

General OC Election Goals

- Increase voter turnout (especially progressive voters)
 - Educate about election, how to vote, when, etc
- Build support & capacity as an organization
 - Supporters, volunteers, donors

2013 BC Election Recap

Collected signatures on a Vote Pledge to support a candidate who agreed with local control of the Cowichan Watershed through:

- Events/Streeting → 74%
- Door to Door → 11%
- Online/Other → 9%
- LeadNow → 6%



**Sign the
vote pledge!**

1496
pledges

2014 Municipal Election

1. Surveyed community on top issue priorities
2. Asked all candidates to answer 5 questions based on top issues
3. Posted results on website
4. Ran a get out the vote campaign referring to candidate responses through canvassing, community events, streeting, social media, etc.



2015 Federal Election

“Vote for Positive Change in Ottawa” campaign:

- North & South teams reg scheduled canvassing of high progressive/ low voter turnout neighbourhoods
- Student engagement at VIU
- Viral “I’m voting for change” videos, other social media
- Get out the vote postcard follow up & phone calls
- Vote info at physical office, ads on JuiceFM
- Offered rides to the polls



2017 BC Election

- There are two Cowichan ridings:
 - Cowichan Valley:
 - Currently NDP, no incumbent for 2017 (Bill Routley retiring)
 - 62% voter turnout
 - Nanaimo-North Cowichan:
 - NDP incumbent Doug Routley to run in 2017
 - 61% voter turnout

2017 BC Election



2017 BC Election

