

**Transcript:** FCM Municipal Asset Management Program

*(Opening scene is a fullscreen graphic of “Federation of Canadian Municipalities’ Municipal Asset Management Program”)*

**Title:** *Federation of Canadian Municipalities’ Municipal Asset Management Program*

*(CUT TO medium shot of a woman in a hardhat smiling at the camera. She stands in front of a wind farm. Text appears on screen: Are you ready to apply for asset management funding?)*

**Narration /text:** *Are you ready to apply for asset management funding?*

*(CUT TO drone shot of a rural road as a cars drives down it.)*

**Narration:** *Roads.*

*(CUT TO closeup of a glass being filled at a kitchen sink.)*

**Narration:** *Drinking water.*

*(CUT TO wide shot of a wastewater facility.)*

**Narration:** *Wastewater systems.*

*(CUT TO wide shot of a father watching children playing hockey in a local arena.)*

**Narration:** *Arenas.*

*(CUT TO drone shot of a railroad bridge in the country.)*

**Narration:** *Bridges.*

*(CUT TO medium shot of three city workers in hardhats looking over a blueprint in their office.)*

**Narration:** *Every municipality manages their assets differently.*

*(CUT TO fullscreen graphics with animated text.)*

**Text/ Narration:** *Could your municipality benefit from support on asset management?*

*(CUT TO fullscreen graphic of the FCM logo animating in.)*

**Narration:** *If so, the Federation of Canadian Municipalities wants to help.*

*(CUT TO medium shot of two engineers training in a control room.)*

**Narration:** *FCM’s Municipal Asset Management Program offers Canadian municipalities...*

*(CUT TO wide shot of a rural bridge being maintained by a group of city workers. Animated text appears.)*

**Narration/Text:** *...grants of up to \$50,000...*

*(CUT TO medium shot of two engineers in hardhats walking down a path towards a windfarm. Animated text appears.)*

**Narration/Text:** *...to improve asset management practices*

*(CUT TO closeup shot of a smiling woman. Text appears on screen beside her.)*

**Narration/Text:** *Here are four questions to help you determine if you are ready to apply for funding.*

*(CUT TO wide shot of a city hall. Text appears beside it.)*

**Narration/Text:** *1. Is your municipality eligible for funding?*

*(CUT TO wide shot of a municipal government building. Text stating "MUNICIPAL GOVERNMENT" appears in front of it.)*

**Narration:** *To be eligible, you have to be a Canadian municipal government...*

*(CUT TO closeup shot of two municipal partners in an office as they work. Text stating "MUNICIPAL PARTNERS" appears above them.)*

**Narration:** *...or a municipal partner applying with one.*

*(CUT TO closeup shot of a smiling engineer in a hardhat and reflective vest. Text appears beside him.)*

**Narration/Text:** *2. Do you know where you are starting from?*

*(CUT TO over the shoulder shot of a worker in an office on his laptop. On the screen is the Asset Management Readiness Scale.)*

*(CUT TO closeup shot of the laptop's screen.)*

**Narration:** *Before applying, you will need to assess your municipality's current asset management practices.*

*(CUT TO fullscreen graphics of the Asset Management Readiness Scale's cover page.)*

**Narration:** *To do this, use our Asset Management Readiness Scale.*

*(CUT TO fullscreen graphics of the assessment page as we scan through it. We see checkboxes being check-in through animation)*

**Narration:** *Be as accurate as possible in your self-assessment. Our funding can help your municipality no matter where you are starting from.*

*(CUT TO wide shot of a team of three discussing a project in an office setting. Text appears beside them.)*

**Narration/Text:** *3. Do you have an idea for a project?*

*(CUT TO medium shot of a team of three in a boardroom with plans being drawn up. Text appears onscreen.)*

**Text:** *Asset management assessments.*

**Narration:** *There are many things you can do to improve your asset management practices.*

*(CUT TO wide shot of a manager strategizing with three of her employees in a boardroom. Text appears onscreen.)*

**Text:** *Asset management plans, policies and strategies.*

**Narration:** *We offer funding for a range of initiatives*

*(CUT TO medium shot of two engineers in hardhats and reflective vest in a windfarm. They're collecting data on a tablet. Text appears onscreen.)*

**Text:** *Data collection and reporting.*

**Narration:** *So we can support the project that is most relevant to you.*

*(CUT TO closeup shot of a diverse group of workers in an office setting. One of them trains another on a computer. Text appears onscreen.)*

**Text:** *Training and organizational development.*

*(CUT TO medium shot of a woman giving a presentation to a group of people at a conference. Text appears onscreen.)*

**Text:** *Knowledge transfer.*

*(CUT TO fullscreen graphics of the Application Guide cover page appear.)*

**Narration:** *Check out the Application Guide...*

*(CUT TO fullscreen graphics of the activities page in the Application Guide. We scan down to see a list of examples.)*

**Narration:** *...for more examples of the types of activities we will fund.*

*(CUT TO closeup shot of a businessman smiling. Text appears beside him.)*

**Narration/Text:** 4. Are you ready to get started?

*(CUT TO wide shot of three engineers onsite at a construction site. Text appears onscreen.)*

**Text:** 11 months to complete the project. You'll need council support.

**Narration:** You will need to complete your project in 11 months and you'll need council support.

*(CUT TO wide shot of an engineer inspecting a solar panel at a solar energy farm.)*

**Narration:** So, before you apply make sure you're ready...

*(CUT TO closeup shot of an older male engineer in a hardhat and reflective vest smiling.)*

**Narration:** ...with the right people...

*(CUT TO closeup shot of a female engineer in a labcoat smiling.)*

**Narration:** ...and resources...

*(CUT TO closeup shot of an engineer in the field smiling.)*

**Narration:** ...to make your project a reality.

*(CUT TO fullscreen graphics with the following text listed in checklist form with corresponding icons. As the narrator speaks, each list item gets an animated checkmark beside it.)*

**Text:** Is your organization eligible for funding? Do you know where you are starting from? Do you have an idea for a project? Are you ready to get started?

**Narration:** If you can check each of these boxes, you are ready to apply for an asset management grant.

*(CUT TO fullscreen graphics of the FCM logo animating in. Below text for the website appears.)*

**Text:** Visit [fcm.ca/assetmanagementfunding](http://fcm.ca/assetmanagementfunding)

**Narration:** Visit [fcm.ca/assetmanagementfunding](http://fcm.ca/assetmanagementfunding) to learn more about our funding, read the application guide and apply. You will also find our contact information in case you're interested in learning more about asset management and aren't sure how to get started.

*(CUT TO fullscreen graphics of the FCM logo as well as the Canada wordmark and the following text.)*

**Text:** The Municipal Asset Management Program is delivered by the Federation of Canadian Municipalities and funded by the Government of Canada.