

**Phase 1  
Accomplishments**



Created a groundswell of public support



Educated our 1,000's of cottage members and dozens of cottage associations in the coalition



Engaged our municipal leaders



Engaged our MP's



Engaged FOCA



Earned credibility to move forward with more aggressive and politically focused activities



Float Homes not  
Vessels Coalition





# Float Homes not Vessels Coalition

Aggressively build our mayor coalition so that the volume and number of municipalities engaged is unescapable to the Minister of Transport

Engagement and political pressure directed to and within the ministries of Environment (federal and provincial); Parks Canada; Ministry of Municipal Affairs (Ontario); Oceans and Fisheries (federal); Minister of Resources (federal); Ministry of Natural Resources and Forestry (provincial).

Continued updating of our coalition of cottage associations to have their members speak, communicate, demand their respective MPs at home and cottage pay serious attention to this issue.



## Phase 2 Strategy

Continued and accelerated use of media resources including messaging through the FOCA platform; more frequent interviews of mayors and politically recognized resources in the press (CBC, Global, Toronto Star).

Sourcing and implementing lobby resources on a pro bono (volunteer basis) to increase our effectiveness and penetration of key targets.

Continual use of videos and pictures to target agencies to promote the message that these things are not going away.

Based on the complexity of federal control over the TSW and Rideau Canal, a focused solicitation to all municipalities that border one of these federally controlled waterways