

ADVOCACY PRIORITIZATION

POLICY NO. AP012

PURPOSE

1. The purpose of ABmunis Policy AP012 - Advocacy Prioritization (the “Policy”) is to establish an advocacy prioritization process that engages and serves our Members in addressing priority issues within ABmunis capacity.
2. ABmunis represents over 260 municipalities who face a wide variety of complex issues. Its mission is to be the voice of its Members and provide visionary leadership, solutions-based advocacy, and service excellence. To fulfill its mission, ABmunis must prioritize the issues it addresses.
3. This Policy has been developed to provide a clear process for determining Policy and Advocacy priorities for ABmunis on behalf of its Members. Benefits of the Policy include:
 - a. Ensuring advocacy priorities align to ABmunis vision, mission and core values.
 - b. Focusing time and resources on the most important advocacy activities, which serve the interests and needs of ABmunis Members.
 - c. Establishing a consistent and transparent process for determining ABmunis priorities that is understood by the Board, Committees, Members and Employees.
 - d. Building ABmunis credibility with key partners and decision makers.

DEFINITIONS

4. In this Policy:
 - a. “**ABmunis**” or “**Association**” means the Association of Alberta Municipalities.
 - b. “**Advocacy**” refers to the wide variety of actions undertaken by ABmunis to address municipal and policy issues.
 - c. “**Board**” means the ABmunis Board of Directors.
 - d. “**Board Member**” means a member of the ABmunis Board of Directors.
 - e. “**CEO**” means the person appointed by the ABmunis Board of Directors as Chief Executive Officer.
 - f. “**Committee**” means a standing committee of the Board or an ad-hoc committee established by the Board.
 - g. “**Employees**” means Permanent Employees, Term and Temporary Employees of ABmunis.
 - h. “**Executive Officer**” means a position with the title Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Chief Marketing and Strategy Officer, and Chief Policy and Advocacy Officer.
 - i. “**Member**” means a Regular Member as defined in the ABmunis Bylaws.
 - j. “**Policy**” means the declared objectives on political, managerial, financial, and administrative matters that impact ABmunis Members.
 - k. “**Political Capital**” means the goodwill, trust and influence a political figure/organization has with the public and other political figures/organizations.

POLICY

How Prioritization is Used

5. The approach to prioritization described in this Policy is used for:
 - a. Allocating ABmunis resources including its budget along with Board, Committee and Employee time.
 - b. Selecting strategic initiatives as part of the Board’s strategic planning process.

- c. Establishing Committee work plans.
 - d. Screening resolutions submitted by Members and determining approach to resolutions adopted by Members as described in ABmunis Policy AP002 - Resolutions.
 - e. Screening and prioritizing issues that emerge outside these planning processes and resolutions.
 - f. Determining which external Committees and working groups Employees and Members will sit on.
6. Regarding emerging issues, Employees will run the issues through the prioritization screening described in a subsequent Section:
- a. If there is a clear answer - Employees confirm approach with the Chief, Policy and Advocacy Officer or the CEO.
 - b. If there no clear answer - Employees will seek input from the relevant Committee or Board.

Initial Screening

7. ABmunis focuses Advocacy efforts on issues that have a significant impact on municipalities throughout Alberta. The first step in the Advocacy process is to determine whether the issue is one which meets ABmunis core mandate or whether it is clearly outside of the Association's scope.
8. ABmunis will not engage in Policy issues which:
- a. Are deeply ideological, divisive, and outside municipal interests.
 - b. Involve conflicts between individual municipalities.
 - c. Involve conflicts between individual municipalities and citizens, other organizations, etc.
 - d. Involve internal issues of a municipality.
 - e. Promote the interests of individual businesses.
 - f. Partisan in nature, i.e., could lead to ABmunis being perceived as supporting a political party or candidate.

Prioritization Framework

9. ABmunis will use the following questions to determine whether to act on an issue and if so, how the issue will be prioritized:
- a. Does the issue align with ABmunis strategic initiatives?
 - b. Is the issue within municipal jurisdiction?
 - c. What is the impact on Members and how many Members are impacted?
 - d. Have Members requested action by ABmunis on this issue through a resolution or request for decision (RFD) and if so, what level of support did the resolution or RFD receive?
 - e. Will engagement in this issue build or deplete Political Capital?
 - f. How will advocacy on this issue impact ABmunis' other priorities?
 - i. Does the issue involve the need for:
 - Information sharing?
 - Funding?
 - Policy change?
 - Legislative/regulatory change?
 - All the above?
 - g. Is there an opportunity for ABmunis to add value to this issue?
 - h. What are the timelines involved?
 - i. Does ABmunis have the capacity to respond effectively?
 - j. What priorities does ABmunis need to drop to respond to this issue properly?
 - k. What are the chances of success?

- A. Further details on the considerations involved in answering these questions are included in Appendix A - Prioritization Framework.

Levels of Engagement

10. Based on the answers to the above questions, ABmunis will determine the level of engagement required.
- No engagement - **Monitor** the issue for any significant changes which may impact Members.
 - Low - **Inform** Members about the issue and any opportunities for them to engage directly.
 - Medium - **Contribute** to the issue through developing a position and engage in some basic advocacy.
 - High - **Lead** solutions-based advocacy development and deployment of an advocacy strategy.

For further details on the level of engagement refer to Appendix B - Levels of Engagement Framework.

Evaluation

11. To determine the effectiveness of the prioritization process, ABmunis will conduct the following assessments:
- Key Performance Indicator**
 - Through its annual reporting process, ABmunis will identify whether it achieved the intended outcomes of priority initiatives.
 - Board**
 - Through the annual Board effectiveness survey, Board members will indicate whether they spent their time on the right issues.
 - Satisfaction of Committees**
 - Through the Committee effectiveness survey, Committee members will indicate whether they spent their time on the right issues.
 - Satisfaction of Members**
 - Through the annual advocacy survey, Members will indicate whether ABmunis' strategic initiatives reflect their priorities.
 - Satisfaction of Employees**
 - Through the annual Employee engagement survey, Employees will indicate whether they have adequate time and resources to address high priority issues, and
 - Employees will indicate whether they understand the value of their work/or the rationale behind their work.

POLICY REVIEW

12. This policy will be reviewed every three years. Any recommended changes will be presented to the Board for approval.

APPENDICES

- Prioritization Framework
- Levels of Engagement Framework

	Date	Minute Page No.
Approved	February 21, 2019	4
Reviewed/Amended	April 22, 2022	2
Reviewed/Amended	April 24, 2025	2



President, Mayor Tyler Gandam



Chief Executive Officer, Dana Mackie

Appendix A

Prioritization Framework

Questions	Sample considerations	Analysis
A. Does the issue align with ABmunis strategic initiatives?	<ul style="list-style-type: none"> Will action on the issue contribute towards realizing the goals of ABmunis' strategic initiatives or will it lead to scope creep without adding value? 	
B. Is the issue within municipal jurisdiction?	<ul style="list-style-type: none"> Is the issue exclusive to municipalities or does it also involve federal or provincial government jurisdiction? 	
C. What is the impact on Members and how many Members are impacted?	<ul style="list-style-type: none"> Is this a significant issue to a single Member or to many Members? If the issue only impacts a few Members today, does it have the potential to impact more Members in the future? 	
D. If the issue was addressed by a member resolution or RFD, what level of support did it receive during the vote?	<ul style="list-style-type: none"> Did the vote pass with a low or high majority of members in favour of the requested action? 	
E. Will engagement in this issue build or deplete political capital?	<ul style="list-style-type: none"> Does the issue align with the priorities of the government of the day? Or will we have to push to get it onto the agenda or actively counter their agenda? 	
F. Does the issue involve the need for: <ul style="list-style-type: none"> Information sharing? Funding? Policy Change? Legislative/regulatory change? All of the above? 	<ul style="list-style-type: none"> The answer to this question will influence the time, resources, and chances for success. In general, changes to legislation requires more time and effort than changes to regulations. Requests for funding must consider federal and provincial governments face funding constraints. 	

Questions	Sample considerations	Analysis
G. Is there an opportunity for ABmunis to add value to this issue?	<ul style="list-style-type: none"> Does ABmunis have the expertise from Employees, on the Board/Committees, among Members to add value? ABmunis is often best positioned to provide input on higher level principles and only has the capacity to engage at a detailed technical level on a limited number of issues. Are there other organization that have greater expertise and credibility on the issue? Is it better for municipalities to respond directly, or is a collective response needed? 	
H. What timelines are involved?	<ul style="list-style-type: none"> Is there time to seek input from Members/Committees and seek approval from the Board? In other words, is there time to determine a collective response, or should ABmunis just let Members know about an issue and let them respond individually? 	
I. Does ABmunis have the capacity to respond effectively?	<p>Given the answers to the above questions:</p> <ul style="list-style-type: none"> What is the level of effort required? Does ABmunis have the time and resources to conduct appropriate analysis, engage Members, build partnerships, create meaningful solutions and report back to Members on this issue? 	
J. What priorities does ABmunis need to drop to respond to this issue properly?	<ul style="list-style-type: none"> Would action on this issue take time and resources away from key priorities? Is the Board willing to defer or eliminate other priorities to advocate on this issue? 	
K. What are the chances of success?	<p>Given the answers to the above questions:</p> <ul style="list-style-type: none"> How likely will ABmunis advocacy on an issue result in tangible benefits for Members? Has the relevant decision maker (i.e., provincial, or federal government) indicated they are open to making changes? Has a consultation process been initiated? 	

Conclusion

Based on the analysis above, what should ABmunis level of engagement* be on this issue?

What action should be taken?

How will the action be reported?

**As outlined in the Levels of Engagement Framework – Appendix B*

Appendix B

Levels of Engagement Framework

Level of Engagement	Potential Actions	Reporting
No engagement – Monitor	<ul style="list-style-type: none"> Through monitoring municipal outreach and engagement with Members, ABmunis monitors issues for potential impact. 	<ul style="list-style-type: none"> None.
Low – Inform	<ul style="list-style-type: none"> Article in ABmunis newsletter on issues that may be of interest to some municipalities. Informal email or phone call at the Employee level on issues that can be quickly resolved. Monitoring for potential future impacts. 	<ul style="list-style-type: none"> Information item for a Committee or Board. Reporting is not required for a very low priority issue.
Medium – Contribute	<ul style="list-style-type: none"> Briefing Note or Request for Decisions through a Committee seeking direction or a recommendation to ABmunis Board. As a result, further action may be taken including: <ul style="list-style-type: none"> Letters, Meetings, Presentations to Committees, Webinars, and/or Public communication (e.g. social media posts or engagement with media). 	<ul style="list-style-type: none"> Updates as required to Board and Committees. Updates to members through the newsletter as required.
High – Lead	<ul style="list-style-type: none"> Develop and implement a full advocacy strategy. 	<ul style="list-style-type: none"> Regular updates at Board and Committee meetings. Updates to Members through the newsletter, ABmunis website and events.