

2022-2023

GOVERNMENT ENGAGEMENT AND ADVOCACY PLAN

STONY PLAIN | ALBERTA | CANADA



Stony Plain is a growing community in the Edmonton metropolitan region. The community has nearly 18,000 residents, comprised of young families, working professionals, artists, entrepreneurs, and retirees. Over 900 businesses provide services to the community, as well as to customers in the region and beyond. We are committed to supporting community wellness by providing connection opportunities and supports for residents of all ages.

As identified in the strategic plan, the Town of Stony Plain has health care and education services the community values. Stony Plain has businesses and industry to serve our residents. As our resident population moves toward 30,000, we need to focus on expanding and developing these areas of our community to complement this growth. Focusing on commercial and industrial development will provide jobs and services for both current and future residents.

There are elements of Stony Plain's strategic plan strategic plan pillars that are in direct alignment with the direction of the Alberta government as articulated in the Speech from the Throne, Budget 2022 and recently released Business Plans for each Ministry. However, it is understood that while there is potential for priority synergy, the current level of cooperation from the provincial government with their municipal partners is lacking. Municipalities across the province are feeling unheard by their provincial counterparts, that policies or initiatives are not moving forward in a timely manner – or as promised – and that the status quo is not sustainable. To address this issue, the engagement tracks will be applied to moving forward on key actions from the Town within a strategic timeframe.

EXECUTIVE SUMMARY

In March 2022, Mayor and Council approved Stony Plain's Strategic Plan 2022-2025. It's a plan that focuses on the community growth and vision for the municipality for the majority of Council's term. And while it includes five strategic commitment pillars with a number of key actions attached to them – a clear advocacy roadmap is required to ensure success of the Strategic Plan.

An advocacy plan is a strategy with identified tactics and target audiences that involves educating, building relationships and impacting key decision-makers. For the purposes of this advocacy plan, impacting meaningful change will relate to and support the outcomes and goals of the Stony Plain's Strategic Plan 2022-2025.

In a clear and concise advocacy plan to support the Town of Stony Plain, both Council and the Senior Leadership Team (SLT) play important and unique roles when it comes to building relationships and moving forward on advocacy priorities. Engagement will not only include elected provincial and federal officials, but vital department staff as well.

The advocacy plan will take a phased and balanced approach to support Stony Plain to and through the upcoming provincial 2023 election next May. While a provincial timeline is applied to these phases, advocacy engagement will include all three levels of government – federal, provincial and other municipal partners.

Advocacy efforts will focus on three goals that can be applied to ensuring success – to identify shared opportunities to key decision makers at the provincial level that align with the priorities and key actions of Stony Plain, to position Council and SLT as a trusted advisor and policy partner to the provincial government on applicable issues and to ensure Stony Plain and the surrounding region get their fair share of capital projects and support from the provincial government – and ensuring the provincial government follows through on commitments.



With the current uncertainty in today's political landscape, shifting dynamics provide an opportunity for engagement if Stony Plain Council moves forward as a steady hand, presenting opportunities and solutions where possible. Currently, Stony Plain has a proven track record of being a trusted partner with other levels of government and as a key contributor to growth in the Edmonton Metro Region. Harnessing these existing partnerships and developing new ones will support successful advocacy. And by using a clear advocacy roadmap, Stony Plain will have a meaningful impact in the months leading up to the election and lay the groundwork to move forward on the Strategic Plan beyond 2023.



New School Site Servicing Project

Project Information

g, Underground and Surface works

Project Duration

Project is scheduled to take place from July 2019 to October 2019

Contacts:



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M.A.P.

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