

Municipal Government Advocacy Framework

City of Nanaimo

May 11 2020
Special Council Meeting
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What is Advocacy?

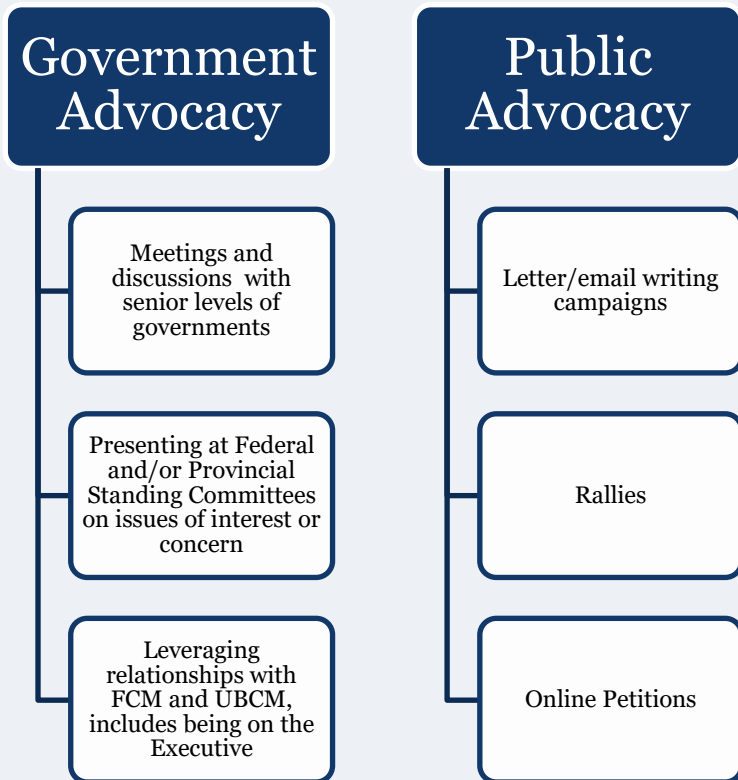
There are many definitions of what advocacy is and the types of approaches individuals and organizations can use for their causes and issues.

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.



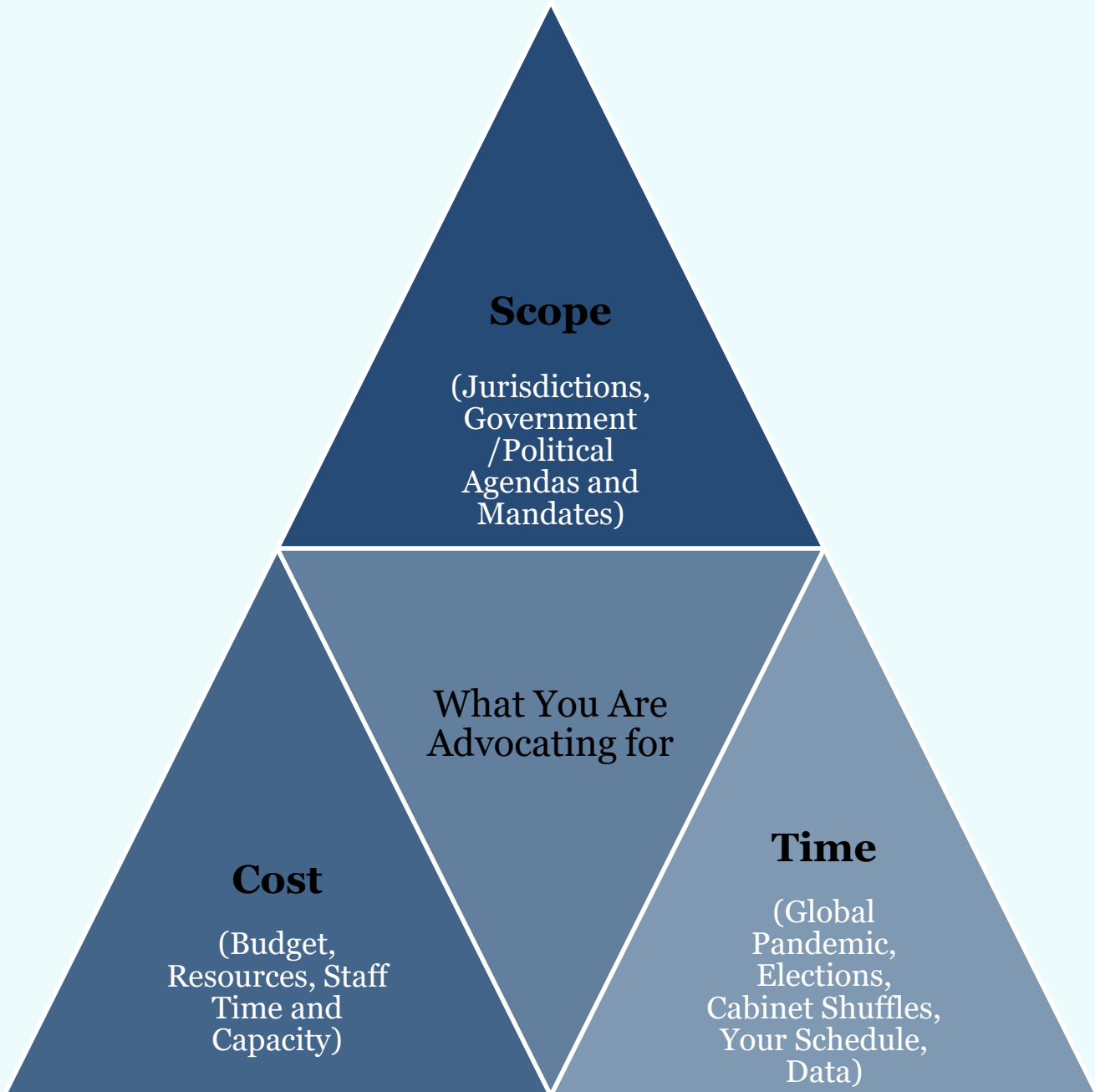
What are you advocating for?

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?*
- *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 – Economic Impact and Recovery Due to COVID-19	Jurisdiction	Potential Stakeholders
Economic Development	<p>Federal*</p> <p>The Honourable Melanie Joly, Minister of Economic Development and Official Languages</p> <p>The Honourable Mary Ng, Minister of Small Business, Export Promotional and International Trade</p> <p>The Honourable Steven Guilbeault, Minister of Canadian Heritage</p>	<p>Mayor’s Task Force on Recovery and Resilience</p> <p>City’s Economic Development Committee</p> <p>BC Chamber of Commerce / Nanaimo Chamber of Commerce</p> <p>Business Council of Canada</p> <p>Canadian Federation of Independent Business</p> <p>Canadian Sport Tourism Alliance</p>
	<p>Provincial</p> <p>The Honourable Michelle Mungall, Minister of Jobs, Economic Development and Competitiveness</p> <p>The Honourable Adrian Dix, Ministry of Health</p> <p>The Honourable Carole James, Minister of Finance</p> <p>Doctor Bonnie Henry, BC Provincial Health Officer</p>	<p>Federation of Canadian Municipalities (FCM)</p> <p>InFilm</p> <p>Retail Council of Canada / Retail Council of BC</p> <p>Telefilm Canada</p> <p>Tourism Industry Association of Canada /Tourism BC / Tourism Nanaimo / Tourism Vancouver Island</p> <p>Union of BC Municipalities (UBCM)</p>

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

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Advocacy Matter	Jurisdiction	Potential Stakeholders
Social Disorder	<p>Federal*</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>City of Nanaimo’s Health and Housing Task Force (HHTF):</p> <ul style="list-style-type: none"> • Councillors Bonner and Hemmens • Snuneymuxw First Nation • RCMP (Nanaimo Detachment) • Service Canada • BC Housing • Island Health (Mental Health and Substance Use Services) • Partnerships and Strategic Initiatives, Strategic Services Branch, Province of BC • Canadian Mental Health Association • John Howard Society • Nanaimo Chamber of Commerce • United Way Central & Northern Vancouver Island <p>Federation of Canadian Municipalities (FCM)</p> <p>Union of BC Municipalities (UBCM)</p>
	<p>Provincial</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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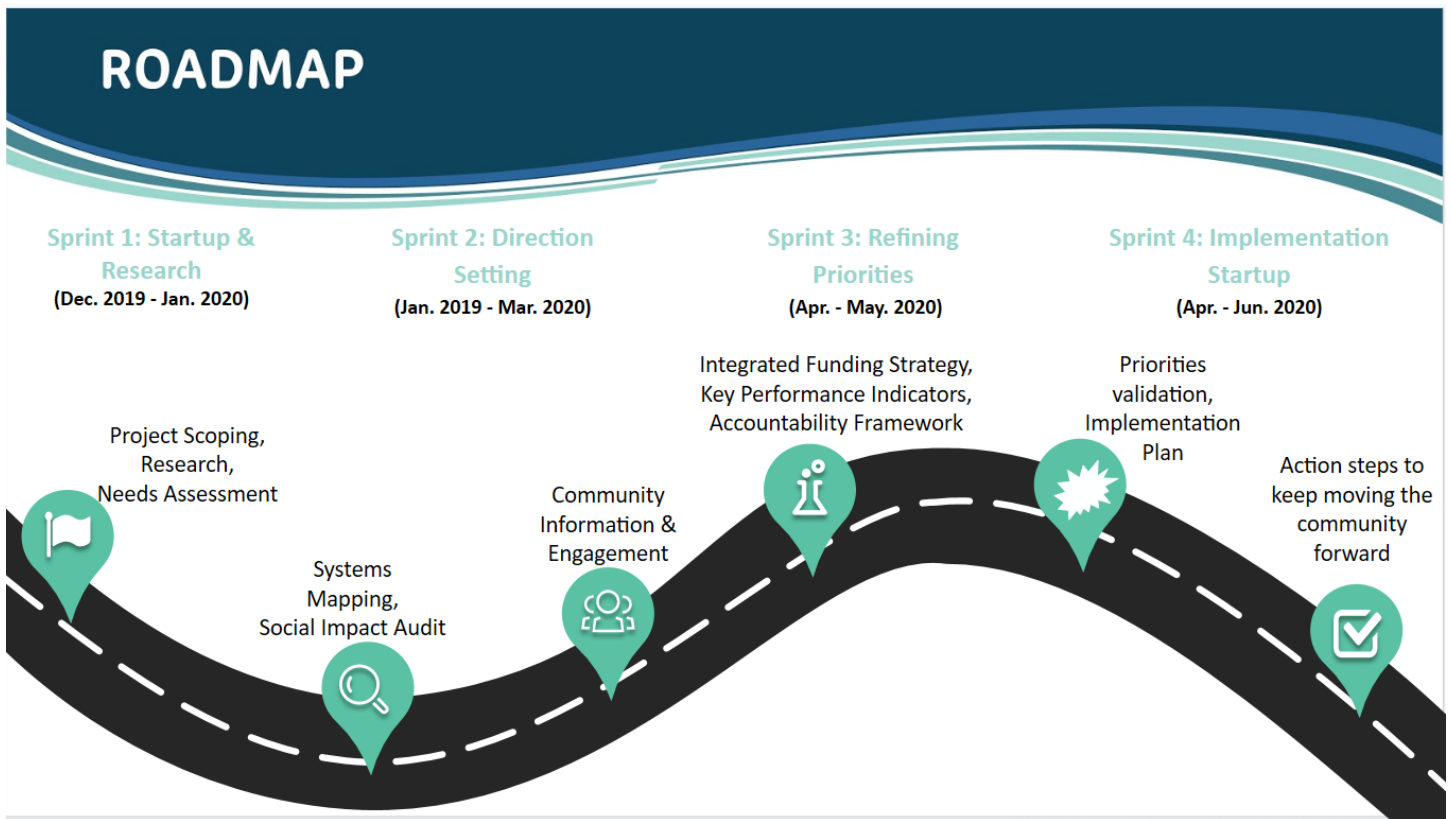
Council's Advocacy Framework

Upcoming Advocacy Opportunity: Social Disorder

Background Information

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.

According to the roadmap timeline for Nanaimo's Systems/Asset Mapping and Social Impact Project (see Roadmap below) Council will have valuable data to understand the gaps in the City and the community's needs. Due to the impacts of COVID-19, all Council Committees and Task Forces were temporarily put on hold. However, during the April 1, 2020 Special Council Meeting, Council approved the reconvening of the Health and Housing Task Force meetings, in order to assist in facilitating planning for the City's vulnerable populations during the COVID-19 pandemic.



Determining the What(s), Why(s) and Framework

Advocacy Framework	Why(s) + What(s)	Who
<i>What do you want to advocate for?</i>	<p><i>Does the project/idea/initiative fit under one of Council's 4 strategic themes?</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Governance Excellence <input type="checkbox"/> Environmental Responsibility <input type="checkbox"/> Livability <input type="checkbox"/> Economic Health 	<p><i>What are the benefits to Nanaimo Taxpayers, or the community as a whole?</i></p> <p><i>Is there common interests with stakeholders and community partners?</i></p> <p><i>Is there support from and inclusion with Snuneymuxw First Nation?</i></p>
<i>Do you have the data and research to help you understand the issue or initiative to effectively advocate for the City's needs?</i>	<p><i>Are there supporting plans and City documents that support this project/initiative?</i></p>	<p><i>If there are supporting documents, was there public engagement? What were the results?</i></p> <p><i>If supporting plans need to be created, what is the public engagement plan?</i></p>
<i>Do you know who in the various levels of government you need to advocate to?</i>	<p><i>Is this a federal or provincial matter?</i></p>	<p><i>Please refer to the Advocacy Matters section for key federal and provincial stakeholders.</i></p>
<i>What are the key messages for each level of government?</i>	<p><i>Messaging should be clear and concise, consisting of three key points.</i></p>	<ul style="list-style-type: none"> • Federal Government • Provincial Government • Snuneymuxw First Nation
<i>What are the key messages for each stakeholder, including media?</i>	<p><i>Messaging should be clear and concise, consisting of three key points.</i></p>	<ul style="list-style-type: none"> • National organizations • Provincial and regional organizations • Local organizations
<i>Who will be the spokesperson with government officials, stakeholders, and media from Council for this matter?</i>	<p><i>Messaging should be clear and concise, consisting of three key points.</i></p>	<p><i>Mayor, Acting Mayor, Chairs of Task Forces, etc.</i></p> <p><i>Please note: There are specific statutory duties and responsibilities assigned to the office of the mayor, which includes being the head and chief executive officer (CEO) of the municipality under Section 116 (1) of the Community Charter.</i></p>
<i>What does success look like to you?</i>	<p><i>Letter(s) sent to Cabinet Ministers</i></p> <p><i>Relationships established with politicians and organizations</i></p> <p><i>Funding secured through federal government, province, or FCM</i></p>	<p><i>Please refer to the Advocacy Matters section for key federal, provincial, and other stakeholders.</i></p>