

**REPORT TO THE GOVERNANCE AND FINANCE COMMITTEE
MEETING OF WEDNESDAY, JULY 3, 2019**

SUBJECT **Capital Regional District Advocacy Strategy**

ISSUE

To approve an Advocacy Strategy to advance Board Priorities, Board approved Strategies and Operational Service mandates.

BACKGROUND

The Board completed the strategic planning process at the end of January 2019 and in February 2019, approved the Capital Regional District (CRD) Board Strategic Priorities 2019-2022. Four strategic priorities with 18 initiatives were identified to be advanced over the four year term. The Corporate Plan was subsequently developed and introduced corporate strategies and actions aimed at achieving the Board Priorities.

Each of the four Board Strategic priorities includes initiatives that require various types of advocacy to senior levels of government, public authorities and partners for support, to strengthen relationships, collaborate and form partnerships to address community needs. The Board Advocacy, Governance and Accountability priority sets out that the Board will advocate for infrastructure, regulatory, legislative, financial, and operational support to advance regional, sub-regional and local priorities, and work to resolve issues that the CRD may not have a direct mandate to address.

The need to develop a CRD Advocacy Strategy, included as Appendix A, was identified by the Chief Administrative Officer working with the Board Chair to inform specific advocacy initiatives and leverage the collective voice of 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

That the Governance and Finance Committee recommend to the Capital Regional District Board:

Alternative 1

That the CRD Advocacy Strategy be approved and form the basis for individual advocacy initiatives.

Alternative 2

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

IMPLICATIONS

The Advocacy Strategy is not proposed as a Board policy and does not exclusively define or limit the role and responsibilities of Board members, partners or staff in advocacy initiatives. The intent of the strategy is to define how the CRD can become more 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 2019-2022 includes initiatives that require various types of advocacy to senior levels of government, public authorities and partners for support, to strengthen relationships, collaborate and form partnerships to address community needs. An Advocacy Strategy will inform specific advocacy initiatives and assist in achieving Board priorities.

RECOMMENDATION

That the Finance Committee recommend to the Capital Regional District Board:

That the CRD Advocacy Strategy be approved and form the basis for individual advocacy initiatives.

Submitted by:	Robert Lapham, MCIP, RPP, Chief Administrative Officer
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Attachment: Appendix A: CRD Advocacy Strategy