

FOR YOUR FUIURE

Municipal Elections 2018

A Toolkit for Waterfront Associations

This is a FOCA Member Resource



Federation of Ontario Cottagers' Associations info@foca.on.ca 705-749-3622 <u>https://foca.on.ca</u>

Table of Contents

Introduction – Why use this Toolkit	3
Why Municipal Government Matters	4
Why <u>you</u> should Vote in the Municipal Election	4
Why lake associations should get involved in the Municipal Election process	5
FOCA's Role – Historical Vote Highlights	6
WHO CAN VOTE & Frequently Asked Questions	7
HOW TO VOTE (Verify on the Voter's List; Check Municipal Vote Options;	8
A Sample Municipal Notice)	9
COMMUNICATING (Spread the News; Get 'Social'	10
A Sample Social Media Post; Hold Events)	11
Setting up a "Vote Pop-up" Booth (Why host one; Materials)	12
Ask Candidates Questions (Sample cover letter, Example questions)	13
Host an "All-Candidates" Meeting (Sample event notice; How to run a Meeting)	15
How to Register as a Candidate (Who can be a Candidate)	17
Rules about "Third Party Advertising"	18
Getting out the Vote – A planning calendar TIMELINE	20

"Vote for your Future" is a collaboration between FOCA and Ryerson University's <u>Democratic Engagement Exchange</u>.







Federation of Ontario Cottagers' Associations https://foca.on.ca 2018 Municipal Vote Toolkit p.2

INTRODUCTION

On Monday, October 22nd, 2018 municipal elections will once again be held across Ontario.

This is a once-every-four-years opportunity to choose local leaders who will advocate on behalf of issues that are important to you.

FOCA encourages you to "Vote for your Future!"

As a property owner and taxpayer, it's your right.

And, it's easier than it has ever been to vote.

Creating community

is about so much more than just roads and taxes; it is about thriving, diverse and sustainable places to live, move, work, play and prosper.

Why use this Toolkit?

FOCA has created this Municipal Election Toolkit to assist our member Associations in getting-out-the-vote in rural communities across Ontario.

This guide answers the following questions for waterfront property owners:

- Why should we vote in our rural Ontario municipal elections?
- What methods of voting are available to us?
- As lake association representatives, how do we determine what matters most to our local communities? And, what related questions should we be asking of our municipal candidates?
- What can we do to get involved and make a difference in our rural communities during municipal elections?

Why Municipal Government Matters

In Ontario, the Municipal level of government delivers some of our most valued public services. We all benefit from well-run, well informed local government, for things that directly impact our quality of life, such as:

- > Rural infrastructure including roads and bridges, libraries, and water quantity management (e.g. through their support of the Conservation Authority)
- > Land use decisions that play a major role in determining the character and prosperity of the community.
- > Environmental services to provide safe drinking water, effective treatment of sewage, garbage and recycling programs.
- > Essential services such as fire protection, police, & ambulances.



Why you should Vote in the Municipal Election

Waterfront property owners represent a significant number of the residents in many rural municipalities, and have a stake in the future of these communities.

We rely on a variety of important municipal services, and to support these services municipalities rely on us to contribute significant resources through our annual property taxes.

It is critical that all property owners understand what their local candidates stand for, how they



feel about the issues most important to you, and what they are prepared to do in the 4 years ahead if they represent you on Council. The term of office for elected representatives is December 1st, 2018 to November 30th, 2022.

It matters who represents you as your local elected officials.

Why <u>lake associations</u> should get involved in the Municipal Election process

Waterfront property owners (WPO) and residents have a right to vote in municipal elections (see more on the next page), and "cottage country" matters to Ontario's economy. WPO pay over \$800-million in annual property taxes, forming the backbone of many rural municipal budgets. Together, waterfront property owners steward 15,000 kilometres of shoreline in this province; that's more than 10 times the shoreline of Lake Ontario!

Waterfront property owners are a self-reliant and adaptable bunch. Despite the casual clothes and dock-side meeting locations, these are smart, dedicated and passionate folks who are vested in the future, and are intimately familiar with the resources, special attributes and changes happening on our lakes and rivers. They make significant contributions to their communities, and act as stewards of their land. Some live on relatively undeveloped land in low density regions, while others live where lake capacity has already been reached, or even exceeded. Today, FOCA has over 500 member groups representing 50,000 families in hundreds of Ontario municipalities.

Thriving and sustainable rural waterfronts are our common goal!

Lake associations are an important part of the fabric of rural Ontario. They keep members informed about what's going on, and they are a voice with local politicians about the sorts of quality-of-life issues that impact us every day at the waterfront.



As the 2018 Municipal Election approaches, lake associations can help to spread the word and to provide equal opportunity for all candidates to communicate to and with lake residents. We cannot control how (or if) candidates will choose to communicate their priorities to lake residents, but the quality of their responses should help you to make an informed choice on October 22!

> As voters and taxpayers, you should be aware of how your municipal candidates plan to address the issues most important to you, and to your lake association.

FOCA's Role: The Voice of Waterfront Property Owners

Historical Highlights

In 1963, FOCA was formed as a non-governmental membership association representing waterfront property owners' associations across Ontario. For over five decades, FOCA has been active in the effort to ensure that waterfront property owners have a voice within their rural municipalities. **Here are some highlights:**

1970's - After significant lobbying by FOCA and others, The Municipal Elections Act was amended in June 1972, lowering the voting age to 18 (from 21) and removing most vote qualifications related to property ownership (renters could vote).

1980-90's – After lobbying for over a decade to make voting easier for members by moving the Municipal vote date back from its traditional December placement, and to

secure mail-in ballot options, **FOCA declared victory in 1996!** The vote moved to its current October date, and the Municipal Elections Act was amended to allow



Federation of Ontario Cottagers' Associations

municipal council to pass bylaws authorizing alternative

voting methods, "such as voting by mail or by telephone that does not require electors to attend at a voting place in order to vote." This change accommodates property owners who may reside at-a-distance, during a municipal vote period.

2000's - Prior to the last Municipal elections (every four years), FOCA has consistently encouraged waterfront property owners to vote in each municipality where they own property, and to ensure they are on their Municipal voters' lists prior to vote day.

Over time, important responsibilities have been divested to the municipal sector, much of the infrastructure built in the 50's, 60's and 70's is in need of upgrading and repair, and economic conditions in rural Ontario have changed significantly. What has not changed is the reliance of municipal government on residential property owners to carry the bulk of the tax load to fund local services. *

* "The reliance of local governments in Rural Eastern Ontario on residential assessment (rather than a strong presence of commercial, institutional and industrial assessment) has become more prominent over the 2002-2011 period, rising from 85.8% to 89.1% of total assessment. .. If the reliance trend in Rural Eastern Ontario in the 2007-2011 period continues through to 2020 (increasing by 0.3% a year), these municipalities will see 91.5% of their assessment being residential by the end of the decade. This means that an even larger share of the cost for delivering local services will be borne by residential property owners..."

~ Ratepayer Affordability - White Papers on the Financial Sustainability of Local Governments in Eastern Ontario. Produced by The Eastern Ontario Wardens Caucus, Dec.2013. <u>http://www.eowc.org/en/news-ongoing-projects/resources/key-publications/Ratepayer-</u> <u>Affordability-White-Paper-December-2013.pdf</u>



Who can vote?

Anyone can vote in a Municipal election who is, on the day of the election:

- 18 years of age or older; and
- a Canadian citizen; and
- either a resident of the municipality or a property owner or tenant, or the spouse or same sex partner of an owner or tenant in the municipality, during a specified time just before the election.

Frequently-Asked Questions:

"My family owns a cottage. Can I vote in that municipality?" According to the Voter's Guide: "In order to qualify as a non-resident elector, you (or your spouse) must be the owner or the tenant of the property. If a family member who is not your spouse is the owner, and you have use of the cottage, you would not qualify as a non-resident elector. If the cottage is owned by a trust, you would not qualify as a non-resident elector."

The above information, and other questions and answers, can be found in the <u>Voter's Guide for Ontario Municipal and School By-elections 2016-2018</u> (download PDF, 24 pages).

"I own a cottage <u>AND</u> a city home. Can I vote in two places during the municipal election?"

Yes! In municipal elections, you have the right to vote in both the municipality of your permanent residency, and where you and/or your spouse own residential property.

Find out more about HOW to vote on the next page.



Voting in Municipal Elections

How to Vote

FIRST: Verify you are on the Voters' List

For property owners who may not be physically present in their municipality during a

municipal election, it is important to be on the voters' list. Municipalities will send you information about how to vote if you are on the list. It is easy to confirm or update your municipal information, here:

https://www.voterlookup.ca/home.aspx

or call 1-866-296-6722.



Important: You must use the <u>exact name</u> as it appears on your MPAC property assessment notice (or your municipal property tax notice)!

You can also use Voter Look Up to change your school support for electoral purposes, and add names to your property address. Updating this information will help to ensure that municipal Voters' Lists are accurate and up-to-date.

SECOND: Check the voting rules in your Municipality

Municipalities are making it easier for residential property owners to vote.* Each municipality is responsible for administering their election, and they may offer voting:

- by internet
- by telephone
- by mail-in ballot
- by advance voting.



* NOTE: The deadline for a municipality to pass by-laws authorizing the use of alternative voting is May 1st in the year before the election; therefore, for the upcoming 2018 election, you only have the options that are already approved by your municipality.

Find out what voting options are available to you.

First, find a link to your municipality: <u>http://www.mah.gov.on.ca/Page1591.aspx</u>.

Then, search for your municipality's online information about the upcoming municipal election, and ways to vote. Many municipalities that are offering internet, telephone or mail-in ballot options are including helpful guides and how-to videos on their websites.

Or, contact the Clerk of your municipality with your questions.



Voting in Municipal Elections

Example of a Municipal Notice about local voting options:

Here is one **example of a notice** from the Township of Havelock-Belmont-Methuen:

For the first time, the Township of Havelock-Belmont-Methuen will offer internet and telephone voting. If you are an eligible elector, you will be able to vote from a mobile device, computer, telephone, cell phone, tablet, or laptop. Internet and telephone voting is a convenient option for electors, allowing you to access ballots anytime, anywhere. ...

If you are an eligible voter you will receive a personalized voting instruction package well in advance of Election Day (October 22, 2018) with details on how to vote online or by phone. An electronic voting station will also be available for public use at the Municipal Office during the voting period. ...

Who's being elected:

The five positions that will be elected for the Township of Havelock-Belmont-Methuen Council are Mayor, Deputy Mayor, Councillor-at-Large, Councillor (Township Ward) and Councillor (Village Ward). All electors who are qualified to vote in the Township of Havelock-Belmont-Methuen will have the opportunity to vote for the positions of Mayor, Deputy Mayor, and Councillor at-Large. In addition you may also vote for one of either Councillor (Township Ward) or Councillor (Village Ward).

This is the kind of vote information you should expect to be able to get from your township or municipality.

Third: Share the news!

Many municipalities have already created how-to Vote Guides that can be easily shared, either online or in print. Otherwise, you can easily create and circulate your own short guide, based on the information provided by your municipality and in this FOCA toolkit.

Associations: See the next sections of this Toolkit for ideas about how to build interest in the municipal election, and tools for sharing information with your members.



Federation of Ontario Cottagers' Associations

Communicating about the Election



FOCA encourages lake associations to communicate about the municipal election in via print, web, social media, and at in-person events! Here are some ways Associations can participate:

Spread the News

Publish a short article in your Association print and email newsletters, to prompt your members that they are entitled to vote, to let them know that the local Association is dedicated to making sure their interests are heard by all the candidates for local Council, and to inform the membership where the candidates stand on key issues.

Remind your members that the municipal election is an important opportunity to influence local issues, and tell them what your association is planning to do to make the most of the opportunity.

Here are some sample words you could use:

"On behalf of all lake residents, our Lake Association is once again taking on a role to encourage residents to understand the issues, get to know the candidates, and participate (=VOTE!) in the municipal elections on October 22nd. Join us at our upcoming event on [date] at [location] and share your vision for our future. If you are a residential property owner, over 18, and a Canadian citizen, you have a right to vote in our municipal election! Here's how..."

Want more words? See pages 4 and 7 of this Toolkit!

Get "Social"

Post current information or event reminders on your lake association website, at road or marina gathering-points, and on Association social media channels.

Remember to connect with FOCA, because we will be circulating updates and sharing social media links as the election approaches:

https://www.facebook.com/foca.on.ca







See the next page for a sample social media post you can use!

Federation of Ontario Cottagers' Associations https://foca.on.ca 2018 Municipal Vote Toolkit p.10



Communicating about the Election

A Suggested Social Media Post:

Hey, Ontario cottage country: Plan to vote on October 22nd in your rural #MunicipalElection. Get details from @foca_info here: https://foca.on.ca/vote-for-your-future-2018-municipal-elections/



Tech Tip: right click over the image above, and select "Save as Picture" to copy it to your own computer desktop. Next, attach or upload it into your own Tweet or Facebook post.

Hold Events & Share Candidates' Positions

Talk about the Municipal Election at your Annual General Meeting, or hold meetings dedicated to the subject of the election, candidates, and pressing issues. Some ideas:

- 1. Set up a "**Vote Pop-up**" **booth** at your AGM, or a local community gathering, to bring the election to the attention of local residents. Poll attendees about the issues that are top-of-mind for them. (See details on page 12 of this Toolkit.)
- 2. Write to all the candidates on behalf of the lake association, asking for their position on top issues of concern to lake association members, and post any replies. (See some suggestions on page 13.)
- 3. Host an "All Candidates Event" prior to the Municipal Election. (See page 15.)



Setting up a "Vote Pop-up" Booth

Why host a "Vote Pop-up" Booth?

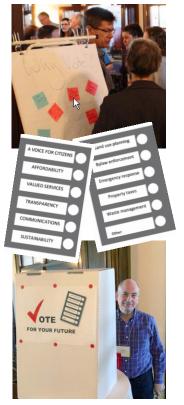
Use FOCA resources, plus a little ingenuity, to create your OWN "Vote for your Future" pop-up booth at a local event. A Vote Pop-up reminds people of their rights and demystifies the voting process. Also, learn what matters most to your neighbours (see pages 4-5 of this Toolkit), in order to prepare questions for candidates (page 13).

Too many of our Association members don't vote because they don't understand their rights, or they think voting is complicated. Spread the word about how easy it is to vote. Prompt people to think about the issues and to check that they are on the local voter list (page 8). Remind your members and other rural residents that they have a voice, and their vote matters! Alert cottage owners they may be entitled to vote there, too (page 7).

Materials you might need:

- Download the <u>"Vote for your Future" poster</u> from FOCA, or personalize one for your Association event.
- Download the <u>"Vote Ballot" template</u> from FOCA. You can personalize it with topics relevant to your area. Consider leaving one "Other" category blank, to collect additional ideas from your "voters." Print out multiple copies of these Vote Cards, and remember to bring pencils to the event!
- o Use post-it notes to collect answers to the question "Why Vote?"
- Prop up a tall cardboard box to mimic a "Voter Station" and provide some privacy for voting. You may also need to bring a table, if people will be standing to vote.
- Provide an empty tissue box, or a **box with a slit at the top**, to collect the completed, folded ballots.
- Share this link to the short "Voter Survey" from FOCA: <u>https://www.surveymonkey.com/r/FOCA_VoteMuni_2018</u> and ask attendees to complete the survey. This will help us to collect some basic information about who plans to vote in their waterfront community this October.
- Provide copies of the voter guide from your township Clerk's Office, or print off local details from the municipal website. Print extra information people can take away with them, about candidate questions, local Vote options, or other pertinent information. (see pages 7-9 of this Toolkit, for some suggestions.)





<u>PRO TIP:</u> This is a great opportunity to share your Lake Association contact info and a bit about what the Association does, why it matters, and how to get involved!



Ask the Candidates your Questions

Federation of Ontario Cottagers' Associations

FOCA believes it is important for lake associations to work with their municipal partners, year-round, on waterfront issues. An election is a particularly key time to find out about your candidates' positions, and to tell them about your lake association's concerns.

Once a lake association has identified priority issues of concern to members (see page 12 of this Guide), **create a short list of questions and send them to all the declared candidates**. Inform the candidates if you want a written response to your questions, and if you intend to post or circulate their replies. Follow-up after a couple of weeks if you haven't had a reply.

<u>Remember</u>: politicians want to be associated with issues that will get them (re-)elected and will show that they have done a good job. They won't know how constituents really feel unless you communicate with them. Each comment received directly from a voter carries weight, as it suggests broader trends.

Sample cover letter wording to send to candidates:

The _____ Lake Association represents __[#]___ families in this municipality. Our mission is ______.

We are asking each candidate running in the upcoming Municipal election where they stand on the following issues that are vital to the future of this lake and its watershed. All responses will be shared with our members, and posted on our association website. Please send your written reply to ____@____ by __[date]___. Thank you.

Examples of candidate questions / topical issues:

PLEASE NOTE: FOCA offers the following as samples only! You have your own local priorities.

- Provision of garbage collection services What about getting garbage pickup for cottages (or at the very least, better-located transfer stations, with useful hours)?
- By-law enforcement What is the township's plan to enforce the bylaws in relation to ____[noise, fires, building infractions]___?
- Boat wash station at the public launch Will the Township offer easily-accessible boat wash stations to protect against carriage of invasive species?
- Differing bylaws (dock sizes, permitted buildings/setbacks) on the same waterbody.

.../

- Differing tax rates Tax rates for our township(s) are not well correlated to the provision of services to the lake.
- Do they support developing and implementing a plan to reduce phosphorus loadings to protect our cold water fishery (e.g., lake trout and whitefish) and to reduce algae blooms?
- Do they support developing and implementing a plan to ensure that at least our local watershed consists of high quality connected forests, wetlands and meadows by the year 20__? This natural cover is critical for filtering the water that flows into the lake and as a habitat for wildlife.
- Should the _____ Conservation Authority be required to listen to the public when it is considering applications to destroy wetlands?
- Should the Development Charges Act be amended to allow municipalities to recover 100% of their additional infrastructure costs to service new residential and commercial projects from developers? That is, should growth pay for growth?
- Role of the Committee of Adjustment what constitutes a "minor" variance?

In addition to sending these questions to your candidates, you should circulate them to your members as well, with a note like this:

We expect to begin receiving responses soon, so stayed tuned and be sure to ask these questions of any candidate who comes to your door as well!

Share the Candidates' Responses

Some Association members report not participating in the municipal elections because they don't know the candidates or the issues.

Help your members to make informed choices! You can share candidates' responses with a sample note like this:

We surveyed all the declared candidates for the municipal elections, and this is what we heard:

[Survey responses here...]

Don't forget to VOTE on October 22nd!



FOCA encourages lake associations to **host a non-partisan*** **All-Candidates event**. Know your audience; if your members tend to scatter after Labour Day, time your event for a weekend that is likely to draw attendance. Remember to publicize your event (see page 10 of this Toolkit).

Also invite the local media, and inform candidates if you have done so; they should be keen for media coverage!

Sample text for an event notice:

The _____ Lake Association will be hosting an all-candidates' meeting on __[date]__, 2018, at __[location]__. This short gathering will take 1½ hours, and will provide an important opportunity to hear from the candidates in person, and to ask any specific questions about your concerns or interests.

* An important NOTE about remaining non-partisan: Your lake association peers remind you that endorsing specific candidates can be difficult, or even problematic. Regardless of the outcome of this election, you will be working with the new Council for the next 4 years.

See "Rules about Third Party Advertising" (p18-19) for related important details.

How to run an all-candidates meeting

1. **Space & Invites** - Ask current Council (or another group with access to a building) for use of the town hall for the meeting on a specific date and time. Secure the use of

microphones, sound equipment and furniture. Ask the "Elections Returning Officer" to come to the meeting and outline the mechanics of the election. Make sure all candidates are informed well in advance. Double check or confirm they got the notice and are available/plan to attend.



2. **Communications** - Circulate an announcement via newsletter, website, social media, on posters in prominent areas and/or at the meeting site. You may want to send out a flier to members, listing the candidates and any information, websites or other information the candidates have provided. Advise people of the format and encourage them to write out their questions to be asked in advance.

3. **Extra Help** - Ask an impartial and respected member of the area to "moderate" the meeting. This person must have good chairmanship skills. A "time keeper" is appointed to assist the moderator. Remember to assign someone to take a picture for your association newsletter, and to send to the media after the event!

4. **Agenda** - Decide on the meeting format and create an agenda to hand out. The format will outline how each candidate will present themselves, how long they will be able to speak, and how questions from the floor to individual candidates will be answered. Normally, the moderator sets out the rules and enforces them, especially as to the time allowed and how questions and responses from the floor are handled. Keeping control of the meeting is essential.

5. **Prepared Questions** - If appropriate, your committee can pose a few (3-6) questions that all the candidates are expected to answer at the beginning, on issues that are of high importance. These should be provided well in advance to all candidates. Written responses provided to your committee in advance are particularly helpful so they can be posted or circulated to the voters that did not come to the meeting. This will be especially useful information when voting time arrives.

6. **Open Questions** - Following the set questions, you should open up the floor to questions. Questions from the floor may be written out and read by a committee member. This eases the problem for people who do not want to stand up and ask the question from the floor.

7. **Thanks!** - At the end, be certain to thank all the candidates for participating, as well as everyone who assisted with the location coordination, and the event set up.



How to Register as a Candidate

Want to make a difference in your rural community? Do you have leadership skills?

Think you have something to contribute to the local community? **FOCA encourages you to consider running for municipal office!** Help to bring the focus onto issues that matter for healthy, thriving and sustainable waterfront communities.



Here are some tips:

- Attend local Council meetings (or review them online, if your municipality posts archived videos) to familiarize yourself with the issues and to make yourself known to Council.
- Find out how you could participate in Council meetings if you live out-ofmunicipality for part of the year.
- If you decide to run for office, you can file nomination papers from May 1st until 2 p.m. on nomination day (July 27th, 2018).

Who can be a candidate?

In municipal elections in Ontario, candidates are not elected to represent a political party. Candidates must be:

- a resident of the municipality, or a non-resident owner or tenant of land in the municipality, or the spouse of such non-resident owner or tenant;
- a Canadian citizen and at least 18 years old;
- not legally prohibited from voting, and not disqualified by any legislation from holding municipal office.

You will need 25 signatures on your nomination form, and must pay a fee of \$200 to file a nomination for mayor/head of council (\$100 for all other positions). Your nomination fee will be refunded if you file your campaign financial statement by the deadline.

~

For more, contact your local Municipality, and consult the **2018 Candidates' guide for Ontario municipal elections**, available online from the Ontario Ministry of Municipal Affairs, here: <u>http://www.mah.gov.on.ca/Page18735.aspx</u> (can be downloaded as a PDF, 42 pages).



Important Rules about Third Party Advertising

It is important to understand the rules about "third party advertising" in the 2018 Municipal election. Failure to follow the rules during the restricted period for third party advertising (May 1 to October 22, 2018) can result in penalties.

2018

FOCA provides the following excerpts from: *Guide for third party advertisers - Ontario municipal council and school board elections*, available for download (27 pages) here:

Guide for third party advertisers Ontario municipal council and school board elections

http://www.mah.gov.on.ca/AssetFactory.aspx?did=19841)

What is third party advertising?

Third party advertising refers to advertisements or other materials in any broadcast, print, electronic or other medium (including brochures or signs) that support, promote or oppose a candidate, or support, promote or oppose a "yes" or "no" answer to a question on the ballot. Third party in this context is a person or entity who is not a candidate.

Third party advertising is separate from any candidate's campaign, and must be done independently from a candidate. Any advertisements or materials that are made and distributed by a candidate, or under a candidate's direction, are part of the candidate's campaign.

What is not a third party advertisement?

Activities that do not involve spending money, such as discussions or expressing an opinion about a candidate (or an answer to a question on the ballot) are not considered to be third party advertising. Examples include:

- speaking to friends and neighbours
- posting on social media, such as Twitter, Facebook or Instagram
- sending an email to a group or mailing list.

Advertising about an <u>issue</u> rather than a candidate or a "yes" or "no" answer to a question on the ballot is not considered third party advertising. For example, signs saying "Support local businesses" or "Keep the waterfront green" would not be third party advertising, even if a candidate has made those issues part of their campaign.

FOCA offers this opinion, which should not replace legal advice:

Conducting all-candidates meetings, asking candidates questions, and posting or sharing the answers are <u>NOT</u> third party advertising PROVIDED YOU DO NOT ENDORSE OR OPPOSE A PARTICULAR CANDIDATE.

Who cannot be a third party advertiser

A candidate running for any municipal council or school board office cannot register to be a third party advertiser in any municipality.

Groups, associations or businesses that are not corporations are not eligible to register and may not spend money on third party advertising in municipal elections. For example, neighbourhood associations, clubs or professional associations cannot register and cannot make contributions to third party advertisers. Members, however, may register as individual third party advertisers and may contribute individually.

Registration to be a third party advertiser

An individual, corporation or trade union must register with the municipal clerk to be a third party advertiser in a municipality. Third parties can register in any lower-tier or single-tier municipality (city, town, township, etc.).

Consult the Ontario Guide for third party advertisers for details.

For more information, visit the FOCA webpage:

https://foca.on.ca/vote-for-your-future-2018-municipal-elections/



Getting Out the Vote: TIMELINE

Getting out the vote on Election Day depends on doing some work ahead of time. FOCA offers the following planning "calendar" checklist to help organize your efforts:

Done!

June Get information from your municipality's website or Clerk's office about HOW TO VOTE. (see pages 7-9 of this Toolkit)

- Ensure YOU are on the Voters' List (page 8)
- Communicate/post information for your Association members about registering to vote; "When, where and how" vote details (pages 9-11).
- Start plans to host an all-candidates' meeting (pages 14-15).
 Remember to read up about 'Third Party Advertising' (pages 18-19).
- □ Consider registering as a Municipal candidate! (page 17) If you decide to run, remember to file your papers by 2pm on July 27th.
- **July &** Feature a "Vote for your Future" display at events around the lake; **August** collect responses from your members about top issues (page 12)
 - □ Compile your list of questions for the candidates and circulate to the registered candidates. (pages 12-14)
 - Conduct all-candidates' meeting(s); post or circulate the candidates' answers to key questions.
- **September** Communicate with your members and forward FOCA's social media posts (pages 10-11). Remind them that voting is a month away, and to make sure they are registered by checking the Voter List (page 8).
 - □ Recirculate "how to vote" information for your area (page 8) and candidates' responses.
- **October** Remind your members that voting **happens this month**, and to make sure they check if they are on the Voter List. Recirculate "how to vote" information and/or links to the municipal voting website.

October 22 Vote!