



# Advocacy



Effective and coordinated advocacy

## 01 Strategy

### STRATEGIES & PLANS

- › [Advocacy Strategy for the Capital Regional District](#)

### CORPORATE PLAN GOALS

- 14a Influence regional issues & advocate in a consistent, focused way that aligns with the Board Priorities

## 02 Contacts

|                                          |                         |              |
|------------------------------------------|-------------------------|--------------|
| CRD Board Chair                          | <a href="#">@ email</a> | 250.360.3126 |
| Chief Administrative Officer             | <a href="#">@ email</a> | 250.360.3124 |
| Senior Manager, Corporate Communications | <a href="#">@ email</a> | 250.360.3229 |
| Manager, Executive Operations            | <a href="#">@ email</a> | 250.360.3125 |

## 03 Operating Context

### ACHIEVEMENTS IN 2024

1. Continued to advance advocacy on Board Strategic Priorities and other Board and operational issues that arose during the year.
2. Enhanced transparency with the inclusion of advocacy taking place in the three Electoral Areas on the Advocacy Dashboard.

### FACTORS THAT WILL AFFECT OUR OPERATIONS IN 2025 AND BEYOND

- By definition, positive outcomes of advocacy are almost entirely dependent on third parties acting in ways that we believe will benefit the region.
- A successful advocacy strategy is targeted, focused and requires message discipline and consistency. Those we are advocating to must understand what our priorities are and that we are committed to advancing them.
- While the Board is within its right to advocate on matters that are outside of the CRD's service or legislated mandate, a lack of subject matter expertise internally can create significant challenges in putting together content to support advocacy efforts.
- Securing advocacy meetings can be challenging, depending on the appetite of the stakeholder involved. However, having a record of strong performance on a service provides us with essential credibility to secure these discussions.
- To be effective in gaining the support of senior orders of government, local government, and partners, the Priorities agreed to by the Board will remain the basis of the Advocacy Strategy, unless updated by the Board annually, or supplemented by resolutions of the Board to advocate on specific initiatives. The Board Priorities are organized under five themes with defined initiatives and desired outcomes. Role clarity, clear communication, and reporting is essential for both elected officials and staff to enhance effectiveness and portray the strength of common cause.

### OPERATIONAL STATISTICS

|      |                               |
|------|-------------------------------|
| 2019 | › 37 outgoing letters         |
| 2020 | › 16 outgoing letters         |
| 2021 | › 14 outgoing letters         |
| 2022 | › 7 outgoing letters          |
| 2023 | › 42 outgoing letters         |
| 2024 | › 25 outgoing letters to date |

Details are updated quarterly in the [Advocacy Dashboard](#) and presented as part of the Chief Administrative Officer Quarterly Report to the CRD Board.

## 04 Services

*The services listed below rely on the support of several corporate and support divisions to operate effectively on a daily basis. More information about these services is available in the Corporate Services and Government Relations Community Need Summaries.*

### SERVICE BUDGET REFERENCES<sup>1</sup>

- › 1.014 CAO and Executive Services
- › 1.118 Corporate Communications
- › 1.011 Board Expenditures

### 1. EXECUTIVE SERVICES

#### Description

Includes the Office of the CAO and Executive Operations, Corporate Communications, Human Resources and Corporate Safety, and Salt Spring Island Administration. Under the direction of the CAO, Executive Services:

#### What you can expect from us

- ▶ Provide overall management of CRD departments and programs, foster relationships and submit recommendations and progress reporting to the Board.
- ▶ Provide Board Chair and Board support.

#### Staffing Complement

Executive Operations  
Corporate Communications

### 2. ADVOCACY SUPPORT

#### Description

The Board may act on any advocacy topic where it feels there is a regional interest or to support a local interest in collaboration with Electoral Area Directors. An Advocacy Strategy was developed in 2019 and updated in 2023 to assist the Board to be effective at gaining the support of other orders of governments and partners. The Board Strategic Priorities are the basis for Board advocacy. The process

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<sup>1</sup> Service budget(s) listed may fund other services

for adding to those is by Board resolution with follow-up actions typically directed through the Board Chair, Chief Administrative Officer or Executive Leadership Team. The Board Chair may ask for the support of other Directors or staff to assist with efforts based on relationships, expertise and experience.

#### What you can expect from us

- ▶ Oversee the preparation of technical information briefs for the Chief Administrative Officer and/or Board Chair.
- ▶ Coordinate outreach including, but not limited to, correspondence and meetings.
- ▶ Track responses in the [Advocacy Dashboard](#), which transparently reports on all advocacy activities undertaken.

#### Staffing Complement

This work is incorporated into the existing workplans of the Senior Manager, Corporate Communications and Manager, Executive Operations.

## 05 Initiatives

*Below are the initiatives listed in the [Capital Regional District 2023-2026 Corporate Plan](#) and the related initiative business cases (IBCs), including financial and staffing impacts, proposed for 2025. The financial impacts reflect full program costs, including cost of staffing.*

| Initiative                                                                                                                                | Implementation year(s) |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 14a-1 Work collaboratively to address multi-jurisdictional issues that impact residents' wellbeing in alignment with the Board Priorities | Ongoing                |

## 06 Performance

### GOAL 14A: INFLUENCE REGIONAL ISSUES & ADVOCATE IN A CONSISTENT, FOCUSED WAY THAT ALIGNS WITH THE BOARD PRIORITIES

#### Targets & Benchmarks

The CRD has a well-structured Advocacy Strategy that outlines the approach and maintains an Advocacy Dashboard keeping detailed records of all meetings, letters, phone calls documenting the advocacy initiatives discussed. The Advocacy Dashboard is a public facing document that is updated regularly and shared with the CRD Board through the Chief Administrative Officers' Quarterly Report.

Achieving a provincial or federal policy change or senior government action through regional district advocacy can be a slow and incremental process although worthwhile. Advocacy efforts may take years to yield results making it challenging to attribute specific outcomes to advocacy. Establishing a direct causal link between advocacy efforts and policy changes can be complicated as other factors such as public opinion, election outcomes or external events can influence policy decisions. Response levels to specific requests are unpredictable and often dependent on ministry approach and the immediate priorities of senior orders of government. Measuring the success of advocacy efforts can be difficult for local government and regional districts as they are often more nuanced and subjective. For these reasons, a specific performance target has not been identified.

## 07 Business Model

**PARTICIPANTS** All municipalities and electoral areas

**FUNDING SOURCES** Requisition

**GOVERNANCE** [Capital Regional District Board](#)