



**Community Energy**  
Association



# Understand the Job; Know Yourself

Community Energy Association

ChangeMaker Series #2

# My Background



Mayor & Council



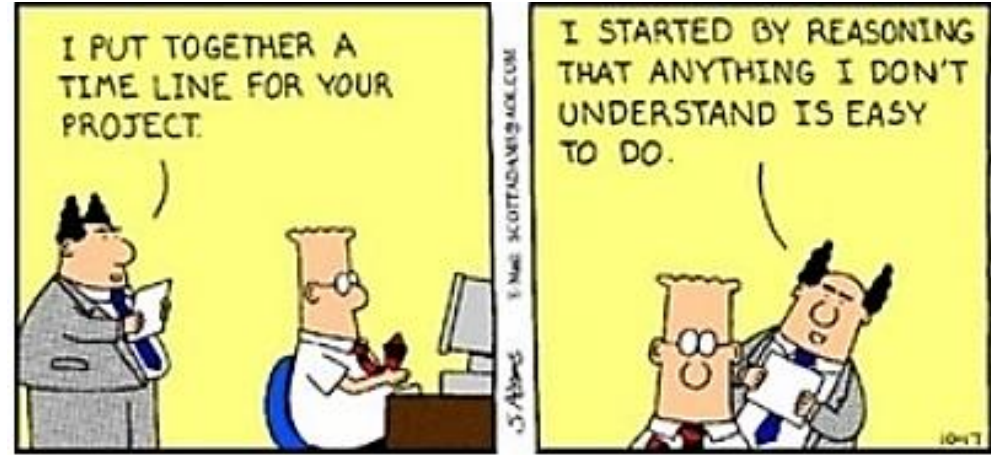
**Understand who you work for:** Political representatives of the public in a local democracy.

- Councils are made up of.... authors, realtors, photographers, broadcasters, business owners, engineers, bus drivers, caregivers, medical professionals, volunteers, community organization directors, insurance brokers....
- Strong community involvement
- Often not technical experts
- Frequently, councillor is a second job.

# Key Messages

## Understand yourself:

- What employment conditions lead to your best work?
- How do you feel about hierarchy, power and ownership?
- What motivates you?
- How do you feel about compromise, trust, transparency?

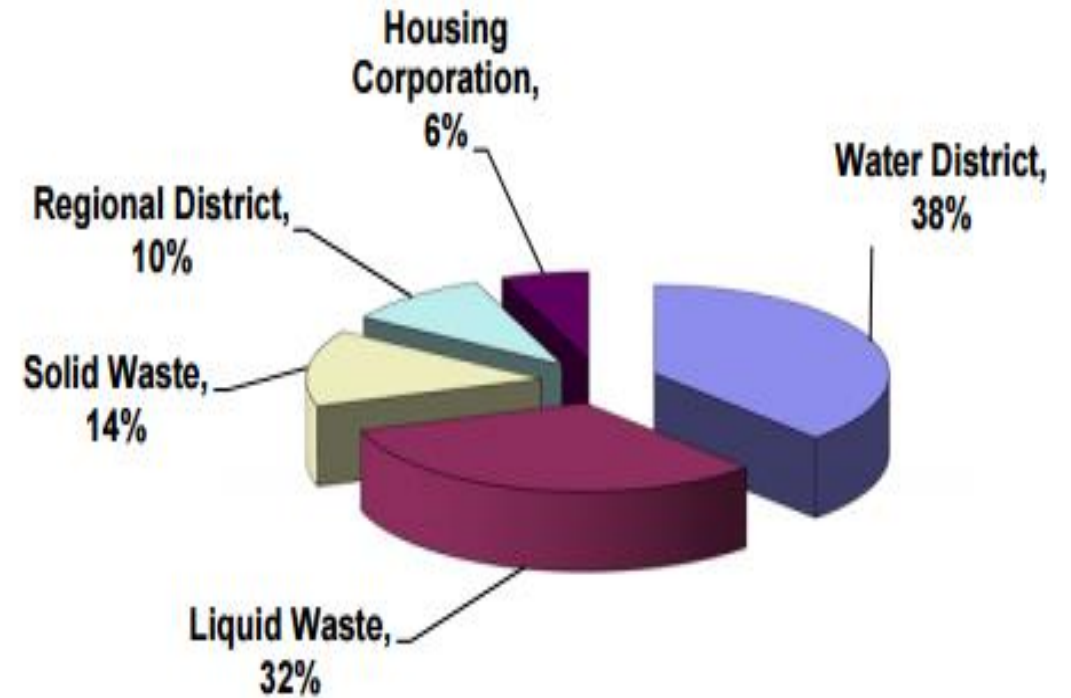
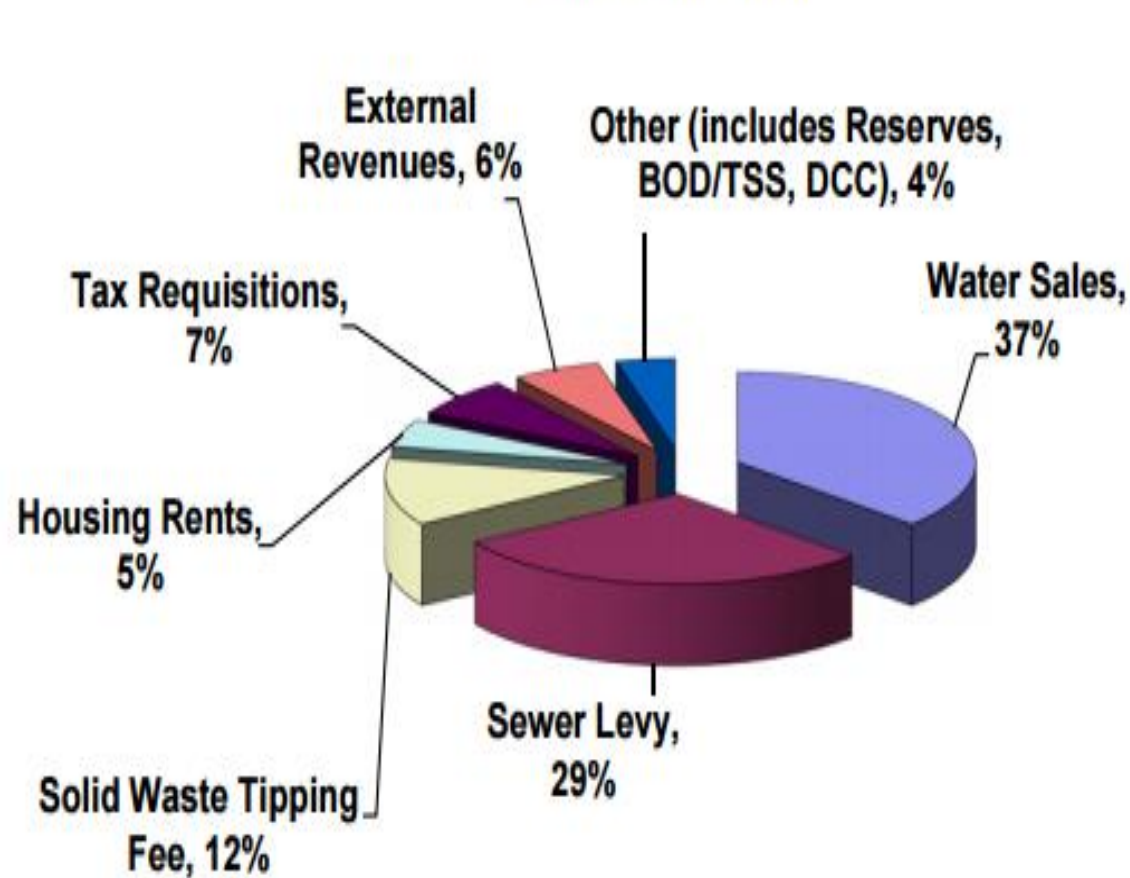


# Local Government – Large vs. Small

## WHERE THE MONEY COMES FROM

## WHERE WE SPEND THE MONEY

(Millions of Dollars)



# Local Government – Large vs. Small

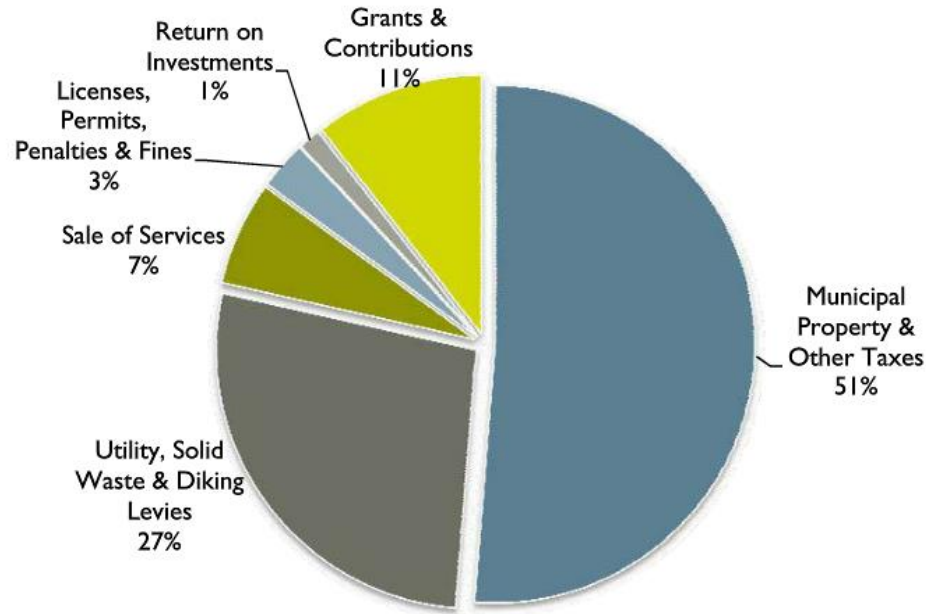
## Factors for success:

- Understand the structure
- Get to political meetings if you can
- Create both internal and external partnerships
- Listen to the people who have been there a long time

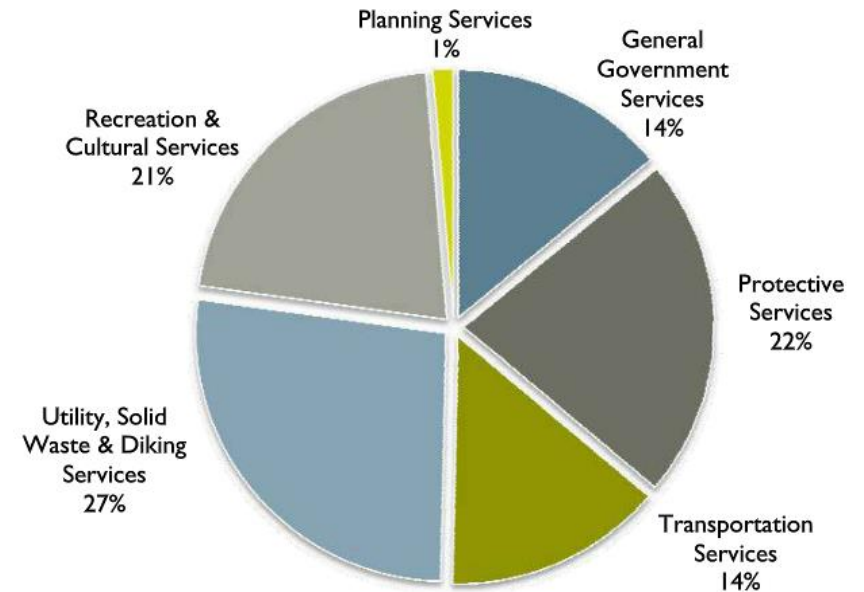


# Local Government – Large vs. Small

## 2014 Revenue Sources



## 2014 Departmental Expenses



### Factors for success:

Easier to get the vibe, understand the back story

Faster, easier, sometimes friendlier

Greater exposure to decision makers (and less shelter)

Don't let informality with Council fool you

# Getting Things Done

## Getting things done:

- Use data but know when it isn't enough
- Watch for opportunities
- Help others, including consultants, finish on schedule
- Be honest and open with the public
- Build good relationships internally
- Connect with but don't align with external community players
- Manage risk but not so much that it stifles good ideas
- Listen for “institutional memory”

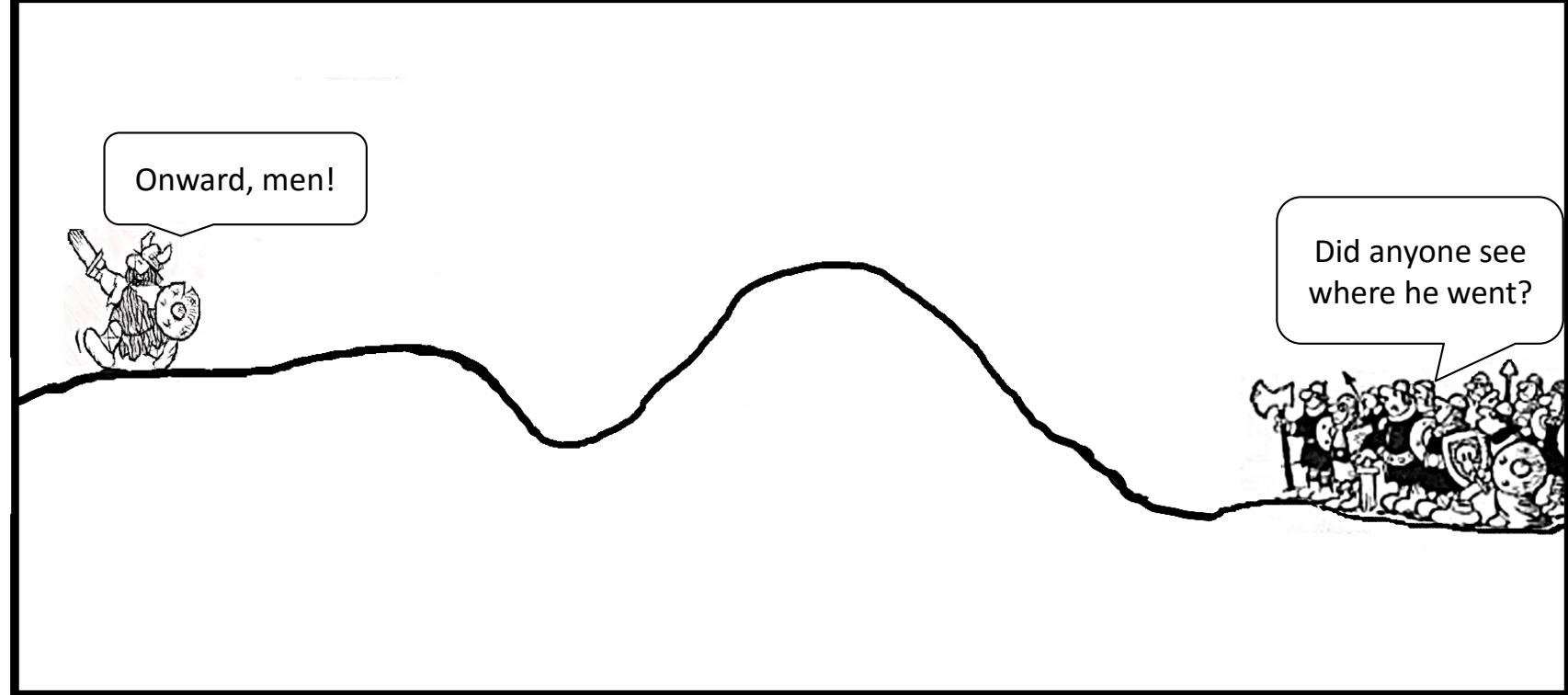




# Getting Things Done

## Getting things done (cont'd):

- You can lead from only so far ahead...
- Steep learning curves
- Innovate to save time/money
- Clear, concise funding apps
- Understand political (and community) values and goals and fit your story into that
- Avoid idealism; appreciate being part of a local democratic political process
- Try to find power and ownership wherever you are and whatever your position



## So how can CEA help?

- Research initiatives like *Getting to Implementation* that help identify barriers and ways to overcome them
- Partnerships with other stakeholders and utilities
- Connections with like-minded colleagues across BC/Canada to share experiences, brainstorm solutions
- Link report recommendations to:
  - strategic priorities, to help institutionalize & embed initiatives
  - external resources and upcoming opportunities
- Help create internal linkages, ongoing processes and useful messaging
- Always keep economic development (and cost savings) in mind
- Offer to make presentations to council
- Connect with all local government organizations (UBCM, LGMA, etc.)
- Continue to grow the role of the BC Mayors Climate Leadership Council – to create top-down momentum



**Community Energy**  
Association



**What are your experiences making change  
at the municipal level?**