

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 |