

# BC ELECTION 2017

## Site C Political Persuasion Strategy

### How to organize MLA meetings

*Role for lead team member*

**Goal:** Persuade existing MLAs on the Island to take a strong public stand and willingness to halt continued construction of the Site C dam pending a review by the BC Utilities Commission

- Investigate where the MLA's party stands on Site C by meeting with key MLAs/party insiders during the fall;
- Build a personal relationship with MLAs – establish trust

**Message:** If MLAs/candidates refuse to take a stand on Site C, they could jeopardize their electoral victory next May. Why? Because BC voters are increasingly upset about the financial impact of Site C, food security, First Nations rights, lack of green jobs, and fossil fuel expansion. Our coalition intends to make Site C a major election issue and champion hope-filled alternatives. A better world is possible!

### Organizing the meeting

- 1) Email the MLA with request for a meeting: state the purpose, best date/time for the meeting, and hoped for outcome.
- 2) Indicate who else may attend with you.
- 3) Ask for no more than an hour with a busy MLA.
- 4) Phone the MLA's office to follow up and confirm the meeting (may have to bug them); keep a paper trail.
- 5) Draw up agenda (*see sample below*)
- 6) Send agenda to the MLA and anyone who is accompanying you to the meeting
- 7) Attend the meeting
  - a. designate a chair, a note-taker, and roles for others who may be with you
  - b. encourage all present to speak from their hearts & share their personal motivation
  - c. adopt a friendly tone e.g., we're here to help you represent your constituents concerned about Site C's impact on their lives
  - d. indicate you'll maintain regular contact e.g. a meeting every 6-8 weeks
  - e. identify next steps/actions before you leave
- 8) Forward notes of meeting to rest of the team.
- 9) Prepare for follow-up meeting with MLA and repeat cycle.

## **Sample meeting agenda**

- **Introductions**
- **Review agenda and purpose of meeting**
- **Explain who you are**
  - goals and key
  - election strategy
  - partners: national/provincial/local
- **Sample questions for MLA**

*Note: focus initially on Site C, then move to election strategy. Encourage dialogue and make suggestions, e.g. how the NDP can up their game!*

- What is your Party's official stance on the Site C dam?
  - What has your Party done so far to raise this issue within the BC Legislature and general public?
  - What has been your personal role?
  - Is there debate within your party about Site C? What are the concerns?
  - How can we help you advance the cause?
  - How can we best defeat the Clark government?
  - What is your Party's election strategy?
  - When does your riding nomination race start? Who's running?
  - If you're running again, what will you focus on in your riding? What are your constituents' main concerns?
  - How do you assess your political competitors?
  - What are vulnerable ridings on the Island/mainland?
  - Other questions?
- **Next steps and next meeting**