



The Corporation of the Town of Milton

Report To: Council

From: Carrie Beatty, Director, Strategic Communications

Date: November 15, 2021

Report No: CORS-060-21

Subject: Corporate Government Relations Work Plan 2021-22

Recommendation: THAT CORS-060-21 be received for information.

EXECUTIVE SUMMARY

- Government relations is about fostering, building, and maintaining effective and collaborative working relationships with federal, provincial, municipally elected officials, members of the public service, community and external stakeholders, and municipal associations.
- The corporate government relations work plan includes activities that support and advance the Town's existing priorities, for this term of Council, which were established in the 2020 - 2023 Council Staff Work Plan.
- In an increasingly competitive and fiscally restrained environment, the government relations plan aligned with the Council Staff Work Plan enables the Town to articulate and advance its key priorities with other levels of government.
- In addition, the plan positions the Town as a trusted partner of governments and stakeholders willing to collaborate on opportunities and actions to advance priorities.

REPORT

Background

As Milton has grown and continues to grow, the long term needs and the ongoing service demands and infrastructure requirements have become more complex. The Town is now competing for other levels of funding with other growing communities and must remain visible to our other levels of government to ensure Milton's needs are met through the development of any new or revised public policy and funding programs by other levels of government. Additionally, identifying opportunities for shared and mutually beneficial goals with our stakeholders contribute to advancing Milton's priorities.

Strategically, Council developed a Council Staff Work Plan in 2020 that identified Milton's priorities to foster and sustain a vibrant and thriving community. Within Council's Staff Work Plan, Council identified the priority of establishing a government relations strategy.

Background

The key functions of GR within the organization include advocacy initiatives, intergovernmental relations and partnership development, research and analysis, policy/issue briefs, strategic GR consultation, funding opportunities, and progress and performance of GR activities.

The corporate GR work plan focuses on advancing the priority areas within the Council Staff Work Plan, that include:

- Increasing revenue potential for the Town
- Planning for growth
- Service innovation
- Community attractiveness and competitiveness

Discussion

This report serves to update Council and the community about the Town's corporate government relations plan and future strategy development.

Government relations (GR) is about fostering, building, and maintaining effective and collaborative working relationships with federal, provincial, municipally elected officials, members of the public service, community and external stakeholders, and municipal associations. Council and staff all have a role to play in GR.

In an increasingly competitive and fiscally restrained environment, implementing a GR plan aligned with the Council Staff Work Plan enables the Town to maximize the ability to identify and access funding from provincial and federal sources. In addition, the plan positions the Town as a trusted partner of governments and stakeholders willing to collaborate on opportunities and actions to advance corporate priorities.

Further, the GR work plan ensures that Council, corporate leadership, and key stakeholders are aware of, and understand, Milton's strategic priorities and how to collectively and collaboratively work to advance them.

Since Council has established priorities within this term of Council, the GR activities have been focused on, and will continue to, advancing these existing priorities for the remainder of this term of Council.

It is recommended that a formal government relations strategy is developed in parallel to the 2022-2026 term of Council priorities. An effective GR strategy will be developed in sync with the organization and Council's priorities (established goals), data collection, issues identification, and relationship-building activities. These are the fundamental pillars of public affairs.



Discussion

Therefore, the GR corporate work plan was developed through a review of the Council Staff Work Plan priorities and key informant interviews with members of the corporate leadership team and project leads to identify critical GR activities required to support advancing priorities or projects.

The GR work plan is divided into two main categories:

- a) **Organizational GR support** - to aid and support organizational business, Council matters, and the leadership team (e.g., increasing awareness of Council-endorsed Milton positions on key issues, increasing awareness of key Halton Regional positions benefiting or impacting Milton, and advancing Milton's priorities, intergovernmental and stakeholder relations)
- b) **Council Staff Work Plan priorities** - activities necessary to advance priorities specifically outlined within the Plan (e.g., Milton's Growth Plan, MEV, Secondary Plans, Integrated transit and GO transit, increasing revenue and funding opportunities)

Progress on GR activities will be reported to Council on a regular basis.

Financial Impact

The Town's GR activities are led by the Strategic Communications division with funding primarily through the Town's approved operating budget. As outlined above, GR activities are central to the Town's ability to advocate for, and pursue, funding opportunities, partnerships and key investments within the community. Applications and approval of funding opportunities occurs in alignment with By-law 071-2016, with reporting to Council through a combination of Departmental updates, Strategic Communications briefing notes and the Town's financial reporting.

Respectfully submitted,

Troy McHarg
Commissioner, Corporate Services

For questions, please contact: Dorothy McCabe, Government Relations Advisor Phone: 905-299-7418

Attachments

Appendix A - Corporate Government Relations Plan 2021 - 2022 Overview



The Corporation of the Town of Milton

Report #:
CORS-060-21
Page 4 of 4

CAO Approval
Andrew M. Siltala
Chief Administrative Officer

Recognition of Traditional Lands

The Town of Milton resides on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. We also recognize the traditional territory of the Huron-Wendat and Haudenosaunee people. The Town of Milton shares this land and the responsibility for the water, food and resources. We stand as allies with the First Nations as stewards of these lands.

Purpose:
To identify key Government Relations (GR) activities to support and advance the Town’s priorities until the end of Council’s current term of office.

Key Functions of GR

Advocacy Initiatives	Intergovernmental Relations & Partnership Development	Research & Analysis	Policy / Issue Briefs	Grant Opportunities & Writing Support	Strategic GR Consultation	Progress & Performance of GR Activities
Discussions with elected officials, key staff and stakeholders	Create a collaborative coalition of community & government stakeholders	Monitor external political & intergovernmental policies & issues	Briefing notes to support Council and the corporate leadership team	Identify sources of funding, grant writing, and follow up	Information, advice, analysis for Council and corporate leadership team	Track and monitor progress

Corporate GR Work Plan alignment to Council Staff Work Plan & Corporate Strategies:

Organizational GR Support Examples	Council Staff Work Plan Priority Areas Examples
<ul style="list-style-type: none"> • Increased political acuity within the Town to advance projects and goals <ul style="list-style-type: none"> ○ i.e. informed stakeholders and community partners • Informed Milton positions on key issues • Managing interactions with Ministers, MPs, MPPs, Regional government, Municipal and other associations • Aligning GR work with corporate strategies • Informed Regional positions that support advancing Milton’s priorities 	<ul style="list-style-type: none"> • Increasing Revenue Potential <ul style="list-style-type: none"> ○ Grant opportunities • Planning for Growth <ul style="list-style-type: none"> ○ Education & outreach regarding Milton’s strategic growth plan • Community Attractiveness and Competitiveness <ul style="list-style-type: none"> ○ MEV ○ Integrated transit & GO Transit service expansion ○ Service Innovation <ul style="list-style-type: none"> ○ Modernization of services funding

GR Collaboration Discussion Points:

Advocacy Support	Research and Information Sharing	Strategic Communication
<ol style="list-style-type: none"> 1. Legislation: Is there legislation which requires amendment? 2. Regulations: Are there regulatory issues that require amendment? 3. Capital projects: Are there capital projects to advance through education and outreach opportunities to other orders of government or stakeholders? 4. Pilot projects: Are there pilot projects which Milton wants to share information and results to other orders of government or stakeholders? 5. Professional Associations: What members of Milton Council and staff are participating on which associations, and do their mandates support or align any of Milton’s priorities – collaboration? 		