Year	2024
Category	A
Town/Sponsor	Town of Mary's Harbour
Status	Active

MNL's wastewater story

- MNL's advocacy, with members and partners, led to national legislative amendments (WSER):
 - Transitional authorization (TA) application window reopened (and will not close)
 - Reduced administrative burden (and therefore cost burden) when TA is approved.
- To comply with regulations and avail of reduced administrative burden, municipalities need to apply for and receive a TA; and they need data to do so.

Wastewater systems in NL

System Status	Number of systems
Systems eligible for a TA	159
Potentially eligible but stopped reporting or did not fully report (2022-2023)	22
Systems without good quality data for assessment	1
Systems that never reported under ERRIS	5

Source: ERRIS, 2024; ECCC

Number of municipalities still requiring a TA

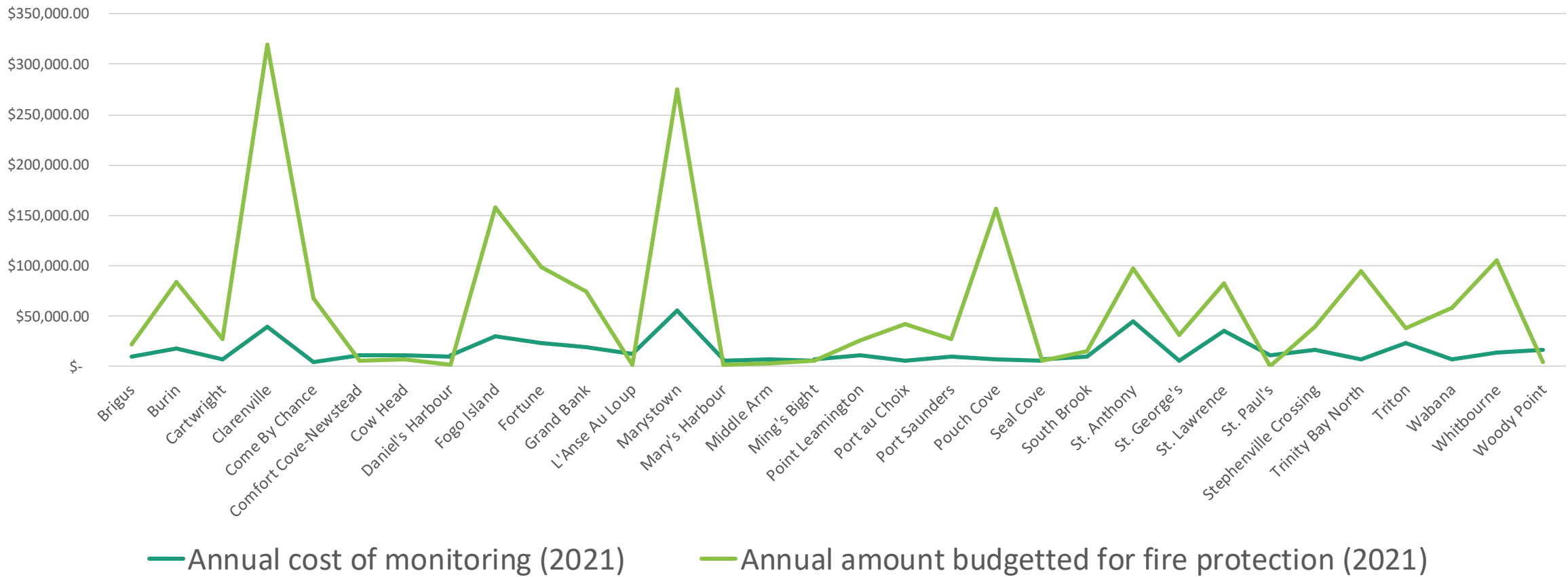
TA Eligibility deadline	Number of systems	Number of municipalities
2020	7	6
2030	17	14
2040	135	82
Total	159	102

Source: ERRIS, 2024; ECCC

The cost of monitoring

- Based on a selection of 32 municipalities (see Appendix A), the cost of wastewater monitoring averaged \$9388 per municipality.
- Monitoring costs as a percentage of total annual operating budget ranged from a high of nearly 6 percent (St. Paul's) to 0.3 percent (Wabana).
- For many smaller communities, monitoring costs took up nearly 3 percent of their operating budgets, which are lean.
- In 2021, some municipalities were spending more on wastewater monitoring than they had budgeted for fire protection (Figure 1; Appendix B).

Figure 1: Wastewater monitoring and fire protection (2021)



4-2024	Resolution for Increased Funding for Volunteer Firefighter Training	Active	>
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THEREFORE BE IT RESOLVED THAT that Municipalities Newfoundland and Labrador call upon the provincial and federal governments to increase and earmark funding specifically for volunteer firefighting training, and ensure that municipalities are adequately supported in developing the skills and readiness of their fire departments. This would ensure that, in times of large-scale emergencies, such as forest fires, the province has a larger pool of well-trained resources to draw upon.

Fire Services training

Number	4-2024
Year	2024
Category	A
Town/Sponsor	Town of Cow Head
Status	Active

Training expenses and funding

- There are no course registration fees to attend this training school. However, meals, travel, course textbooks and accommodations are the responsibility of the candidate. Firefighters attending must bring Personal Protective Equipment (bunker gear and appropriate ensemble) for themselves and a self-contained breathing apparatus (SCBA), where applicable, if they have a spare SCBA available (March 11, 2024 Memo from FES).
- Requests for financial assistance for operating grants or training for fire departments will not be considered under this program (Firefighting equipment program, FES).
- Funding for training is the responsibility of the fire department, and therefore, the municipality.

Fire departments in NL

- In 2022, FES estimated that there were 450 career firefighters in NL, and 5900 volunteer firefighters.
- According to the 2015 report on the Operational Readiness of Municipal Fire Departments in the Province, there are 2 career fire departments (Corner Brook and St. John's); 6 combination (Conception Bay South, Grand Falls-Windsor, Gander, Happy Valley-Goose Bay, Labrador City, and Stephenville) and 266 volunteer fire departments.

Estimated annual cost of training

- At an estimated cost of \$1500 per firefighter for training, that means:

Type of firefighter	Estimated number of fire fighters	Total Cost (@1500 per firefighter)
Career	450	\$675,000
Volunteer	5900	\$8,850,000
Total	6350	\$9,525,000

- Municipalities with volunteer fire departments are therefore theoretically responsible, on average, to ensure that \$35,808 is available annually for firefighter training. NOTE: Appendix B outlines budgeted amounts for fire protection among a select group of municipalities.
- The total package of funding available to support municipalities for all their training needs is now at approximately \$800,000.

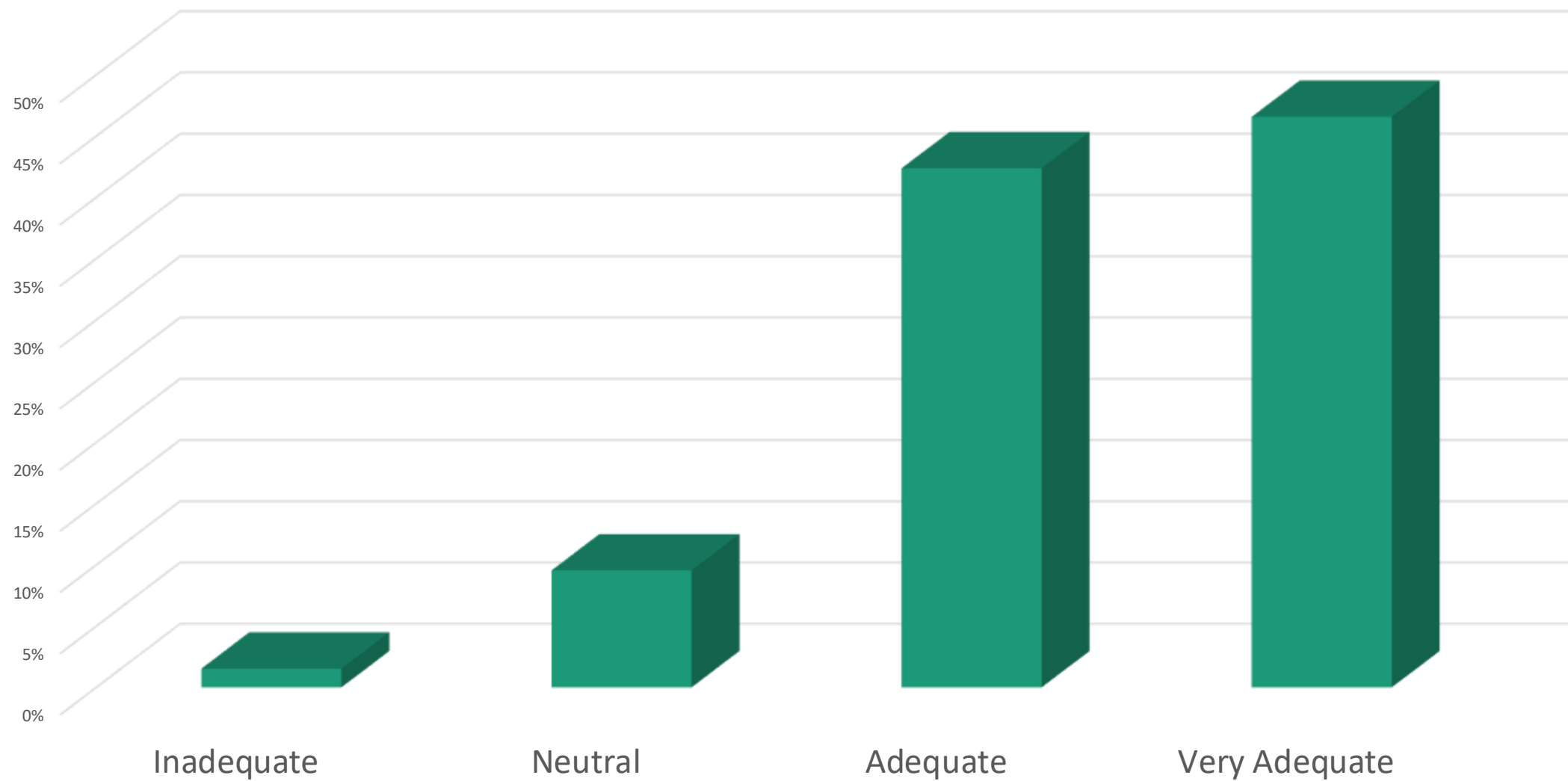
Firefighter outreach work

- Supported by the Department of Justice and Public Safety (and the 2024 Budget)
- Partnership of MNL, NLAFS, PMA
- Data collection at regional meetings
- Firefighters survey, October 2024 (n= 263)

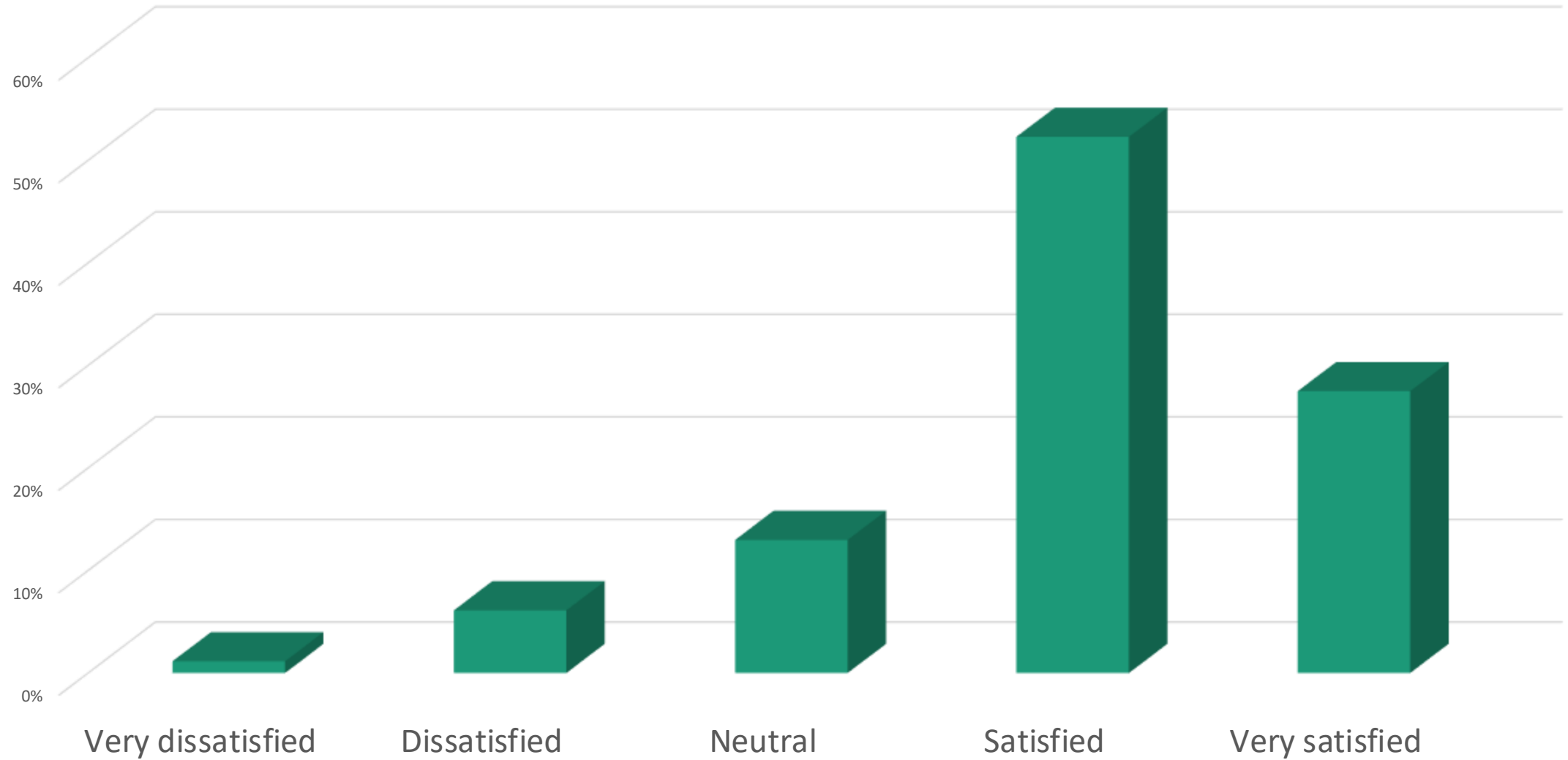
Profile of firefighters as per survey work

- Predominantly volunteers who also work full time
- Seasoned firefighters with decades of experience
- Leaders

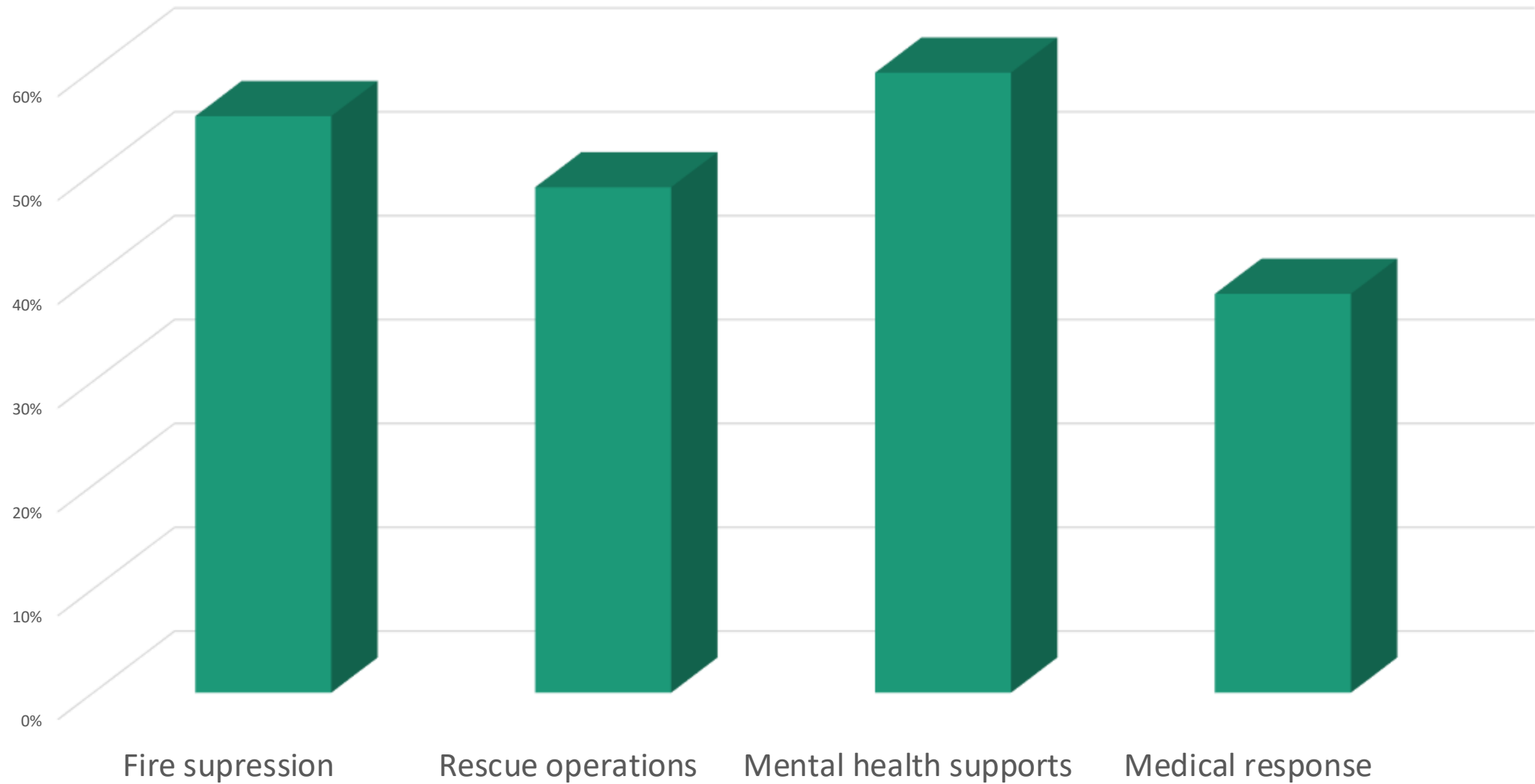
Adequacy of training (n=262)



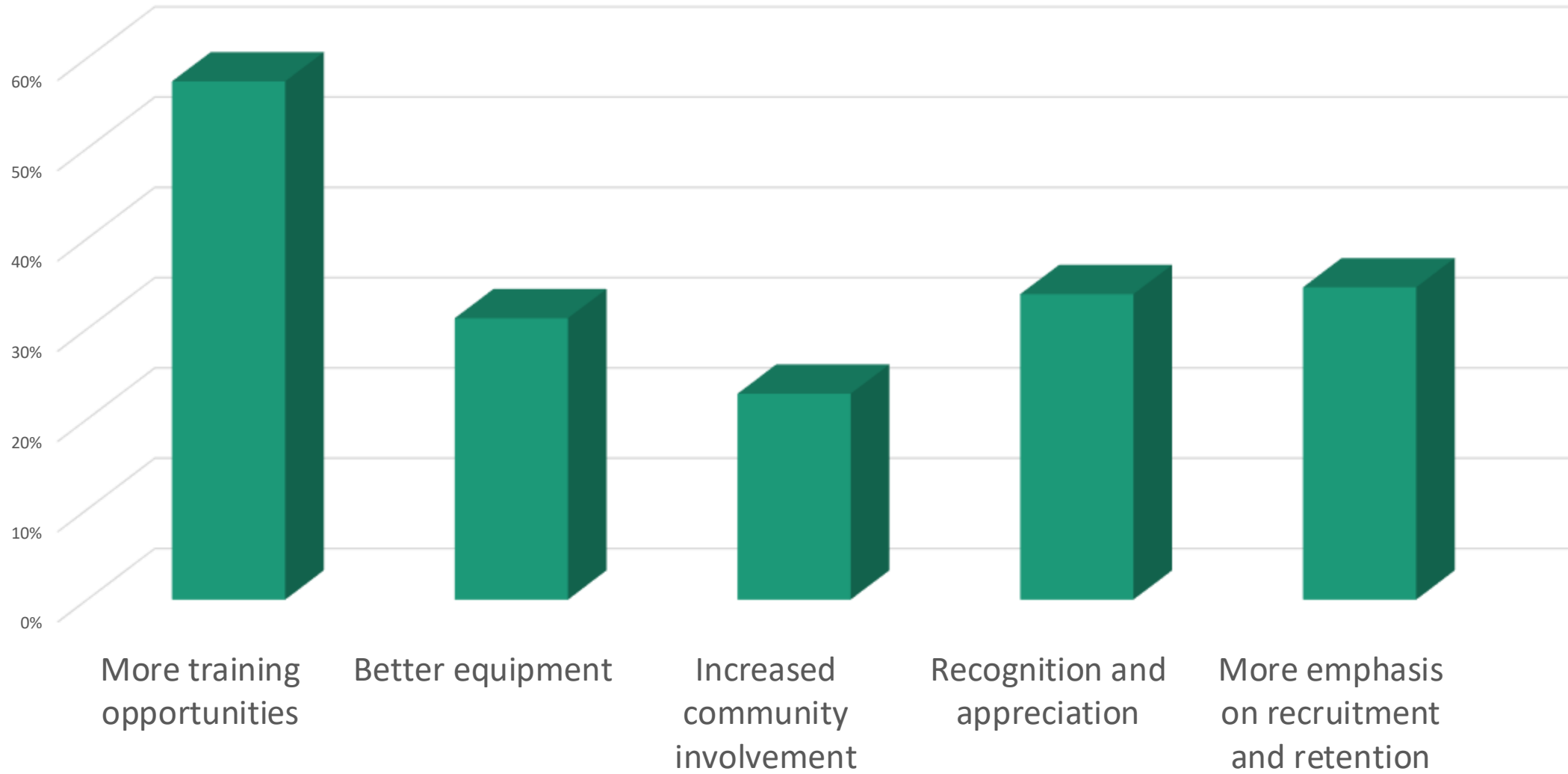
Satisfaction with firefighting equipment (n=262)



Training areas requiring more emphasis (n=263)



Factors that would improve retention(n=263)



Firefighters in Atlantic Canada: Balancing professional obligations and familiarity in rural communities

Rachel Richmond, Rosemary Ricciardelli, Bridget Barry & Heidi Cramm

To cite this article: Rachel Richmond, Rosemary Ricciardelli, Bridget Barry & Heidi Cramm (27 Aug 2024): Firefighters in Atlantic Canada: Balancing professional obligations and familiarity in rural communities, Journal of Workplace Behavioral Health, DOI: [10.1080/15555240.2024.2394683](https://doi.org/10.1080/15555240.2024.2394683)

For a firefighter who had been a volunteer and was now part of a full-time career crew, the helplessness associated with being the first—and only—firefighter on a scene was striking. Echoing the expression of anticipation of support and being alone on the scene, PX said:

Right, so that changes things too. Like when you respond as a unit you know you're going to something that's probably not pretty you're prepared for it but when you're one-on-one and it's just chaos and you got no one there to help you control the scenes or the people or anything that's going on, it's just chaos. And that's a really bad situation. Time is like it's standing still. We can talk about our response times, but you get waiting for the rest of the guys to show up it's like an eternity (Witless Bay Fire Department).

Funding to support the Make Your Mark Campaign

- Ensuring that we encourage candidates to come forward in the 2025 municipal elections is the most important work that we can do this year.
- Municipal politics is becoming increasingly challenging.
- We are worried that councils may not be able to even reach quorum.
- We need to make every effort to encourage people to run, create awareness of the opportunity to participate in municipal politics, and the importance of this work.



MAKE **YOUR** MARK

Supporting the MYM campaign

- With support from Municipal and Provincial Affairs, the MYM campaign has always been an essential MNL delivery during municipal election years.
- In 2021, we rebranded MYM with a focus on increasing the number of candidates running, including women and diverse candidates (see Appendix C for 2021 metrics)
- This year, we need to increase the reach and the robustness of the campaign.
- We are requesting \$300,000 as a one-time ask to support this work.

Item	Cost
Advertising agency contract and media buys	\$200,000
Make Your Mark Project Coordinator	\$75,000
Focus group for content feedback (honoraria)	\$1000
Project coordinator travel	\$5000
Office supplies	\$1000
MYM Website updating and support	\$7500
Public polling for interest in municipal politics	\$10,000
Total	\$300,000

4-2021

Childcare supports for Councillors



Therefore Be It Resolved that Municipalities Newfoundland and Labrador work with the provincial government to find sector-wide solutions for childcare for elected officials while they engage in official council business.

childcare equality family support

Number

4-2021

Year

2021

Category

A

Town/Sponsor

MNL Board of Directors

Childcare and eldercare support fund for municipal councillors

- \$75,000 fund (to be reviewed after first year of implementation)
- Reimbursement-based
- Municipalities can qualify for support to reimburse up to 3750 hours of care time at \$20/hr.
- If all 275 municipalities were to access this fund for councillors, they would be eligible to get reimbursement for 14 hours of care coverage for councillors annually.
- If 50 municipalities were to access this fund, they would be eligible to get reimbursement for 75 hours of care coverage for councillors annually.

Other requests

- Continued attention to lost municipal revenue because of outdated Taxation of Utilities and Cable Television Companies Act
- Supporting larger municipalities (7 without access to MOGS) to access increased funding under the Multi-year Capital Works program.
- Attention to infrastructure funding opportunities and processes for municipalities
- Continued discussions on potential revenue sharing.



Thank you