



AGENDA

GOVERNANCE AND PRIORITIES COMMITTEE MEETING

Monday, February 24, 2020, 1:00 P.M. - 4:00 P.M.

Board Room, Service and Resource Centre,
411 Dunsmuir Street, Nanaimo, BC

Pages

1. CALL TO ORDER:

2. INTRODUCTION OF LATE ITEMS:

3. APPROVAL OF THE AGENDA:

4. ADOPTION OF THE MINUTES:

a. Minutes

3 - 9

Minutes of the Governance and Priorities Committee meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC, on Monday, 2020-FEB-10, at 1:00 p.m.

5. REPORTS:

a. GOVERNANCE AND MANAGEMENT EXCELLENCE:

1. Municipal Government Advocacy

10 - 26

To be introduced by Sheila Gurrie, Director, Legislative Services.

Purpose: To provide the Governance and Priorities Committee (GPC) with options for "Effective Advocacy Strategies."

Recommendation: That the Governance and Priorities Committee recommend that Council:

1. Endorse "Attachment A" (Effective Municipal Government Advocacy Efforts) of the report titled "Municipal Government Advocacy" dated 2020-FEB-24;
2. Direct Staff to proceed with drafting a robust social disorder advocacy strategy as outlined in "Attachment A: Effective Municipal Government Advocacy Efforts" of the report titled "Municipal Government Advocacy" dated 2020-FEB-24;

and,

3. Schedule a Governance and Priorities Committee meeting to review specific topics Council wishes to advocate for and why.

b. ENVIRONMENTAL RESPONSIBILITY:

c. ECONOMIC HEALTH:

d. COMMUNITY WELLNESS/LIVABILITY:

1. Coordinated Strategic Policy Review 2020-2021 Status Update 27 - 30

To be introduced by Dale Lindsay, General Manager, Development Services.

e. AGENDA PLANNING:

1. Governance and Priorities Committee Agenda Planning 31 - 34

6. QUESTION PERIOD:

7. PROCEDURAL MOTION:

8. ADJOURNMENT:

MINUTES
GOVERNANCE AND PRIORITIES COMMITTEE MEETING
BOARDROOM, SERVICE AND RESOURCE CENTRE,
411 DUNSMUIR STREET, NANAIMO, BC
MONDAY, 2020-FEB-10, AT 1:00 P.M.

Present: Councillor D. Bonner, Chair
Mayor L. Krog
Councillor T. Brown
Councillor B. Geselbracht (arrived 1:52 p.m.)
Councillor E. Hemmens
Councillor Z. Maartman
Councillor I. W. Thorpe
Councillor J. Turley

Absent: Councillor S. D. Armstrong

Staff: J. Rudolph, Chief Administrative Officer
R. Harding, General Manager, Parks, Recreation and Culture (arrived 1:08 p.m.)
D. Lindsay, General Manager, Development Services
S. Legin, General Manager, Corporate Services
J. Van Horne, Director of Human Resources (arrived 2:25 p.m.)
Supt. C. Miller, OIC, Nanaimo Detachment RCMP
B. Corsan, Director, Community Development (vacated 1:58 p.m.)
L. Bhopalsingh, Manager, Community Planning (vacated 2:10 p.m.)
F. Farrokhi, Manager, Communications
C. Sholberg, Community Heritage Planner (vacated 2:10 p.m.)
D. Blackwood, Client Support Specialist (vacated 1:10 p.m.)
S. Gurrie, Director, Legislative Services
N. Hall, Steno, Legislative Services
J. Vanderhoef, Recording Secretary

1. CALL THE GOVERNANCE AND PRIORITIES COMMITTEE MEETING TO ORDER:

The Governance and Priorities Committee Meeting was called to order at 1:01 p.m.

2. APPROVAL OF THE AGENDA:

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

3. ADOPTION OF THE MINUTES:

It was moved and seconded that the following minutes be adopted as circulated:

- Minutes of the Special Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC, on Monday, 2020-JAN-20, at 12:30 p.m.

- Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC, on Monday, 2020-JAN-27, at 9:00 a.m.

The motion carried unanimously.

4. REPORTS:

a. COMMUNITY WELLNESS/LIVABILITY:

(a) Neighbourhood Association Status and Engagement

Dale Lindsay, General Manager, Development Services, spoke regarding Neighbourhood Associations – Part 2 being scheduled for a future Governance and Priorities Committee (GPC) meeting.

Presentation:

1. Chris Sholberg, Community Heritage Planner, provided a presentation regarding the following:
 - Provided background information regarding the City's Neighbourhood Policy

R. Harding entered the Boardroom at 1:08 p.m.

- Overview of the different types of neighbourhood associations and their structure:
 - 21 active neighbourhood associations
 - Spread throughout the community with self-defined boundaries
 - Organization capacities vary from unregistered societies to non-profit organizations
 - Generally collaborative relationships

D. Blackwood vacated the Boardroom at 1:10 p.m.

Committee discussion took place regarding the following:

- Levels of communication between the City and various neighbourhood associations
- Differences between the types of organizations

Chris Sholberg, Community Heritage Planner, continued his presentation as follows:

- Methods used to engage with neighbourhood associations:
 - Groups expected to self-regulate to resolve disputes

- Development referral/information
 - Previous Community Engagement Task Force (2018)
 - Involving neighbourhood groups during 2020 Official Community Plan (OCP) Engagement
- Nanaimo Neighbourhood Network (NNN):
 - Formed in 2003 as an independent organization for neighbourhood associations
 - Mandate is to facilitate development of effective neighbourhood associations through shared information, consultation and decision making between associations, the City and other organizations
 - Meets three times a year in the Services and Resource Centre, Boardroom
 - NNN is not a committee of Council and operates independently, but a Community Planning staff member attends meetings
- Methods other communities use to support and engage neighbourhood associations

Committee discussion took place regarding the following:

- Funding opportunities previously provided by the Social Planning Advisory Committee
- If the City of Nanaimo has any regulations, policies or bylaws in place with respect to neighbourhood associations

Chris Sholberg, Community Heritage Planner, continued his presentation and spoke regarding comparable municipalities and how they engage with neighbourhood associations.

Committee discussion took place regarding the following:

- How neighbourhood association become recognized
- Potentially creating a formal process
- Current landscape with neighbourhood associations and their involvement in local planning and developments
- Lack of consistency in what constitutes a neighbourhood association and how to ensure accurate representation of all members
- If other municipalities set boundaries for neighbourhood associations
- Developing a method to determine actual member involvement when a neighbourhood association speaks on their behalf
- Grants provided by other municipalities for neighbourhood associations

Dale Lindsay, General Manager, Development Services, spoke regarding next steps. He suggested scheduling Neighbourhood Association – Part 2 for a GPC meeting in April, 2020, to provide time for the community groups to prepare their thoughts and feedback.

Councillor Geselbracht entered the Boardroom at 1:52 p.m.

Committee discussion took place regarding:

- NNN being involved in the upcoming GPC meeting
- Methods of engaging and reviewing feedback submitted by neighbourhood associations
- Sending a questionnaire to the neighbourhood associations
- Ensuring the neighbourhood associations have a reasonable amount of time to provide feedback in advance of the next meeting (Part 2)
- Previous round table discussion regarding neighbourhood associations – what were the key items being requested by neighbourhood associations

B. Corsan vacated the Boardroom at 1:58 p.m.

- Strengthening the neighbourhood association network and its governance structure
- Ensuring the questionnaire/survey is distributed to people who might not be members of neighbourhood associations
- Potentially using Bang the Table software during the future GPC meeting with neighbourhood associations

L. Bhopalsingh, D. Lindsay and C. Sholberg vacated the Boardroom at 2:10 p.m.

(b) 2019 - 2022 Strategic Plan Amendments

Jake Rudolph, Chief Administrative Officer, provided a summary of the discussion during the 2020-JAN-27 GPC meeting.

It was moved and seconded that the Governance and Priorities Committee recommend that Council revise the 2019-2022 Strategic Plan with the following amendments:

1. Reword Key Focus Area 2 to read: “Ensure our community and transportation planning are multi-modal designed to encourage active and public transportation”
2. Reword the action item regarding public transit to read: “Work with the Regional District of Nanaimo to increase the efficiency and effectiveness of public transit services in the City”
3. Add “innovative” and remove “within our risk framework” under Key Focus Area 3
4. Add “as well as the health and safety of those in our community” under Key Focus Area 4
5. Add the following bullet as an action item: “Undertake a review of civic facilities to prioritize and plan for necessary upgrades, expansion and/or replacement”
6. Add “safe” under Council Priority

7. Reword Key Focus Area 6 to read: “Proactively address social disorder issues and advocate for support to ensure our community is a safe place for all people to live, work, play, create and learn”
8. Add “connected” under Key Focus Area 7
9. Add the following bullet as an action item: “Work with the RCMP, Bylaw Services, community and neighbourhood block watch programs to reduce social disorder issues”
10. Add the following bullet as an action item: “Support the work and implement the recommendations of the Health and Housing Task Force to address the health and housing crisis in our community”
11. Add the following bullet as an action item: “Implement improvements in the downtown core to increase pride of place, stimulate the economy and address public safety concerns”

Committee discussion took place regarding the following:

- Discussion during GPC meeting held 2020-JAN-27
- Dealing with issues as they arise
- Wording regarding Key Focus Area 4
- Duplicating wording about public safety

It was moved and seconded that the motion be amended to remove the following:

4. Add “as well as the health and safety of those in our community” under Key Focus Area 4

The motion was defeated.

Opposed: Mayor Krog, Councillors Brown, Maartman, Thorpe and Turley

Committee discussion took place regarding the Strategic Plan being a communication tool between Council and the public.

Jake Rudolph, Chief Administrative Officer, noted that Staff will review the wording under Key Focus Area 4 for grammatical issues.

Committee discussion took place regarding the following:

- The word multi-modal being included

D. Lindsay returned to the Boardroom at 2:22 p.m.

- Framework and actions of the Environment Committee being listed under the Actions section of Environmental Responsibility

J. Van Horne entered the Boardroom at 2:25 p.m.

- Listing environmental actions potentially creating restrictions
- Environment Committee has not provided a clear focus on topics/actions yet

The vote was taken on the main motion as follows:

It was moved and seconded that the Governance and Priorities Committee recommend that Council revise the 2019-2022 Strategic Plan with the following amendments:

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2. Reword the action item regarding public transit to read: “Work with the Regional District of Nanaimo to increase the efficiency and effectiveness of public transit services in the City”
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10. Add the following bullet as an action item: “Support the work and implement the recommendations of the Health and Housing Task Force to address the health and housing crisis in our community”
11. Add the following bullet as an action item: “Implement improvements in the downtown core to increase pride of place, stimulate the economy and address public safety concerns”

The motion carried unanimously.

Committee discussion took place regarding potentially developing a policy to outline how the Strategic Plan would be reviewed annually.

(c) AGENDA PLANNING:

1. Governance and Priorities Committee Agenda Planning

Committee discussion took place regarding the following:

- Arts and Culture scheduled for March 23rd being pushed to a future date in April
- Neighbourhood Associations – Part 2 being rescheduled to March 23rd
- Women's Participation on City of Nanaimo Committees and Task Force topic and Childminding Reimbursement topic being reviewed by the Council Remuneration Task Force
- Effective Advocacy Strategies scheduled for February 24th
- Launch of OCP Plus at the February 24th GPC meeting
- Farnaz Farrokhi, Manager, Communications, to provide advice regarding Effective Advocacy Strategies topic on February 24th
- Transit and Crosswalk safety topics being combined and inviting the Regional District of Nanaimo transit staff to participate

5. QUESTION PERIOD:

There were no members of the public in attendance who wished to ask questions.

6. ADJOURNMENT:

It was moved and seconded at 2:58 p.m. that the meeting terminate. The motion carried unanimously.

CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER

DATE OF MEETING | FEBRUARY 24, 2020 |

AUTHORED BY | FARNAZ FARROKHI, MANAGER, COMMUNICATIONS

SUBJECT | MUNICIPAL GOVERNMENT ADVOCACY

OVERVIEW

Purpose of Report

To provide the Governance and Priorities Committee (GPC) with options for “Effective Advocacy Strategies.”

Recommendation: That the Governance and Priorities Committee recommend that Council:

1. Endorse “Attachment A” (Effective Municipal Government Advocacy Efforts) of the report titled “Municipal Government Advocacy” dated 2020-FEB-24;
2. Direct Staff to proceed with drafting a robust social disorder advocacy strategy as outlined in “Attachment A: Effective Municipal Government Advocacy Efforts” of the report titled “Municipal Government Advocacy” dated 2020-FEB-24; and,
3. Schedule a Governance and Priorities Committee meeting to review specific topics Council wishes to advocate for and why.

BACKGROUND

During the January 27, 2020, Governance and Priorities Committee (GPC) meeting, Council held a check-in workshop on the progress the City is making on their Strategic Priorities. Towards the end of the session, Council noted they wished to add “Effective Advocacy Strategies” as a future GPC topic. The desired outcome of this session would be to develop an advocacy strategy for implementation.

Effective advocacy approaches for elected officials and municipal staff differ from the tactics that may be used by grassroots advocacy groups and organizations. This report provides Council with an overview of what government advocacy and public advocacy look like. The attached report (Attachment A) addresses issues such as: questions to consider as Council discusses what to advocate for (and why); potential constraints to work through; and, how to leverage stakeholder support and other opportunities to benefit Council’s advocacy efforts.

OPTIONS

1. That the Governance and Priorities Committee recommend that Council:
 1. Endorse “Attachment A” (Effective Municipal Government Advocacy Efforts) of the report titled “Municipal Government Advocacy” dated 2020-FEB-24;
 2. Direct Staff to proceed with drafting a robust social disorder advocacy strategy as outlined in “Attachment A: Effective Municipal Government Advocacy Efforts” of the report titled “Municipal Government Advocacy” dated 2020-FEB-24; and,
 3. Schedule a Governance and Priorities Committee meeting to review specific topics Council wishes to advocate for and why.
 - The advantage of this option: Provides Council and Staff with a blueprint to work off of as it relates to advocacy matters that were identified in the report. Council has been briefed by Staff and consultants working on the social disorder file of the research being conducted that will identify social service gaps and opportunities to address them. The findings can help Council determine what they can advocate for to various levels of government, which will help Staff focus on creating a targeted advocacy strategy.
 - The disadvantages of this option: Specific advocacy matters not identified by Council for Staff could result in missed advocacy opportunities.
 - Financial Implications: Staff will inform Council of potential financial implications related to advocacy efforts as opportunities arise.
2. That the Governance and Priorities Committee provide alternate direction to Staff.

SUMMARY POINTS

- During the January 27, 2020, GPC meeting, Council discussed “Effective Advocacy Strategies,” as a topic they wanted to discuss at an upcoming GPC meeting.
- Staff have created a report for Council’s review and consideration entitled: “Municipal Government Advocacy” report.

ATTACHMENTS:

Attachment A: Effective Municipal Government Advocacy Efforts

Submitted by:

Farnaz Farrokhi
Manager, Communications |

Concurrence by:

Sheila Gurrie
Director, Legislative Services

Concurrence by:

Jake Rudolph
Chief Administrative Officer |

Effective Municipal Government Advocacy Efforts

City of Nanaimo

February, 24, 2020
Governance & Priorities Committee
Presented by: Farnaz Farrokhi, Manager, Communications

What is Advocacy?

There are many definitions of what advocacy is and the types of approaches individuals and organizations can use for their causes and issues.

Effective advocacy approaches for elected officials and municipal staff differ than the tactics that may be used by grassroots advocacy groups and organizations.

This means that while garnering support from the public is an important factor, elected officials and government administrators must be mindful of the political landscape they will/are working and negotiating in, which includes understanding the governments' agendas and ministerial mandates.

For the above mentioned reasons, building relationships with key politicians and their political staff, along with public servants, and other actors such as at the Federation of Canadian Municipalities (FCM) and the Union of British Columbia Municipalities (UBCM) is a very important step in the government relations process.

To advocate is to plead or argue in favour or against something such as a cause, policy, or initiative with a specific outcome – changes in policies and initiatives, and receiving grants.

Government Advocacy

Meetings and discussions with senior levels of governments

Presenting at Federal and/or Provincial Standing Committees on issues of interest or concern

Leveraging relationships with FCM and UBCM, includes being on the Executive

Public Advocacy

Letter/email writing campaigns

Rallies

Online Petitions

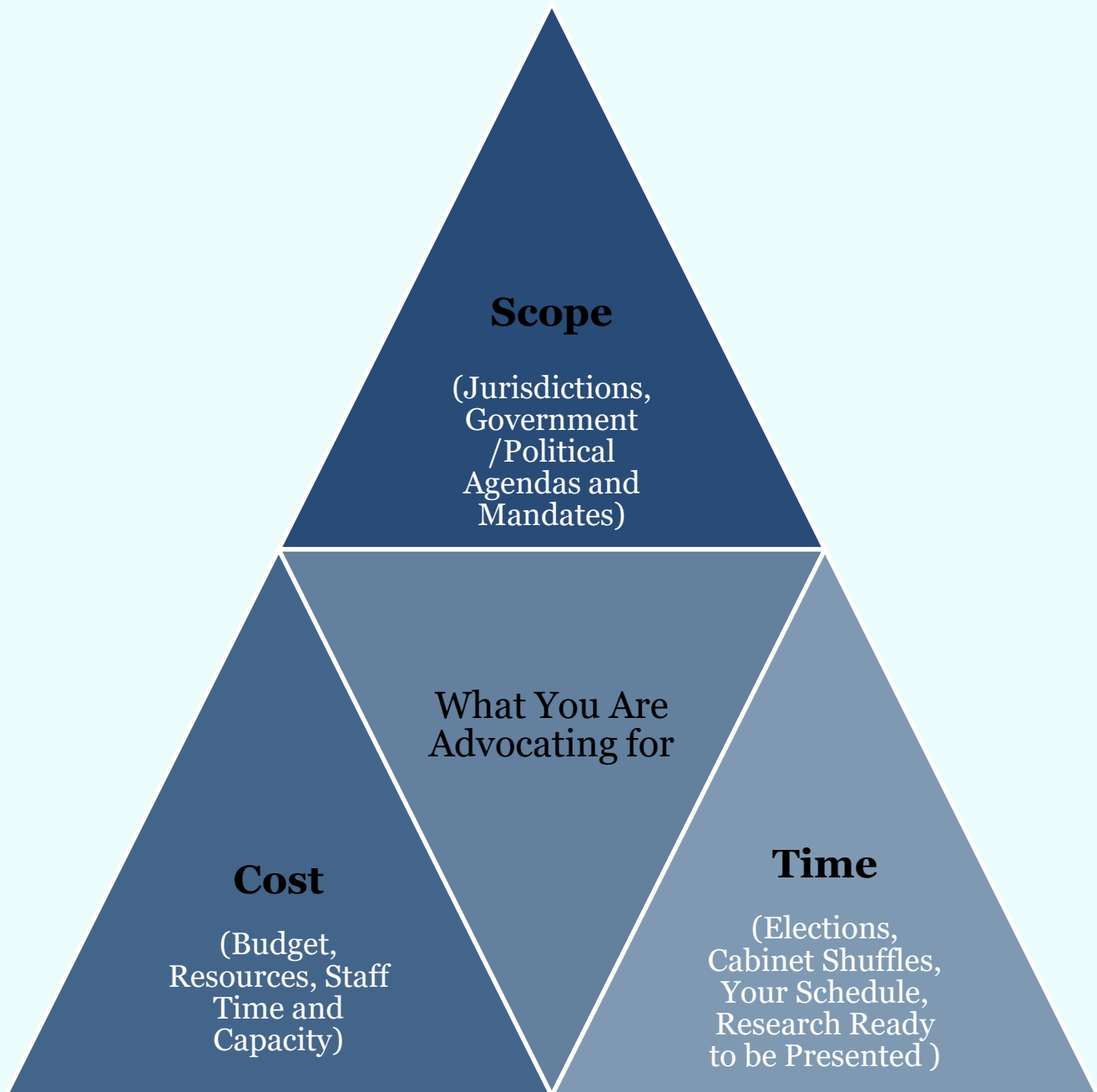
What are you advocating for?

And, why?

As elected officials, there are a number of questions you must ask yourselves to help you with your advocacy efforts. Below are some questions to consider:

- *What do you want to advocate for and why?*
- *Do you have the data and research to help you understand the issue or initiative to effectively advocate for the City's needs?*
- *Do you know who in the various levels of government you need to advocate to?*
- *What are the key messages for each level of government and other stakeholders?*
- *What does success look like to you?*
- *Does the City have the appropriate resources, and staff required for the project or initiative, not to mention costs associated with travelling to perhaps Victoria, Ottawa or other places?*

Strategic Government Advocacy: Addressing the Triple Constraint



Leveraging Governments + Stakeholders to Support Your Advocacy Efforts

Leveraging Stakeholders in Advocacy Efforts

Garnering support from other levels of governments and key stakeholders in the community and beyond a municipality's boundary, can help local governments capture the attention of key decisions makers in Victoria and Ottawa. This is because third-party networks can help establish credible and united support for what you are championing, which likely will benefit them as they too are likely asking for similar request of the government.

Advocacy Matter	Jurisdiction	Potential Stakeholders	Key 2020 Advocacy Dates
Economic Development	Federal*	Business Council of Canada	AVICC: April 12 – 14
	The Honourable Melanie Joly, Minister of Economic Development and Official Languages	Canadian Federation of Independent Business	Tourism Week: May 24 th – 31 st
		Canadian Sport Tourism Alliance	Small Business Week: Oct 17 th – 23 rd
		Tourism Industry Association of Canada	FCM Conference: June 4 th – 7 th
	The Honourable Mary Ng, Minister of Small Business, Export Promotional and International Trade	Telefilm Canada	UBCM: September 21 st – 25 th
		BC Chamber of Commerce	
	The Honourable Steven Guilbeault, Minister of Canadian Heritage	Tourism BC	
		Members of the City of Nanaimo's Economic Development Committee	
		InFilm	
	Provincial		
	The Honourable Michelle Mungall, Minister of Jobs, Economic Development and Competitiveness	Tourism Vancouver Island	

*List does not include Parliamentary Secretaries, Policy Advisors in the Prime Minister's Office, or Cabinet Ministers' Directors of Policy and/or Communications

Effective Municipal Government Advocacy Efforts

Advocacy Matter	Jurisdiction	Potential Stakeholders	Key 2020 Advocacy Dates
Climate Emergency	Federal*	Federation of Canadian Municipalities (FCM)	World Water Day: March 22 nd
	The Honourable Jonathan Wilkinson, Minister of Environment and Climate Change	(Please note that the City of Nanaimo is one of 25 Cities selected by FCM to part of the first Showcase Cities cohort led by the Global Covenant of Mayors for Climate and Energy (GCoM) Canada. Through this initiative, municipalities will receive intensive support to help reduce their greenhouse gas (GHG) emissions and adapt to climate change.)	AVICC: April 12 – 14
	The Honourable Bernadette Jordan, Minister of Fisheries, Oceans, and the Canadian Coast Guard		Earth Day: April 22 nd
	The Honourable Seamus O'Regan, Minister of Natural Resources		World Ocean Day: June 8 th
			FCM Conference: June 4 th – 7 th
	Provincial	Union of B.C. Municipalities	UBCM: September 21 st – 25 th
	The Honourable George Heyman, Minister of Environment and Climate Change Strategy	Regional District of Nanaimo	
	The Honourable Doug Donaldson, Minister of Forests, Lands, Natural Resources Operations, and Rural Development	BC Hydro	
	The Honourable Bruce Ralston, Minister of Energy, Mines and Petroleum Resources	Rugged Coast Research Society	

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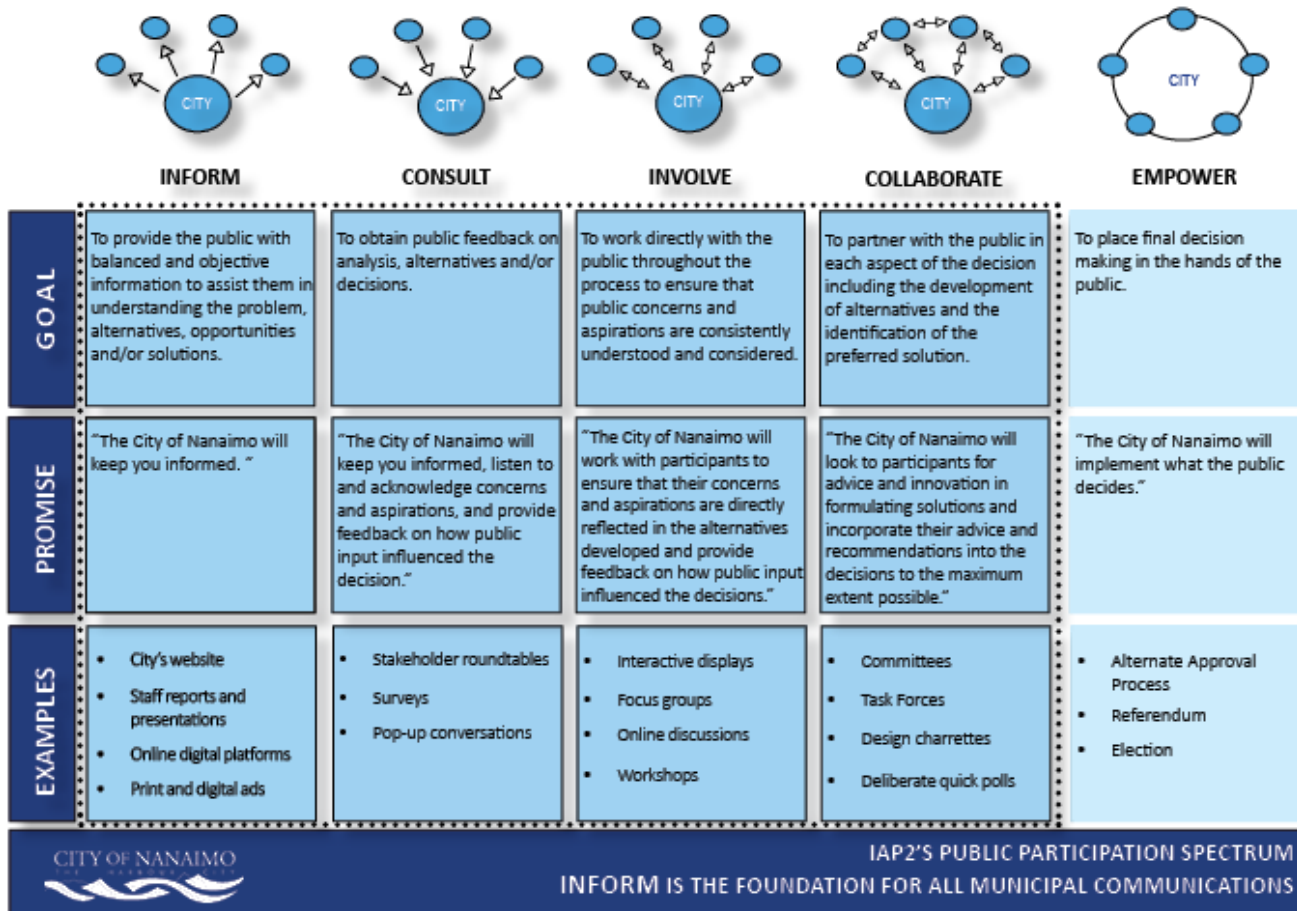
Advocacy Matter	Jurisdiction	Potential Stakeholders	Key 2020 Advocacy Dates
Social Disorder	Federal* The Honourable Ahmed Hussen, Minister of Families, Children and Social Development The Honourable Catherine McKenna, Minister of Infrastructure and Communities The Honourable David Lametti, Minister of Justice and Attorney General of Canada The Honourable Bill Blair, Minister of Public Safety and Emergency Preparedness	Dr. Alina Turner and Associates, Turner Strategies Members of the City of Nanaimo's Health and Housing Task Force (HHTF): <ul style="list-style-type: none"> • Councillors Bonner and Hemmens • Snuneymuxw First Nation • Service Canada • RCMP (Nanaimo Detachment) • Island Health (Mental Health and Substance Use Services) • BC Housing • Partnerships and Strategic Initiatives, Strategic Services Branch, Province of BC • United Way Central & Northern Vancouver Island • John Howard Society • Canadian Mental Health Association 	AVICC: April 12 – 14 FCM Conference: June 4 th – 7 th UBCM: September 21 st – 25 th
	Provincial The Honourable Selina Robinson, Minister of Municipal Affairs and Housing The Honourable Adrian Dix, Minister of Health The Honourable Judy Darcy, Minister of Mental Health and Addictions The Honourable Shane Simpson, Minister of Social Development and Poverty Reduction The Honourable David Eby, Attorney General of BC The Honourable Mike Farnworth, Minister of Public Safety and Solicitor General		

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Dissemination of Advocacy Information + Efforts

Inform

Municipal staff in Nanaimo, operate at the Inform level of the International Association of Public Participation's (IAP2) public engagement spectrum. This is because the City of Nanaimo believes that Inform is the foundation for all municipal communications.



Highlights of Council Advocacy Done by Nanaimo's Municipal Staff

- Social Media: August 22, 2019 > [Publication of HHTF meeting with Minister of Mental Health and Addictions](#) (Also noted in Community safety blog, HHTF's 6 month report)
- News Release: October 1, 2019 > [Nanaimo's Voice at UBCM Gets Stronger](#)
- News Release: November 5, 2019 > [Mayor Krog meets with Minister of Municipal Affairs and Housing](#)
- Newsletter: [My Nanaimo This Week - November 12 to 17](#) (referenced the news release of the Mayor's meeting with the Min. of Municipal Affairs and Housing)
- Blog: January 2020 > [Community Safety is a Council Priority](#) (Updated Social Disorders webpage on City's website to reference blog in the intro)
- January 13, 2020 > [Council Report HHTF – 6 months Update](#) (References meeting with Min. Darcy and includes the response letter from the Minister to the City)

Upcoming Advocacy Opportunity: Social Disorder

Background Information

On May 13, 2019 Council approved the creation of a Health and Housing Task Force with representation from government and non-government stakeholders working to address the health and housing crisis in our community.

Over the first six months of their one-year mandate, the Health and Housing Task Force has been effective in fostering relationships between partner agencies and in leveraging investment to work on strategic priorities.

In January of 2020, the announcement of the partnership between the City of Nanaimo, the Nanaimo Homeless Coalition, United Way Central & Northern Vancouver Island, Turner Strategies and HelpSeeker to support system change initiatives to address current community challenges relating to homelessness was made.

HelpSeeker and Turner Strategies support leaders in large-scale social change through community engagement, data analysis and visualization, best practice research and evaluation. They provide change makers with

The next five months will be focused on overseeing and participating in a systems/asset mapping and social impact project that will help the City and its partners better understand what resources already exist in our community, how well those resources are currently being used, what further resources are still required, and how we can best allocate and coordinate our efforts and funding to meet the health and housing needs of our most vulnerable community members to build a more resilient, healthy community.

Recent Supporting Material and Information

- News Release: January 14, 2020 > [Partnership to tackle Nanaimo homelessness begins implementation action](#)
- Presentation to Council by Dena Kae Beno from Turner Strategies > January 13, 2019 > [Health and Housing Six Month Update and Building a Path Forward](#)
- Presentation to HHTF by Dr. Alina Turner or Turner Strategies > [Nanaimo's Systems/Asset Mapping and Social Impact Project](#)

According to the roadmap timeline for Nanaimo's Systems/Asset Mapping and Social Impact Project (see next page), Council will have valuable data to understand the gaps in the City and the community's needs. And, while at FCM, Council can look for opportunities to connect with Federal Cabinet Ministers and potentially their political staff who may be able to help with supporting Council's advocacy efforts and requests.

ROADMAP



For Consideration: Upcoming Advocacy Approach Regarding Social Disorder

- Review the data and information provided to Council and HHTF from Turner Strategies and HelpSeeker from Nanaimo's Systems/Asset Mapping and Social Impact Project;
- Council to determine the what(s) and why(s) for what they wish to focus advocacy efforts on;
- Communications Department and Community Planning to create advocacy package for Council to use at FCM in June, with Council to look for opportunities to connect with Federal Cabinet Ministers as identified in Leveraging Stakeholders in Advocacy Efforts section; and,
- Council and municipal staff to secure meetings with Provincial Cabinet Ministers and the appropriate public servants to present Council's advocacy package and discusses findings from the systems/asset mapping project in order to work collectively on solutions that will benefit Nanaimo.

The above mentioned advocacy approach will be in addition to the news releases and media interviews City staff will be working on regarding the findings and Council's advocacy efforts with different levels of government.

Next Step: Council to Determine the What(s) and Why(s)

Discussion time – how would Council like to proceed?

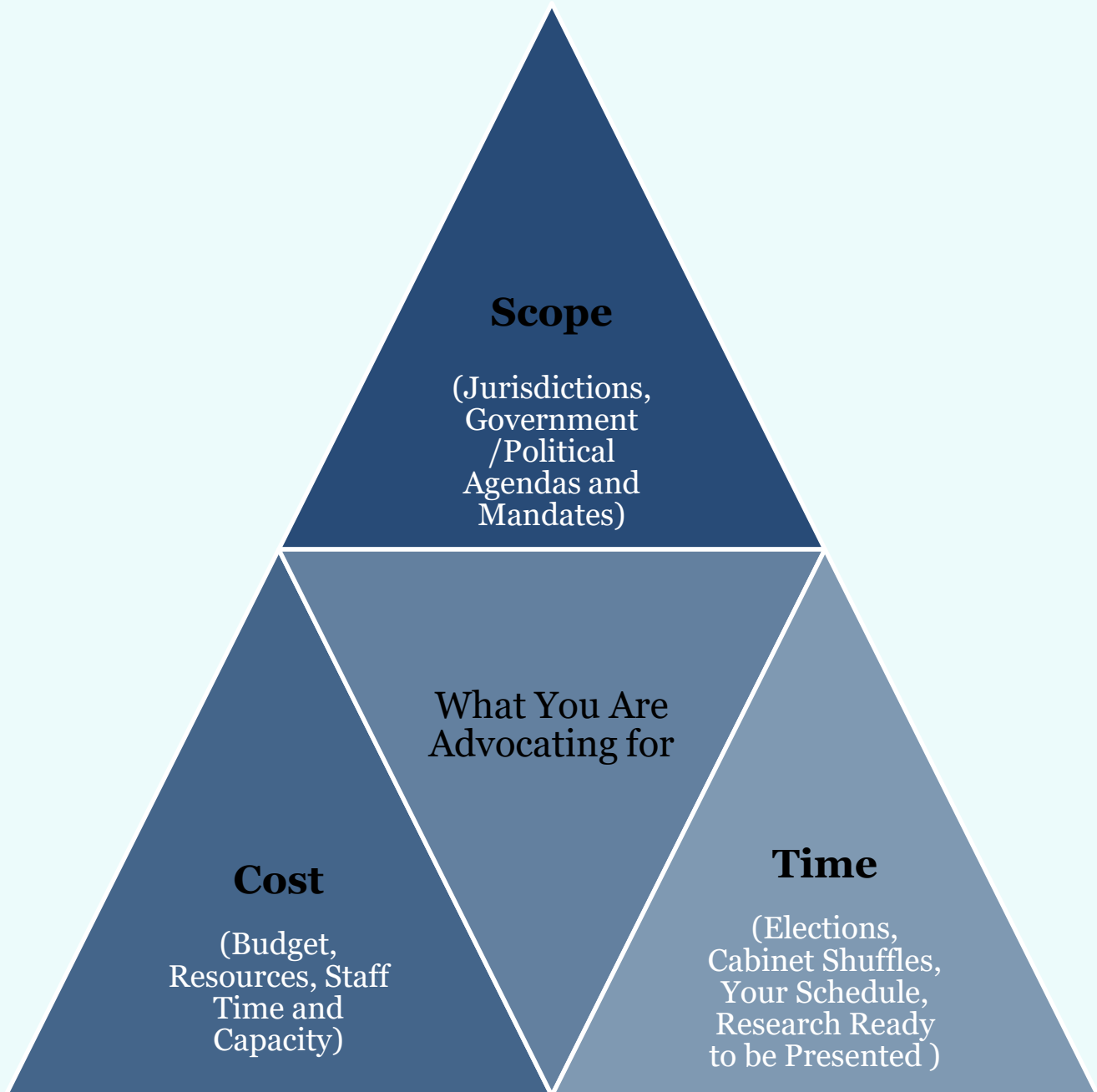
What are you advocating for?

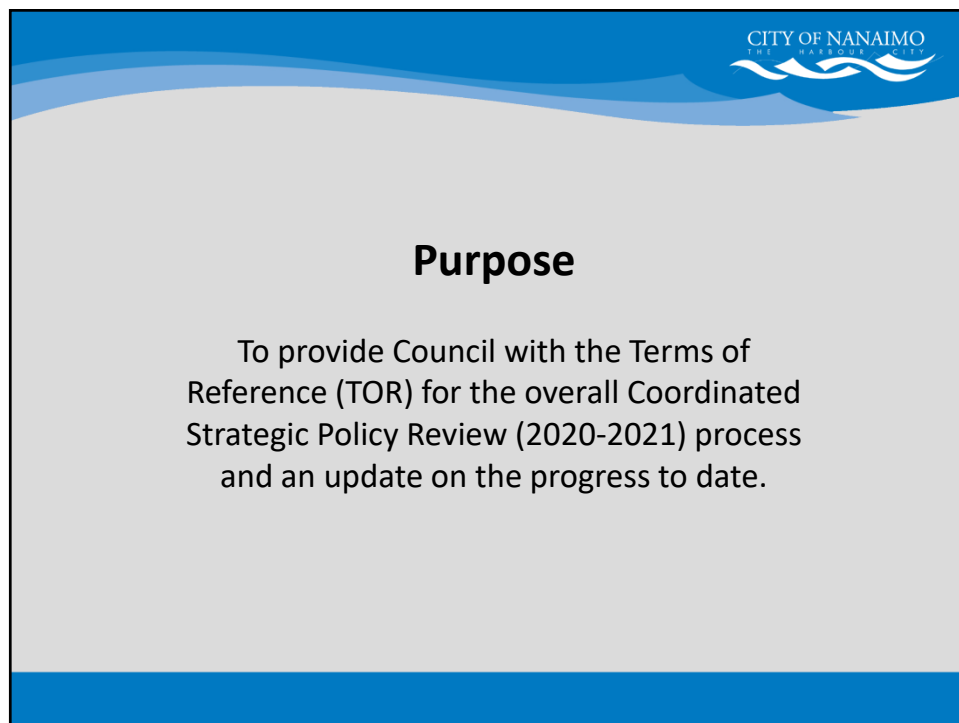
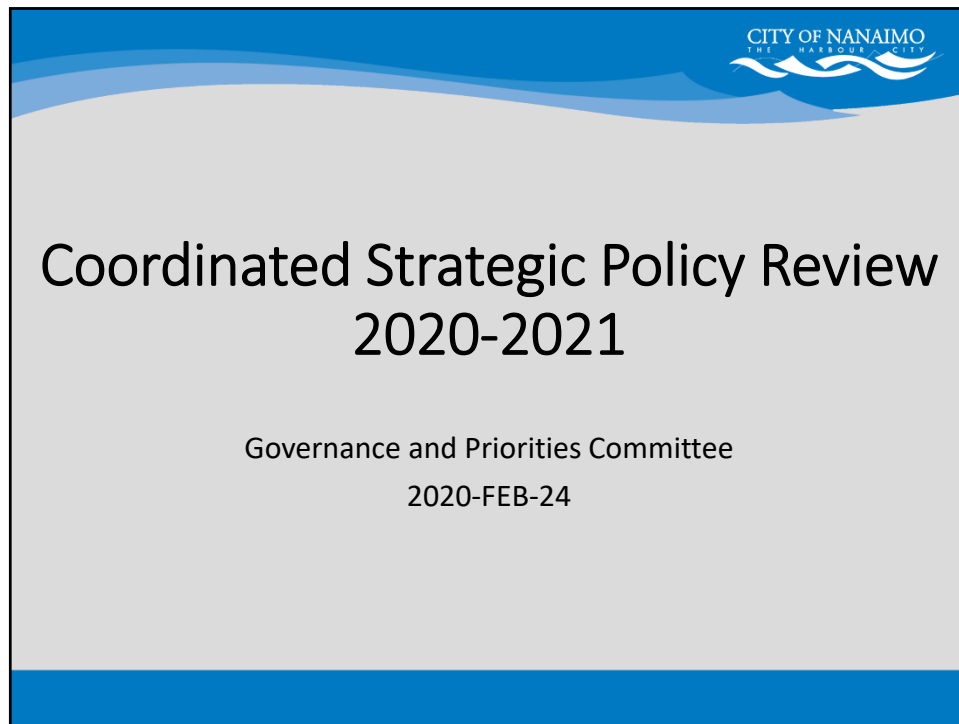
And, why?

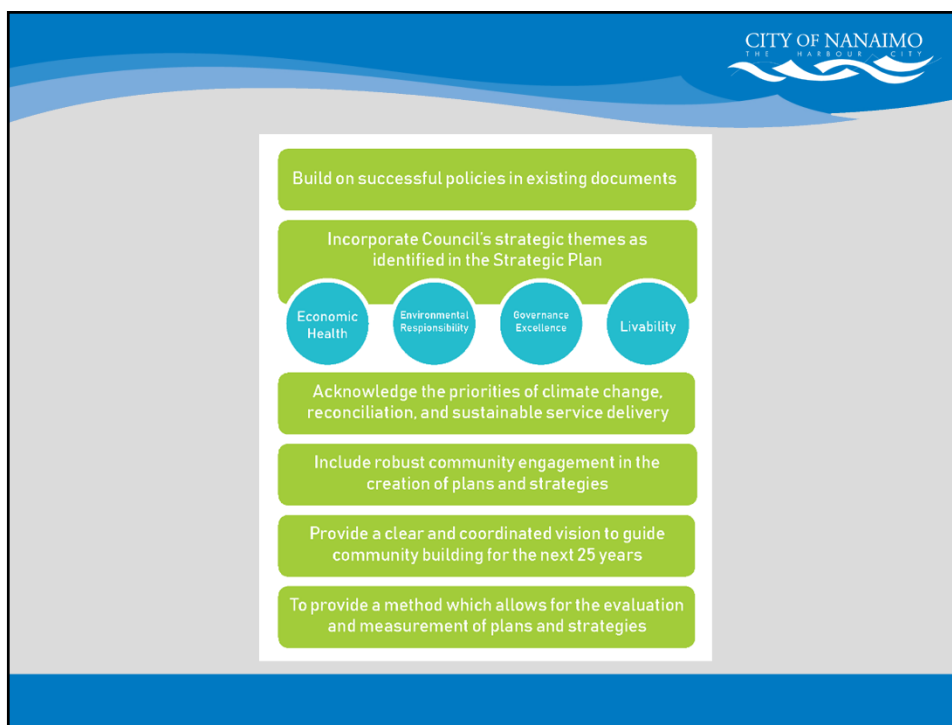
As elected officials, there are a number of questions you must ask yourselves to help you with your advocacy efforts. Below are some questions to consider:


- *What do you want to advocate for and why?*
- *Do you have the data and research to help you understand the issue or initiative to effectively advocate for the City's needs?*
- *Do you know who in the various levels of government you need to advocate to?*
- *What are the key messages for each level of government and other stakeholders?*
- *What does success look like to you?*
- *Does the City have the appropriate resources, and staff required for the project or initiative, not to mention costs associated with travelling to perhaps Victoria, Ottawa or other places?*

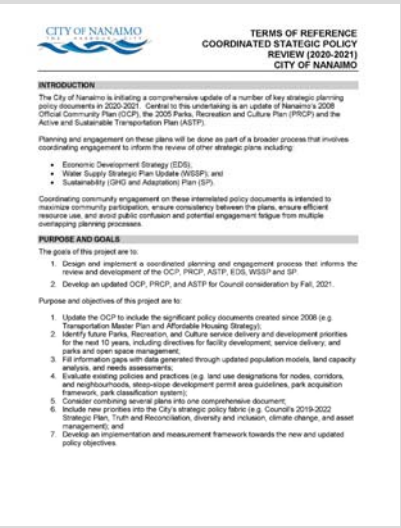
Strategic Government Advocacy: Addressing the Triple Constraint











TOR Key Elements:

- Purpose and Goals
- Guiding Principles
- Process and Timeline
- Steering Committee
- City Committees
- Public Consultation
- Resources



Project Management







December 2019


January 2020

February 2020

CITY OF NANAIMO
THE HARBOUR CITY

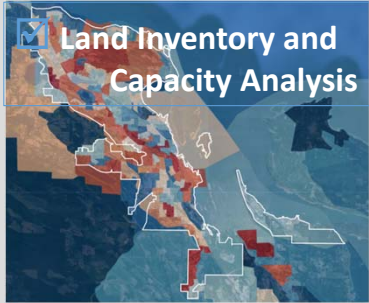
Background Research

☒ Parks, Recreation and Culture GIS Analysis



☒ Steep Slopes Development Permit Area (DPA) Review

☒ Land Inventory and Capacity Analysis



☒ Demographic Analysis

City of Nanaimo Recent Growth

Year	Population
2006	78,692
2011	83,810
2016	94,525

CITY OF NANAIMO
THE HARBOUR CITY

Next Steps

February 2020:

- Consultants confirmed
- Finalize background research

March 2020:

- Branding launch
- Engagement framework to Council for approval

May/June 2020:

- Engagement kickoff!



Governance and Priorities Committee Agenda Planning

2020 GPC Dates											
Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
20	10	9	6	11	8	13		14	5	9	14
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JANUARY

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January 6 – Meeting cancelled
January 20 – Special GPC

FEBRUARY

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■	Governance and Priorities Committee Meeting
■	Statutory Holiday
■	FCM Annual Conference (Toronto)
■	Council Meeting

UBCM Convention (Victoria)

AVICC Convention (Nanaimo)

Public Hearing (Special Council Meeting)

Governance and Priorities Committee Agenda Planning

The following is a list of topics listed in priority order as identified at the Special Governance and Priorities Committee meeting held January 20, 2020.

MEETING DATE	TOPIC	BACKGROUND	FORMAT	OUTCOMES
February 10, 2020	Neighbourhood Associations – Part 1	Identified as a priority topic for the first quarter of 2020 at the GPC meeting held 2020-JAN-20 (session 1 of 2)	Information report identifying: <ul style="list-style-type: none"> - Background on what currently exists (how many we have, how many members, what locations, etc.) - Current policies & information on associations - Values currently and values moving forward - Engagement with associations re: zoning amendments, etc. - How can we leverage our current process to obtain valuable input when re-doing neighbourhood plans and implementing our OCP process. 	Receive information on current state of neighbourhood associations prior to a second GPC on this topic (date TBD)
February 24, 2020	Effective Advocacy Strategies	Identified as a priority topic for the first quarter of 2020 at the GPC meeting held 2020-JAN-20. Also listed as a priority in Council's Strategic Plan	<ul style="list-style-type: none"> - Expert advice on advocacy strategies - Staff report on communications and advocacy to date [Do we have a strategy? Differences in strategies (from Mayor, Council, Committees, Task Forces) and to who and how?] - Advocacy for public to relevant agencies or other levels of government - Council develop a strategy with or without expert advice - Public support of advocacy strategy 	Develop a strategy for implementation

Governance and Priorities Committee Agenda Planning

March 9, 2020	Civic Facilities – conditions, issues, plans and objectives - <i>Could include capital projects and finances (borrowing)</i>	Identified as a priority topic for the first quarter of 2020 at the GPC meeting held 2020-JAN-20	Background report from Staff on current facilities that are known to be in need of replacing with the top priorities identified	Develop strategies moving forward with these items - Direction on expansion of the RCMP building - Direction on moving forward with a plan to rebuild the Public Works building - Direction on other facilities in need of replacement, rebuilding or expansion
March 23, 2020	Neighbourhood Associations – Part 2	Identified as a priority topic at the GPC meeting held 2020-JAN-20 (session 2 of 2)	<ul style="list-style-type: none"> - Invite chairs of some associations to attend and be available for the discussion. - Identify what resources are available - Presentation on how neighbourhood associations work in the City and what expectations they have of Council (i.e.: how do they want to be engaged?) 	<ul style="list-style-type: none"> - Formalized process for recognizing neighbourhood associations - Create a new policy and criteria for neighbourhood associations moving forward including how they can be officially recognized. - Defer any financial implications to Finance and Audit Committee
TBD - April	Arts & Culture	Brought forward through Council discussion and motion made at the GPC meeting held 2019-OCT-7	<ul style="list-style-type: none"> - Invite members from the Arts & Culture community to discuss engagement and communication - Staff report and presentation outlining the process for issuing grants related to the arts and providing an update to the Cultural Plan for a Creative Nanaimo - Round Table discussion 	<ul style="list-style-type: none"> - Discussion - Recommendation to Council or possibly defer to other committee (ie – budget implications deferred to Finance and Audit)

Governance and Priorities Committee Agenda Planning

<i>TBD</i> - April	Transit and Crosswalk Safety	Identified as a priority topic at the GPC meeting held 2020-FEB-10	-	-
<i>TBD</i> - April	Women's Participation on City of Nanaimo Task Forces and Childminding Reimbursement for members of City Committees	Identified as a priority topic at the GPC meeting held 2020-FEB-10	-	-

Future GPC Topics

- Capital planning process
- 1 Port Drive
- Sports venues and tourism strategies
- Vancouver Island Regional Library overview
- Election signage