

Standard Operating Procedure

All-Candidates Meetings¹ (Social Justice Committee) CFUW Perth and District

All candidates meetings are an opportunity for political candidates and residents to connect before an election. Residents have a chance to evaluate the candidates, political platforms, and ask questions about current issues.

All Candidates Meetings may be driven by a request from the community or initiated by the SJC and/or Executive. Several All Candidates Meetings may be necessary to cover the wide electoral district for provincial and federal elections. As of 2019, both Perth and Smiths Falls are located in the federal and provincial ridings of Lanark-Frontenac-Kingston (see Appendix 1).

Objectives of CFUW Perth and District All Candidates Meetings

1. To foster interest in civic engagement and political engagement;
2. To provide a public service which is central to the democratic process;
3. To provide an opportunity for politicians to connect with the voting public;
4. To enhance Club's visibility.

Organising an All Candidates Meeting

1. Research whether other community organisations are sponsoring community/voting district All Candidate debates, including dates, locations and times. Ensure that the CFUW Perth and District event does not encroach on other All Candidates Meetings. Consider collaborating with these other local organisations if the CFUW Perth and District's proposed date, time and/or place are overlapping.
2. In addition to SJ committee members, it is recommended that the SJC undertaking an All Candidates Meeting includes other CFUW Perth and District members who are experienced in publicity (engage the Publicity Chair from the Executive), interested in current issues and are active in the community.
3. Develop a budget. Include costs of printing, publicity, venue fees, refreshments and other expenditures.
4. Choose a venue, ensuring it is large enough to hold the anticipated crowd and can accommodate disabled persons. A venue with a stage where candidates can sit is preferable.
5. Select two alternate dates for the meeting (a few weeks before Election Day is ideal) and, following first contact with the political candidates, determine which is the preferred date. A weekday evening or during the day on a Saturday are ideal times to organize the meeting.
6. If possible, secure the venue BEFORE providing all details to the candidates. If choosing a school in the area, you must 'apply' through the Upper Canada District School Board's website. The process is lengthy and requires the approval of the school principal, thus it is necessary to apply in plenty of time (6-8 weeks prior to the event). The system seems to take longer to approve the application if it is submitted in the summer or at the beginning of the school year.
7. Determine the duration of the event; most all-candidates meetings are no more than 2 hours.
8. Contact all candidates and their managers by phone. Follow up in writing (emails) with details, format, and type of campaign materials that can be distributed by the participants. Advise

candidates that no banners/placards/posters or combative materials are allowed but the candidate may bring campaign pamphlets to leave outside the entrance to the venue.

Note: Example introductory letters accompany this SOP (see Appendix 2).

Select a Moderator, Time Keeper and Bouncer

1. Select an experienced and 'firm' moderator who is a good public speaker, is politically aware, politically neutral and has a public profile.
2. Appoint a timekeeper who also can be firm. Use a stopwatch and timecards of 1 minute and 30 seconds to flash at candidates. Responses from candidates should be kept to 1 minute.
3. Designate at least one 'bouncer' since it may become necessary to ask some members of the audience to leave. Develop a protocol with the 'bouncer' regarding extricating belligerent/rude/offensive audience members.

Develop the Meeting Format and Questions (See Appendix 3 for Sample Questions)

1. Well in advance of the event, prepare a slate of short, concise, non-partisan questions to augment questions from the floor AND/OR take questions from the 'floor' before the meeting, collate them and use these to guide the discussion.
 - a) The event can also be organized as a more informal meet and greet, allowing candidates and residents to mingle and ask/respond to questions on a more individual basis.
 - b) The All Candidates Meeting could also be organized around a specific theme (e.g. women), or aim to cover number of key issue areas including the economy, foreign policy, the environment, human rights, immigration, women's issues, etc.

Publicize the Event (See Appendix 4 for Sample Press Release)

1. Send press releases to the local paper, online media and TV and radio community calendars before media deadlines and any community newsletters.
2. Prepare posters: include date, place, time and candidates' and moderator's names. Include CFUW's logo and a contact person from your Club. Send/post to schools, libraries, community groups, contact lists, social media, etc.
3. Set up a Facebook event page.
4. If appropriate, provide CFUW Perth and District promotion materials and select a member to host a table at entrance.

Equipment Requirements

Note: This is not an exhaustive list.

1. A sound system which can accommodate multiple microphones for the candidates (one each is preferred but one to share amongst 2 or 3 candidates can work), moderator and, if accepting questions from the floor, 2 or 3 on the floor for the public to use.
2. A podium or lectern for the moderator

3. Tables and chairs on the 'stage' for the candidates
4. Note pads and pens for the candidates; blank file cards and pens for the public to write questions for the candidates in the lobby (if this is the approach to be used)
5. A table and 2 chairs placed on the 'floor' in full view of the candidates for the timekeepers.
 - a) Time placards – one minute, 30 seconds
6. A table and 2 chairs for the media on the floor in front of the stage
7. Several tables in the 'lobby' area; one for CFUW Perth and District materials, one for the public to use to write their questions (if this is the approach to be used), one for the question collator (if this is the approach to be used), and at least two for the candidates' material (identify area where the candidate may place her promotion material by a poster above with the Candidates' names)
8. CFUW Perth and District banner (to be placed at the entrance)
9. File cards with predetermined questions to be asked of the candidates by moderator
10. Large place names for each candidate
11. Tablecloth(s) for candidates' stage table
12. Glasses and pitchers for water for candidates
13. Evaluation forms for public

Personnel Required

See Appendix 5.

Set-Up on the Day of the Meeting

1. Conduct a sound check to make sure all equipment is in working order, that the volume is set appropriately so that the back of the room is able to hear and that the sound is clear.
2. Arrange tables, chairs and podium on stage (pads of paper, pens, water glasses and pitchers and candidates' place names),
3. Place microphones so that audience members can get to them on the floor (if this is the approach to be used).
4. Set up lobby area with CFUW Perth and District table and banner, candidates' material tables and names, table for public to write questions and collator table.
5. The venue should have provided the audience chairs' set up.

Program for the Meeting (See Appendix 3 for example Program)

1. As candidates arrive, point them to the display table for their election materials outside the room.
 - a. Do not allow election posters from candidates on property or in the lobby area
2. Greet candidates and the moderator and lead them to assigned seats on stage (or hold outside the stage area until the meeting is to start).
3. Begin on time and end on time. Maximum two hours.
 - a. Candidates may 'meet and greet' after the formal closing of the event – allow ½ hour extra.

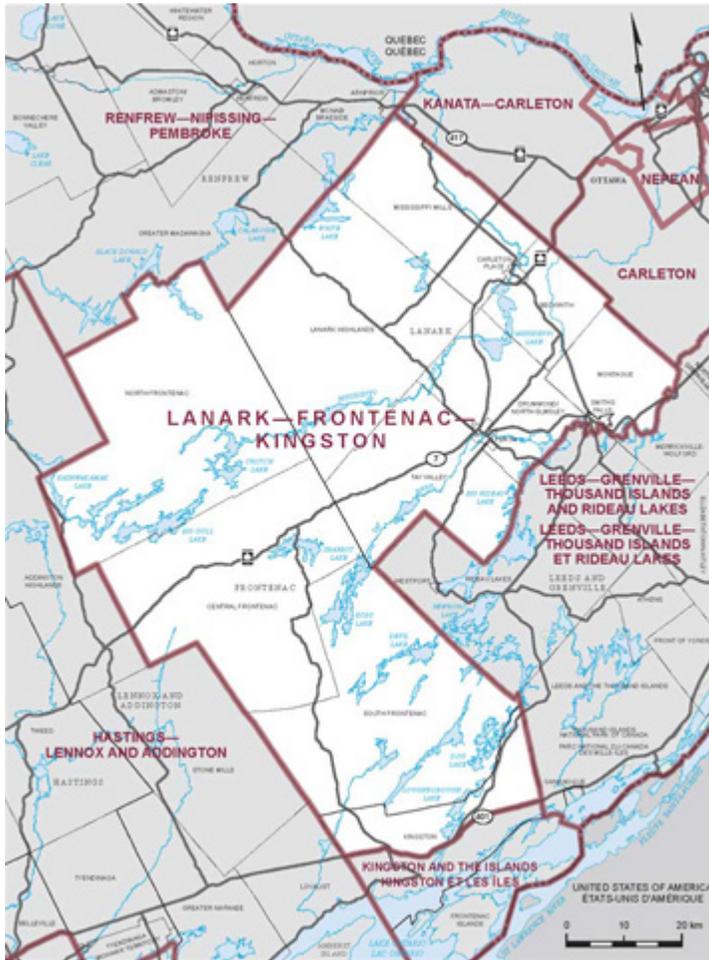
4. CFUW president or designated member begins event with a statement of indigenous land recognition followed by a welcome, the purpose of the event, and a **very brief** introduction to CFUW (e.g. aims and objectives of the organization, scholarships awarded locally).
5. Introduce moderator who should state neutrality, review the evening's format, order of questions, timelines, and outline the procedure for audience questions, as well as time limits for public's questions (if this is the approach taken).
6. Allow one-minute opening statement by each candidate.
7. Have moderator ask prioritized questions addressed to all candidates, giving them one minute each to answer.
8. For questions from the audience, alternate questions from microphones, one minute for answer from candidates addressed, followed by 30 seconds for other candidates to rebut or respond.
9. At the end of the event, moderator hands the meeting back to CFUW Perth and District:
 - a. Thank the candidates, moderator, volunteers and residents for their participation.
 - b. Remind audience to fill out evaluation sheets (see attached – Appendix 4).

Evaluate and Acknowledge

1. Send thank you notes and small token gifts to the moderator and volunteers, thank you notes to the candidates.
2. Remember you will never please everyone.

1. Adapted from Ontario Council CFUW website: 'Organizing an All Candidates Meeting'

Appendix 1 – Federal and Provincial Riding and Boundaries



Appendix 2 – Example Introductory Letter/Email

INVITATION TO AN ALL CANDIDATES MEETING WEDNESDAY SEPTEMBER 26

As President of the Canadian Federation of University Women (CFUW) Perth and District, I am pleased to invite you, as the announced candidates for Tay Valley Township Council, to attend and participate in an All Candidates Meeting on Wednesday September 26th, 2018.

Brian Perkin (Lake 88) has kindly agreed to moderate this meeting which will be held at Glen Tay School, 115 Harper Rd., from 7:00-9:00 pm, Wednesday September 26th, 2018.

This is a valuable opportunity for you to engage and interact with citizens and for citizens to get to know you and your priorities to better inform their decision in October's municipal election.

The meeting will be divided into three formal segments:

1. Candidates for Councillor will be given two minutes to tell citizens why they are running and why citizens should vote for them.
2. Candidates for Deputy Reeve will be given two minutes for opening remarks, two minutes to answer three questions and one minute for closing remarks.
3. Candidates for Reeve will be given two minutes for opening remarks, two minutes to answer three questions and one minute for closing remarks.

An informal meeting with attending citizens following the formal question and answer period will take place from 9:00-9:45 pm.

I will provide the candidates for Deputy Reeve and Reeve with a list of questions by September 17 to help them prepare for the meeting. Citizens will have the opportunity to submit additional questions that evening.

The Moderator will pick one question at random from the questions prepared in advance and two of the additional questions submitted by citizens. All candidates for Deputy Reeve will be asked the same three questions. The candidates for Reeve will be asked a different set of three questions. The moderator will rotate the speaking order for fairness and balance.

This event will be well advertised in advance through our local media.

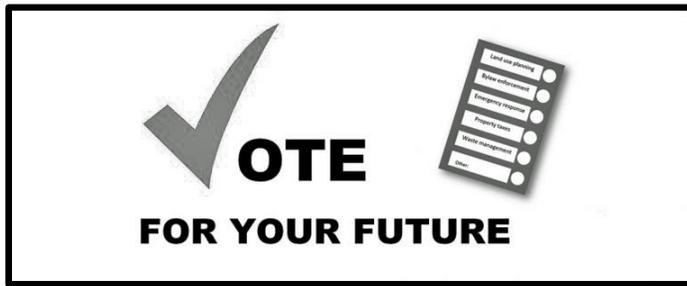
There will be a table for you to leave campaign literature; **no** posters or large signs of any sort will be allowed.

Please confirm your attendance at this event by September 5 by sending a reply to me at sandras@fifthelement.ca. I look forward to meeting you on September 26th.

Kindest regards,

Sandra Shaw, CFUW Perth and District President: sandras@fifthelement.ca

Appendix 3 – Example Agenda and Questions



CFUW PERTH & DISTRICT PRESENTS:

MEET THE CANDIDATES

WEDNESDAY SEPTEMBER 26

7 PM – 9:00 PM

GLEN TAY SCHOOL, 115 HARPER RD.

... Hear candidates respond to questions in person ...

DRAFT AGENDA

- 7:00 PM **CFUW President: Welcome and Housekeeping**
- 7:05 PM **Brian Perkin Moderator: Overview and Protocols**
- 7:15 PM **Candidates for Councillor**
- 7:45 PM **Candidates for Deputy Reeve**
- 8:15 PM **Candidates for Reeve**
- 9:00 PM **CFUW President: Closing Remarks**
- 9:05 PM **Informal Meeting with Candidates**
- 9:15 PM **...**

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Likely Metroland Media, Cogeco & Frontenac News

FORMAT AND QUESTIONS FOR CANDIDATES

Candidates for Councillor will be given two minutes to tell us why they are running and why we should vote for them.

Candidates for Deputy Reeve and for Reeve will be given two minutes for opening remarks, two minutes to answer three questions and one minute for closing remarks.

The Questions below were provided to all candidates in advance of the meeting.

Additional Questions can be submitted (1 per person) at the welcome desk prior to the event. A committee will sort through the questions for redundancy.

The Moderator will pick one question at random from the list below and two of the additional questions submitted by citizens attending the meeting. The candidates for Deputy Reeve will be asked the same three questions and the candidates for Reeve will be asked a different set of three questions. The moderator will rotate the speaking order for fairness and balance

1. What would you like to accomplish during your term on Council and how would you go about doing that?
2. What are the biggest fiscal challenges facing Tay Valley Township and how would you propose to address them?
3. Both the Reeve and Deputy Reeve sit on Lanark County Council. What initiative would you like Tay Valley Township to champion at County Council and why?
4. Do you think Tay Valley Township has a role to protect the health of our lakes, rivers and creeks? If no, why not? If yes, what would you do?
5. What do you see as the number one challenge facing Tay Valley Township and how would you address it?
6. Much of Tay Valley's taxes come from seasonal and residential property owners; relatively little from business. What would you do to ensure the township has a sustainable tax base for the future?
7. Do you have one bold idea for the future of Tay Valley Township?
8. Summarize your position on maintaining a balance between environmental sustainability and economic development.
9. If you received a \$1 million grant to use for Tay Valley Township any way you wanted, what would you do with it and why?
10. What are your two highest priorities for change in our municipality in the short term and in the long term?
11. What are the strengths of Tay Valley Township and how would you build on them for the future?
12. What would you do to address the perception that it is difficult to build in Tay Valley Township?

Appendix 4 – Example Press Release

DRAFT PRESS RELEASE

Meet the Candidates for Tay Valley Township Council on September 26

Tay Valley Township will have its own “Meet the Candidates” event at the Glen Tay School on 155 Harper Road on Wednesday September 26, from 7:00 - 9:00 pm. Hosted by the Canadian Federation of University Women (CFUW) Perth & District and with Brian Perkin of Lake 88 as moderator, this is an opportunity for citizens to hear from their candidates in person.

The meeting is open to all Tay Valley Township citizens for the October 22 election.

Candidates for Councillor will be given two minutes each to outline why they are running and why citizens should vote for them. Candidates for Reeve and Deputy Reeve will be given two minutes each for opening remarks, two minutes to answer three pre-circulated questions and one minute for closing remarks. There will be an informal “meet and greet” following the formal part of the event.

CFUW and Lake 88 are pleased to provide this opportunity for Tay Valley Township residents to make a more informed choice on voting day.

Appendix 5 - Volunteer Schedule and Responsibilities – All Candidates Meeting

	CFUW Perth and District Member/Volunteer	Position and Duties	Start Time (pm)	End Time (pm)
1		<p>Citizen Greeter</p> <p>Welcome citizens as they arrive; provide each citizen with agenda, Information for Voters sheet and index card/pen; explain index card (one question per citizen); point out candidates' material and donations box; receive index cards back and provide to Mary/Leona; point out where citizens can sit</p> <p>Note: Seats in first row at front right hand side of gym are reserved and marked for Candidates; do not allow citizens to take these seats</p>	6:00	8:00
2		<p>Citizen Greeter</p> <p>Welcome citizens as they arrive; provide each citizen with agenda, Information for Voters sheet and index card/pen; explain index card (one question per citizen); point out candidates' material and donations box; receive index cards back and provide to Mary/Leona; point out where citizens can sit</p> <p>Note: Seats in first row at front right hand side of gym are reserved and marked for Candidates; do not allow citizens to take these seats</p>	6:00	8:00
3		<p>Candidate Greeter</p> <p>Greet candidates and usher to side seats to wait until the meeting commences (along corridor); at 6:55 pm, usher candidates to seats (Councillor candidates on stage, Reeve/Deputy Reeve candidates at front of audience)</p>	6:00	7:00
4		<p>Citizen Questions</p> <p>Review citizen questions with partner and group according to theme; collapse similar questions into single coherent questions; rewrite on index cards and place in box; bring box to Brian Perkin before 7:45 pm.</p> <p>Note: You will be working at the end of the right hand corridor. If we have enough volunteers, someone will bring you stacks of questions in batches as index cards are completed. If we don't have an 'extra', we will need you to pick the index cards up.</p>	6:00	7:45

5		<p>Citizen Questions</p> <p>Review citizen questions with partner and group according to theme; collapse similar questions into single coherent questions; rewrite on index cards and place in box; bring box to Brian Perkin before 7:45 pm.</p> <p>Note: You will be working at the end of the right hand corridor. If we have enough volunteers, someone will bring you stacks of questions in batches as index cards are completed. If we don't have an 'extra', we will need you to pick the index cards up.</p>	6:00	7:45
6		<p>Time Keeper</p> <p>Begin timing candidates for councillor as soon as they begin to speak – 2 minutes; at 30 seconds remaining, flash red card; ring bell for times up at 2:00 minutes; next candidate will be handed microphone and the timing begins again as soon as they begin to speak. Refer to agenda for speaking order. (Note: if candidates do not honour time frame, Brian Perkin will deal with them)</p> <p>Timing for Deputy Reeve/Reeve speakers is slightly different ONLY in that the closing remarks for each candidate is one minute.</p> <p>Ring bell after one minute. All other speeches are two minutes (opening remarks, questions answered).</p>	6:45	9:00
7		<p>Time Keeper</p> <p>Begin timing candidates for councillor as soon as they begin to speak – 2 minutes; at 30 seconds remaining, flash red card; ring bell for times up at 2:00 minutes; next candidate will be handed microphone and the timing begins again as soon as they begin to speak. Refer to agenda for speaking order. (Note: if candidates do not honour time frame, Brian Perkin will deal with them)</p> <p>Timing for Deputy Reeve/Reeve speakers is slightly different ONLY in that the closing remarks for each candidate is one minute.</p> <p>Ring bell after one minute. All other speeches are two minutes (opening remarks, questions answered).</p>	6:45	9:00
8		Floater		
9		Bouncer	6:30	9:45
10		Bouncer	6:30	9:45

Position Responsibilities - Citizen Greeter

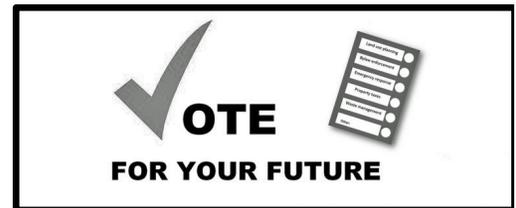
1. Welcome citizens as they arrive. If the person arriving is a candidate (see attached list), direct them to Sue Sams or Terri Harrison.
2. Provide each citizen with an **Agenda** and **Information for Voters** sheet and offer an index card/pen (please get the pens back or we will run out).
3. Explain index card (one question per citizen); Say: "If you have a question for the candidates for Reeve or Deputy Reeve, please write it down on this card and hand it back to me". **DO NOT LET THEM TAKE INDEX CARD INTO GYM. Reiterate: There will be no questions allowed from the floor.**
4. Point out candidates' material (across from you) and donations box. Regarding the donations, if you are comfortable, you may say to the person: "**CFUW Perth and District did not budget for this event and, as a result, must recuperate the costs associated with this meeting. Any donation you wish to give is gratefully received. All funds donated in excess of our costs will be given to the Glen Tay Public School for program enhancement.**"
5. Receive index cards back and provide to Mary.
6. Point out where citizens can sit.
Note: Seats in first two rows at front right hand side of gym are reserved and marked for Candidates; do not allow citizens to take these seats.

Other Example Materials

INFORMATION FOR VOTERS COURTESY OF CFUW PERTH AND DISTRICT

Electors in Tay Valley Township will be voting electronically in the 2018 Municipal Election, by internet or telephone.

There will be no paper ballot.



A Voter Information Letter will be mailed directly to electors at the end of September/early October, providing a voter with a PIN which will allow individuals to vote 24 hours a day for 8 days (October 15 - 22), from any telephone or any device connected to the internet.

Who Can Vote? You can vote in Tay Valley's municipal election if you are

- a Canadian Citizen; and
- at least 18 years old; and
- a resident in Tay Valley Township
- a non-resident of Tay Valley Township but you or your spouse own or rent property in the Township ... *cottage owners have the right to vote at their cottage riding as well as their permanent residence...*; and
- are not prohibited from voting under any law.

You may only vote once in Tay Valley Township's municipal election regardless of how many properties you own or rent in the township. You must vote in the ward where you live.

Who Cannot Vote? You cannot vote on voting day if you are

- a person serving a sentence of imprisonment in a penal or correctional institution
- a corporation
- a person acting as executor or trustee or in any other representative capacity
- a person convicted of a corrupt practice for an election held within four years of voting day.

Post-Secondary Students

There is a special rule for students who may be living away from home while they attend school. If you are a student and consider your "home" to be the place where you live when you are not attending school, which means you plan on returning there, then you

are eligible to vote in both your "home" municipality and in the municipality where you currently live while attending school.

Are You on the Voters List?

To ensure that your name is on the voters list in Tay Valley Township and all relevant information is correct, visit the Municipal Office with proper identification (showing proof of identity and qualifying address)

- Monday to Friday: 8:30 a.m. to 4:30 p.m.
- Saturday, August 25: 9:00 a.m. to noon
- Monday October 22: 9:00 a.m. until 8:00 p.m.

Those who are unable to visit the township during these hours may phone the township to verify they are on the voters list. Call 1-613-267-5353 or 1-800-810-0161

Official List of Candidates

Office	Name
Reeve	Brian Campbell
Reeve	Susan Freeman
Reeve	Keith Kerr
Deputy Reeve	Barrie Crampton
Deputy Reeve	Judy Farrell
Councillor - Bathurst Ward	Fred Dobbie
Councillor - Bathurst Ward	Wayne Jordan
Councillor - Bathurst Ward	Gene Richardson
Councillor - Burgess Ward	Doug Barr
Councillor - Burgess Ward	Greg Hallam
Councillor - Burgess Ward	Beverley Phillips
Councillor - Burgess Ward	Mick Wicklum
Councillor - Sherbrooke Ward	Mark Burnham
Councillor - Sherbrooke Ward	RoxAnne Darling
Councillor - Sherbrooke Ward	Rob Rainer

Offices to be Elected

Members will be elected for a 4 year period beginning December 1, 2018 and ending November 14, 2022 for the following offices:

Township Council

- **Reeve** (one is elected by all electors of the municipality)
- **Deputy Reeve** (one is elected by all electors of the municipality)
- **Councillors** (six to be elected by wards - two from each ward)

For further information visit

www.tayvalleytwp.ca/en/municipal-government/elections.asp