

## About the RMA

*Alberta's rural municipalities are diverse and forward-thinking. The RMA is proud to provide advocacy and business services that support Alberta's rural municipalities. The RMA represents all of Alberta's rural municipalities, and strives to serve as a resourceful, responsive and resilient advocate for rural perspectives and priorities on key policy issues at the provincial and federal level. Rural Alberta is an economic driver comprised of strong and vibrant communities that deserve a unified voice. The RMA is proud to serve in that role.*

## What is unique about rural Alberta?

- ◆ Rural municipalities are characterized by low populations and large geographic areas. Alberta is the only province where the entire land mass (with the exception of national and provincial parks) is municipally managed. RMA members are responsible for municipal service provision to 86.5% of Alberta's total land mass, with the remainder comprised of urban municipalities and national/provincial parks.
- ◆ Rural Alberta is vital to the province's and nation's economy. Rural Alberta contributes over one-quarter of the province's total GDP.
- ◆ Rural municipalities are home to 18% of the approximately four million people that live in Alberta. However, rural municipalities manage the majority of province's transportation infrastructure. Overall, Alberta is home to 23% of Canada's roads, and rural municipalities are responsible for approximately 75% of Alberta's roads and 60% of Alberta's bridges.
- ◆ Alberta's rural municipalities collaborate with their urban neighbours on regionally-beneficial infrastructure and services.
- ◆ Alberta is the only province in which municipalities have jurisdiction over lands that extend to all four borders of the province.

## What is the RMA?

- ◆ Founded in 1909, the RMA represents Alberta's sixty-three municipal districts and counties, five specialized municipalities, and the Special Areas Board. We provide our members with advocacy and business services, and our work is in pursuit of the continuation of strong and vibrant rural communities.
- ◆ The RMA strives to work with members by sharing ideas and ensuring that rural municipalities have representation on issues that impact them. The RMA has a proven track record of advocating on behalf of its members.
- ◆ The RMA is proud of its role as a resourceful, and credible organization, championing and advocating for its members on both municipal and rural issues.
- ◆ The RMA acts as an advocate for rural municipalities, rural residents, and the rural landscape.
- ◆ The RMA prioritizes cultivating strategic and collaborative partnerships to demonstrate the purpose and value of the organization and our members.

## What does the RMA think about the importance of rural Alberta?

- ◆ Rural sustainability is critical to a healthy and vibrant province and country.
- ◆ Rural Alberta is diverse but has certain common priorities that require a unified province-wide voice.
- ◆ Rural Alberta is the economic engine that supports the needs of Alberta's large centres.

## How does the RMA represent its members?

- ◆ The RMA's mission is to strengthen rural Alberta through effective representation and valued services.
- ◆ The RMA has a strong relationship with the Government of Alberta and continues to positively influence policy decisions through the submission of reports, participation on committees, and other means.
- ◆ The RMA regularly shares information with its members and the broader public through the Contact newsletter, the RMA website, social media, and other means.
- ◆ The RMA ensures that its advocacy efforts reflect rural municipal interests by basing priorities on member-driven resolutions.
- ◆ The RMA advocates for members at the federal level, both directly and through involvement with the Federation of Canadian Municipalities.
- ◆ The RMA collaborates with the ABmunis to strengthen the municipal voice on issues that impact both rural and urban municipalities.
- ◆ The RMA collaborates with a wide variety of organizations in Alberta and across Canada. The RMA believes that advocacy is most effective with a unified voice.

## What does the RMA do for members?

- ◆ The RMA provides **networking** opportunities for members through conventions, district meetings, and other events.
- ◆ The RMA provides **educational** opportunities for members to improve their skills as elected officials and municipal leaders and gain a greater understanding of key rural issues.
- ◆ The RMA goes beyond advocacy – it delivers responsive **business services, procurement expertise**, and a progressive **insurance** company that provides member value through cost savings via group purchasing initiatives.