



POSTPONED MOTIONS: ADMINISTRATIVE BACKGROUNDER

NUMBER: PM 19-015

REQUESTED BY:	Councillor Sheena Hughes
ORIGIN OF REQUEST:	Email
DATE OF REQUEST:	October 30, 2018

AUTHOR:	Trevor Duley/Sharon Chapman
DEPARTMENT:	Strategic Services
DATE RESPONSE DUE:	November 1, 2018

MOTION:
That CS-04, St. Albert Advocacy Plan for \$10,000 is unfunded.

RESPONSE (one page max.):
Administration's Understanding of Intent Motion:
That there are no future funds available for facilitation and development of Council's Advocacy Plan on an annual basis.
Operational or Organizational Impacts if Motion is Approved:
If the motion is approved, St. Albert Administration will not have funding to procure professional services to support Council in its development of a comprehensive advocacy plan, facilitation of the process as well as training with respect to advocacy strategies and messaging. Administration would continue to support Council in the annual development of an Advocacy Plan. However, this would result in reduced objectivity in the process as well as reduce the benefit and insight of an external advocacy professional.
Financial Implications of Motions:
There will be no funds within the Government Relations budget to contract external resources for the development of Council's Advocacy Plan. As this is a base business case, the overall tax requirement will be reduced by \$10,000.
Stakeholder Consultations:
Not applicable.
Background:

In 2018, Council approved one-year funding to hire an external facilitator to assist in developing their Strategic Plan. Many of the priorities identified in the Strategic Plan and corresponding Corporate Initiatives in the Corporate Business Plan require (or are impacted by) decisions of other orders of government—whether inter-municipally, regionally, provincially, or federally.

An effective Advocacy Plan helps to ensure the City's reputation and interests are maintained regarding intergovernmental matters and helps enable Council and Administration to influence outcomes at other orders of government. This approach is also intended to help streamline some of the City's intergovernmental processes, and better integrate with Council's overall Strategic Plan.

Having Administration facilitate this process without external support can create a different facilitation environment than with external resources and could potentially affect the quality of the Plan that is produced.