

Draft Advocacy Policy for Clean Air Partnership

Effective Date: When Approved

Approved By: CAP ED and CAP Board

Background

Clean Air Partnership (CAP) is a charitable environmental organization whose vision is that Canadian communities are sustainable, healthy and resilient.. CAP's mandate is to enable communities to improve air quality, advance active and sustainable transportation options, take bold climate action, increase community resilience to climate impacts and accelerate the transition to a low carbon economy. We convene networks, lead research and knowledge transfer, and catalyze transformative action.

CAP runs many networks that focus on supporting different target audiences to advance CAP's mandate, including the Clean Air Council (municipal staff focus), Ontario Climate Caucus (municipal council member focus), as well as several communities of practice aimed at supporting the implementation of climate action such as net zero municipal buildings and fleets, green development standards and building performance standards for existing buildings.

As part of CAP's network facilitation, we undertake consultations related to policies not only at the municipal level but also at provincial and federal levels of government. CAP plays a facilitation role to gather input from across our Clean Air Council municipal member network and advances consensus-based policy recommendations.

CAP facilitates these consensus-based advocacy submissions by developing a draft submission for consideration and input. Where there are differing perspectives across the network, if only one municipality disagrees with a position, we often will remove that municipality from the submission and the Clean Air Council member page for a period of 2 weeks. If however, there is more than one municipality having an issue with any specific input, we just remove that specific input. If CAP considers that input to be very important then CAP will include that input in a separate CAP submission and not as part of a Clean Air Council member submission. However, in practice it is rare that CAP provides a separate submission from the Clean Air Council since CAP often aligns its position with the input from the Clean Air Council and submits both a Clean Air Council and a CAP submission at the same time.

This policy provides a background on how and where CAP engages in policy submission recommendations and [we publicly share the submissions made](#).

As CAP Board members are to provide governance and strategic guidance for CAP they are not engaged in the consultations occurring as part of CAP and CAC submissions; therefore they are not endorsers of the submissions made. Instead, these submissions occur at the operational level of the organization. However, CAP will provide advance notice (about 3 days prior to submission being made public) of a CAP submission (but not a CAC submission) to all CAP board members via email.

Purpose of Advocacy Policy

This policy provides a framework for Clean Air Partnership (CAP) and its Clean Air Council (CAC) to engage in advocacy activities that support municipal climate action and influence policies at the provincial and federal levels. The aim is to promote evidence-based, equitable, and collaborative approaches to greenhouse gas reduction and climate resilience.

Scope

This policy applies to all CAP staff, board members, contractors, interns, and volunteers, as well as collaborative actions undertaken with CAC member municipalities.

Guiding Principles

CAP's advocacy is:

- **Non-partisan:** We do not support or oppose political parties or candidates.
- **Evidence-based:** Advocacy is grounded in research, science, and best practices.
- **Collaborative:** We amplify the collective voice of municipalities and other key stakeholders.
- **Equity-oriented:** We consider climate justice and inclusive approaches in all policy work.
- **Transparent:** We disclose the purpose, scope, and funding of advocacy efforts.

Advocacy Priorities

CAP's current advocacy focus includes:

- Enabling municipal climate action through supportive legislation, regulation, and funding.
- Strengthening provincial and federal climate policies aligned with net-zero targets.
- Promoting tools such as Green Development Standards, building performance standards fleet electrification, deep energy retrofits, and sustainable transportation.

- Improving municipal capacity to respond to extreme weather and public health risks.

Roles and Responsibilities

- **Executive Director** oversees advocacy strategy and ensures alignment with CAP's mission.
 - **Policy and Program Staff** coordinate advocacy activities, prepare materials, and engage with stakeholders.
 - **CAC Members** provide input on advocacy positions and approve joint submissions.
 - **Board of Directors** provides oversight for the strategic direction of the organization and compliance with charitable rules and mandate. Not involved in policy submission reviews.
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Decision-Making Process

- Positions representing CAP or CAC must be reviewed internally and through CAC consultations.
 - Joint CAC submissions require consensus support from participating municipalities.
 - Rapid-response advocacy (e.g., to new legislation or budget announcements) may be authorized by the Executive Director based on already approved CAC input and with subsequent reporting to the CAC.
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Engagement with Government

CAP may:

- Submit written recommendations to government consultations.
- Meet with elected officials and civil servants.
- Participate in advisory committees or working groups.
- Host webinars or events to educate stakeholders.

All communications are respectful, constructive, and focused on solutions.

Non-Partisanship

CAP shall not:

- Endorse political candidates.
 - Donate to political parties.
 - Promote partisan messaging
 - CAP may comment on policies or government actions based on their alignment with CAP's mission.
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Municipal Collaboration

Municipalities are not obligated to endorse every CAP advocacy position. CAP will:

- Identify whether a position is from CAP or the CAC.
 - Offer municipalities the option to opt-out of joint submissions.
 - Share templates for municipalities to adapt for their own advocacy.
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Transparency and Public Communications

- Public statements and media releases must be approved by the Executive Director or designated staff.
 - Advocacy communications will disclose authorship and purpose.
 - Reports and submissions will be published publicly.
 - CAP Board members are not signatories to CAC submissions.
 - CAP Board members will be informed of CAP submissions to identify if there is any action they need to take regarding their employed positions to notify any relevant parties of their involvement on the CAP Board.
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Monitoring and Evaluation

CAP will track:

- Submissions made and their outcomes.
- Policy changes influenced by advocacy.
- Municipal participation in joint efforts.

Review Cycle

This policy will be reviewed every **three years** or as needed, based on changes in the policy landscape or CAP's strategic direction.