

MUNICIPAL NEWS

WINTER 2010

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MOVING TOWARDS MUNICIPAL ELECTION DAY

An activist all his life, CAW Local 1075 President Paul Pugh is taking his activism into a different forum having made the decision to run for council in the City of Thunder Bay.

"We've had a five year campaign to bring work to the plant," says Pugh, 62, a welder at the Bombardier plant in the city on the western shores of Lake Superior, that was the recipient of the Toronto Transit Commission's (TTC) billion dollar contract for its streetcars. CAW Local 1075 represents the workers at the Bombardier plant in Thunder Bay.

"I've made many submissions to all levels of government, including Thunder Bay city council and the TTC," he adds noting this has given him insights into the workings of all levels of government.

The first-time municipal candidate is running in the McKellar ward which takes in most of the downtown core of the former cities of Port Arthur and Fort William. It is a working class ward, says Pugh, noting it includes First Nations citizens, union members and a lot of unemployed workers.

"There is a real lack of amenities – there are no community centres... these two cores have been in a steady decline since they were amalgamated. What this city needs is a decent income for all its citizens, so they can spend their money in the city," says Pugh.



Paul Pugh

The main message of his campaign is to bring good jobs to Thunder Bay. Pugh has done that for his own plant and the workers that he represents and he wants to spread that across the community. His platform follows the Canadian Labour Congress' plan to build vibrant and sustainable communities across the country by including the municipal issues, Public Infrastructure, Creating Jobs by Building Communities We Need for the Future; and Procurement, A "Made-in-Canada Purchasing Policy.

"I'm particularly concerned about the forest industry. I want to work with the union locals and the community on trying to turn the situation around," Pugh says.

And in the CAW Local 1075 campaign he did work with the broader community to help bring those streetcar building jobs to Thunder Bay, including the local chamber of commerce.

"Much to my pleasant surprise we can work together for the benefit of the community," says Pugh.

Good Jobs for Thunder Bay is his main message, but he is also fully aware it isn't the only issue in his community. There are problems with crime and providing services for youth. However, the root of the problem is getting those good jobs for his community.

And of course, he also has his partner – Evelina Pan, who was a six-term president of the Thunder Bay and District Labour Council and is very supportive of his campaign.

"The voice of labour is the conscience of society, that is what I believe," says Hamilton Township Councillor and OPSEU Staff Representative/Negotiator Twila Marston.

And she puts her money where her mouth is, or as she says, her mouth where her mouth is. She first ran for township council in Northumberland County, east of Toronto, in 1997, just after she moved in to the community in February of that year.

"I was brand new to the community, a black woman running in a small township and I lost by 6 votes. They did a recount and I still lost, but by 16 votes," says Marston.

But she stayed involved. She got onto the property standards committee then ran again in the 2000 municipal election.

"The reason I ran...the volunteer fire department, including the chief lost their jobs, they were all fired. I thought that was unconscionable. The next fire department was too far away. So I was walking downtown one day and I met one of the fired firefighters, he told me his story and we started an organizing drive," says Marston.

She, along with the firefighters organized a media conference in their small hamlet, even her brother from Toronto came to lend a hand. Lots of media coverage including a front page article in the Toronto Sun.



Twila Marston

People told her she was well spoken and well versed and she should run for council.

And now as the province heads into another municipal election on October 25 of this year is she seeking re-election? Yes, but not in the Township of Hamilton, she recently moved to the Township of Alnwick-Haldimand, still in Northumberland County.

"Municipal council has become part of my life and I'm not quite ready to give it up," says the 47-year-old.

She knows she has had an impact in her community, so much so that when issues such as rural mail delivery and the harmonized tax come up before her council, the council collectively looks at the issue through the eyes of labour.

Without the voice of labour at the municipal council table who is going to be the social conscience at that same table, she asks? We want to maintain and build our communities and that can't happen without labour at the table, she says.

RECRUITING FOR THE MUNICIPAL ELECTION



The Canadian Labour Congress' Municipalities Matter 2010 campaign has been on the ground and running since the kick-off last September with Labour Council presidents. Labour Councils' participating in the campaign completed a strategic analysis last fall and based on their individual analysis are now recruiting candidates for municipal councils and school boards.

This newsletter features two such candidates running in the Monday, October 25, 2010 municipal elections, tips on how to recruit candidates, the CLC's candidate, campaign organizer and campaign manager training sessions and below a look at how one Labour Council is going through the candidate recruitment phase.

Candidate recruitment has been an evolving process for the Peterborough and District Labour Council to the point where participants in the municipal election committee meet once a month to review who they have approached, the answers they received and then next steps.

As did most Labour Council's in Ontario, they followed up the September 2009 Labour Council Presidents' conference on the municipal election with an analysis of the 2006 municipal election in the City of Peterborough. However, they decided to go one step further in building toward the 2010 municipal election.

The Labour Council took a serious look at Peterborough County Council, made up of the Reeves and Deputy Reeves in the townships surrounding the city. It wasn't too much of a stretch when it was realized that the majority of the people on the Labour Council executive actually live in the townships.

But it was in part spurred on by Mary Smith, the Deputy Reeve of the Township of Smith-Ennismore-Lakefield, a township located in Peterborough County and Mary as a Deputy Reeve represents her township on the county council. Mary was one of the panelists at the September conference and spoke to the importance of rural municipalities. And, she spoke to the importance of the upper tier of government – county councils.

Different from regional governments, counties exist only in southern Ontario. Local municipalities (cities, towns, villages, townships) within counties provide the majority of municipal services to their residents. The services provided by county governments are usually limited to arterial roads, health and social services and county land use planning. Local municipalities in counties raise taxes for their own purposes, as well as for the county. It was the health and social services and the county land use planning that particularly sparked the interest of Peterborough Labour Council activists.

With the analysis of both the city and the county completed the next step for the Labour Council was to brainstorm names of potential candidates. People who's values are similar to the members of the Labour Council. People who would fight for fair wages and working conditions, sustainability through a green agenda, a Made-In-Canada purchasing policy and building a sustainable fiscal base.

Since early December the Labour Council's municipal election committee has been meeting and brainstorming. There has been emphasis on making sure the CUPE members representing city workers are at the table, and that community members are at the table as well. At every meeting the committee gets a report back and as the number of participants in the committee swell, more names are added to the list. In fact, at its most recent meeting, it was reported there are four more potential candidates.

The Labour Council is very conscience of being realistic. It has no plans, at least in this municipal election to run a complete slate in the city and the county. It's about taking those first steps, to get the best possible potential candidates in strategically identified wards and townships.

Then of course there is the training, the endorsement card process and the actual municipal election campaign itself. The work continues.

MUNICIPAL ELECTION DAY -- OCTOBER 25, 2010

CANDIDATE RECRUITING TIPS

Fielding questions from potential candidates:

Potential candidates may have a lot of questions for you. The following list provides a sample of some of these questions. If you can't answer them alone, go back to your candidate recruitment committee, labour council, or call your CLC rep for advice.

1. What do you think are my weaknesses as a candidate?
2. What is it like to be a candidate? How many hours a week to you realistically think I need to put into the campaign?
3. What is the point of being elected. Can I really change anything?
4. How much support with the Labour Council provide?
5. Why would I want to run when there is virtually no chance I could win?
6. I don't have the qualifications to run?

Tips for meeting with prospective candidates:

- ✓ Begin the meeting by introducing yourself and stating the purpose of the meeting. It is easier for potential candidates to talk about their own background if you introduce yourself and talk about your background first.
- ✓ Highlight what you think are their skills/values/contributions are when asking them to run.
- ✓ Move the discussion toward the municipal election by asking the prospective candidate about his/her previous exposure to municipal council and/or the school board(s).
- ✓ List as many benefits as possible for the potential candidate and see which ones draw a response. Then you can follow up with a later meeting with additional information on those topics. Be ready with the facts, but also speak from the heart.
- ✓ Do not overwhelm the candidate with stacks of materials from the Canadian Labour Congress, Ministry of Municipal Affairs, or Municipal World.
- ✓ Try to understand the major hurdles a candidate must clear in order to decide to run: family support or the ability to take time off work to campaign and once elected to perform their duties.
- ✓ The main purpose of the first meeting between the candidate recruitment committee representative and a prospective candidate is to get a commitment for future action. This could be as simple as a promise to meet with the Labour Council executive or other labour activists.
- ✓ Another objective of the first meeting is to establish a personal relationship with the prospective candidate.
- ✓ As the meeting closes try to get a commitment to a next step. You want to leave the meeting with the door open and without a definite "no" from the prospective candidate.
- ✓ Most of all – be honest about what is expected of a labour candidate!

Closing the deal:

1. What is the stumbling block – family issues, work issues? If it's work and the person is in an organized work place, can the affiliate be brought in to assist. If it's family, can the labour council meet with the family. It is especially helpful if you have someone who has already been elected to council or a school board meet with the family.
2. Does the person feel they just aren't qualified – arranging a meeting with a current municipal councillor or school board trustee is always helpful.
3. If they have questions that you can't answer, contact your Canadian Labour Congress representative for assistance.

Key Dates 2010

Nomination and campaign period begins	January 1, 2010
Nomination day (last day to be nominated)	September 10, 2010
Final day for withdrawal of candidacy	September 10, 2010
Voting Day	October 25, 2010
Council term begins	December 1, 2010
Campaign period ends	December 31, 2010
Financial filing deadline	March 25, 2011

Municipal Training Update

The registration brochures are out for the training sessions being held across the province during the months of April, May and June. If you haven't received the brochure for your region please contact your CLC representative, your labour council or your union. We will ensure you receive it as quickly as possible.

APRIL 10 AND 11

BARRIE
Holiday Inn
20 Fairview Rd.

HAMILTON
Steelworkers' Hall
1031 Barton St.

TIMMINS
Day's Inn
14 Mountjoy St. South

APRIL 24 AND 25

OTTAWA
Canadian Labour Congress HQ
2841 Riverside Dr.

PETERBOROUGH
Lions Community Centre
347 Burnham Street

SUDBURY
Quality Inn and Conf. Centre
390 Elgin St.

TORONTO (SATURDAY ONLY)
Women's Forum
OFL Building
15 Gervais Drive

MAY 1 AND 2

BRAMPTON/MISSISSAUGA
Machinista Hall, District 78
557 Dixon Road, Unit 102

SAULT STE. MARIE
Great Northern Hotel and
Conference Centre
229 Great Northern Road

WINDSOR
CAW Local 444/200 Hall
1855 Turner Road



JUNE 5 AND 6

WATERLOO
CAW Place
5 Executive Place

DURHAM REGION
Holiday Inn - Oshawa
1011 Bloor Street East

THUNDER BAY
Lakehead Labour Centre

TORONTO (SATURDAY ONLY)
Location to be confirmed

JUNE 12 AND 13

QUINTE
Pioneer Building
Loyalist College
Wallbridge-Loyalist Road
Bellville

LONDON
OPSEU Area Office
1100 Dearness Drive

ST. CATHARINES
CAW Local 199 Hall
124 Bunting Road



Municipalities Matter



RETHINKING CITIES & COMMUNITIES
FOR WORKING FAMILIES

Infrastructure
Taxation
Sustainability
Procurement
Fair wage

canadianlabour.ca

ABOUT US

This is the first issue of the CLC's Ontario Region Municipal election 2010 newsletter series. The newsletter is a vehicle to highlight some of the municipal issues of importance to our members and their communities.

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