

COTAPSA WORK PLAN FOR 2018 MUNICIPAL CANDIDATE SURVEY

Date Provided: April 14
Submitted by: ED/2nd VP/EA
To: *Election Tool Kit – Our voice Matters*


BACKGROUND


Reaching out to all municipal candidates (excluding trustees), as a non-partisan group prior to the election to create a dialogue. If done correctly can build a foundation for after election not just with candidate but also with staff
 Offers a chance to work with and for members
 Allows us to be the voice for and share knowledge of environment (as the 'City as an employer' seems to members and as it seems to candidates)

RESPONSIBILITY

ED and 2nd VP have been working on the idea of a survey since Dec/17, work has gone through to PAC

REALITY CHECK - There will be competing priorities during the election – so ensure that what we are asking is doable and don't expect a response from everyone

	PROCESS	
Lead Up	<ul style="list-style-type: none"> • Survey used as relationship builder – we are interested in our City – should be fair & open • Allows us to gauge their interest /understanding • Helps us hold candidates to account – record of response • Our members feel we are engaging on their behalf 	<ul style="list-style-type: none"> • All activities need to show a strengthened voice with a convincing story they can identify with • Need to outline the issues our members care about • Needs to be a plan as to process
Member Input Via a Bulletin	<p>DEVELOP</p> <p>1) Tristan/Heather develop member survey – if possible look for 3 central areas (thematic) 2) PAC to vet draft 3) send to members with response due date</p>	<ul style="list-style-type: none"> • What are our members 'asks'? • Conduct research by involving members in candidate survey development (April 17th sent to members – responses due May 3rd) <div style="text-align: center;">  Bulletin 10.18 2018-Call for Questi </div>

Municipal Candidate Survey	REVIEW 4) ED collects input from members (past and recent comments) and drafts first questions and suggests style or response Red – they don't support Yellow – willing to listen Green – Support our philosophy	<ul style="list-style-type: none"> • Ensure questions we use reflective membership • Survey to keep to three main issues • Make sure issues relate as election issue not bureaucratic • Look at what activity is likely to motivate them to be interested and reply ... keep in mind there are/will be political leanings
	ACTION INTERNAL 5) Tristan & Heather finalize list of survey questions for candidates 6) Sent to PAC to vet final draft	 2018 Municipal Candidate Survey.doc Draft 1
During Survey Question Development	7) Jenna – with Heather develop plan as to how to design survey for report back ease and ensure it can go on the public part of the website (can be added to)	
	8) When survey & response process is finalized Jenna to lead design electronic survey	
	9) ED/PRES to develop – candidate package	Package to o include: 1) Letter to candidate – (COTAPSA office to get campaign office info and staff names email addresses) to build contact list 2) In letter is a fact sheet on COTAPSA -- outline of who COTAPSA is/does 3) Survey – <ul style="list-style-type: none"> • outline due date, • share that it will be public and • we will not endorse but will be a rating – see survey (green they support our philosophy, yellow we need to tell them more about ourselves and red, they do not support our philosophy) 4) If not received ... follow up email in July to campaign office reminding them of due date 5) Letter outlining next steps, providing contact name for future use, thanking and wishing them luck

	<p>ACTION - EXTERNAL</p> <p>10) Survey and package sent to all candidates electronically from COTAPSA (updated list available through City Hall) – date May 1st nomination period ending August XXX – Jenna to do some follow up to get email addresses and she is to review City nominations list every 2 weeks until mid-August and add as nominations come it – Office process to monitor and keep record as to responses and survey sent out is complete</p> <p>11) Report back by Tristan/ED as to outcome at Sept Board</p>	<p>Ensure</p> <ul style="list-style-type: none"> • We catch all candidates running • Develop relationship with staff
	<p>COMMUNICATIONS PLAN</p> <p>12) Let members know it's been sent to candidates via Bulletin and advise it will be posted</p> <p>14) Share on COTAPSA website when received</p> <p>14) With media?</p> <p>15) President/ED spokespersons</p>	
<p>Campaign</p>		<p>Survey to Candidate (ensure they know it will be shared)</p> <p>Online campaign –</p> <ul style="list-style-type: none"> • Use of social media (refer to respondents on FB) • Encourage voter engagement <p>After response to survey received send thank you for participating</p>
<p>POST ELECTION PLAN</p>		<ul style="list-style-type: none"> • Meetings (new members of Council) – President and ED to be initiated in Nov 2018 after election – this provides opportunity for more in depth conversation • Dec/18 – reception for Board and Council