



Running a municipal campaign during provincial elections

Premier David Eby kicked off a provincial election campaign which will overlap entirely with the municipal elections. Voting day in particular will be challenging, given that the advance voting for the provincial election will take place on the same weekend as election day for municipal elections.

The Challenge:

Voters are going to be confused. They will be confused about which election you're running for, they will not be certain what issues are provincial vs municipal, and you are likely going to have to spend more time explaining jurisdictional issues than you ever thought possible.

Opportunities:

- You can shift the conversation away from the blame game and do some interesting voter education about what municipal governments actually do...
- Include voter education in your communications.
 - An example: film a short video where you physically show voters what is municipal (water and wastewater! Sidewalks! Local parks and recreation centres!) and what isn't (schools, health care, electricity). Make it fun and creative.
- Get big stickers that say AS COUNCILLOR or FOR MAYOR or VOTE OCTOBER 17 and stick them on your lawn signs. Even if it says it already on your sign, you want to make it super clear that you are running in the municipal election, not as a third party candidate in the provincial elections.
- On all your campaign materials, include the same information as above. Voters are going to be confused, and it's important to make sure that you are being as clear as possible about what level of government you are running for.
- If voters start being annoyed about the number of candidates coming to their door, you can encourage them to take one of your lawn signs to signify that they have already decided who to vote for. It's cheeky, but it could work.



The Challenge:

Advance polling for the provincial election happens the same weekend as voting day for the municipal elections.

Opportunities:

- This is a good reason for voters to officially commit to your campaign: if they want a reminder to get out and vote, your team can provide that to them. But you'll need to collect their information and follow up.
- GOTV will be even more critical now than it was before. Make sure you are sharing that with voters who say they will support your campaign: you will need to collect their information to get them out to vote on election day.
- Read our [GOTV guide here](#) for the best practices.

The Challenge:

Volunteers will be spread thin over municipal and provincial campaigns.

Opportunities:

- Know that this is likely to happen to you and your opponents, so everyone will be at an equal disadvantage...
- This is a good opportunity for you to reach wider within your network and pull out people who haven't yet gotten involved in your campaign. Make the case to them in a mass email or by personally reaching out: "With the provincial election, we're going to need your help more than ever to identify voters and ensure we get out the vote. Every vote counts and we need your help!"
- Make sure your volunteers are committed to your campaign. If they are going to be volunteering for other candidates, they may not have time to commit to your team properly.
- Set a calendar in advance and get your volunteers to sign up for specific shifts of door-knocking, phone banking or other outreach.

Remember:

- You can support candidates or a specific party at the provincial level, but you do not have to. You may be asked who you support, but you don't have to answer if you don't want to. A simple phrase like: "No matter who wins, I am committed to working with our provincial MLA and the government" can help.
- Respect election laws! [You can find them here](#). Be specifically attuned to the rules around using other parties' proprietary information, which includes voter ID apps, and cost-sharing. If you have any questions about what is permitted and what isn't, reach out to Elections BC.

To learn more about best practices for winning municipal elections, join Climate Caucus' free [Campaign School](#). We'll support you till the municipal election and beyond.