

# Effective Municipal Government Advocacy Efforts

City of Nanaimo

February, 24, 2020  
Governance & Priorities Committee  
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## What is Advocacy?

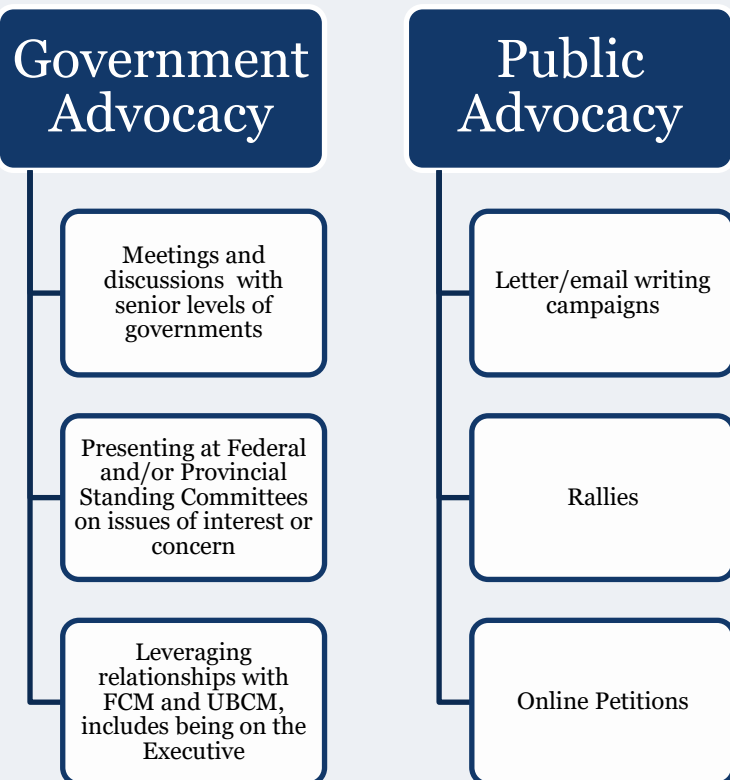
*There are many definitions of what advocacy is and the types of approaches individuals and organizations can use for their causes and issues.*

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.



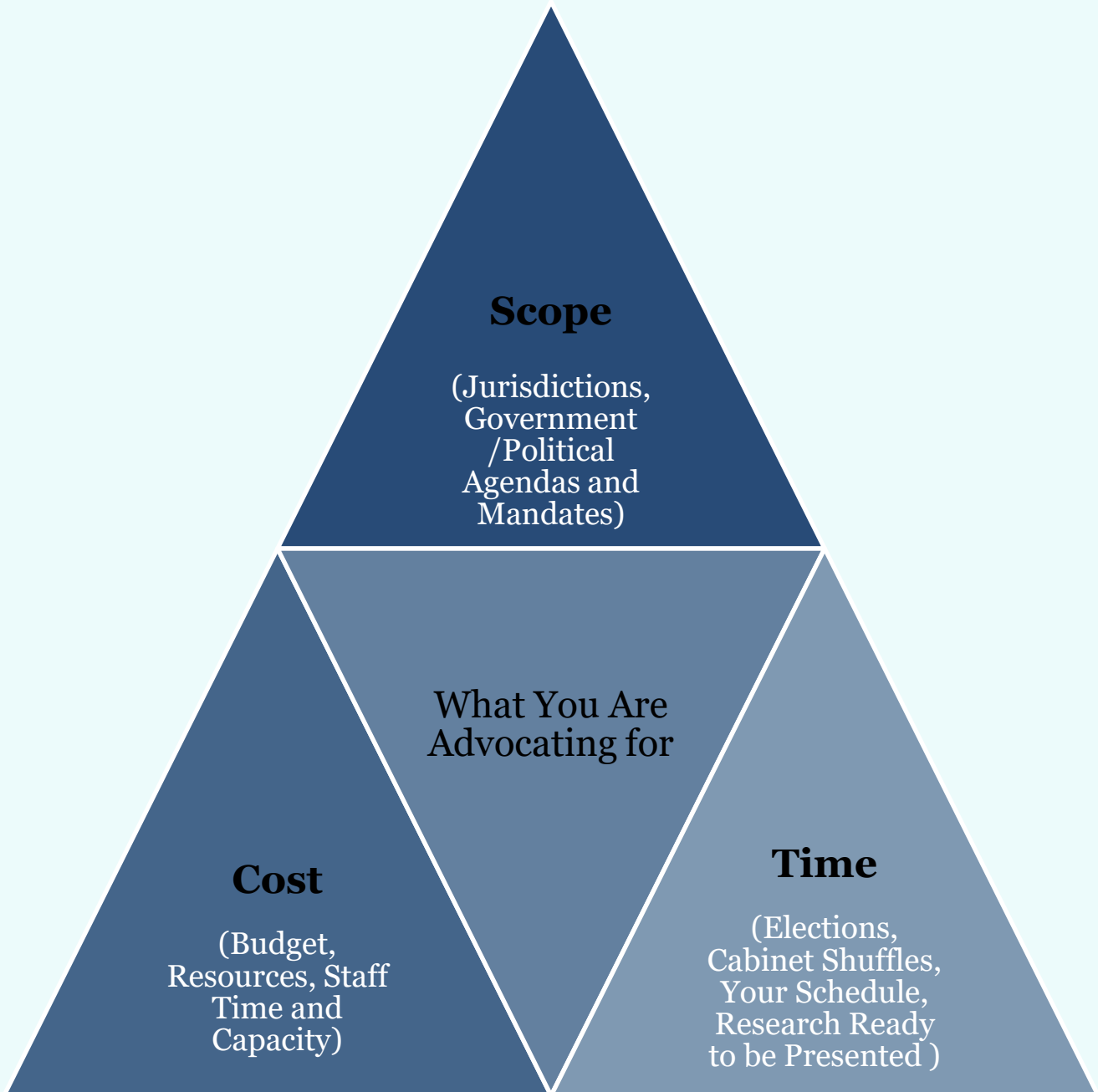
# What are you advocating for?

## 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?*
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# 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	<b>Federal*</b>	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 <sup>th</sup> – 31 <sup>st</sup>
	The Honourable Mary Ng, Minister of Small Business, Export Promotional and International Trade	Canadian Sport Tourism Alliance	Small Business Week: Oct 17 <sup>th</sup> – 23 <sup>rd</sup>
		Tourism Industry Association of Canada	FCM Conference: June 4 <sup>th</sup> – 7 <sup>th</sup>
	The Honourable Steven Guilbeault, Minister of Canadian Heritage	Telefilm Canada	UBCM: September 21 <sup>st</sup> – 25 <sup>th</sup>
		BC Chamber of Commerce	
<b>Provincial</b>	Tourism BC		
The Honourable Michelle Mungall, Minister of Jobs, Economic Development and Competitiveness	Members of the City of Nanaimo's Economic Development Committee		
	InFilm		
		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	<p><b>Federal*</b></p> <p>The Honourable Jonathan Wilkinson, Minister of Environment and Climate Change</p> <p>The Honourable Bernadette Jordan, Minister of Fisheries, Oceans, and the Canadian Coast Guard</p> <p>The Honourable Seamus O'Regan, Minister of Natural Resources</p>	<p>Federation of Canadian Municipalities (FCM)</p> <p>(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.)</p>	<p>World Water Day: March 22<sup>nd</sup></p> <p>AVICC: April 12 – 14</p> <p>Earth Day: April 22<sup>nd</sup></p> <p>World Ocean Day: June 8<sup>th</sup></p> <p>FCM Conference: June 4<sup>th</sup> – 7<sup>th</sup></p> <p>UBCM: September 21<sup>st</sup> – 25<sup>th</sup></p>
	<p><b>Provincial</b></p> <p>The Honourable George Heyman, Minister of Environment and Climate Change Strategy</p> <p>The Honourable Doug Donaldson, Minister of Forests, Lands, Natural Resources Operations, and Rural Development</p> <p>The Honourable Bruce Ralston, Minister of Energy, Mines and Petroleum Resources</p>	<p>Union of B.C. Municipalities</p> <p>Regional District of Nanaimo</p> <p>BC Hydro</p> <p>Rugged Coast Research Society</p>	

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

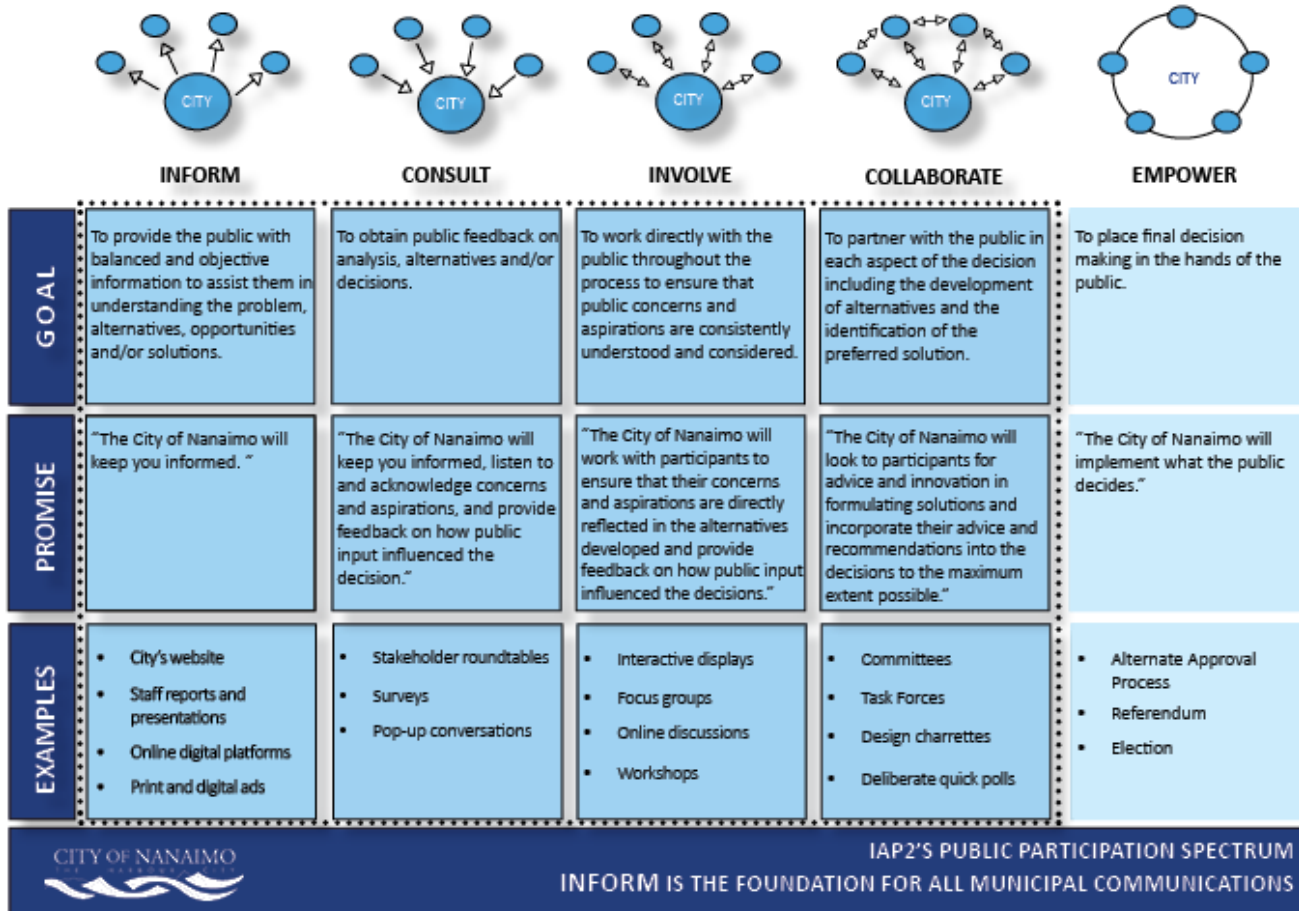
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# **Dissemination of Advocacy Information + Efforts**

# 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?

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