

From: Jared Shaigec <jared@rmalberta.com>

Sent: February 14, 2025 1:24 PM

Subject: Council Survey for RMA and ABmunis' Running for Municipal Office Campaign

Hello RMA Mayors/Reeves and CAOs,

RMA has partnered with ABmunis to develop a campaign to raise awareness among potential candidates and Albertans at-large of the benefits of serving as a municipal elected official in advance of the 2025 Alberta municipal election. The project involves two main components. First, the associations will jointly host approximately 20 live webinars between April and September 2025. The webinars will be open to the public and will include input from individuals who have served on municipal councils in Alberta and provide an opportunity to share their firsthand experiences and perspectives.

The second component is the creation of a Toolkit for a Positive Council-Administration Relationship. The toolkit will provide best practices and tips for fostering a positive, constructive, and respectful relationship between council members and the chief administrative office, which will be released following the 2025 municipal elections.

RMA's [Running for Municipal Office webpage](#) is now live which features information about the campaign and resources for prospective candidates.

To contribute to the campaign, RMA is requesting that Council members [complete this brief survey](#). Responses to the survey will directly inform the content of the webinars, ensuring we address the real-world experiences, challenges, and opportunities that new councillors need to understand when putting their names forward. This webinar content is being designed to:

1. Build stronger Councils across Alberta
2. Give potential candidates a clear understanding of municipal roles
3. Ensure new Councillors are better prepared for their responsibilities
4. Strengthen the relationship between Councils and Administration
5. Support more informed decision-making about running for office

****All responses will be kept confidential and will only be used to develop educational content. The survey should take approximately 15-20 minutes to complete. Feel free to provide bullet points and short notes.****

*****Please forward this email to your respective Councils.*****

RMA respectfully requests the survey be completed no later than **Friday, February 28, 2025**.

Thank you in advance for your time and consideration. Should you have any questions regarding the educational campaign or the survey, please reach out to me directly.

Respectfully,

Jared Shaigec

Policy Advisor



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