



# What is October 25, 2010 ?

## What is Monday, October 25, 2010?

It's the one day in four years when you get to help choose who makes the decisions about your water and sewage, parking, public school issues, electricity, transit, policing and many other things that affect you and your family every day.

But, if you're like three-out-of-four Ontarians, you might not even bother to vote.

October 25 is when mayors, councillors and school board trustees will be elected in every community.

At CUPE Ontario, we think that's a big deal. Why? Firstly, because we all live in those communities. Secondly, because CUPE represents thousands of people working for municipalities and school boards.

All over this province, municipalities and school boards today are struggling with tight budgets and big community needs and some voices want the election to be about selling the assets that your parents and grandparents paid for and privatizing the public services that you and your family and neighbours depend on. That's why the 2010 municipal and school board elections matter so much.

Here another reason we're concerned.

Most people in Ontario, even most union members, don't actually vote in their municipal and school board elections, even though they are entitled to. In the last Ontario municipal elections in 2006 in Mississauga, for example, less than one in four eligible voters took time to cast a ballot. In Oshawa, only 25.1% cast their vote.

We all want CUPE to have an impact on public policy, but how can we expect to influence City Hall if we don't vote ourselves?

Can you even imagine anyone you know saying: "I don't care about parking, or policing, or garbage pickup?" Of course not. So doesn't it seem strange that, although most adults are offered a say in who sets their property taxes, they don't bother to use it?

CUPE believes we're all better off when Ontarians actually go out and cast their vote to elect the mayors, councillors, and school boards trustees whose decisions affect so much of our lives.

CUPE Ontario is getting involved in the 2010 elections to accomplish three things:

1. Help elect more progressive mayors, councillors and school board trustees across the province, candidates who support public services and public employees.
2. Help influence the public debate about what's at stake in the 2010 elections. The issue isn't how to have City Hall do less for the community, it's how to better provide good, "green," reliable service in an accountable manner at a reasonable cost and treat public employees with respect.
3. Help make sure that at least 75% of CUPE members get out and vote for the candidate of their choice. And, we're also aiming to have at least 10% of CUPE Ontario members volunteer on a local campaign.

Can we do it? We can if you help.

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October 25, 2010





# Campaign Strategy

“Our victory would not have happened without people talking to people and 50% of the people on the campaign had never done anything like it before.” David Plouffe, Obama’s Campaign Manager.

Talking politics. Getting involved. Making change. You can do it. With over 230,000 members, CUPE voters can make a difference.

CUPE members’ votes, your vote, in municipal and school board elections will help elect people who will protect public services for our communities. Through our individual votes, we take personal responsibility for helping shape the future, for ourselves and our children.

## What is the CUPE Ontario strategy for the 2010 municipal & school board elections?

1. **Get personally involved!** CUPE Ontario will reach out, motivate and equip Locals, Committees and District Councils who, in turn, will reach out, motivate and equip individual CUPE members to get engaged in the 2010 elections as voters and as campaign volunteers.
2. **Talk to your co-workers!** Individual CUPE members will use the time-tested strategy - speaking in person to co-workers, friends and family to make sure they vote on October 25.
3. **Support good candidates!** CUPE will work with our allies to identify progressive candidates for Mayor, Council and School Board, and encourage our members, partners, and friends to help elect these candidates.
4. **Make protecting public services an election issue!** CUPE will use campaign events and the news media to help focus the election debate on protecting public assets and public services, protecting and creating

jobs, and treating workers with the respect they deserve.

It all begins with you. As an individual CUPE member, you make the decision: the 2010 municipal and school board elections are important enough that you will go out and vote for the candidates of your choice, and you will encourage your co-workers, friends, and family to do the same. Voting means having a say about policies that affect your life and being able to say: “I did my part.”

In some campaigns, we’ll work to elect a labour-friendly councillor or trustee. In others, we’ll field candidates and work to elect a majority of town council or several trustees to a local school board.

Remember: CUPE’s voice for positive political and economic change in Ontario will be more effective if the world sees that CUPE members, in their majority, actually go out and vote.

That’s why it is worth your time and effort not just to vote, but to help your co-workers do the same thing.

## Objectives

- Mobilize CUPE members to support labour-friendly candidates
- Make clear where CUPE stands on the issues
- Give our members and the public the facts about issues and candidates
- Recruit CUPE members to volunteer on campaigns
- Target certain key campaigns for special attention and support
- Get CUPE members out to vote on October 25



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# Campaign Structure

The structure for municipal and school board elections campaigns traditionally includes three components: a central campaign located in the CUPE Ontario office; area committees based on CUPE District Councils and area offices; and a political action network located in locals. While we will be continuing with this on-the-ground approach – we are also suggesting a targeted and very public campaign focused on key local anti-privatization fights to be melded with the broader approach utilized in previous campaigns. A CUPE Ontario/CUPE National working group has been established and will take the lead. The following is a breakdown of responsibilities:

## CENTRAL CAMPAIGN

- Sets overall direction of the broader on-the-ground approach
- Coordinates campaign
- Liaises with area committees and broader labour campaign
- Develops and produces election campaign materials
- Sends out election materials to area committees
- Provides ongoing communications support
- Develops and maintains a website to provide information and tools to CUPE members

## AREA COMMITTEES

Develops an area strategy in partnership with labour councils, other unions and community groups – includes recruitment/interview of candidates

- Coordinates the campaign at the area level
- Organizes area leadership meetings
- Mobilizes locals to participate in the campaign

- Distributes election materials to locals
- Recruits volunteers to work on campaigns of labour-endorsed candidates
- Organizes area events

## LOCAL COMMITTEES

- Mobilizes membership participation in the campaign
- Sets up a communications structure in the local to publicize and distribute election information
- Encourages members to work on campaigns of labour-endorsed candidates
- **GETS MEMBERS OUT TO VOTE**

## TARGETED CAMPAIGN

- Researches issues with a view to identifying targeted communities, i.e. threats of privatization/contracting-out, selling off assets, wage freezes, cuts to programs, as well as those that are deemed winnable
- Meets with local unions, area committees, broader labour campaign and community partners to develop strategies
- Provides ongoing resources for local issues based campaigns – research, communications, message and materials development, book-offs
- Helps organize regular local events
- Gathers intelligence on local candidates
- Develops a mechanism to keep in touch with those councillors and trustees elected





# Communicating the Message

## Do any of these sound like someone you know?

- A. "I usually don't vote in local elections – I don't even really know who all the councillors are now."
- B. "I always plan to vote, but I am so busy, I just don't have time."
- C. "My one vote won't make any difference in who gets elected."
- D. "It doesn't really matter who gets elected anyway because politicians just care about themselves and never do what they promise."
- E. "Voting is for people naïve enough to believe that politicians will do what they say."
- F. "Voting is a waste of time. The real decisions are made by powerful corporations in the backroom."

## Arguments

- With over 230,000 members in Ontario, CUPE voters actually can make a difference.
- Hard to get people out to vote? Who can honestly say they don't care who decides on their schools or parking or policing or garbage collection?
- Through our vote, we take personal responsibility for helping shape the community we live in, for ourselves and our children.

- Voting means being able to say: "I did my part."
- CUPE's voice for positive political and economic change will be more effective if the world knows that a majority of CUPE members actually vote.
- If you don't vote – how do you expect your children to learn that voting matters?
- The people who want to cut your public services and contract out your job know how important municipal elections are and they plan to vote. Do you?
- Public employees not voting in municipal elections: What's wrong with this picture?
- Too busy to vote?
- Popular former NDP leader Ed Broadbent's first election victory was won by only 12 votes.

## Slogan

- October 25, 2010 **DO YOUR PART & Vote!**



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# Activities and Timelines

It is important to start the planning process early. Here is a model timetable for your campaign:

## APRIL – JUNE

- Promote sector-wide participation in municipal and school board elections training (offered by the CLC and CUPE)
- Commence search for progressive candidates (NB: Refer to Labour Council Analysis for 2010 Municipal and School Board Elections.)
- Develop a process for determining which candidates to support
- Begin interviewing candidates utilizing candidate questionnaires in tool kit (face-to-face or mail- out)
- Working with CUPE local unions, identify targeted communities for issues based local campaigns that incorporate research, member mobilization, coalition building, materials development, and a comprehensive media strategy (activities to continue through to election day)
- Begin to organize area leadership meetings

## JULY – AUGUST

- Continue search for progressive candidates
- Circulate initial list of labour-endorsed candidates
- Set up contacts with labour-endorsed candidates campaigns
- Begin recruiting volunteers to work on campaigns of labour-endorsed candidates
- CUPE general leaflet emphasizing why it is important to vote in these elections received in area offices
- Continue with local issues based campaign

## SEPTEMBER

- Labour Day events throughout the province,

distribution of election materials to members and the public

- Area leadership meetings continue
- Commence distribution of leaflet to locals
- Locals to start distributing leaflet to members
- September 10, final date for filing of nomination papers
- Continue recruiting volunteers to work on campaigns of labour-endorsed candidates
- Continue with media events for local campaigns

## OCTOBER

### FIRST WEEK

- Letter to members with CUPE's list of labour-endorsed candidates
- Circulate details of advance polls – get supporters to vote early

### ELECTION WEEK AND ELECTION DAY – OCTOBER 25

- Recruit volunteers for Election Day
- Get out the vote

### AFTER THE VOTE

- Ensure accountability of those who get elected by attending council, committee and board meetings

### Getting on the Voters List

For information on who can Vote and getting on the Voters' List, contact the Clerk of your municipality or the Ministry of Municipal Affairs and Housing at [www.mah.gov.on.ca](http://www.mah.gov.on.ca)



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## Volunteering on a Candidate's Campaign

### What every CUPE member can do?

Every candidate's campaign needs volunteers. Having enough volunteers can even make the difference between winning and losing. Getting involved this way in a campaign is not only rewarding, it can be a lot of fun too!

Even if you've never done this before, every campaign has a job for you. Even if you only have a few hours to give over the length of the campaign, there is a job for you.

The following are some of the most important jobs for which all campaigns need volunteers like you.

- **Sign Team** – delivering and installing lawn signs or apartment signs to supporters
- **Deliver pamphlets** – door-to-door-in your neighbourhood or at events and high traffic locations
- **Foot Canvasser** – going door-to-door to speak to voters, identify potential support and to give important information about your candidate
- **Phone Canvasser** - phoning individuals to identify potential support for the campaign

- **Fundraising** – approaching individuals or groups for donations to run the campaign. Helping organize a fundraising event
- **Driver** – driving people to the polls on Election Day (E-Day) and to advance polls
- **E-Day Inside Scrutineer** – working in a poll, keeping track of who has voted and counting ballots at the end of the voting day
- **E-Day Outside Scrutineer** – going door-to-door with lists of identified supporters and reminding them to vote

### Full-time volunteers on a Campaign Team?

Some CUPE members may even want to become part of a candidate's campaign team, working as a full-time volunteer. It's not for everybody, but it can be one of the most exciting and rewarding experiences you'll ever have.

CUPE members interested in assisting this way on a campaign should contact CUPE Ontario for possible training opportunities.

Check the Action section of CUPE Ontario's website at [www.cupe.on.ca](http://www.cupe.on.ca)





# Canvassing

All too often, a great candidate loses the election by only a handful of votes.

That's why, this year, on election day, most campaigns will focus on one all-important task: making phone calls and sending volunteers door-to-door to ensure their supporters actually go out and vote.

How do they know which supporters to call or visit?

They'll only know if they have, throughout the whole election period, conducted what is called, "door-to-door canvassing and telephone canvassing." Canvassing is about volunteers speaking to voters, in person, on the doorstep, or on the telephone. Through patient conversation, the volunteer canvasser finds out which voters are planning to vote for their candidate. The volunteer records that information and gives it to the campaign's canvass organizer. That's how campaigns know who to remind to vote on Election Day.

This kind of canvassing is called, "Voter Identification." Many campaign veterans think Voter I.D. Canvassing is the single-most valuable thing a volunteer can do. If you are really enthusiastic about your candidate and about helping your candidate to win, and if you like talking to people about the issues, this could be the perfect volunteer job for you.

And remember, no campaign has too many canvassers. Ever.

## How Door-to-Door Canvassing works

The most important thing to know is that every election campaign that uses door-to-door, or telephone canvassing, will train you in the activity before they put you to work. But, just to give you an idea, it goes something like this:

1. Introduce yourself and the name of your candidate.
2. Offer the candidate's leaflet to the voter.
3. Tell them, briefly, about the campaign message.
4. If the voter asks about an issue, explain your candidate's view, or promise to call back with the answer.
5. Ask the voter if your candidate can count on their vote.
6. Thank them for their time and, if supportive, tell them the Election Day date.
7. If the voter seems at all supportive: Ask them to take a lawn sign.

If you're interested in door-to-door or phone canvassing, contact CUPE Ontario: 416-299-9739.



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# Becoming a Candidate in your Community?

We are looking for good candidates to stand up for public services and public employees. How about you? Becoming a candidate for Municipal Council or School Board Trustee can be a genuinely rewarding experience. More than ever, our communities need candidates to stand up for the public services we all rely on. Democracy depends on citizens willing to put their names forward. There is often a shortage of good candidates for public office, and so it is important to encourage the best people to put their names forward.

## **Municipal Council candidate eligibility qualifications:**

- A Canadian citizen
- At least 18 years of age
- Living in the municipality in which they wish to run
- An owner or renter of property in the municipality or the spouse or same-sex partner of the owner or renter

## **School Board Trustee eligibility qualifications:**

- A Canadian citizen
- At least 18 years of age
- Living in the area of jurisdiction of the school board
- Eligible to be an elector of the school board (a supporter of the board)

## **Who is Not eligible to run for office:**

A person is not eligible to run for municipal councillor or mayor if they are employed by the municipality, or for trustee, if they are a school board employee unless they take a

leave-of-absence starting the day they are nominated until Election Day

Other reasons for ineligibility are:

- Sentenced, in custody or in prison
- Failed to file a previous election disclosure
- A member of the provincial or federal government

## **Nomination Process for Municipal Council and School Board Elections:**

- A candidate must file the nomination papers in person
- A candidate must sign a declaration that he/she is qualified to seek office
- A candidate must show proof of identity
- A nomination fee of \$200 for mayoralty candidates and \$100 for councillor and school board trustee must be paid
- The nomination period opened January 2, 2010 and closes September 10, 2010

For more information, contact your local municipal office, check out their web site or look for "Municipal elections" on the provincial government website at [www.mah.gov.on.ca](http://www.mah.gov.on.ca). If you, or someone you know, are interested in running as a candidate, please contact CUPE Ontario at 416-299-9739. Please ask about the Canadian Labour Congress' training workshops for candidates. Good luck!



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# Questions to ask Municipal & School Board Candidates

Sometimes, it's not automatically clear which candidates we should be encouraging our local CUPE members to vote for. To help, we've designed this short list of questions you may want to put to those candidates you are considering supporting.

1. Why are you running in this election?
2. Have you ever been involved in a community-based campaign to:
  - Keep local services public?
  - Improve the level or quality of local services?
3. Have you ever given support to local workers who:
  - Have been laid off/lost their job?
  - Are striking to achieve a new contract?
  - Experienced discrimination or harassment by an employer?
  - Are mobilizing to protect services or increase funding from provincial or federal governments for your community?
4. Would you be willing to work with front line municipal/school board workers who are protecting local services?
5. What is your opinion on taxes? What about unions?
6. What is your opinion of public sector workers (particularly, municipal and school board workers) and the contribution they make to your community?
  - Should municipal and school board front line workers be consulted on decisions that may affect the quality and delivery of public services? How and when?
7. What is your opinion on the contracting-out or privatization of public services (i.e. public money supporting private enterprise for profit)?
8. Do you think public assets, like hydro and water utilities and schools, should be sold off to generate revenue for a municipality or a school board?
9. What policies and/or programs would you initiate to maintain and enhance public services?
10. If you were a Councillor/Trustee during the last term, how did you vote on contracting-out municipal/school board services?
11. What role should a municipal councillor/trustee play when representing your community in discussions/meetings with provincial government representatives?
12. What qualifications and personal qualities do you possess that would be beneficial to the citizens of this community?

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# The 2010 CUPE ONTARIO VOTER CENSUS

CUPE Ontario has set a goal of getting a majority of CUPE members across the province out to vote on Election Day, October 25, 2010.

To help our local unions assess how voter participation by their members is shaping up for 2010, we are asking all Locals to conduct the CUPE VOTER CENSUS.

By asking every local union member these simple questions, your local can help us create a data base from which to project how well CUPE members can be expected to participate in the 2010 municipal and school board elections.

Please complete the form below, have it signed by the local union President and returned to CUPE Ontario.

1. CUPE Local # \_\_\_\_\_
2. Total # of members \_\_\_\_\_
3. In 2006 # \_\_\_\_\_ members of CUPE Local # \_\_\_\_\_ went out and voted in the municipal elections.
4. In 2010 # \_\_\_\_\_ members of CUPE Local # \_\_\_\_\_ have committed to vote on October 25, 2010.
5. Signature \_\_\_\_\_ President, CUPE Local # \_\_\_\_\_

Please send all completed census forms to CUPE Ontario Campaign Coordinator Maureen Giuliani at [mgiliani@cupe.on.ca](mailto:mgiliani@cupe.on.ca) by September 10, 2010.





# Political Action After the Election

Getting supportive candidates elected to municipal councils and school boards is only the first step in CUPE's campaign to protect public services.

We need to educate municipal councillors and trustees about our issues. We want to hold the members we helped to elect accountable.

- Soon after the election, set up meetings with all of the councillors or trustees to get to know them a little better and to tell them the issues that CUPE thinks will be important in the next four-year session.
- Appoint someone in the local to keep track of important votes of the school board or council over the next term – the issues and which councillors or trustees voted which way.

For example:

Contracting-out pool and arena operation, January 2011	Yes	No
Councillor A		√
Councillor B	√	
Councillor C	√	
Councillor D		√
Mayor		√

- Appoint someone in the local to look at the council or school board agendas as they come out so that you get some advance notice of what issues are being considered.
- If an issue affecting your local or the community is coming up, don't assume the trustees or councillors have all the information they need. Ask to meet with them in advance. Give them your analysis of the service we provide and how it can be improved and why it should remain a public service.
- Share information provided by CUPE about privatization and contracting out and public- private partnerships with the councillors and trustees.
- Ask to make a presentation to the committee or board which will be discussing and deciding on the issue.
- Ask CUPE for help with information and presentations.

