

# VOTE YES VOLUNTEER TOOL KIT

BETTER  
TRANSIT &  
TRANSPORTATION

## WHY?

With your help we can mobilize residents of Metro Vancouver to vote Yes and improve our quality of life, protect the environment, and strengthen our economy.

## HOW?

**BY CHALLENGING** ourselves to recruit as many other Yes votes as we can.

**BY PERSONALIZING** the referendum through storytelling. As a volunteer you can let others know why the Yes vote will positively affect your everyday life.

**BY ENGAGING** with those in your networks. Your networks can include your neighbours, workplace, school, a volunteer group... essentially, the people in your circle of influence.

# VIRTUAL VOLUNTEERING

#BETTERTRANSIT @VOTEYESTRANSIT

[HTTPS://WWW.FACEBOOK.COM/BETTERTRANSITINFO](https://www.facebook.com/bettertransitinfo)

- **PLEDGE** and encourage others to vote Yes! Remind friends and family [to become registered voters](#).
- **CALL** those in your network and chat about why you are voting Yes. Share the voter registration number: 1-800-661-8683.
- **AT WORK:** Encourage your employer to sign the membership pledge (see Appendix V) and email it to [voteyes@bettertransit.info](mailto:voteyes@bettertransit.info).
- **SHARE** your personal story on why transit is important to you. If on social media, add a relevant photo. You can also [send us](#) a short video of why you are voting Yes. We will post it to our YouTube channel. For examples of personal stories and key messaging, check out Appendices I and II.
- **COMMENT** on blogs, radio shows and media stories explaining why better transit is important to you.
- **MAIL IN YOUR BALLOT**, and remind others to do so between March 16 and May 29.

# IN-PERSON VOLUNTEERING

- **PICK UP** pamphlets and buttons. They are available at the Vancouver Board of Trade office (Suite 400 – 999 Canada Place, Vancouver), or Monday to Friday from 9 to 5 at the David Suzuki Foundation (Suite 219 – 2211 W 4th Ave, Vancouver).
- **HAND OUT** pamphlets and buttons in your neighbourhood, at your bus stop or on your bus or train, at your school... you decide. If possible, an emphasis on B-lines is appreciated. If you would like to be part of our rush-hour SkyTrain station canvassing team, please email [Patty Barrera](mailto:Patty.Barrera). We will also contact you as canvassing opportunities arise, should you be able to attend.
- **SHARE YOUR PERSONAL STORY** with friends and family. Gauge reactions and pinpoint what information you will need to enable a discussion. For examples of personal stories and key messaging, check out Appendices I and II.
- **HOST A GATHERING.** It can be as small or as large as you'd like it to be; you decide what's best. Examples of gatherings can be found in the Appendix III.
- **GIVE A PRESENTATION OR REQUEST A SPEAKER.** See the Appendix IV for guidance.

## FINAL STEPS

- **EMAIL US** as soon as possible if you obtain names and emails of others wanting to volunteer, preferably in .xls format.
- **PASS ON** leftover materials to others willing to distribute them, or bring/mail them back to the [Vancouver Board of Trade](#) or the [David Suzuki Foundation](#).
- **CONTINUE TO BE VOCAL** about your Yes vote until May 29.

Thank you for voting **YES** and for your extra effort and time.

# APPENDIX I – KEY MESSAGES

## SUMMARY

As we prepare for one million additional residents in our region over the next 30 years, we urgently need transit investment in Metro Vancouver to improve our quality of life, keep the region livable and cut congestion. Voting Yes for the dramatic transit improvements outlined in the Mayors' Council Plan will benefit every Lower Mainland neighbourhood and is the most important step we can take to show we care for the environment, economy and our health.

## PRIMARY MESSAGES:

- Voting Yes for better transit and transportation helps the economy, the environment and our quality of life. It is a generational investment.
- Voting Yes is the biggest step we can take to improve the region's health, economy and livability while fighting pollution and climate change. It's the most important decision our region will make for the next 30 years as we prepare to welcome a million more residents.
- The Mayors' Plan marries accountability and transparency with the health and environmental values we share as a region.
  - All funds generated through the new tax will be spent on [specific projects outlined in the plan](#) (Broadway subway, light rail in Surrey and Langley, 400 new buses across the region, a new Pattullo Bridge, bike lanes and more).
  - Third-party auditors with independent oversight will ensure that the money will go directly and solely to the projects in the Mayors' Plan. That's what voters are voting on.
  - The time to vote on changes to TransLink is during provincial elections when we elect the government that will have control over the transit authority's organization.

For additional facts and figures, visit the [Mayors' Council Plan](#).

For more detailed messaging, we can [provide you](#) with a slideshow.

# APPENDIX II – PERSONAL STORY

## CREATE YOUR PERSONAL STORY

Create your short, personal story, about a paragraph long. This is not a biography, but a personal statement on why you value better transportation and why a Yes vote is important to you. How will this positively affect you in your everyday life? How will it positively affect those close to you?

**Below are examples of how face-to-face or online stories could look.**

When I think of voting Yes, I think of my kids. I will vote for a better future for them in this beautiful region. This is where my children may spend their adult lives. I will vote for a vision that can provide them with safer cities and improved infrastructure. To me, voting No means I am voting against them. What's your #bettertransit story?

- I am voting Yes because I want my children to grow up in a region that is accessible and has cleaner air. Something has to be done. Voting No guarantees nothing will be done, yet our problems will grow. What's your #bettertransit story?
- I am voting Yes because with dedicated bike lanes, I get to see the sunrise and sunset every day as I cross the Burrard Bridge. I also get exercise, feel safe, and don't use my car as much or take up a spot someone else could have had on our already crowded buses. What's your #bettertransit story?
- I am voting Yes because I'm unable to drive, and an increase in service means I can rely on transit to assist me with running my errands and getting to appointments. What's your #bettertransit story?
- I am voting Yes because as a bus driver, I know how difficult it is to leave a parent and child behind at a bus stop in the rain because my bus was already full. What's your #bettertransit story?
- I am voting Yes because I feel unsafe crossing the Patullo Bridge on my daily commute and it's time for it to be replaced. What's your #bettertransit story?
- I am voting Yes because my present commute takes over an hour and I get home only 45 minutes before my children go to bed. With a shortened commute time I could actually sit down for dinner with them and ask them how their day went. What's your #bettertransit story?

# APPENDIX III – HOST A GATHERING

## IN-PERSON GATHERING EXAMPLES

### A BYOB (bring your own ballot) workplace lunch get-together.

- **Book** a boardroom for 30 minutes and invite your colleagues. Include the [voter registration](#) information in your invitation and the [Mayors' Council](#) and [Better Transit](#) links.
- **Remind** your colleagues to bring their ballots, and of course, their lunch.
- **Distribute** (if you wish) pamphlets and buttons. They are available at the Vancouver Board of Trade (Suite 400 – 999 Canada Place, Vancouver), or Monday to Friday from 9 to 5 at the David Suzuki Foundation (Suite 219 – 2211 W 4th Ave, Vancouver).
- **Share** your personal story and why you will vote Yes. Suggest to your colleagues how a Yes vote will benefit the workplace. Take the key messages (Appendix I) and the [Mayors' Council Plan](#) with you to help answer any questions.
- **Head out together** to mail in your completed ballots.
- **Follow up** with a thank-you email to your colleagues and invite them to also [volunteer](#) for the Yes campaign.
- **Want to keep it simple?** Incorporate this into a casual lunch or coffee with colleagues.

### A neighbourhood potluck or block party.

- **Invite** your neighbours to meet in your home or outside on an agreed-upon date (or in someone's garage in case of rain). Let them know to bring their ballot, a dish to share, their own dishware and chairs.
- **Distribute** (if you wish) pamphlets and buttons. They are available Monday to Friday from 9 to 5 at the David Suzuki Foundation (Suite 219 – 2211 W 4th Ave, Vancouver).
- **Share** your personal story and why you will vote Yes. Do you want to have casual one-on-one conversations or address everyone quickly at the start? You decide how this will work best.
- **Head over together** to mail in your completed ballots.
- **Want to keep it simple?** Invite your neighbours to gather at your local coffee house or community centre instead for a chat and ballot-filling session.

## APPENDIX IV – PRESENT OR REQUEST A SPEAKER

### Informally present to a local group(s) you are connected with:

- **Request** a time to do an informal presentation about why you are voting Yes. You can present to local community groups or associations, health centres, a group of students, a monthly meet-up, etc.
- **Encourage** them to advertise to their networks that you will be speaking.
- **Prepare** your casual presentation. Tell your story (Appendix II) and encourage others to do so. Take the key messages (Appendix I) and the [Mayors' Council Plan](#) with you to help answer any questions. [Email us](#) if you'd like a slideshow that contains more information.
- **Distribute** (if you wish) pamphlets and buttons. They are available at the Vancouver Board of Trade (Suite 400 – 999 Canada Place, Vancouver), and Monday to Friday from 9 to 5 at the David Suzuki Foundation (Suite 219 – 2211 W 4th Ave, Vancouver).
- **Remind** attendees to fill out their ballots and mail them in between March 16 and May 29.

### Create a formal presentation and advertise your availability in your community

- If you are comfortable and experienced with public speaking, prepare as above, and [request](#) a pre-prepared, supporting slideshow.

### Request a speaker

- If you would like to request a Better Transit and Transportation Coalition speaker, please email Peter Ladner at [peter@peterladner.ca](mailto:peter@peterladner.ca). We will try our best to meet your request!
- The city of Vancouver has staff briefed on the referendum who are ready to speak. Call 311 to book someone.

# APPENDIX V – MEMBERSHIP PLEDGE

Please send completed form to [voteeyes@bettertransit.com](mailto:voteeyes@bettertransit.com).

Dear transit and transportation supporter,

The Better Transit and Transportation Coalition (BTTC) is a new organization comprising sectors ranging from business, labour and transportation users to postsecondary students, tourism and environmental organizations to community, health and other non-profit groups.

Our purpose and common interest is to ensure Metro Vancouver region residents vote in favour of the Mayors' Council Regional Transportation Investment Plan and Vision in the regional public referendum. This vote will take place through a mail-in ballot from mid-March to May 29, 2015.

At the same time, we want to ensure that the revenue recommendation in that ballot is fair and equitable for all sectors, and that the ballot question is easily understood by voters.

B.C.'s transportation minister has already approved the Mayors' Council's proposed revenue source – a 0.5 per cent increase in the provincial sales tax for Metro Vancouver only – and ballot question.

The BTTC steering committee is reaching out to organizations like yours throughout Metro Vancouver to update you on our progress and ask for your support in one of two ways:

Become a member of BTTC by signing the pledge and endorsing the statement below. As a member, you will not be expected to participate in any formal activities, unless specifically asked.

**OR**

Sign the pledge as an endorsement of support without formal membership in the coalition.

Thank you. Here is the pledge:

“One of the most important decisions facing Metro Vancouver for the next generation is the 2015 referendum on transit, transportation and goods and people movement. A positive outcome is a crucial step to expand transportation options, reduce pollution, improve the health of our communities, strengthen our economy and help make this region a more affordable place to live.”

On behalf of (your organization): \_\_\_\_\_

(Check one choice below)

Endorse this pledge and affirm membership in the Better Transit and Transportation Coalition:

**OR**

Endorse this pledge but wish to forego membership in the Better Transit and Transportation Coalition until further notice:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Date