

## Strategic Planning Session October 24, 2019 Summary and Notes

### Kamloops Riding Association (RA) Green Party of BC

- Groups of approximately eight people rotated through five tables, each one moderated by a member of the Kamloops RA.
- Each table posed a discussion question related to moving towards the next provincial election and beyond.
- Notes were compiled by each moderator, with a summary highlighting the common threads

#### Questions

1. What is the unique selling proposition of the BC Greens? What makes BC Greens different?
2. If the BC Greens are to appeal to a broader range of voters and win more seats in the next election, what are the 5 most important things we must do?
3. What are the 5 most important things that we can do to build the party for continuing success after the next election?
4. What are the most important things NOT to do or change about the party?
5. What are the most important things we can do to communicate our message to British Columbians?

A number of common elements surfaced as people moved through the questions.

#### Engaging youth

- Working with the schools
- Finding a local champion
- Acknowledge it is a struggle engaging youth
- Using social media
- Getting information more directly to youth

#### Economic development

- Green technology
- Transitional jobs
- Have speakers/info sessions on how transitional jobs could work
- How to deal with immediate job losses (eg mill closures), specific plans
- Need to develop an economic plan or the 'basket' of economic policies
- Trade schools, unions, contractors should be receptive to the message that transitioning is better for them as it will create many more jobs
- Show there are more long-term good jobs in transition to a green renewable economy than in any of the old fossil fuel economy (pipelines generate very few jobs once construction is finished).

#### Environment

- Promoting the concept that it's not a winner vs loser model
- Getting more buy-in from the general public

#### Social Justice

- Promote a culture of care

#### Day-to-day practices

- Share ideas of what can individuals do in their daily lives?
- Speakers, workshops

## **Marketing/promotions/outreach**

- Physical merchandise (eg the online shop)
- Platform video (eg YouTube)
- Outreach that is demographically appropriate
- Green socials: coffee chats, living room socials, town halls, garden parties
- Encourage member to invite people from outside the circle of committed Greens
- Targeting missing groups: unions, First Nations, Chamber of Commerce
- More direct messaging (eg graphics with facts, stats, etc)
- Getting involved in community engagement like volunteer events like river clean-up (not our own events, but showing up at existing community events)

## **Financial stability**

- Make sure there is a healthy fund heading into elections
- Focus on fiscal responsibility

## **Elections and beyond**

- More active/assertive and quicker in counteracting negative/false claims by other parties
- Keeping local RAs more active between elections
- Building membership
- Door-knocking between elections Note: some people love this idea, others absolutely do not
- Expanding outreach to groups between elections, gather their input and concerns now
- Having a greater presence in the media between elections, maybe an environmental column
- Continued collaboration with other levels of Green Party (ie federal party)

## **Platform outreach**

- Highlighting freedom from traditional political alliances and obligations
- Educating the public about specific events and how it relates to the platform (eg forest fires)
- Showing the connection between specific events and climate change
- Taking it out of the abstract
- Should the party focus on the environment or “spread out”? Note: the consensus was overwhelmingly in support of showing the party is NOT a single-issue party
- Hosting more workshops for the community
- Continue to develop policy/platform at grass-roots level
- Focus on smaller groups
- Have local spokespeople in various communities (a local presence and perspective)
- We should be showing up at all public events and be in touch with as many clubs and organizations as possible
- Need to communicate the full party platform beyond environment & climate change

## **Shadow caucus**

- Not in an official capacity, but as an advisory one
- Distributing the shadow caucus throughout the province (eg Dan Hines was forestry)

## **Connections with TK'emlups Band**

- Stronger outreach and connection with the Band
- Meetings of the Shuswap Nation Tribal Council are open to the public, held every month or two. Council of the Chiefs is held on the first Wednesday of every month.