



Future in Focus:

Guelph's Advocacy Plan

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Overview

Where We Started

Purpose and Goals

Strategic Plan Alignment

What We Did

Engagement

Process Development

The Advocacy Plan

Advocacy Process & Steps

Key Directions

Next Steps

Implementation

Performance Evaluation


Where We Started



Challenges Addressed

- Increasing number of complex issues requiring intergovernmental collaboration
- Limited opportunities to engage directly with decision makers
- Diverse voices and perspectives within the City

Advocacy Plan Goals

1. Maximize impacts of advocacy
 2. Create a united Guelph voice on advocacy issues
 3. Provide increased transparency on advocacy activities
 4. Facilitate proactive and prioritized advocacy work planning
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What We Did



Engagement

- Leadership Teams
- Mayor and Council

Advocacy Process Development

- Identifying scope of City's advocacy and outlining process for defining advocacy issues
 - Identifying types of stakeholders and their role in advocacy
 - Developing prioritization criteria and framework
 - Developing approach for tactic selection
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The Advocacy Plan

Advocacy Process



Key Directions



Foundations



City Building



Environment



**People and
Economy**

Advocacy Process



Step 1: Issue Identification

- Define scope of City's advocacy
- Development of desired outcomes
- Establishment of focused calls to action


Step 2: Stakeholder Identification

- Identifying key partners in advocacy
- Identifying decision makers for advocacy efforts

Step 3: Issue Prioritization

- Evaluation of criteria
- Assignment of priority categories

Step 4: Tactic Selection

- Engagement-based tactics
 - Supportive tactics
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Key Directions

Foundations

Supporting Guelph's
Fiscal Sustainability

Enabling Effective
Municipal Operations

City Building

Increasing Housing
Supply and
Maintaining Local
Infrastructure

Improving
Connectivity and
Supporting
Transportation

Environment

Mitigating Climate
Change and
Protecting the
Environment

People and Economy

Supporting
Community Health,
Safety and
Wellbeing

Investing in Strong
Local Economies


Next Steps



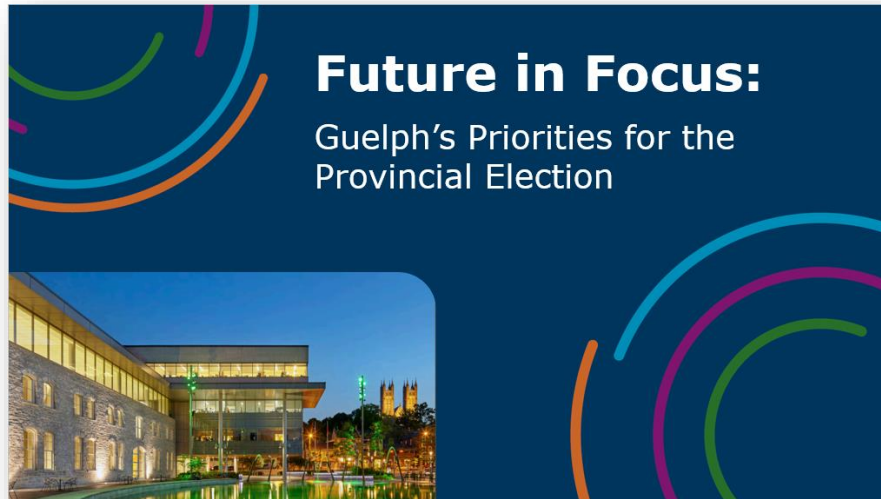
Implementation

- Advocacy planning
- Issue profile development
- Stakeholder outreach
- Execution of tactics

Performance Evaluation

- Enhanced intergovernmental performance tracking and reporting
 - Integration of outcome-based metrics and qualitative data
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Implementation Example



- Consistent application of advocacy process and approach
- Leverage branding and themes throughout advocacy materials
- Improved communications



Thank you