

# 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

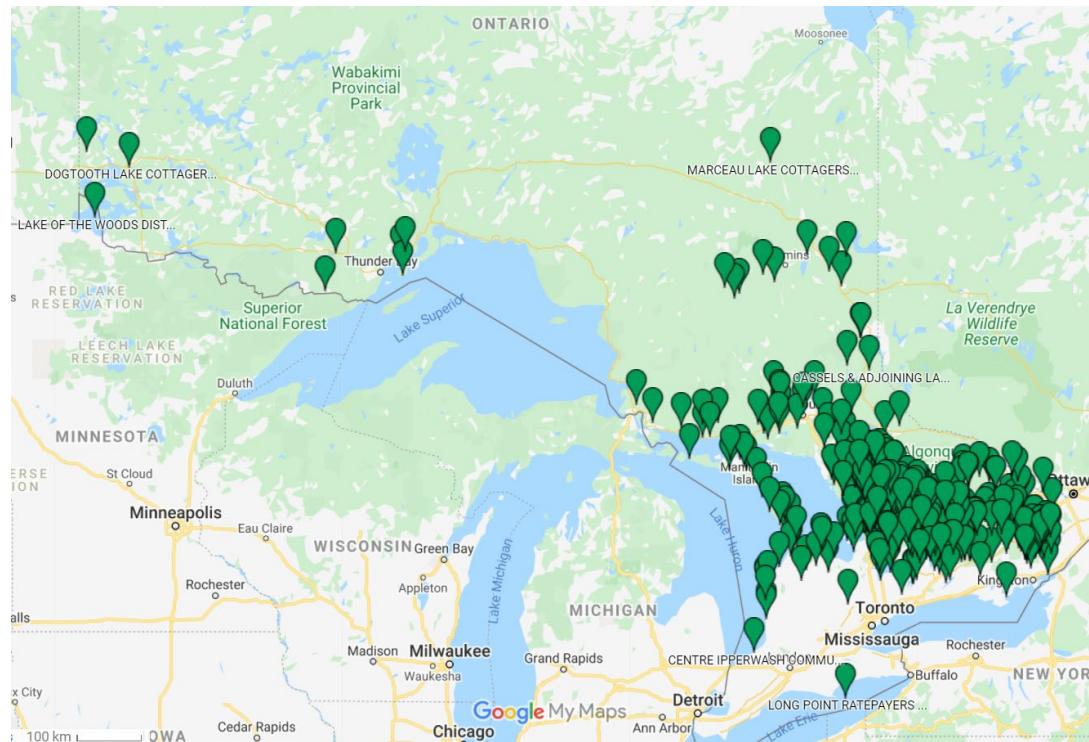
# FOCA is: the Federation of Ontario Cottagers' Associations

**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/>

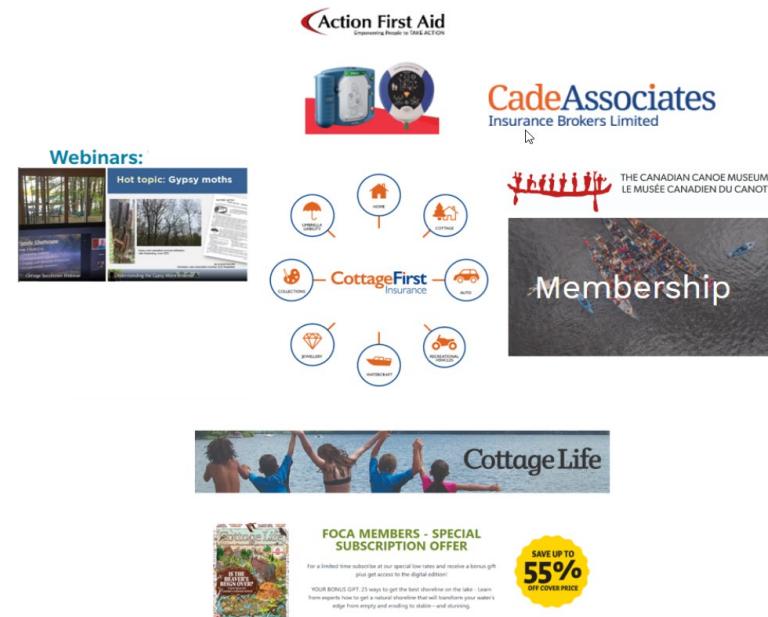
# FOCA Member Benefits include...

## 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



## 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 livewell.  
**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:



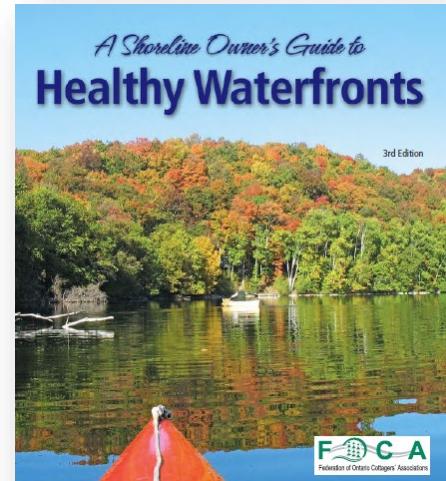
Here are some species to look out for:



Report sightings of invasive species:

- Invasive Species Hotline: 1-800-563-7711
- EDDMapS Website: [eddmaps.org](http://eddmaps.org)
- EDDMapS App: iPhone/Android

Invasive Species Centre [www.invasivespeciescentre.ca](http://www.invasivespeciescentre.ca) [www.foca.on.ca](http://www.foca.on.ca) FOCA Federation of Ontario Cottagers' Associations

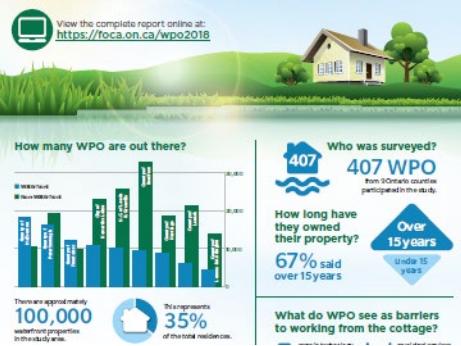


FOCA Cottage Country Septic System Video

### Report on Waterfront Property Owners & Rural Economic Development

In 2017 FOCA conducted a survey and interviewed with Waterfront Property Owners (WPO) to investigate what factors lead to their success in their rural communities. WPO represent a significant number of residential property owners in rural areas. It is our goal to support WPO in their efforts to enhance their rural communities.

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



How many WPO are out there?

Residence Type	Number of WPO
Waterfront	~100,000
Non-Waterfront	~100,000

Who was surveyed?

407 WPO from 30 Ontario counties participated in the study.

How long have they owned their property?

67% said over 15 years

Over 15 years  
Under 15 years

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



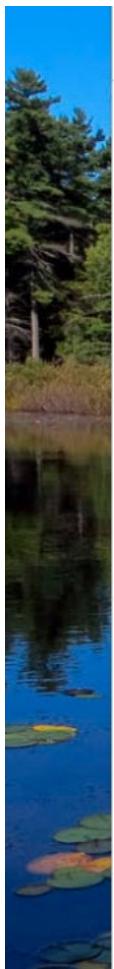
New FOCA Report coming soon:

***Economic Impacts of Waterfront Property Owners***

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

or email: [info@foca.on.ca](mailto:info@foca.on.ca)

# Got other questions? Search: [foca.on.ca](http://foca.on.ca)



**While you're there, join over 15,000 FOCA Alert 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.

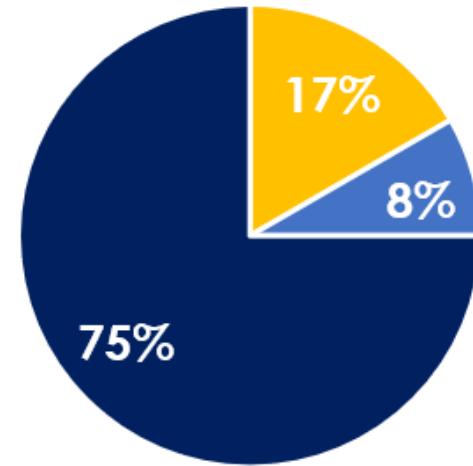
**today** - Prior to the each Municipal election (every 4 years), FOCA galvanizes our Associations **to encourage waterfront property owners to vote in each municipality where they own property**, and to ensure they are on their Municipal voters' lists prior to vote day.

# 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

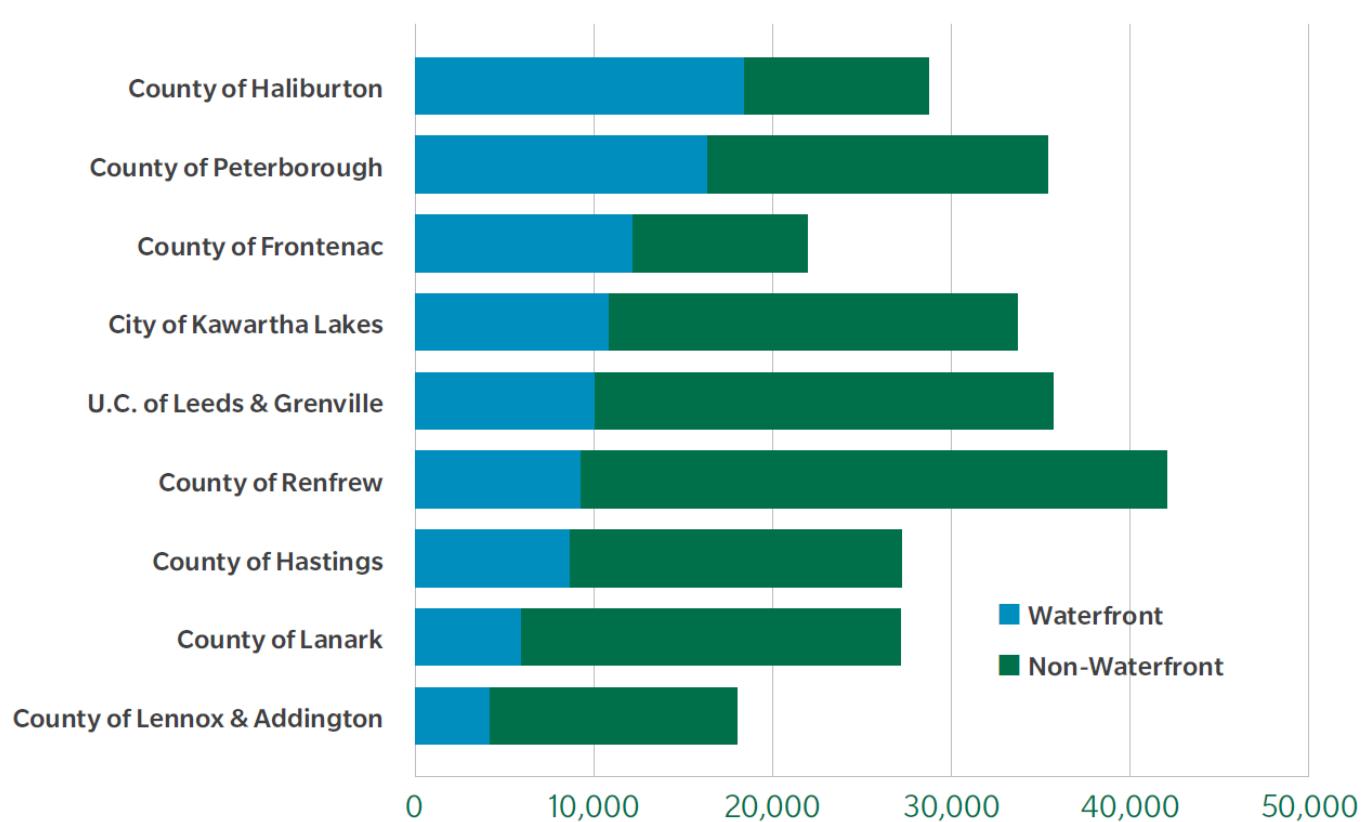
Poll results



- 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

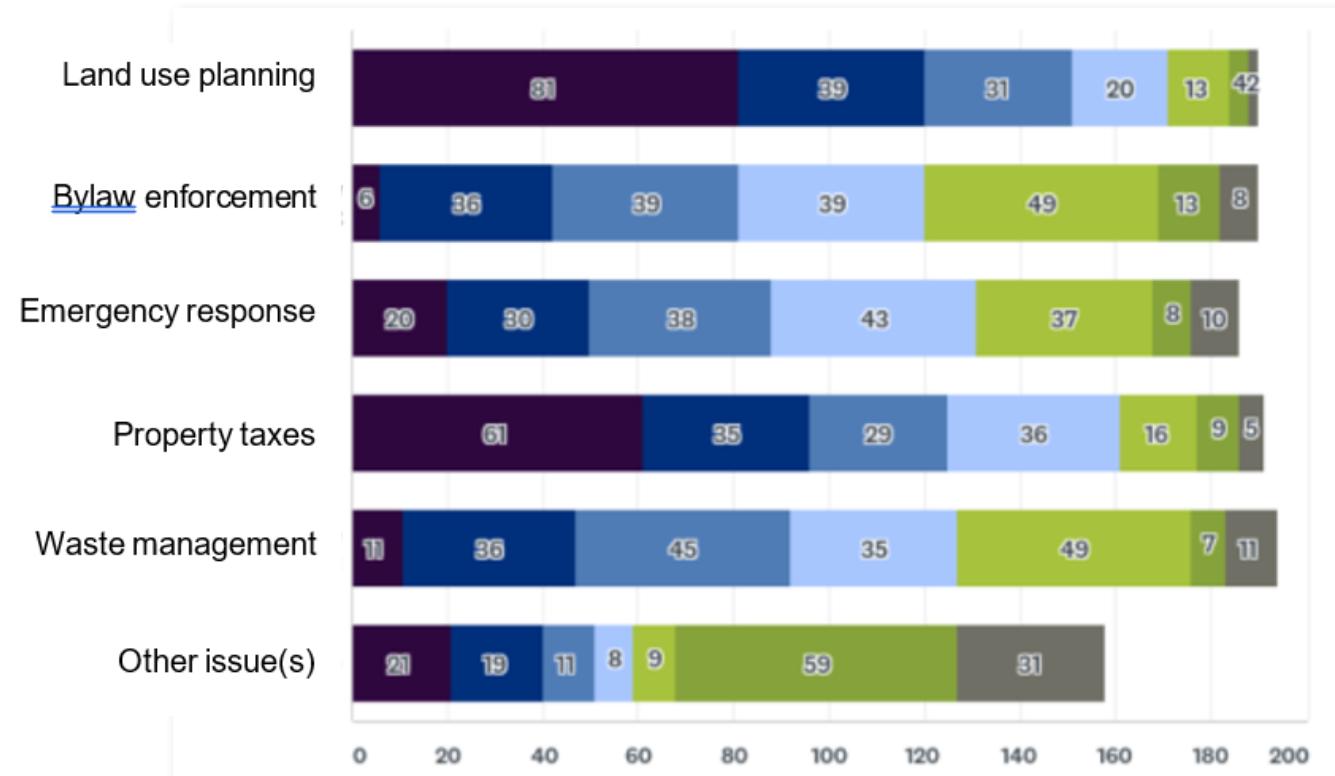


source: Figure 4 of FOCA's 2018 report, *The Role of Waterfront Property Owners in Rural Economic Development in Eastern Ontario*

(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

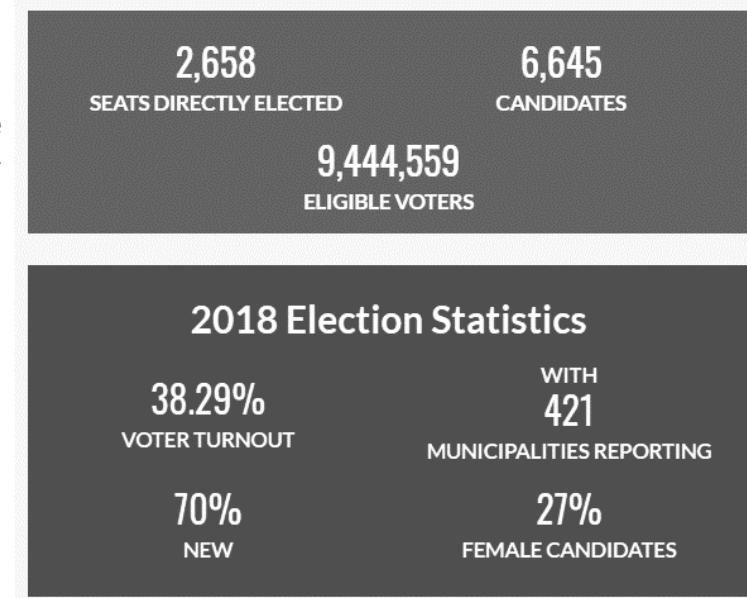
201 respondents to FOCA’s “Vote Survey” (August-September 2018)

# 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.

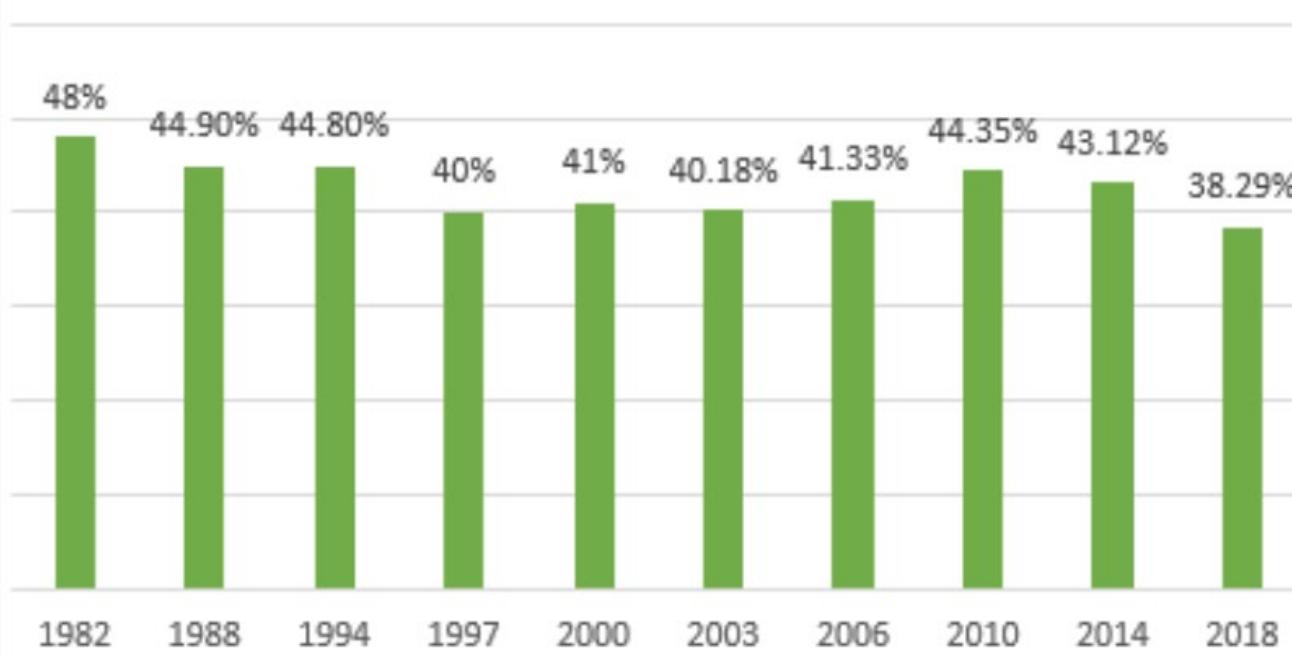
Visit FOCA's webpage:  
<https://foca.on.ca/vote-for-your-future-municipal-elections/>

# Municipal Elections



## Average Voter Turnout - 1982 to 2018 (Chart 6)

Voter Turnout for Municipal Elections in Ontario  
1982 - 2018



# Important Dates



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

2022 FOCA webinar: Municipal Elections

# 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-government/municipalities-2022-election-webpages>



2022 Ontario Municipal Election

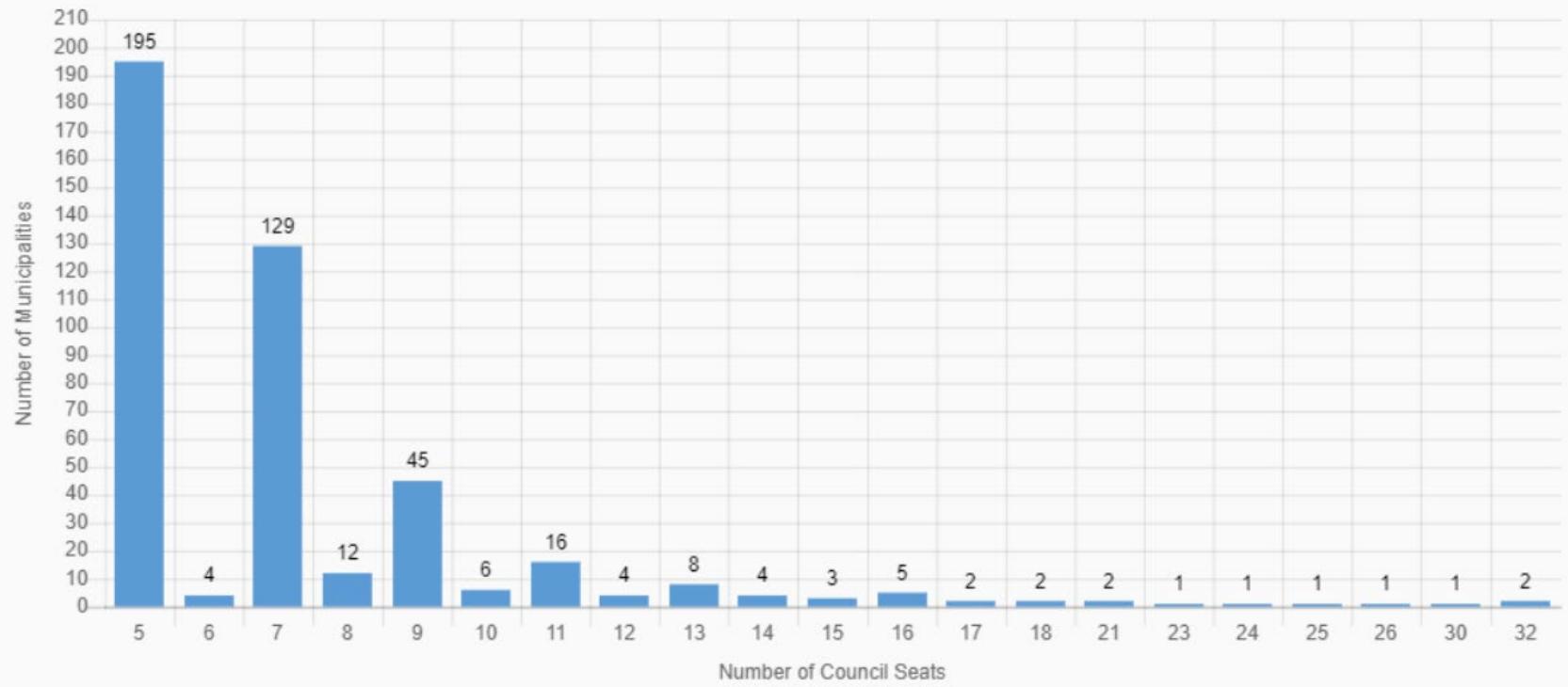


# Municipal Elections



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

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



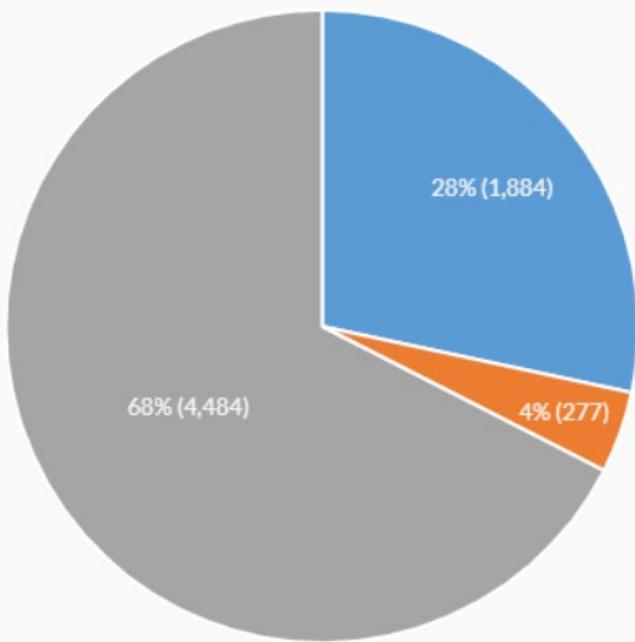
# Municipal Elections



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)

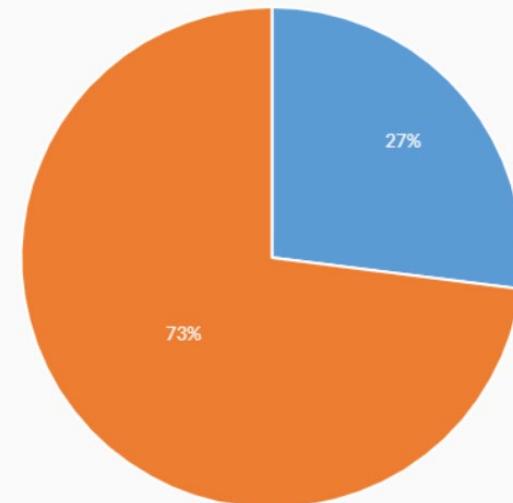
Incumbent    Incumbent New Position    New



and only 27% of candidates were female.

2018 - Gender (Chart 4a)

Female    Male



# 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>

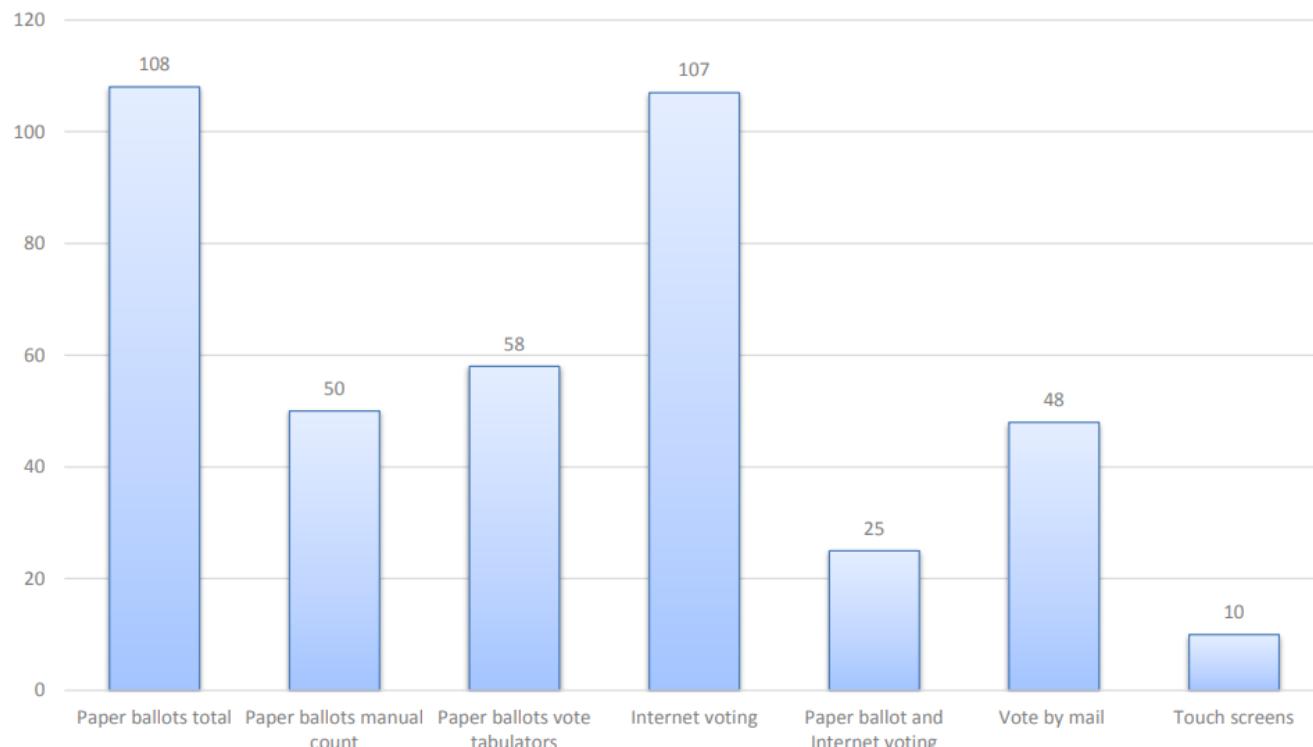
or call 1-866-296-6722

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?

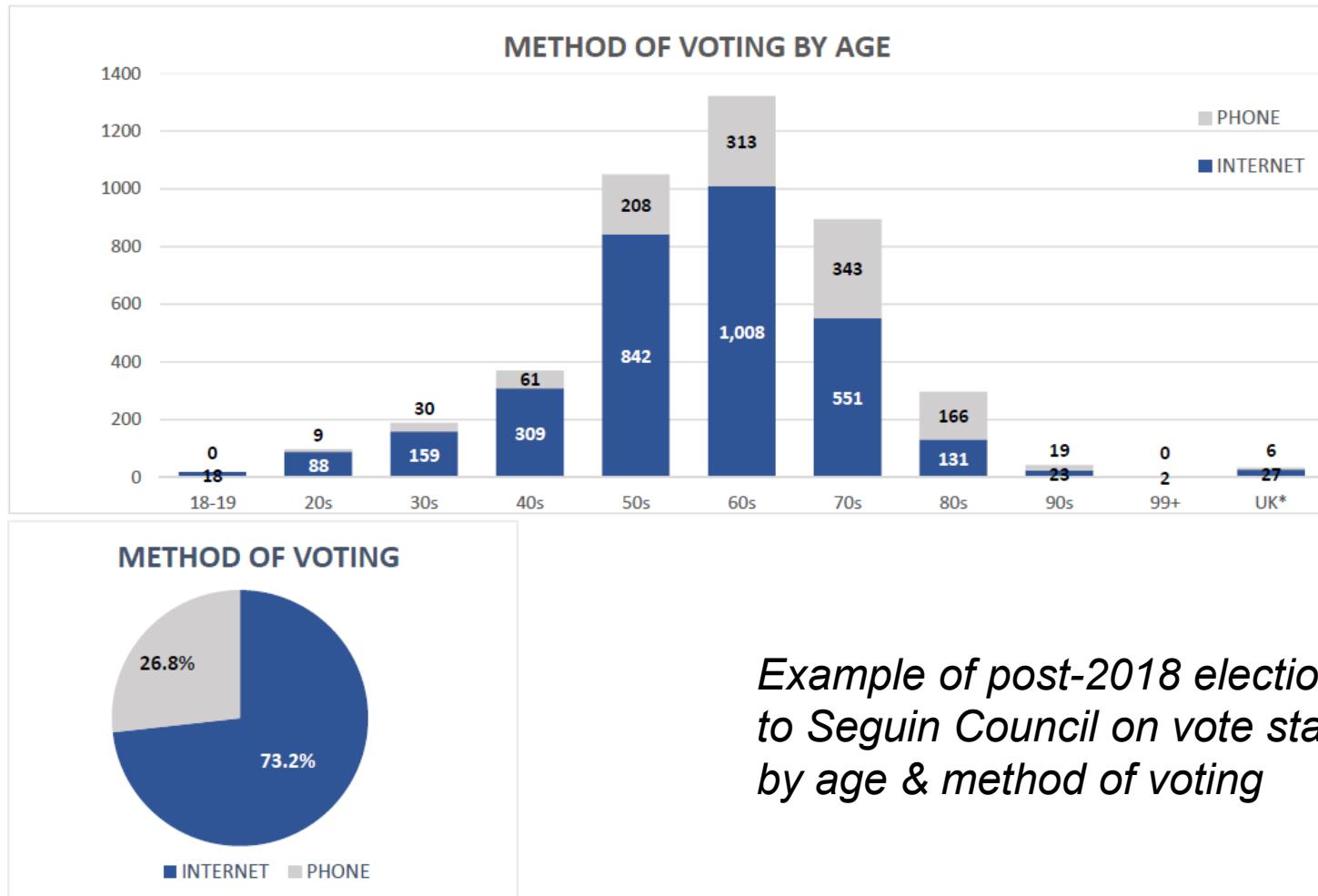


# #3 – Actually VOTE!



inteliVote systems inc

## 2018 Seguin Municipal School Board Elections Election Statistics



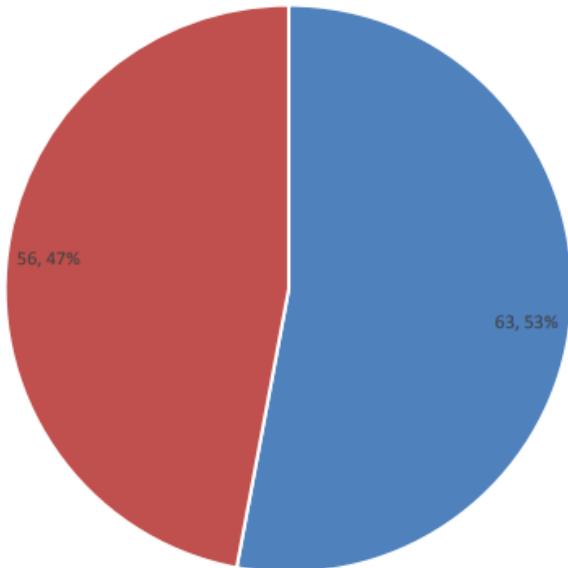
*Example of post-2018 election report  
to Seguin Council on vote statistics,  
by age & method of voting*

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

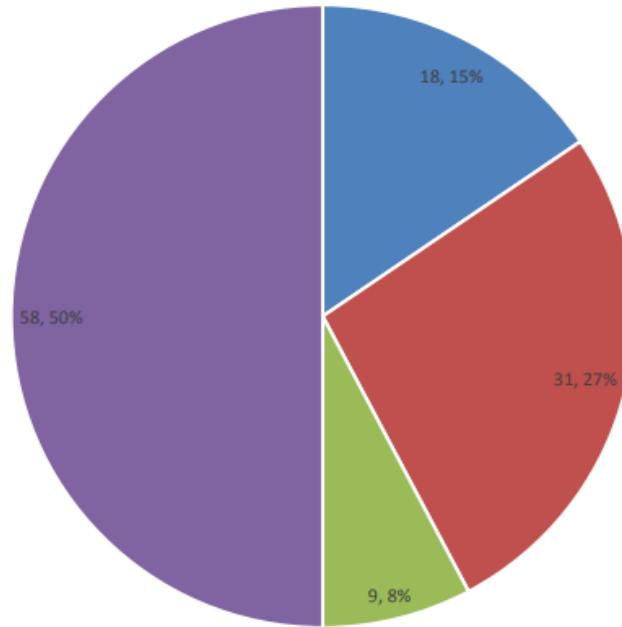
2018 post-election survey of their Municipal members:

## INTERNET VOTING: USE

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



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



# 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!**



**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

<b>64</b> Likes	<b>13</b> On Post	<b>51</b> On Shares
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<b>7</b> Comments	<b>2</b> On Post	<b>5</b> On Shares
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<b>52</b> Shares	<b>50</b> On Post	<b>2</b> On Shares
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**313** Post Clicks

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

**0** Hide Post **0** Hide All Posts

**0** Report as Spam **0** Unlike Page

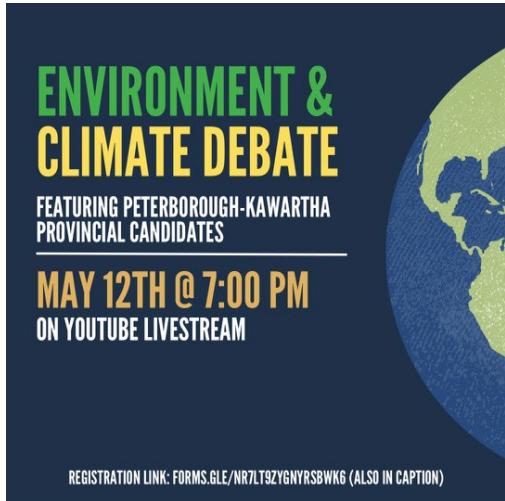
Reported stats may be delayed from what appears on posts

# 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 5<sup>th</sup> 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 reduction in the quality Muskoka experience.

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

BEAUTIFUL MUSKOKA



THIS MUST STOP!

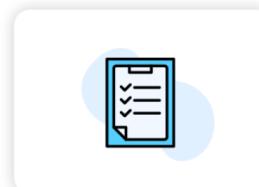


The header of the 'Vote4Muskoka.ca' website. It features a dark blue header with the 'VOTE 4 MUSKOKA.CA' logo on the left and a red 'Yes, YOU Can Vote!' button on the right. Below the header is a red navigation bar with links for 'Home', 'Municipalities', 'Volunteer', 'FAQs', and 'News'.

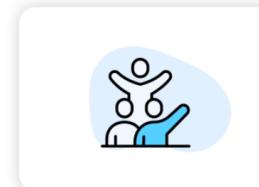
## A DEFINING ELECTION FOR MUSKOKA

October 24th Ontario Municipal Election

### 3 SIMPLE STEPS TO MAKE A DIFFERENCE



STEP 1: REGISTER TO VOTE



STEP 2: SIGN UP NOW



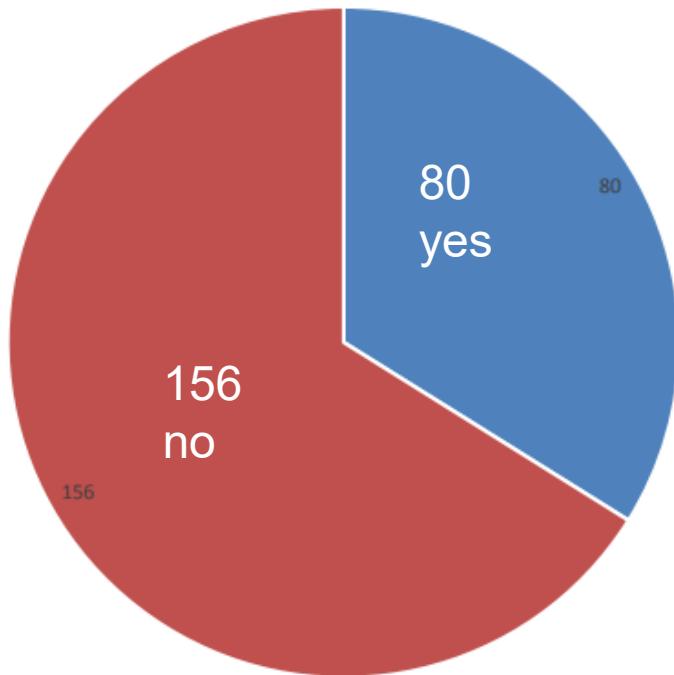
STEP 3: VOTE ON OCTOBER 24

<https://vote4muskoka.ca/>

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

## THIRD-PARTY ADVERTISING

Did you have registered third-party advertisers?



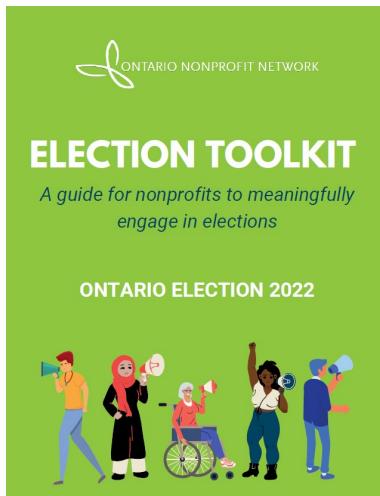
2018 post-election survey  
of their Municipal members

[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



Federation of Ontario Cottagers' Associations

© 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:

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

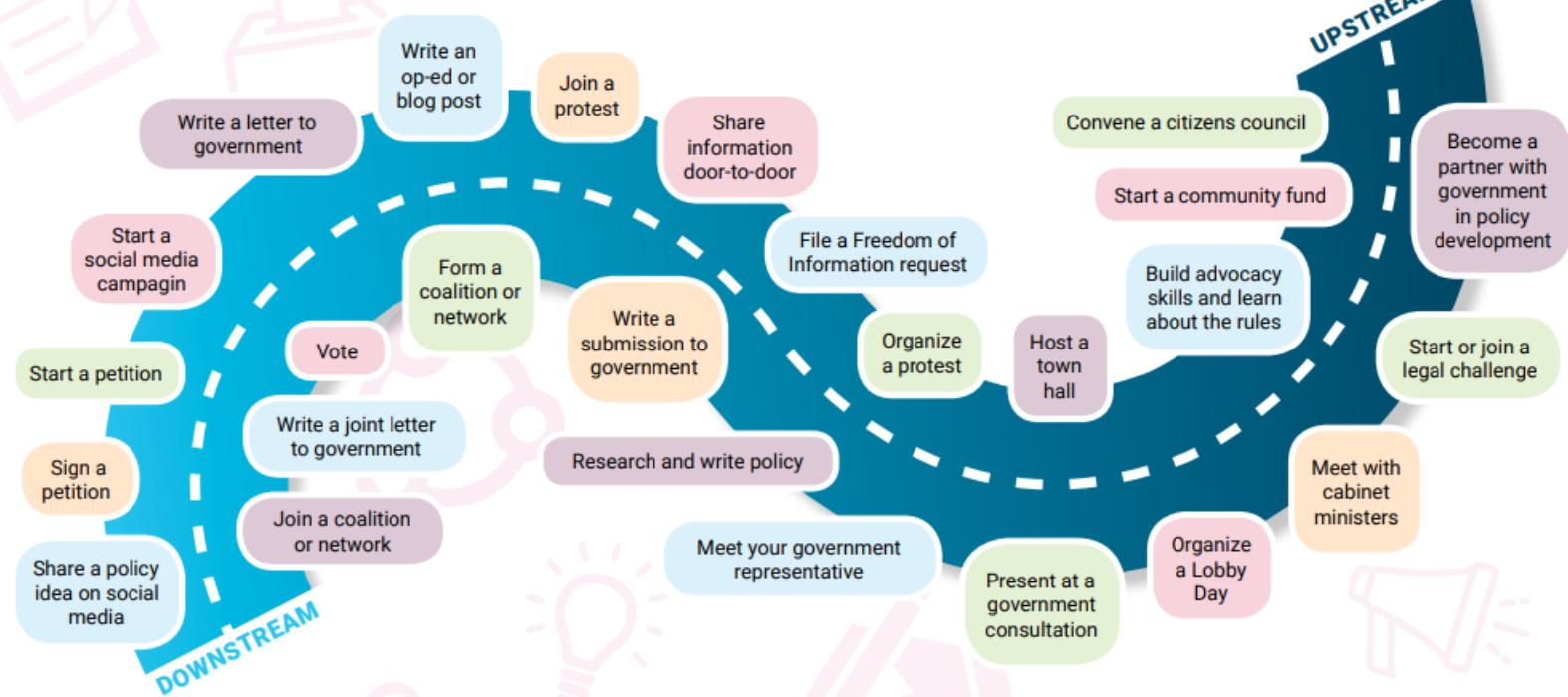
Do it now, and then build on the positive foundation, later.

- 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>

2022 FOCA webinar: Municipal Elections

**F O C A**  
Federation of Ontario Cottagers' Associations

**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/>