

Welcome!



Municipal Election Engagement 101 for Associations

a FOCA Member 'Lunch-n-Learn' Webinar

Wednesday, July 27, 2022

12:00pm - 1:00pm

tips to rally the vote in your waterfront community for the October 2022 Municipal Elections



This event is being recorded, and you will receive a link to the recording & the slides shown.

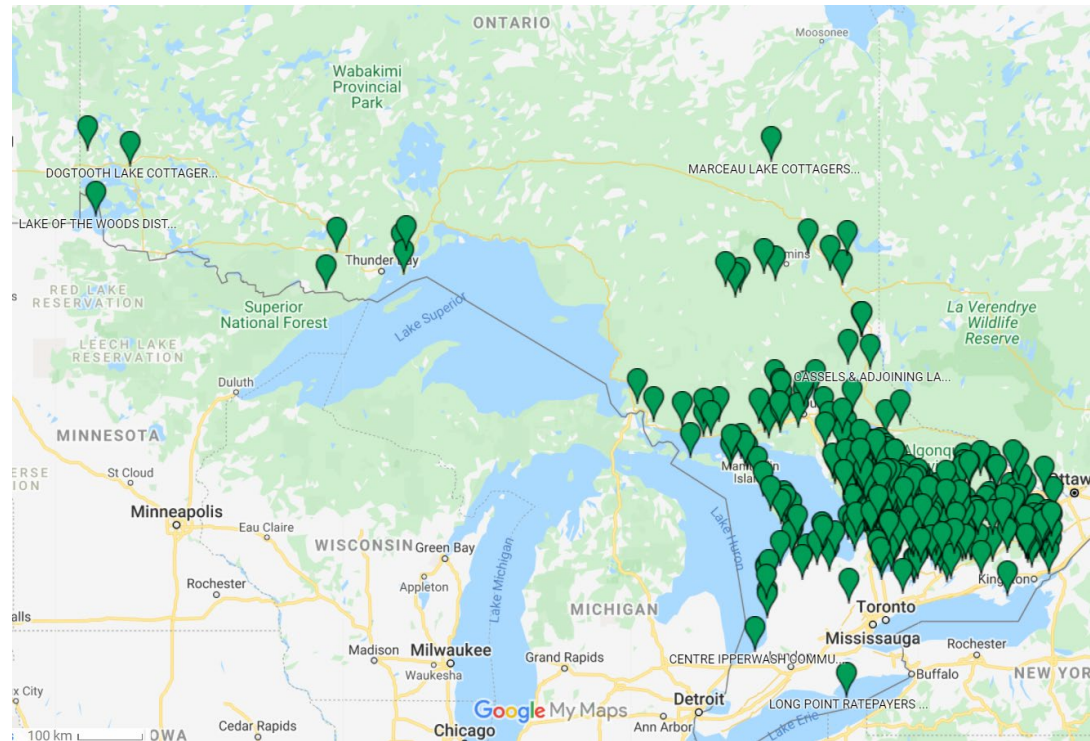
Land Acknowledgement

Terry Rees
FOCA Executive Director

FOCA is: the Federation of Ontario Cottagers' Associations

60 years
525 associations
50,000 families

If you're in a
Member Association,
YOU are a
FOCA member!



<https://foca.on.ca/list-of-associations/>

FOCA's Strategic Priorities



Promoting Healthy Lands,
Lakes and Rivers



Serving Lake and
Road Associations



Advocating for
Responsive Government



Championing Affordable
and Safe Rural Living



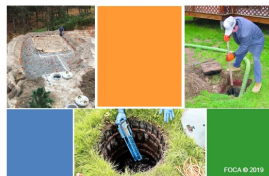
Building Organizational Capacity
& Strategic Partnerships



Fostering Community
in Rural Ontario



Septic Re-Inspection
Programs in Ontario
A Guide for Community Groups



The Role of Waterfront
Property Owners
in Rural Economic Development
in Eastern Ontario



<https://foca.on.ca/about/our-work/>

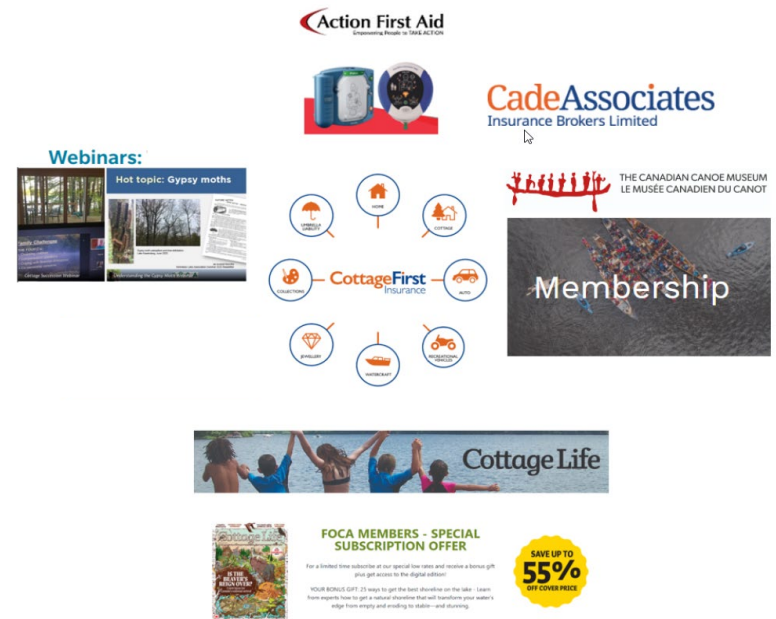
FOCA Member Benefits include...

Key service offerings for your **Association:**

- Member discount on liability insurance through the FOCA Insurance Program administered by Cade Associates
- “**Legal Helpline**” for the Association
- Free attendance or Member price on FOCA webinars and in-person seminars
- Policy updates & government advocacy on province-wide rural issues
- Articles, fact sheets, videos and brochures on hot topics (septic systems, invasives, short term rental...)
- Members-only web login for access to detailed governance support, rural road information & many more resources!

Plus, offers & discounts for all your **Member families:**

<https://foca.on.ca/benefits/>



Educational Resources

signs, videos, reports



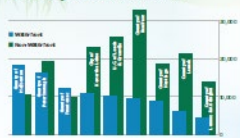
Be #WakeAware

Report on Waterfront Property Owners & Rural Economic Development

In 2017, FOCA conducted a survey and interviews with Waterfront Property Owners (WPO) to investigate their potential to work from their cottages in their rural communities. WPO represent a significant number of residential property owners in the study area. It is based on eastern Ontario (as defined by the Eastern Ontario Watershed Council). FOCA believes rural economies can be enhanced by attracting and supporting WPO to play an increasing role in the economic development of their rural communities.

View the complete report online at:
<https://foca.on.ca/wpo2018>

How many WPO are out there?



There are approximately
100,000
 waterfront properties
 in the study area.

This represents
35%
 of the total residences.

Who was surveyed?
407 WPO
 from 10 Ontario counties
 participated in the study.

How long have
 they owned
 their property?
67% said
 over 15 years

What do WPO see as barriers
 to working from the cottage?

HELP PROTECT OUR LAKES

Clean any plants, mud, mussels or debris from your boat and equipment.
Drain all standing water from your bilge, motor and livewells.
Dry your boat for 2-7 days or disinfect it with hot or pressurized water.

Here are common places aquatic invasive species may be hiding:

Here are some species to look out for:

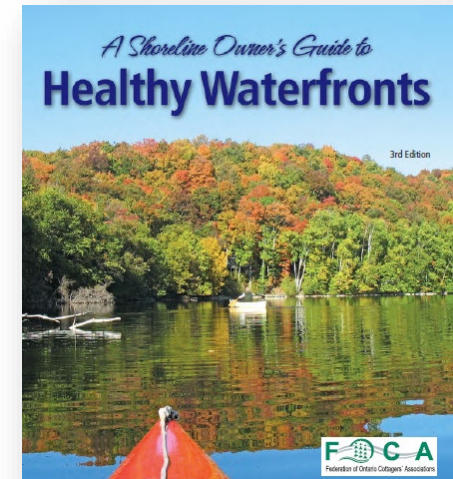
Report sightings of invasive species:

Invading Species Hotline: 1-800-563-7711 | EDDMapS Website: eddmeps.org | EDDMapS App: iPhone/Android

Invasive Species Centre: www.invasivespeciescentre.ca | FOCA: www.foca.on.ca



FOCA Cottage Country Septic System Video



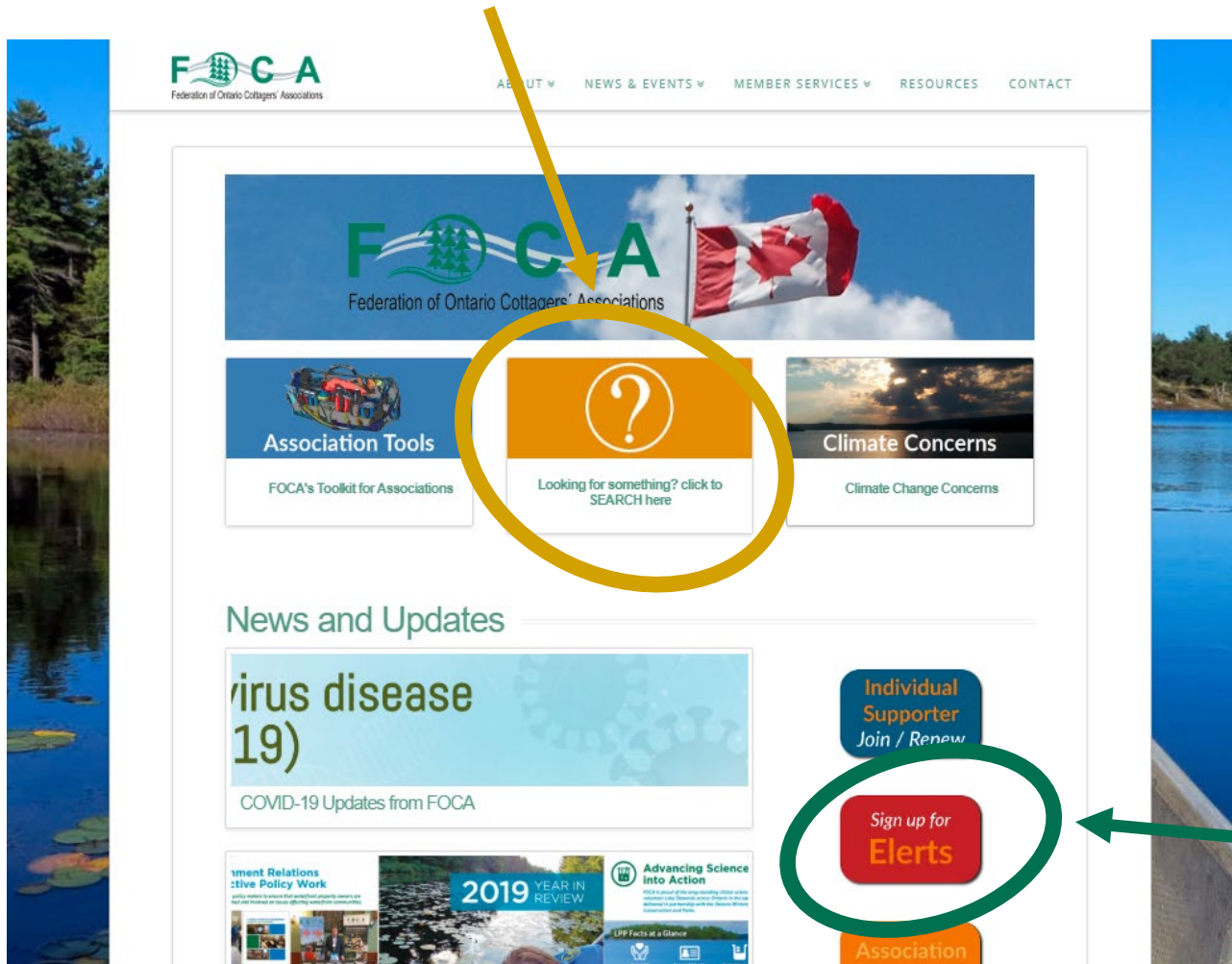
New FOCA Report coming soon:

Economic Impacts of Waterfront Property Owners

<https://foca.on.ca/resources/>

or email: info@foca.on.ca

Got other questions? Search: foca.on.ca



While you're there, join over 15,000 FOCA Evert subscribers!

2022 Municipal Elections

Why should we care?

- **Municipalities deliver 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 local 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.

from: FOCA's 2018 "Vote for the Future" Municipal Election Guide

FOCA fought for your right to vote at your waterfront property!

1970's - 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 FOCA members, **FOCA declared victory in 1996!** The Municipal vote date moved from December to October; alternate ballot options (mail-in, phone, or other vote-at-a-distance options) were secured in the Municipal Elections Act.

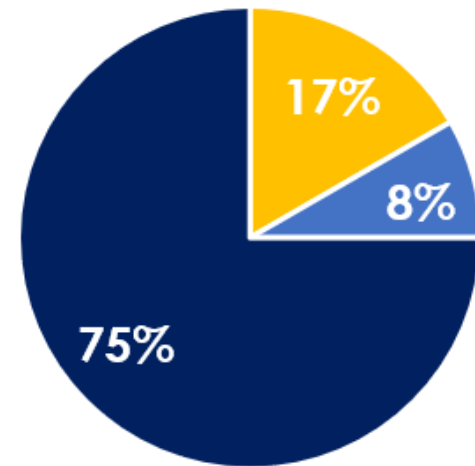
today - Prior to the each Municipal election (every 4 years), FOCA galvanizes our Associations **to encourage waterfront property owners to vote in each municipality where they own property**, and to ensure they are on their Municipal voters' lists prior to vote day.

Quick Poll

What is your association's current level of involvement in municipal politics?

- We are in regular contact with Council during elections and throughout their term
- We are active at election time with our members
- We're not very active yet, but we're interested

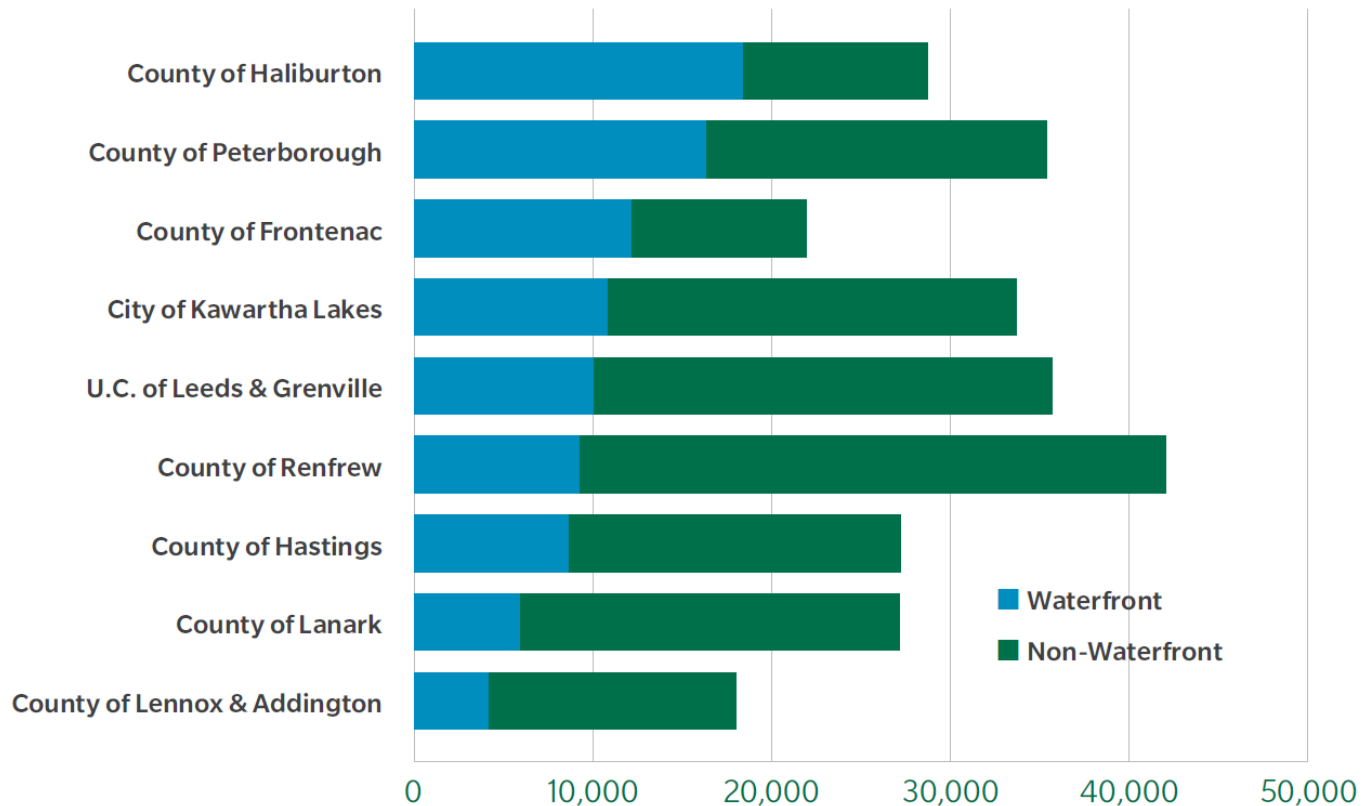
Poll results



- We're not very active yet, but we're interested
- We are active at election time with our members
- We are in regular contact with Council during elections and throughout their term

Waterfront Property Owners: a major force in rural Ontario

Figure 4 - Type of Property Ownership in Survey Region

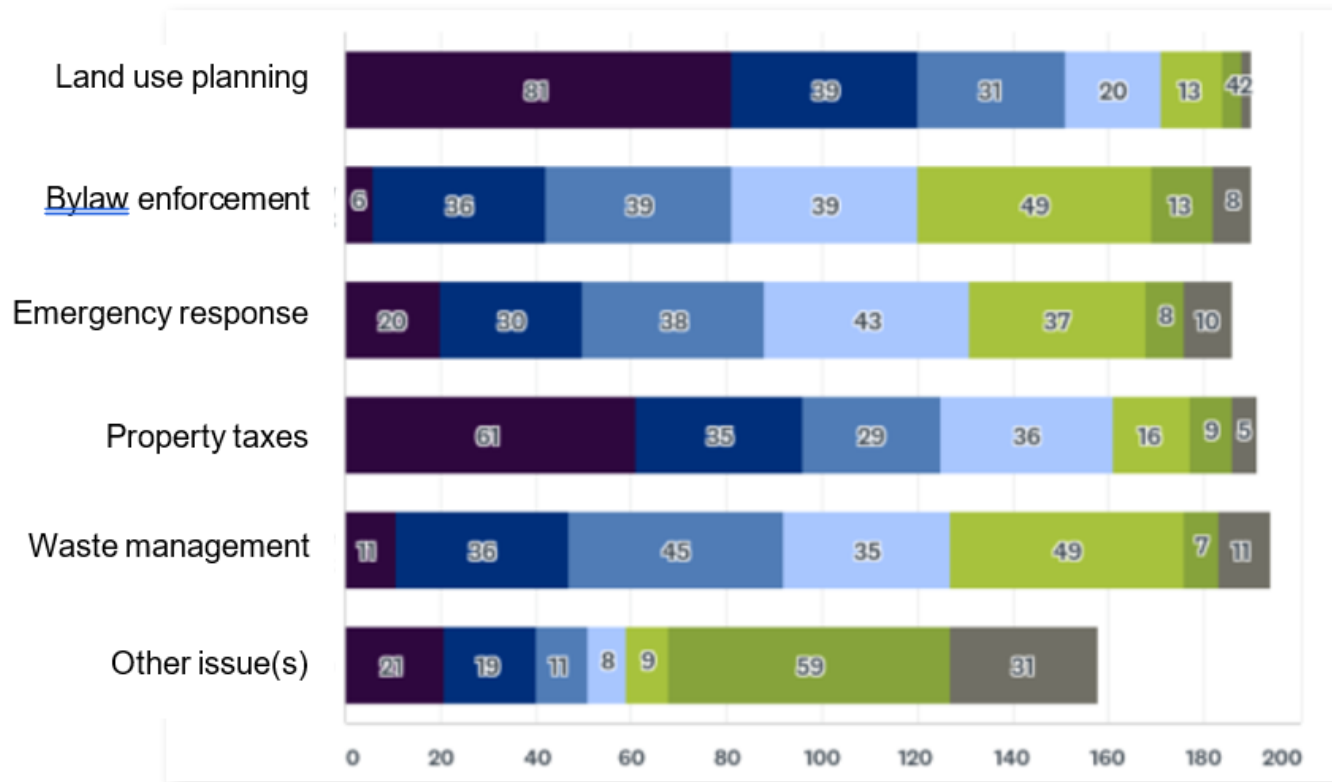


source: Figure 4 of FOCA's 2018 report, ***The Role of Waterfront Property Owners in Rural Economic Development in Eastern Ontario***

(data source: Municipal Property Assessment Corporation data)

Municipal issues matter to Associations

In a 2018 survey before the last Ontario Municipal elections, FOCA asked members to **“Rank municipal issues by their importance to you.”** The top responses were:



Legend: ‘Top Importance’- 1 2 3 4 5 6 -‘Less Important’
‘No rank’ if it is not important to you No rank

201 respondents to FOCA’s “Vote Survey” (August-September 2018)

2022 Municipal Elections

Next Election: **Monday, October 24, 2022**

Who can vote?

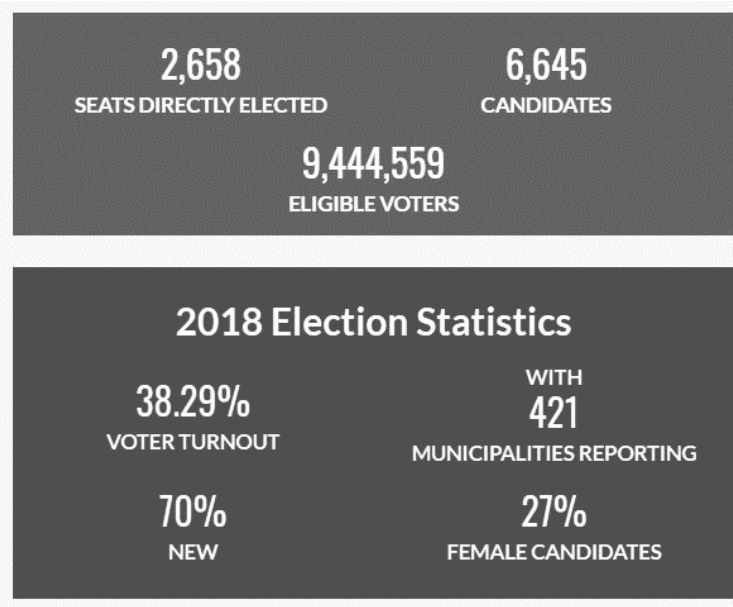
- Canadian citizens, 18 years of age or older, who are a resident of the municipality, or a property owner or tenant, or spouse/same sex partner of an owner or tenant in the municipality
- You can vote in each municipality where you own property, but only vote once per municipality

Who determines “residency”? You do.

- How do you know you are on the voters list? Visit VoterLookUp.ca to ensure your name(s) are listed.
- If you're not on the voters list, you will need to show both proof of identity and proof of residence in order to vote.

Who can run for office?

- You must be eligible to vote in a municipality in order to run for a position on council.



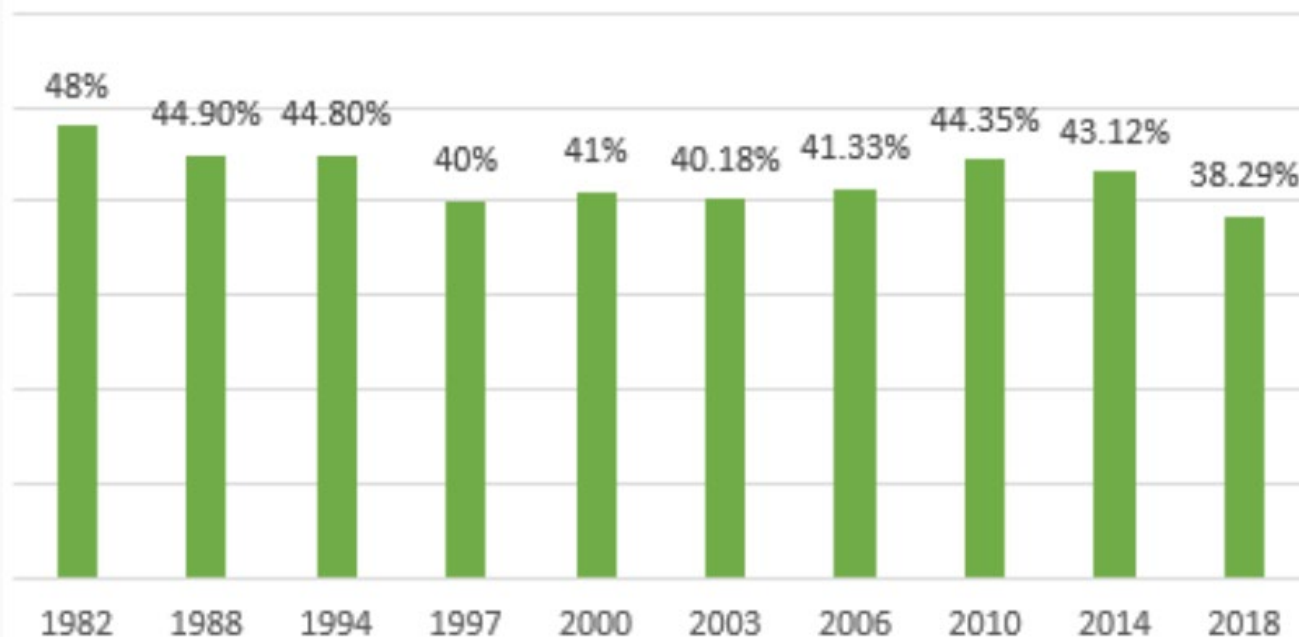
Visit FOCA's webpage:

[https://foca.on.ca/
vote-for-your-future-
municipal-elections/](https://foca.on.ca/vote-for-your-future-municipal-elections/)

Municipal Elections

Average Voter Turnout - 1982 to 2018 (Chart 6)

Voter Turnout for Municipal Elections in Ontario
1982 - 2018



Important Dates



2022 Municipal Election: Key Dates

JULY 31, 2022

LAST DAY FOR MPAC TO DELIVER THE VOTER LIST

- The Municipal Property Assessment Corporation provides the municipality with the voter list
- The clerk reviews this list to add and remove names and/or adjust voter information



AUGUST 22, 2022

CANDIDATES ARE CERTIFIED

- All candidates will be certified by the clerk by 4 p.m.
- Acclamations are announced



OCTOBER 24, 2022

VOTING DAY

- While some municipalities may have already held advance poles since September 24, 2022, this is the official election day
- Voting places are open from 10 a.m., to 8 p.m. unless otherwise established by the clerk



MAY 2, 2021

FIRST DAY TO FILE FOR NOMINATION

You will require:

- A signed nomination paper delivered in-person to the Clerk
- ID proving that you are over 18 and a Canadian citizen
- The 25 signatures required from residents supporting your candidacy
- The nomination filing fee of either \$100 or \$200

AUGUST 19, 2022

FINAL NOMINATION DAY

- All candidates must fill paperwork (see above) by 2 p.m. in-person to the Clerk
- This is the last day for candidates to withdraw their nomination by providing written correspondence to the clerk by no later than 2 p.m.

SEPTEMBER 1, 2022

VOTERS LIST IS FINALIZED

- The public and candidates may now have access to the list
- From now until election day, requests can be made to the clerk to amend the list to add or remove voters or amend voter information

source: ***Lead Where You Live: A guide to running for municipal council*** (AMO)

2022 Municipal Elections

Next Election: **Monday, October 24, 2022**

There are 444 municipal governments in Ontario

- This includes 30 upper tier municipal governments – counties, regions, and the District of Muskoka - that do not hold elections (rather, are populated by a lower tier election process)

Visit AMO's webpage for a link to your municipal election webpages:

<https://www.amo.on.ca/advocacy/municipal-gov-finance/municipalities-2022-election-webpages>



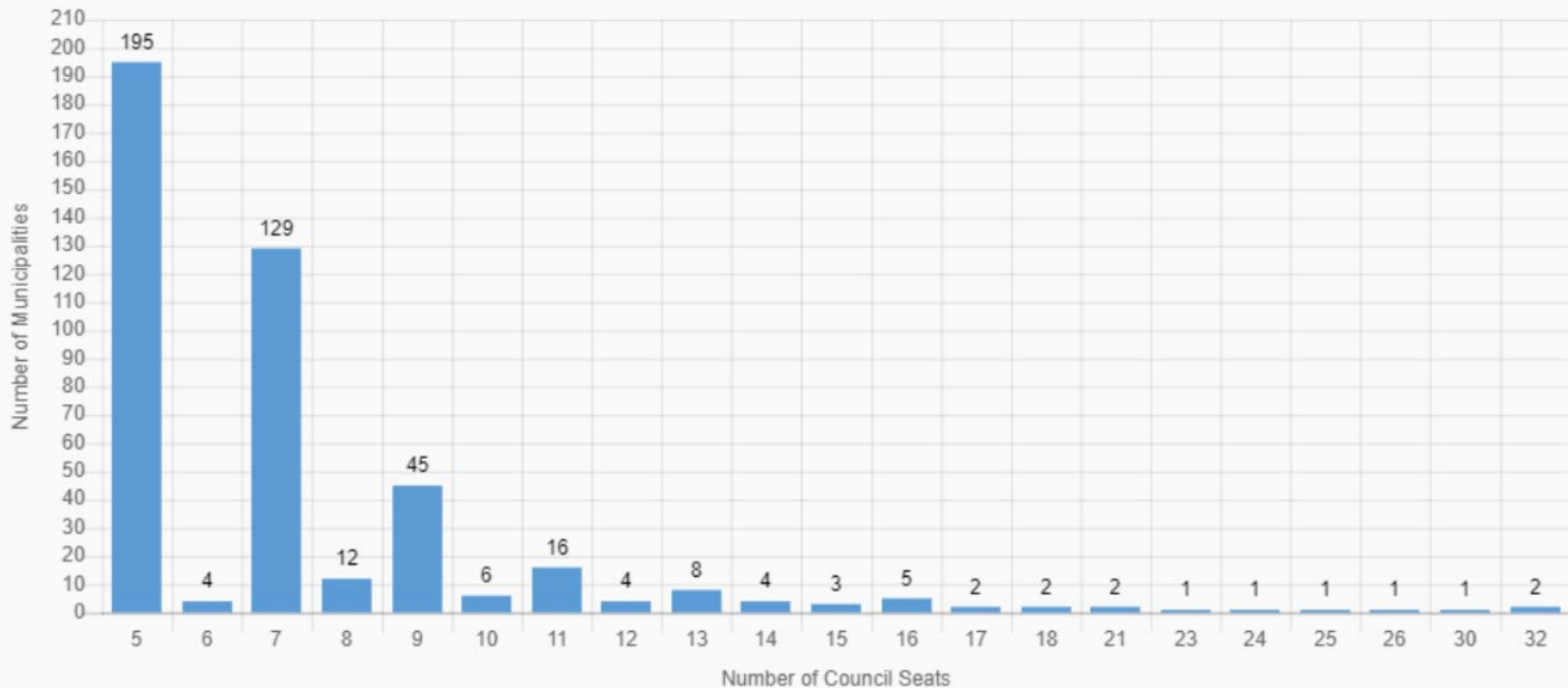
2022 Ontario Municipal Election



Municipal Elections

Council size varies, although the vast majority have 5 members:

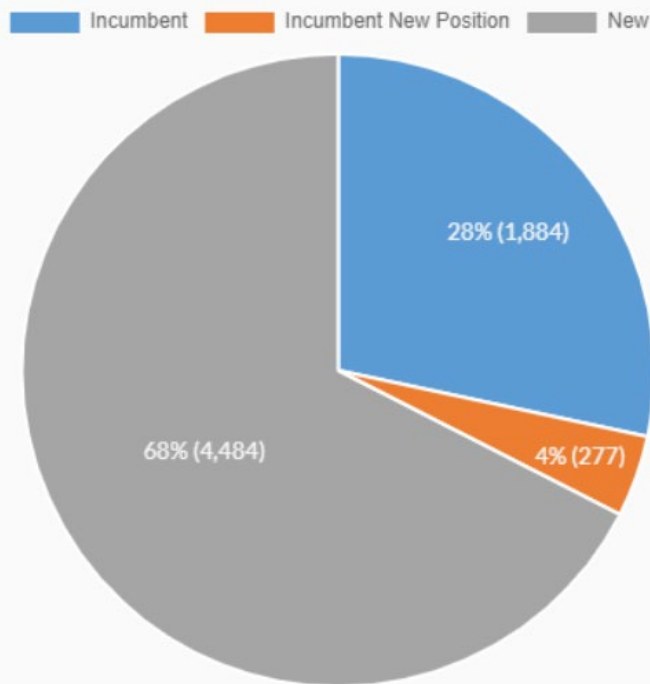
2018-2022 - Size of the Council in Ontario (Chart 1)



Municipal Elections

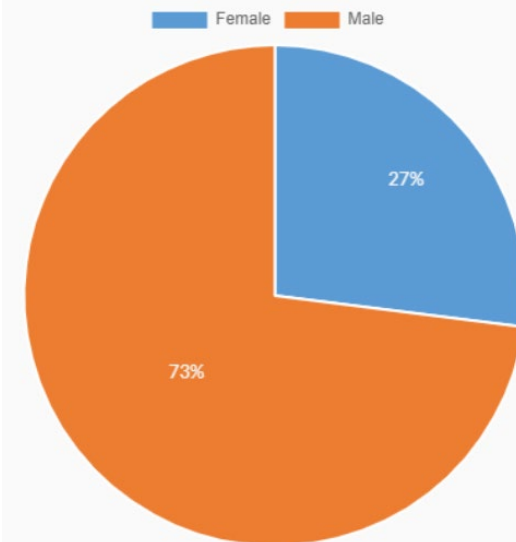
In 2018, there were a total of 6,645 people whose names were on municipal ballots. Across Ontario, 67% of candidates were “new” (not sitting members of a council)...

2018 - Incumbency Rate (Chart 3a)



and only 27% of candidates were female.

2018 - Gender (Chart 4a)



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.”*

“I own a cottage AND 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. (But only 1 vote per municipality!)

#1 - Verify you are on the Voters' List



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

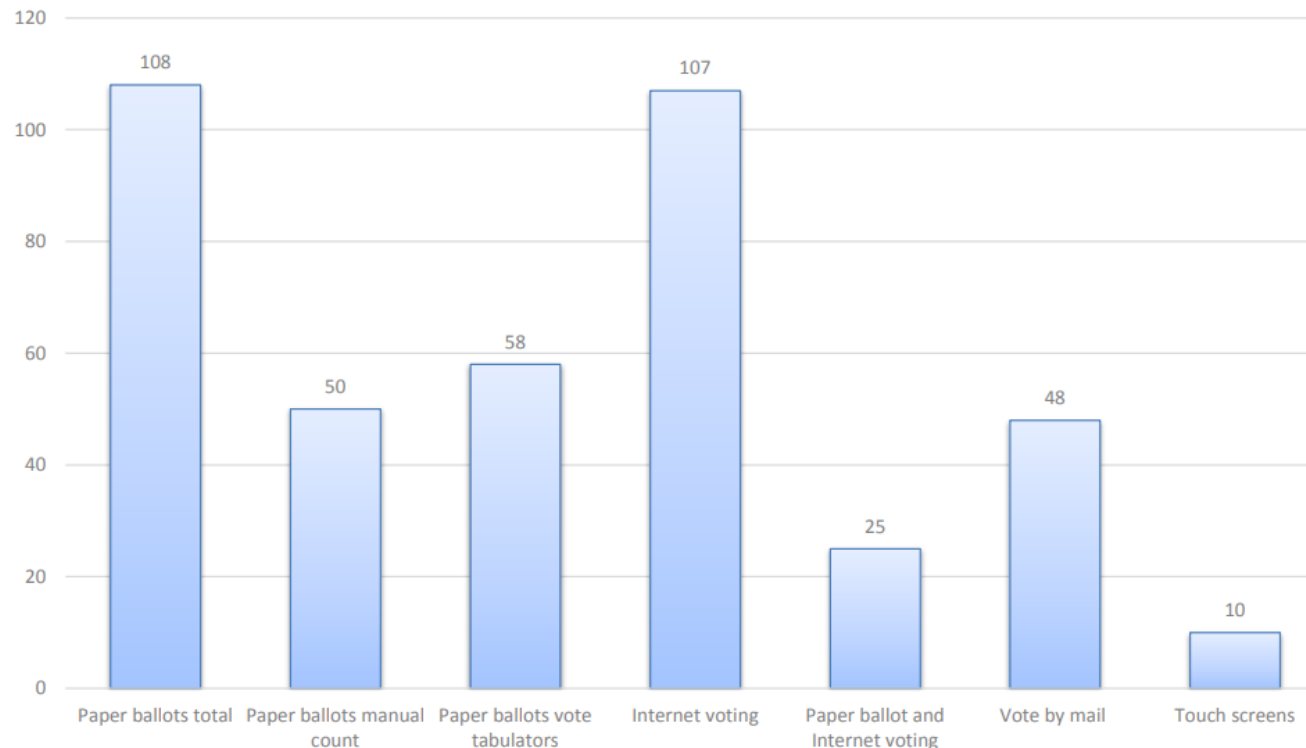
or call 1-866-296-6722

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

#2 - Determine HOW You Can Vote

Association of Municipal Managers, Clerks & Treasurers of Ontario (AMCTO) 2018 post-election survey of their Municipal members:

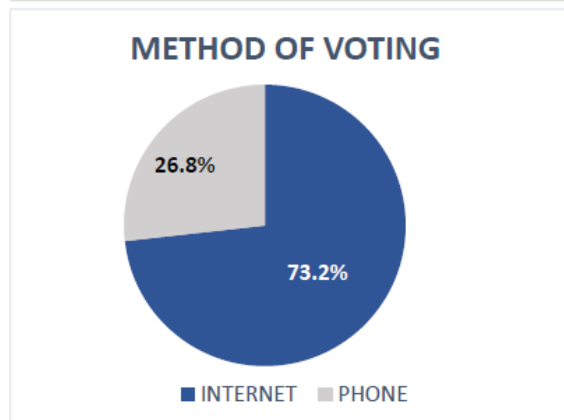
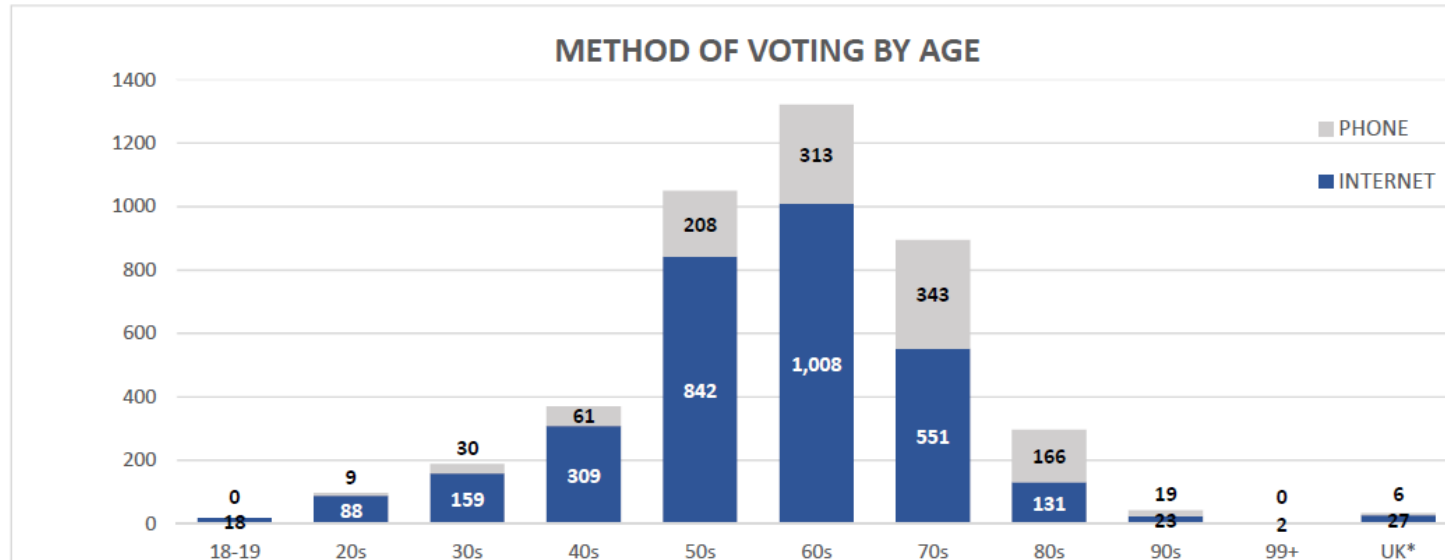
Which voting methods did you use during the 2018 election?



#3 – Actually VOTE!



2018 Seguin Municipal School Board Elections Election Statistics



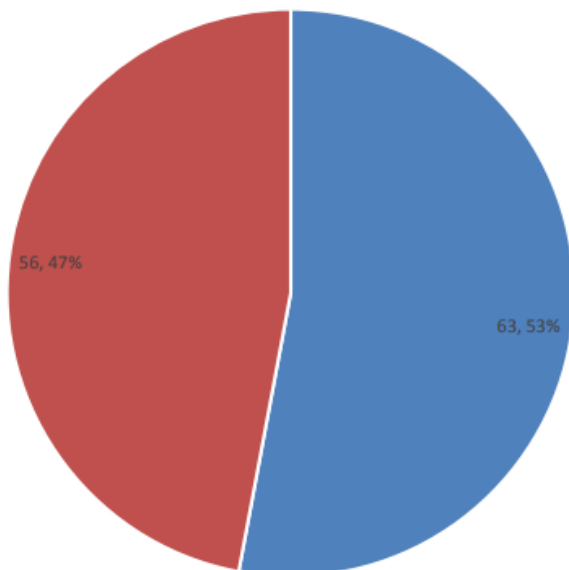
Example of post-2018 election report to Seguin Council on vote statistics, by age & method of voting

Association of Municipal Managers, Clerks & Treasurers of Ontario (AMCTO)

2018 post-election survey of their Municipal members:

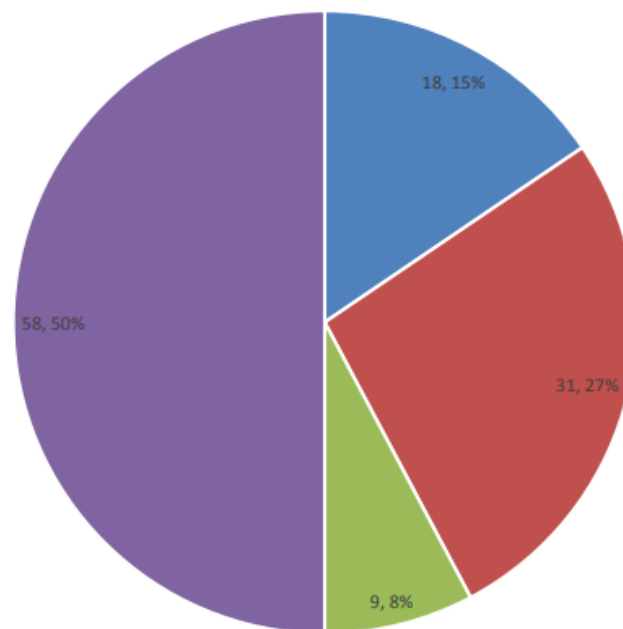
INTERNET VOTING: USE

Was this the first election your municipality used Internet voting?
(N=119)



■ Yes ■ No

Why did you decide to use Internet voting?
(N=116)



■ Improved voter turnout ■ Modernization ■ Cost ■ Improved accessibility

What Associations can do



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 24. 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...”

Associations can: Get out the Vote!



FOCA - Federation of Ontario Cottagers' Associations

Published by Michelle A. Lewin [?] · August 23 at 10:32 AM · 🌐

Less than 2 months to go, until Ontario Municipal elections. If you or your spouse own a cottage as a secondary residence, you are entitled to vote there. Step 1: make sure you are on the voter list in your cottage municipality - <https://www.voterlookup.ca/home.aspx>.

FOCA has lots of tips for lake Associations and individuals interested in getting out the vote in rural Ontario this October - details are here: <https://foca.on.ca/vote-for-your-future-2018-municipal-ele.../>

Did you know: property owners can vote in their cottage Municipality, too!



**OTE
FOR YOUR FUTURE**



**Ontario Municipal Elections: Monday, October 22, 2018
FOCA & your lake Association remind you:
Your Vote Matters!**

Performance for Your Post

3,751 People Reached

123 Likes, Comments & Shares *i*

64 Likes	13 On Post	51 On Shares
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7 Comments	2 On Post	5 On Shares
----------------------	---------------------	-----------------------

52 Shares	50 On Post	2 On Shares
---------------------	----------------------	-----------------------

313 Post Clicks

16 Photo Views	27 Link Clicks	270 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Associations can: Poll Candidates on top issues

Samples of possible questions:

- Garbage collection services – What about getting garbage pickup for cottages (or better-located transfer stations, with useful hours)?
- By-law enforcement – What is the plan to enforce the bylaws in relation to [noise, fires, building code]?
- Will the Township assist with funding boat wash stations to protect against carriage of invasive species?
- Would you limit development on lakes, or setting capacity limits, to avoid going over-capacity?
- What about differing bylaws (dock sizes, permitted buildings/setbacks) on the same waterbody?
- Differing tax rates for our township(s) are not correlated to provision of services.
- Plan to reduce phosphorus loads to protect our cold water fishery (e.g., lake trout and whitefish) and reduce algae blooms?
- Watershed plan to ensure 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 considering applications to destroy wetlands?
- Role of the Committee of Adjustment - what constitutes a “minor” variance?

Associations can: Host an “All Candidates” Meeting



And invite
local media

Examples from fellow FOCA members:



Temagami Lakes Association (TLA) – “Keep Temagami Beautiful” campaign prior to the 2018 Municipal Election

TLA hired a consultant (Sussex Strategy Group) to develop an issues campaign and voter database.

THE GOAL: to mobilize voters in the region to elect a council whose positions aligned with the organization’s values and policy goals re: the environment and economic sustainability of the region

Deliverables:

- **Key Messaging & Strategy Playbook** with messaging and tactics for driving voter awareness, registration and turnout
- **“Keep Temagami Beautiful” microsite** to position the campaign tenets and as a means of collecting voter contact information to engage & mobilize
 - This site received over 1,900 unique visitors over 2 months (which is 642 more than those who actually ended up casting ballots!)
- voter database, outreach materials, e-news (Mailchimp)
- created a “Candidate grid”: a comparative matrix for voters to distinguish candidate stances on core election issues (green/orange/red indicators for positions)

Temagami Lakes 2018 example



Election results: (from consultant's report)

- Using the Mayoral Vote as a proxy for **voter turnout**:
up 24% over the 2014 election
(up 13.5% over the average of past 3 cycles combined)
- For council positions, a supportive base did turn out to vote, but opposition base was larger
- **Conclusion**: the voter mobilization campaign was a success, but the base fell short of electing a full slate of council candidates

Since Then:

- work to foster good will within the town community & new city councillors – “**One Temagami**” campaign; remain an information & community hub



image: <https://tla-temagami.ca>

Examples from fellow FOCA members:



Muskoka Lakes Association - 2018 Muskoka Election

Some highlights:

In the Township of Muskoka Lakes (77% of MLA membership) **seasonal residents outnumber full time residents by over 4 to 1.**

Steps taken in 2018 by MLA and partners:

- put out a “call for candidates”
- registered as a Third Party Advertiser
- interviewed candidates
- posted election information on their website (how to vote, the issues & aligned candidates)
- attended events during summer to explain the issues
- got out the vote (door knocking, robocalls, education about how to register to vote - which was by phone or online only, for the first time ever)

Voter turnout remained low, but **10/10 aligned candidates were elected.**

Muskoka Lakes Association example

2018 Muskoka Election *Post Mortem*



Anecdotes of note:

*“Putting out a call for candidates was essential to our success. **Four or 5 of the new councillors would not have run** had we not done this and been there to support them.”*

*“It is not enough to turn over an underperforming council every four or eight years. We want to create **a culture of change** that will support these ideas and principles for the long term.*

In Seguin Township, the Lake Joseph North Association led such an effort in 2003 ... That culture remains in place (under a different mayor) 15 years later.”

Muskoka Lakes Association example

E-campaign to members: “Call for Candidates” (April 2022)



Subject: CALL FOR CANDIDATES



Interested in Running for Municipal Council in Muskoka?

Let's Talk – Attend April 5th Information Session

This election is crucial!

On October 24th we will be voting for representatives on our municipal Council. This is our opportunity to be part of shaping the future of our community in Muskoka.

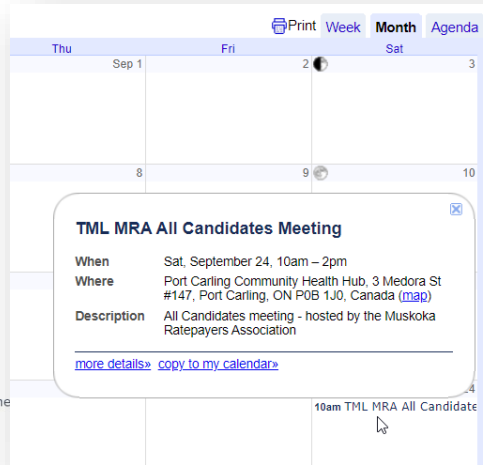
We need councillors who will prioritize responsible development, environmental protection and strong fiscal management - to Respect, Preserve and Protect Muskoka.

“We need councillors who will prioritize responsible development, environmental protection and strong fiscal management - to Respect, Preserve and Protect Muskoka.

- **No more clearcutting and excessive blasting**
- **No more residential subdivisions on our shorelines**
- **Increased by-law enforcement**
- **Protect water quality and mitigate flooding**
- **Responsible and transparent budgets and taxation**
- **No conflicts of interest.”**

Muskoka Lakes Association example

Vote4Muskoka.ca website



WHY VOTE?

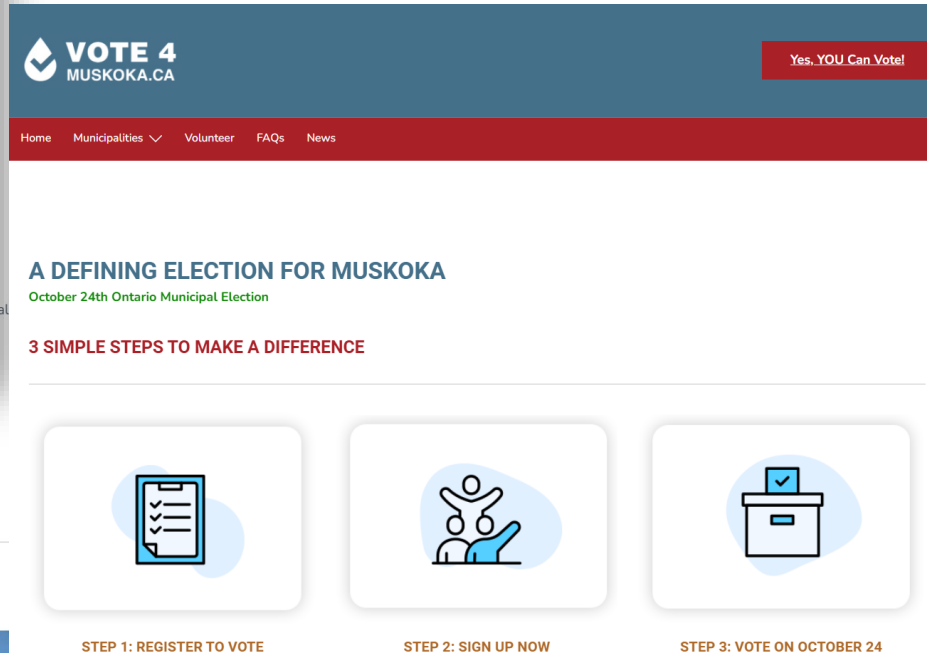
Muskoka is experiencing a lot of change. Waterfront over development and reduction in the quality Muskoka experience.

**VOTE TO KEEP MUSKOKA, MUSKOKA.
RESPECT. PRESERVE. PROTECT.
PASS IT ON...**

BEAUTIFUL MUSKOKA



THIS MUST STOP!



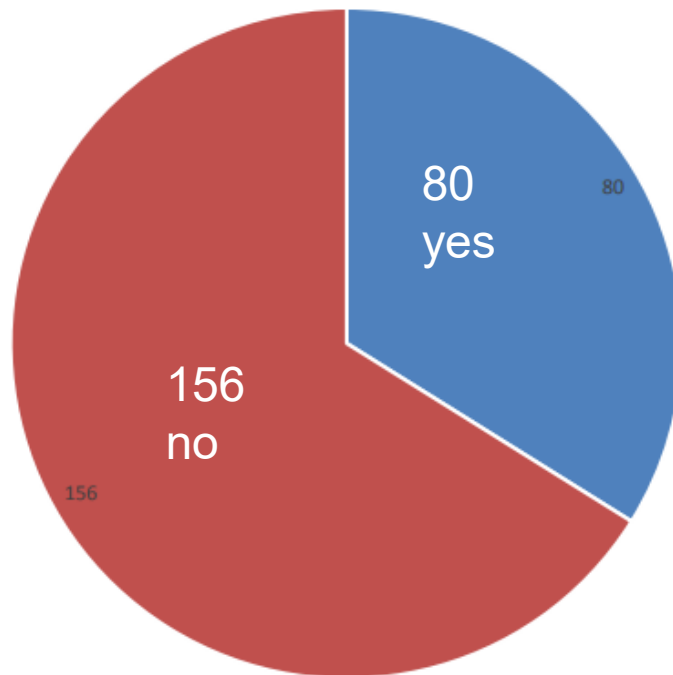
<https://vote4muskoka.ca/>

Association of Municipal Managers, Clerks & Treasurers of Ontario (AMCTO)

THIRD-PARTY ADVERTISING



Did you have registered third-party advertisers?



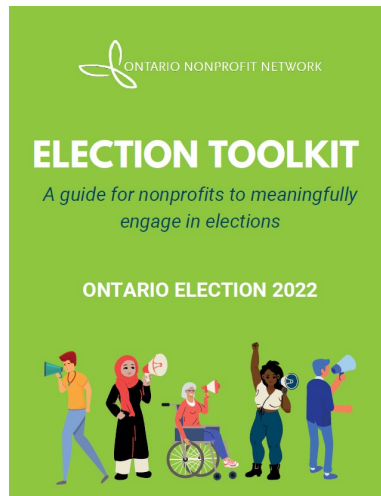
2018 post-election survey
of their Municipal members

[https://www.ontario.ca/
document/2022-third-
party-advertisers-guide](https://www.ontario.ca/document/2022-third-party-advertisers-guide)

Others' Tools

Ontario Nonprofit Network (ONN) Election Toolkit 2022:

> was created for the provincial election earlier this year, but most of the information can be applied to the Municipal Election



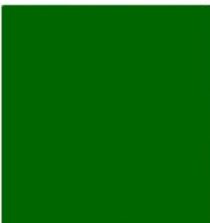
Visit: <https://foca.on.ca/vote-for-your-future-municipal-elections/>

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FOCA Production:

A Guide to Municipal Engagement for Ontario Lake Associations



In support of our Vision:
Thriving and sustainable waterfronts
across Ontario, now and for future generations




© FOCA 2019

Overview >

This Municipal outreach resource builds upon FOCA's "Vote for your Future" campaign (see: <https://foca.on.ca/vote-for-your-future-2018-municipal-elections/>) where waterfront property owners and residents were encouraged to get involved in the October 2018 Ontario Municipal elections.

FOCA's *Guide to Municipal Engagement* is intended as a one-stop reference for our 500+ lake association member groups across Ontario, to outline:

the important role played by municipalities in issues that are key to waterfront residents Quick Links to online FOCA resources: https://foca.on.ca/municipal-government-partners/ and: https://foca.on.ca/muni/	see pages 4-5 of this Guide
how and why to engage with your municipal partners, year-round Quick Links: https://foca.on.ca/raise-your-political-voice-tips-from-foca/ and: https://foca.on.ca/getting-involved-in-local-budget-setting/	pages 6-9
additional notes & partners' tips and resources: including IAP2; Dave Meslin; Samara Canada; QMAFRA	pages 7, 10, 14-19
 YOUR call-to-action from FOCA: Write to your Municipal Council	pages 11-13

<https://foca.on.ca/municipal-engagement-guide/>

After the Election:

Write a letter to your municipal council



FOCA recommends that your Lake Association write to your Municipal Clerk, to open or to reinforce a line of communication between you and your Council.

Do this now, and after each Municipal Election that results in new Council members.

Address your letter to Council, care of the Municipal Clerk. It is fine to send your message by email, rather than mail. You should be able to find your Clerk's name and email address on your Municipality's website.

By addressing Council, your letter will be “received” at the next Municipal meeting.

It is not necessary (and not even preferable) to wait until you have a “burning issue” to write to Council.

Do it now, and then build on the positive foundation, later.

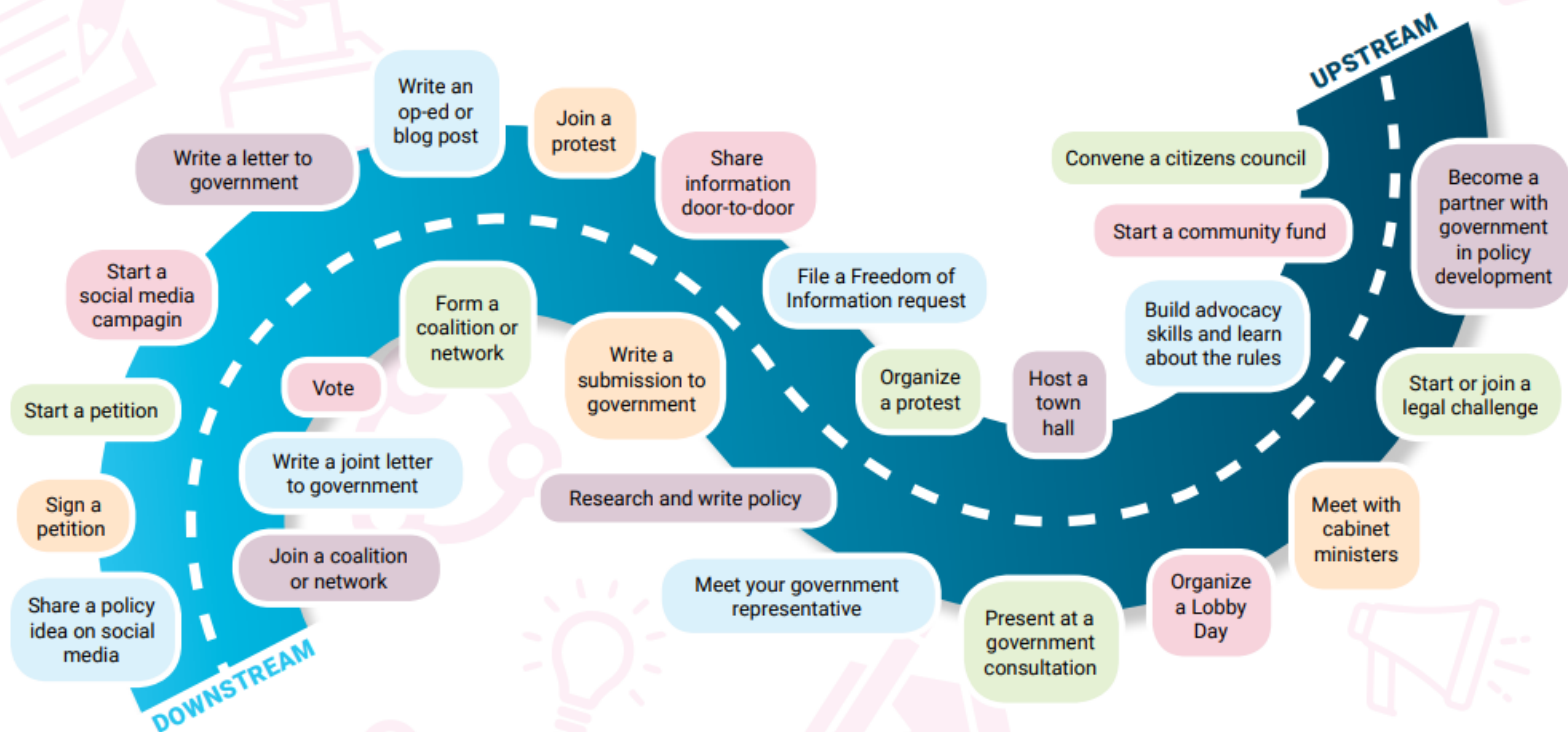
- remind Councillors that waterfront residents are an important part of their rural constituency
- explain what your association does, and the kinds of municipal issues you care about
- tell them what their peer municipalities are doing to encourage public participation (e-news, live-streaming meetings, stewardship programs, video resources) – see:

<https://foca.on.ca/municipal-government-partners/>

ADVOCACY SPECTRUM

MAKING
CHANGE
HAPPEN!

Get involved
and strengthen
communities



ONTARIO NONPROFIT NETWORK

https://theonn.ca/wp-content/uploads/2020/11/2020_ONN_Advocacy-Spectrum.pdf

Asking someone to vote – just once – can increase turnout by **up to 10%**

45% of youth don't volunteer because **nobody has asked** them

(Compared to only 27% of older Canadians)

source: What Makes Someone Vote? – Apathy is Boring, Elections BC, Get Your Vote On YouTube talk, 2013:

<https://youtu.be/lzsL4VzA210>



Thank you!

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