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**TO GOVERNANCE COMMITTEE
MEETING OF WEDNESDAY, AUGUST 02, 2023**

SUBJECT **Capital Regional District Advocacy Strategy**

ISSUE SUMMARY

To approve an updated Capital Regional District (CRD) Advocacy Strategy to advance 2023 – 2026 CRD Board Priorities, Board approved Strategies and Operational Service mandates.

BACKGROUND

The CRD Board completed the strategic planning process at the end of January 2019 and in February approved the CRD Board Strategic Priorities for the 2023 – 2026 term. Five Strategic Priorities with 17 specific initiatives were identified to be advanced over the four-year term. The Corporate Plan was subsequently developed and introduced corporate initiatives and actions aimed at achieving the Board Priorities and community needs.

Each of the five Board Strategic Priorities includes initiatives that may require various types of advocacy to senior orders of government, public authorities, and partners in order to make progress. The Board Governance Priority sets out that the Board will influence regional issues and advocate in a consistent, focused way that aligns with the Board Priorities.

The CRD Advocacy Strategy, included as Appendix A, was developed to inform specific advocacy initiatives, and leverage the collective voice of CRD Board members, partners, and staff in efforts to contribute our experience and resources to advance solutions and achieve greater outcomes.

The document identifies various types of advocacy, approaches, objectives, and methods in consideration of the different roles and objectives our advocates have internally and externally.

ALTERNATIVES

Alternative 1

The Governance Committee recommends to the Capital Regional District Board:
That the updated CRD Advocacy Strategy be approved.

Alternative 2

That the updated CRD Advocacy Strategy be referred back to staff for additional information.

IMPLICATIONS

The Advocacy Strategy has been updated to support the new CRD Board and their Strategic Priorities with some corresponding direction from the new Intergovernmental Relations Policy. The intent of the strategy is to define how the CRD can be effective in advocating for support and focus its governance and Committees and Commissions, partners, and staff on transparently and efficiently advancing regional, sub-regional and local priorities.

CONCLUSION

The CRD Board Strategic Priorities 2023 - 2026 includes initiatives that require various types of advocacy to senior orders of government, public authorities, and partners in order to make progress. The updated Advocacy Strategy will inform specific advocacy initiatives and assist in achieving Board priorities.

RECOMMENDATION

The Governance Committee recommends to the Capital Regional District Board:
That the updated CRD Advocacy Strategy be approved.

Submitted by:	Carolyn Jenkinson, Manager, Executive Administration
Concurrence:	Andy Orr, Senior Manager, Corporate Communications
Concurrence:	Ted Robbins, B. Sc., C. Tech., Chief Administrative Officer

ATTACHMENT(S)

Appendix A: CRD Advocacy Strategy