

Report to Council

Report Title: Secure Services of Wellington-Dupont Public Affairs
Prepared By: Sonya Watson, Chief Administrative Officer
Department: Administration
Date: September 26, 2023
Report Number: CAO2023-16 **File Number:** C11AD, L04

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2023-16 – Secure Services of Wellington-Dupont Public Affairs, prepared by Sonya Watson, Chief Administrative Officer and in doing so ratifies the Chief Administrative Officer and Clerk and signing the contract with Wellington-Dupont Public and approves a by-law coming forward.

Report:

Background:

The Municipality has some very important projects underway that will shape the future of the community of Brockton. At the August 29, 2023 meeting Council directed staff to obtain more information about the services of a Lobbyist to help advance and work proactively on behalf of the Municipality through the political environment to reach key decision makers and position the Municipality favorably. We are aware these methods are currently being initiated by other local municipalities and seems to be a new norm in aggressively positioning the Municipality to advance important files.

Analysis:

Based on their positive reputation, Mayor Peabody and I meet with Brian Storseth, Principal and Lily Mesh, Executive Vice President of Government Relations from Wellington-Dupont (“WD”) to discuss approach and services offered.

WD will work with the Brockton to craft initial messaging designed to put us in an ideal position to effectively communicate with identified stakeholders. We will do this by ensuring that all materials appropriately reflect the key messages in ways that are concise and consistent which will help present Brockton in a manner that will produce optimal desired results.

WD will facilitate engagement with key federal stakeholders to show them the value of our projects and initiatives. WD will use their extensive networks inside political and bureaucratic circles and their knowledge of relevant processes and pressures at all levels of government to target key stakeholders and influencers.

In summary they will:

- Target all key relevant stakeholders;
- Identify elected officials who are potential champions for the projects;
- Determine contact sequencing to ensure the highest value relationships are receiving appropriate attention; and
- Define means of communication, post-engagement follow-up and activity tracking.

WD will provide, on an ongoing basis through regular communication (weekly calls and as needed), insight and advice to the Client on relevant issues and opportunities.

We have proposed the following projects as our initial priorities. WD will focus on gathering intelligence and advancing the conversation on the following topics

- Brockton’s New Arena Project and GICB application or alternative funding applications
- Brockton’s Housing Accelerator Grant Application
- Brockton Disaster Mitigation Fund Application for the Valleyside Cliff Rehabilitation Project

Success in the three proposed grants would result in excess of \$45 million in revenue for the Municipality for the three proposed projects.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community | Yes |
| • Recommendations contribute to achieving Quality of Life | Yes |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | Yes |
| • Recommendations contribute to achieving Economic Development | Yes |
| • Recommendations contribute to achieving Municipal Governance | Yes |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The one-year contract with Wellington-Dupont Public Affairs will be funded as follows:

- 2023 - \$18,750 will be from the 2023 General Government budget and any operating surplus
- 2024 - \$56,250 will be included in the 2024 General Government Budget

Success in the three proposed grants would result in excess of \$45 million in revenue for the Municipality for the three proposed projects.

Reviewed By:

A handwritten signature in black ink, appearing to be 'Trish Serratore', with a stylized, cursive script.

Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in black ink, appearing to be 'Sonya Watson', with a stylized, cursive script.

Sonya Watson, Chief Administrative Officer