



Association of Yukon Communities

Strategic Priorities 2021-2023

Ver. 20/03/06

VALUES

1. We are passionate about the wellbeing of our communities and want them to thrive.
2. We believe in the value of true partnership and collaboration.
3. We are a strong, credible, and united voice for our communities.

VISION

The Association of Yukon Communities is recognized as a strong, credible, and united voice for our members. Through our advocacy and training efforts, Yukon communities thrive.

MISSION

To achieve our vision, we:

- Bring municipalities, local area councils, other orders of government, and other interested parties together to learn from each other;
- Advocate for the interests of our members, providing an informed and united voice on matters of common interest; and
- Support effective local governance through training and information resources.

OBJECTIVES

1. Develop AYC's ability to identify, research, and approve policy positions.
2. Advocate effectively on behalf of our members.
3. Provide training that supports elected officials and municipal staff in the performance of their duties.



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ACTIONS

OBJECTIVE 1: Develop AYC's ability to identify, research, and approve policy positions.

| | Action | Lead | Timeframe |
|----|--|------|-----------|
| 1) | Develop and approve an Advocacy Policy Review Committee, whose job is to promote and oversee policy development on behalf of AYC and its members. | | |
| 2) | Where appropriate, establish Advocacy Policy Task Teams, whose job is to develop Draft Advocacy Policy Resolutions to bring forward to the Policy Review Committee. As of February 2021, these were the Top 10 Priorities identified by the AYC Board of Directors: <ul style="list-style-type: none"> 1) Land/Lot development 2) Housing 3) Staff attraction and retention 4) Infrastructure (growth, maintenance, climate change) 5) Municipal/First Nation(s) relationships 6) Community health and wellbeing 7) Solid waste 8) Municipal funding formula 9) Energy retrofits solution 10) Peripheral users of municipal services | | |
| 3) | Develop, approve, and implement Advocacy Policy Development Guidelines to govern the policy development process. The Policy Development Guidelines should empower members to develop and propose policy resolutions. | | |
| 4) | Identify funding resources to hire a researcher/writer for advocacy policy analysis. | | |



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| 5) | Incorporate the advocacy policy development and approval process into AYC Board meetings, as well as the AGM and/or annual conference. (Build into Policy Development Guidelines) | | |
| 6) | On a semi-annual basis, poll the membership to identify emerging and priority policy issues. | | |
| 7) | At regular board meetings, discuss emerging and priority policy issues. | | |
| 8) | Convene two events per year to tackle a high priority issue for Yukon municipalities. Invite all relevant stakeholders to these events. | | |
| 9) | Upload pending and approved policies to the AYC website (internal and/or external portal access) and/or identify other technological solutions for improved information sharing and collaboration. | | |

OBJECTIVE 2: Advocate effectively on behalf of our members.

| | Action | Lead | Timeframe |
|-----|---|-------------|------------------|
| 10) | Establish an Advocacy Team/Committee, whose role is to develop and implement an advocacy action plan for each approved policy resolution. | | |
| 11) | Maintain a “Advocacy State of Play Report”, accessible to the members, so they can receive updates on progress (or lack thereof) related to AYC advocacy efforts. | | |
| 12) | | | |



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OBJECTIVE 3: Provide training that supports elected officials and municipal staff in the performance of their duties.

| | Action | Lead | Timeframe |
|-----|---|------|-----------|
| 13) | Poll members on their training priorities. | | Annual |
| 14) | Develop annual training plan with corresponding budgets | | |
| 15) | Host advocacy training for members. | | Fall 2021 |
| 16) | Most media training for members. | | |
| 17) | Promote training opportunities offered by other organizations (like FCM). | | |