

Political Update & Government Relations 101

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Overview

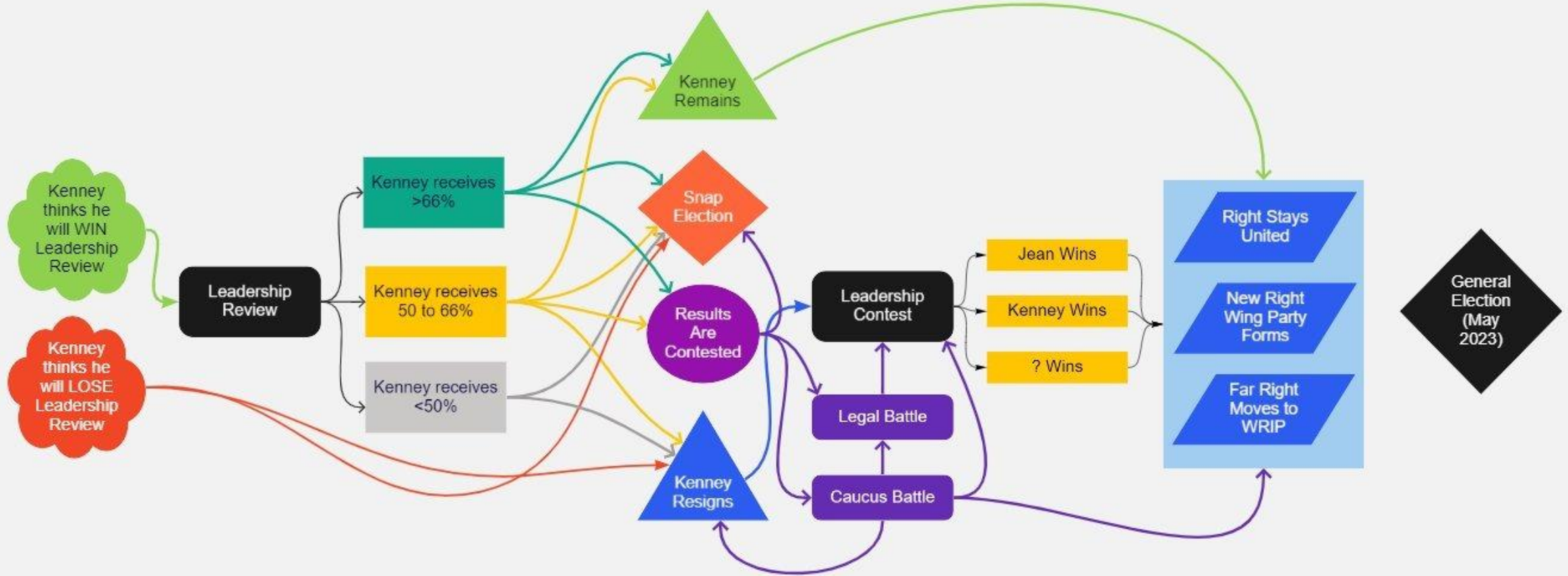
- Overview
- Political Update
- Meeting with Ministers and MLAs
 - Why it's important
 - How to do it right
- Q & A

Political Update

- Covid turmoil in the review mirror (potentially)
- Oil prices & balanced budget
- UCP leadership review
- What could happen next?



Politics is unpredictable – be prepared

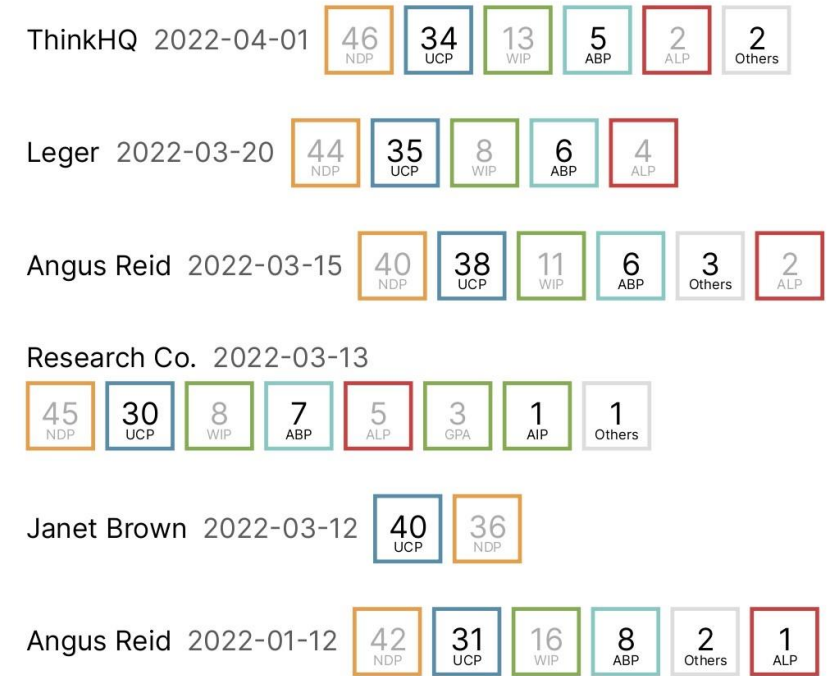


Alberta trendlines



<https://canadianpolling.ca/AB-2019>

2022



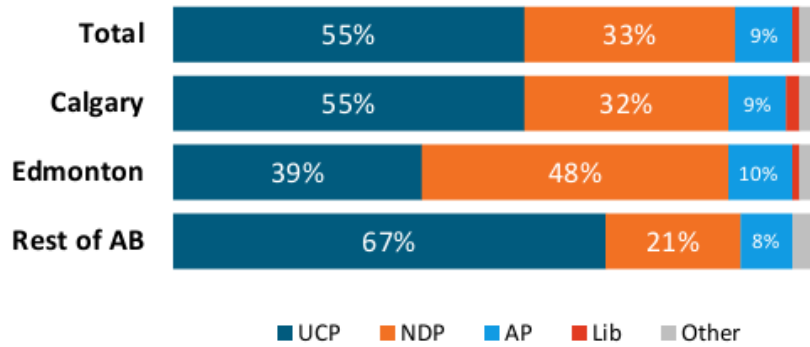
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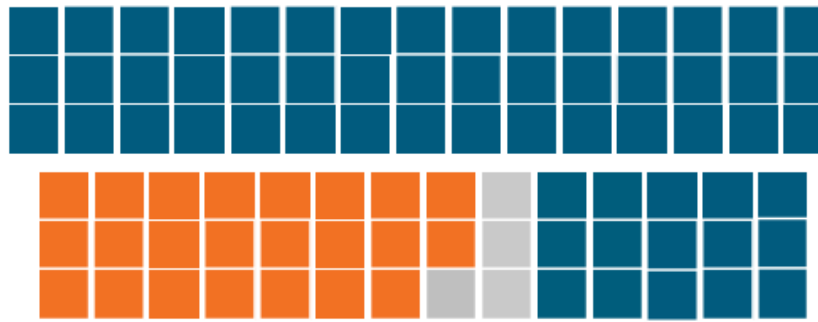


Current Legislature

Popular Vote, April 2019 Election



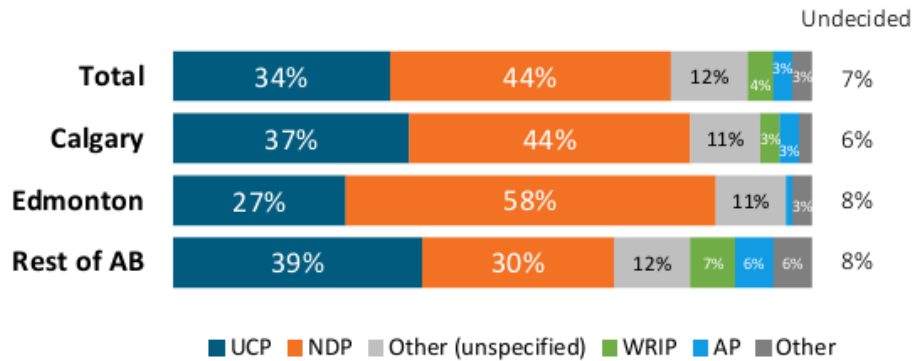
Current Seat Distribution
UCP=60, NDP=23 Other=4



Includes Speaker

If an election were held today...

Party Support, April 2022



Projected Seat Distribution
NDP = 50, UCP=37



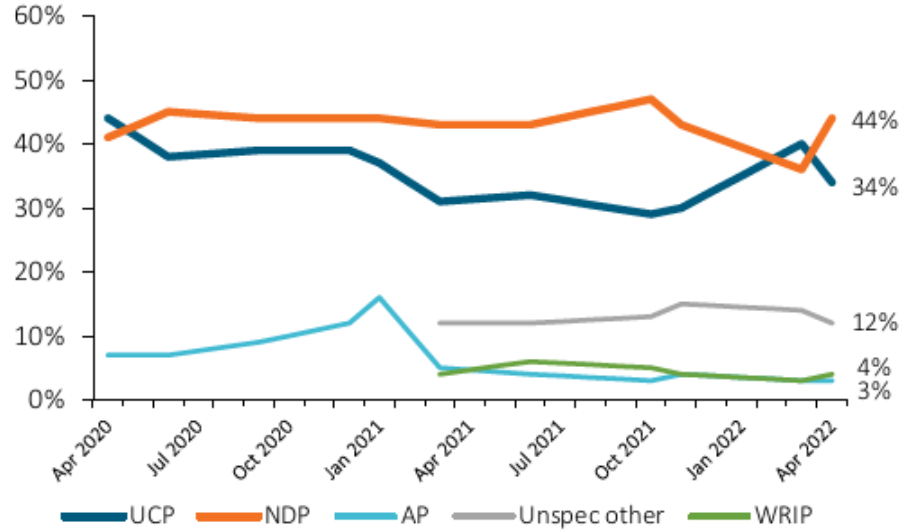
Includes Speaker

Net change from March 2022 projection: UCP (-10) NDP (+10)

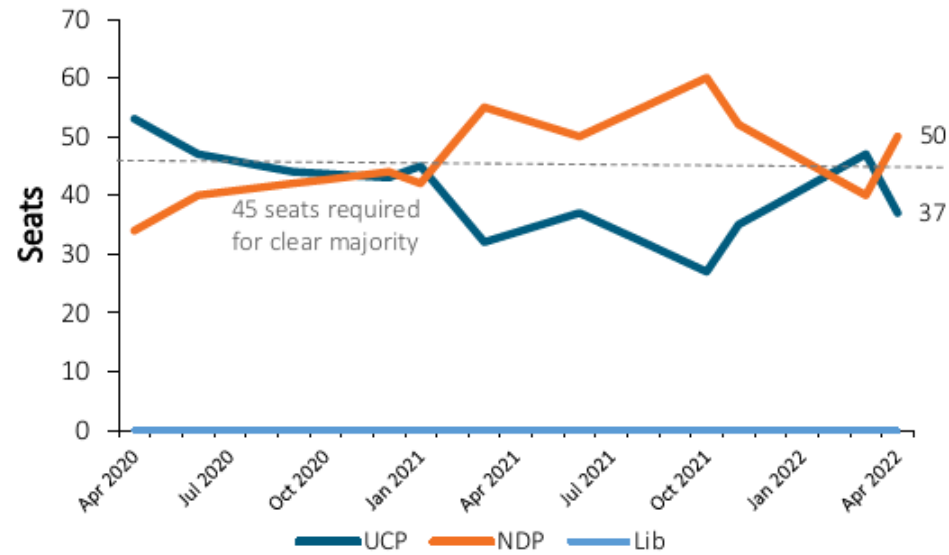


Tracking Party Support

Party Support
Decided and Leaning

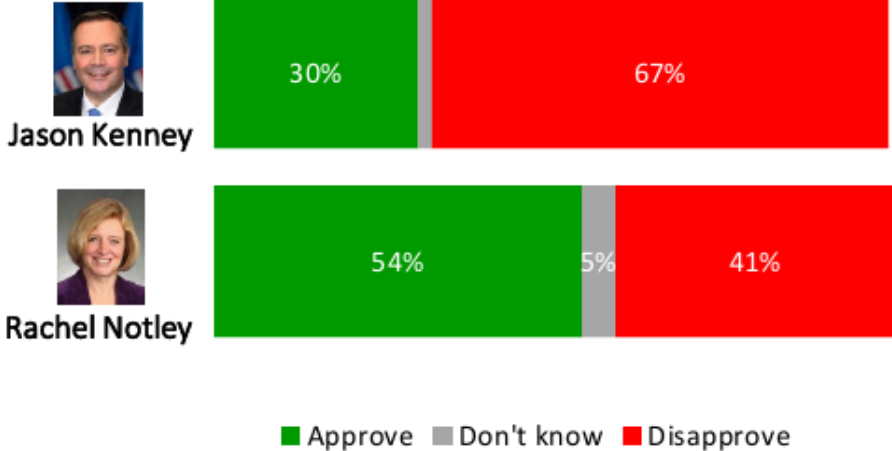


Seat Projections

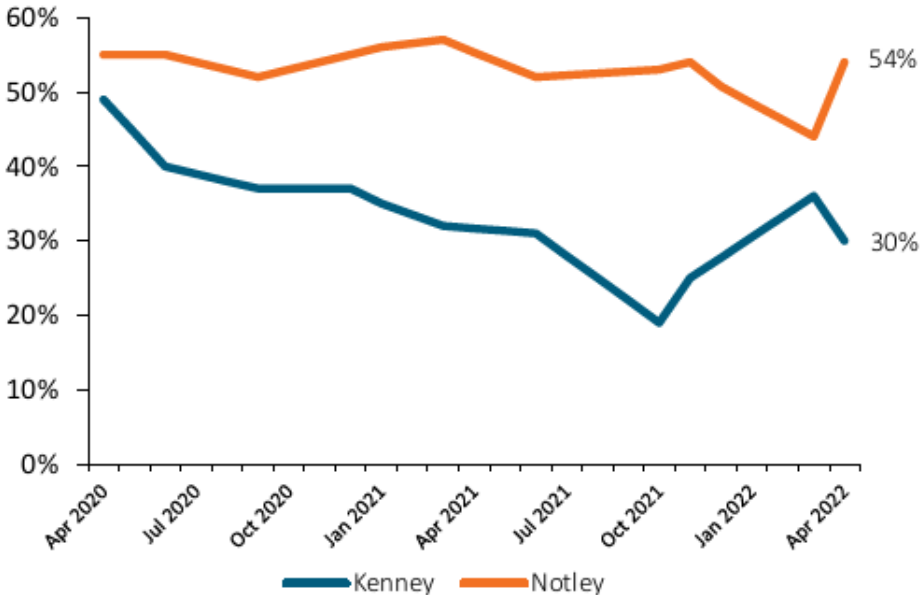


Tracking Leader Approval

April 2022 Leader Approval

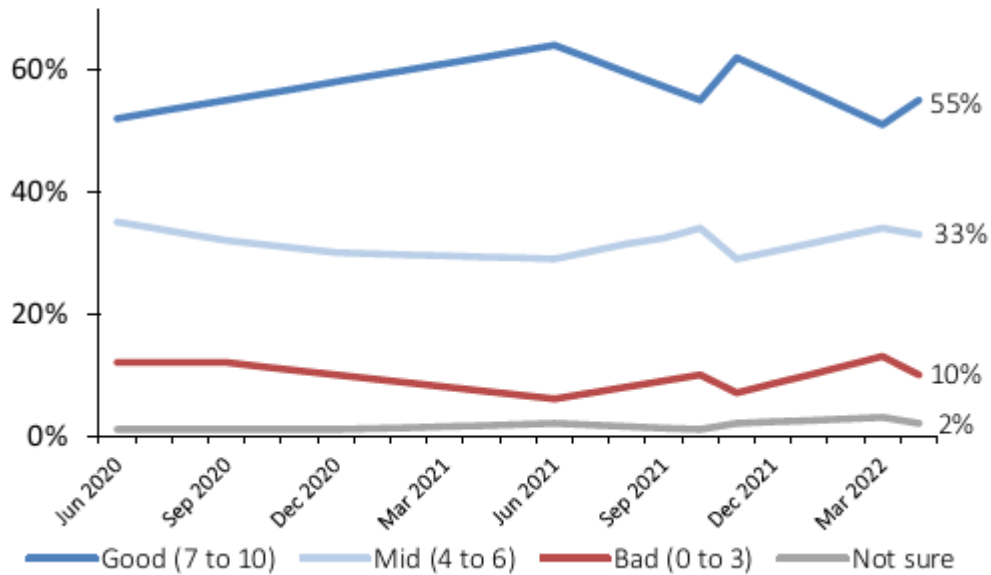


Approval Over Time

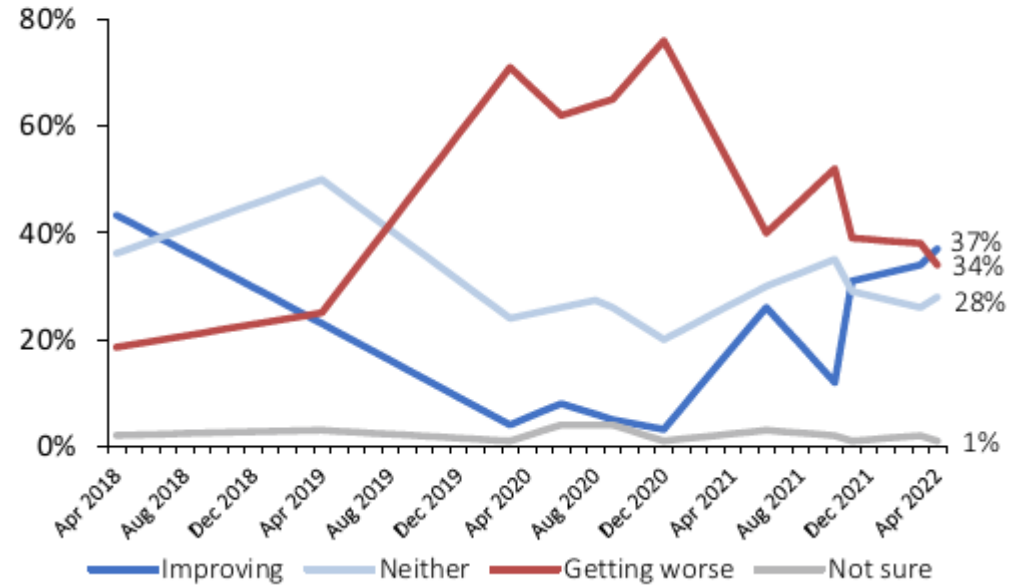


Tracking Economic Indicators

Household Financial Situation




State of Alberta Economy





Why meetings with Ministers and MLAs are important

- It's free and it works
- The squeaky wheel gets the grease
- Your message will travel up the chain
- Opposition matters



Before you request a meeting:

- Define your policy priorities(s):
 1. Be realistic
 2. Narrow down the list
 3. Know the cost
 4. Understand the path
 5. Be specific
- Be Internally Aligned
 - Ensure leaderships is in agreement

How to approach your meeting

Do's

- ▶ Be prepared
- ▶ Send agenda and briefing notes in advance
- ▶ Be informal (at first)
- ▶ Take notes

Don'ts

- ▶ Don't rant
- ▶ Politics and religion...
- ▶ Don't go off message

After your meeting

- ▶ Report back
- ▶ Thank you note
- ▶ Follow the thread
- ▶ Send occasional updates and notes
- ▶ Attend events
- ▶ Consider joining constituency association
- ▶ Visit the Legislature

Questions?

