

# LOCAL ELECTION **ADVOCACY TOOLKIT**

**British Columbia Stone Sand and Gravel Association has developed a local election advocacy toolkit, to provide guidance and direction to its members on how to profile the industry during the 28-day local election campaign.**

We are encouraging our members to be engaged in the local elections and to help raise awareness about the important role our sector plays in job creation, economic development, and building communities.

The toolkit includes suggested messaging when speaking to candidates or local media, the importance of local elections, information on finding your local candidates, and tips and tools on effective advocacy during the campaign.



## Who We Are



**British Columbia Stone Sand and Gravel Association** is committed to providing affordable, sustainable development of B.C.'s aggregate resources in an environmentally responsible manner, providing informative knowledge to the public, ongoing input to the province, and keeping with government regulations while fostering positive constructive communications with aggregate industry members and mining related associations across Canada.



# British Columbia Stone Sand and Gravel Association

## MISSION STATEMENT

**TO ENCOURAGE** the formulation of Government policies that support investment in the sustainable development of British Columbia's Aggregate Resource.

**TO PROVIDE** a network for the effective exchange of information within the Aggregate Industry throughout British Columbia.

**TO COMMUNICATE** the economic importance and environmentally responsible nature of the Aggregate Industry to the Public and to Government.

**TO PROMOTE** the exchange of information between the various mining-related associations throughout Canada.

**TO PROVIDE** cost effective services to a broad range of Industry Members within British Columbia.



## Key Messages

- The aggregate industry is a major contributor to the provincial and regional economies and employs thousands of skilled workers throughout the province.
- The municipal election is an important opportunity to highlight the valuable role the aggregate industry plays in building communities and growing the economy.
- From roads and sidewalks, to sports fields and sewer systems, everything that is built relies on aggregates of some form.
- The majority of quarry operators and owners run their operations close to the communities they supply, drawing most of their employees from those communities.
- By supporting local aggregate operators and suppliers, and investing in infrastructure, municipalities will strengthen the economy and create jobs.



## Key Industry Facts

- British Columbia has one of the largest supplies of the best aggregate materials in the world.
- A report from the Phoenix Centre in the U.S. estimates every one job in a quarry supports nearly five jobs in other industries and sectors.
- The industry generates over a billion dollars in economic activity provincially, employing over 10,000 people and playing a significant role in all construction activity that happens in every community in the province.
- Every aggregate facility in the province has their operation plan but they also have their reclamation plan once the site reaches the end of its cycle.



# Why Aggregate Producers Matter to Communities

- **The aggregate industry is a major contributor to the provincial and regional economies.**  
It employs skilled workforce that helps to drive the B.C. economy. However, not many people are familiar with the aggregate industry and the significant benefits it brings communities.
- **The majority of operators and owners run their operations close to the communities** they supply, drawing most of their employees from those communities.
- They are used to build and maintain our roads, construct bridges and buildings, provide solid bases for playing fields, water lines and sewer systems. It is the main component in both concrete and asphalt, which all modern heavy construction relies on as their key building ingredients.
- **Everything that is built relies on aggregates** of some form. New roads, homes, office buildings, industrial sites and sports complexes stimulate the construction industry who rely on aggregate products to be able to build.
- **More construction means more business for aggregate suppliers,** which in turn means more jobs for British Columbians.
- Stronger economies also attract investment from companies and individuals within and outside of B.C. making it possible for owners and operators to expand operations, supply new markets and employ more people.



# Why Local Election Matters

- Municipalities and regional districts provide British Columbians with essential local and regional services such as water supply and quality, sewer systems, parks and recreation, and fire protection.
- Local governments plan and shape their communities, and exercise the vision through the adoption of bylaws. For example, **there are nearly 27,000 kilometres of paved roads within B.C. municipalities.**
- Local governments oversee planning, subdivisions, and business licenses. They are responsible for ensuring that land and buildings are developed in an orderly and safe manner.
- Local governments also set the direction for community through strategic, community or master plans, which define the development plans for the community.
- This could include revitalizing the downtown core, supporting expanding commercial or industrial space, developing new infrastructure, or increasing housing options, which are important drivers for the aggregate industry.
- Local governments can also increase taxes or levies or create more regulatory burden for business owners.
- **The local election is an opportunity to raise the profile** of the sector in the 189 local elections that will be taking place in British Columbia, and advocate on behalf of the industry.

## Challenges Facing the Industry

- **The cost to transport products over small distances can be up to two-thirds of the value of the goods.** Larger distances could incur higher costs so the only way to offset that is to move a larger quantity per shipment, which becomes a logistical challenge. It is important that the infrastructure is in place in communities to allow the efficient transportation of products.
- The industry continues to work towards finding new ways that their products can be transported less expensively, especially in markets that are currently cost prohibitive and to identify prospective income earning opportunities in other areas.
- Improved access and transportation cost savings to resource companies will also enhance viability of projects and encourage exploration investment, potentially leading to new discoveries and increased royalties.
- In northeast B.C., the increase in oil and gas exploration activity has resulted in the construction of new roads and has led to a need for local sources of aggregate.
- The identification and evaluation of new aggregate reserves will ensure that oil and gas exploration in northeast British Columbia is able to continue and benefit all British Columbians.
- **An assured and continuous supply of quarry materials is vital to the long-term viability of the industry** and the province's construction industry.



## Local Elections

General local elections in B.C. are held every four years on the third Saturday in October. The next general local elections will be held on **Saturday, October 20th, 2018.**

General local elections are the most direct way for the public to influence their local government, school district or other local governance body by determining the individuals who then make decisions and govern on their behalf following general voting day.

General local elections include elections for municipal councils, regional district electoral areas, boards of education, specified parks boards, local community commissions and the Islands Trust.



# TIMELINES

## **SATURDAY, SEPTEMBER 22ND**

### **Start of Campaign Period**

- Campaign period begins at 12:01 AM.  
Expense limits apply to candidates, elector organizations and third party advertisers during the campaign period.

## **WEDNESDAY, OCTOBER 10TH**

### **Required Advance Voting Opportunity**

- Required advance voting opportunity from 8:00 a.m. local time to 8:00 p.m. local time in all jurisdictions. You may vote at an advance voting opportunity even if you will be present in the jurisdiction on general voting day (October 20).

## **SUNDAY, OCTOBER 20TH**

### **General Voting Day**

- General voting day from 8:00 a.m. local time to 8:00 p.m. local time in all jurisdictions.

# CANDIDATES

To find a list of local candidates for mayor and council, visit:

<https://elections.bc.ca/docs/lcfa/2018-GLE/Registered-Candidates-LEGE-2018-10-20.pdf>



## Civic Political Parties

A local elections elector organization promotes a candidate or group of candidates during a local election in one or more jurisdictions.

Elector organizations are also known as **civic political parties**.

Elector organizations file endorsement documents with their local Chief Election Officer. If approved by the local Chief Election Officer, the elector organization's name, abbreviation or acronym will appear on the ballot beside their endorsed candidate's name.

To find a list of electoral organizations, visit:

<https://elections.bc.ca/docs/lecfa/2018-GLE/Registered-Elector-Organizations-LEGE-2018-10-20.pdf>

## Number of Councils

The size of council may vary for your specific municipality, but the council size for municipalities follows this formula:

- a) for a city or district having a population of more than 50,000, the council is to consist of a mayor and 8 councillors;
- b) for a city or district having a population of 50,000 or less, the council is to consist of a mayor and 6 councillors;
- c) for a town or village, the council is to consist of a mayor and 4 councillors.

Vancouver, for example, is an exception, as they elect 10 councillors.

Confirm the number of councillors in your community by visiting your municipal government homepage.

## Useful Resources

Here are some links and references we hope will help your organization:

### **MUNICIPALITY DIRECTOR AND WEBSITES**

<https://www.civicinfo.bc.ca/municipalities>

<https://www.ubcm.ca/EN/main/about/ubcm-members/municipalities.html>

### **GLOBAL NEWS BC MUNICIPAL ELECTION PROFILES**

<https://globalnews.ca/news/4289036/global-news-launches-b-c-municipal-election-profiles-in-lead-up-to-october-election/>

## Have Your Say

Local elections are an important opportunity to profile the vital role aggregate plays in driving the economy and building communities.

It is also an opportunity to profile our members' successes and contribution to the community.





# All-Candidate Debates

Direct communication with decision-makers can be a powerful advocacy tool. All-candidate debates offer the best opportunity to hear where the candidates stand, to have face-to-face interactions, to ask direct questions and advocate for the industry.

## **SUGGESTED QUESTIONS:**

1. The aggregate industry is an important contributor to the local economy and job creation, what will you do to support the industry and ensuring local construction have access to locally quarried aggregate?
2. Gravel quarries supply the aggregate needed for asphalt and concrete, which are the cornerstones to any infrastructure, how will you support local quarry operators to ensure local construction projects have access to locally quarried gravel?
3. An assured and continuous supply of quarry materials is vital to the long-term viability of our local and provincial construction industry, how will you support local quarry operators?
4. By using local aggregate suppliers and local quarries, you can greatly reduce travel times and emissions and support local jobs and businesses, what will you do to ensure local suppliers are used for infrastructure products?
5. By not having to rely on out of town quarries to supply the aggregate needed for asphalt and concrete you can reduce costs, travel time and transportation emissions. How will you support local quarry operators to ensure local construction projects have access to locally quarried gravel?

# Letters to the Editor

Letters to the editor are very powerful advocacy tools. The editorial section of a newspaper is widely read by the public and is monitored by elected officials and candidates.

A letter to the editor you can bring up information not addressed in a news article, and can create the impression of widespread support or opposition to an issue. No other form of communication can match the impact of a thoughtful letter written directly from the heart by a concerned community citizen, particularly in smaller communities.

**The email address to submit letters to the editor are typically found at the 'contact us' tab of the newspapers website.**

When you write a letter to the editor, be sure to do the following:

- Keep the letter to no longer than 250 words. Adhere to word count requirements to minimize the amount of editing the paper will need to do.
- When you email the letter, send your message as text only. Do not use attachments.
- Avoid using jargon or acronyms. Everything should be spelled out, clear and easy to follow.

- In your signature line include your name, daytime and evening telephone numbers, email address, and mailing address so the paper can verify that you wrote the letter. Only your name and city will be published.

Open with a strong statement, and be sure to place the most important information at the beginning. Often, letters and pieces are edited to fit the space available in that issue of the newspaper – most often they are cut from the bottom up, so placing the important information anywhere but at the top could result in its being omitted.

# Template Letters to the Editor

[Today's Date]

Attn: [Editor]

Dear Editor,

I am local business owner/operate/manage of an aggregate company. This local election is an opportunity for candidates to get informed about the importance of our local aggregate industry, and investing in new infrastructure projects. The aggregate industry not only contributes to the local economy and job creation, but it literally helps build our community.

Aggregates refer to all types of quarry materials such as sand, gravel and rock. It is the main component in both concrete and asphalt, which all modern heavy construction relies on as their key building ingredients. The industry is literally the foundation of all construction work done in our community.

Like my company, the majority of quarry operators and owners run their operations close to the communities they supply, drawing most of their employees from those communities. The industry is the force behind the creation of many of the support jobs needed to use the products after they have been processed into their final form. In fact, a report from the Phoenix Centre in the U.S. estimates each job in a quarry supports nearly five jobs in other industries and sectors.

By supporting local quarries, and using local aggregate businesses, you are helping reduce transportation costs and emissions, creating local jobs and attracting investment.

I encourage candidates to educate themselves on the critical role the aggregate sector plays in supporting economic growth and job creation.

Sincerely yours,

[your name]

[your phone number]

[your e-mail address]

# Template Letters to the Editor

[Today's Date]

Attn: [Editor]

Dear Editor,

I am local business owner/operate/manage of an aggregate company. Most people are not familiar with the aggregate sector, or know what a quarry is, but in fact, they are very important to the community. It not only creates jobs and tax revenue for local governments, but it literally helps build communities.

Aggregates refer to all types of quarry materials such as sand, gravel and rock. It is the main component in both concrete and asphalt, which all modern heavy construction relies on as their key building ingredients. From the ready-mix concrete you pick up at the store, to new counter-tops or the sand at your local playground, they are all connected to the aggregate industry. You might not also know is that a lot of that aggregate is extracted and produced locally at a quarry.

You might be asking yourself, why does that matter? Local quarries are important contributors to the economy and job creation. In fact, one study from the Unites States found that for every one job at a local quarry, supports nearly five in other industries and sectors, not to mention the indirect jobs it creates.

By supporting local quarries, and using local aggregate businesses, you are helping reduce transportation costs and emissions, creating local jobs and attracting investment.

I encourage candidates to educate themselves on the critical role the aggregate sector plays in supporting economic growth and job creation.

Sincerely yours,

[your name]

[your phone number]

[your e-mail address]

# Social Media

Social media has become the cornerstone to any campaign, and your activity on social media platforms is critical to spreading the message about our sector and your operations.

Spread the word about the British Columbia Stone Sand and Gravel Association, share our messages and grow the conversation with your followers.

- Follow us on Twitter **@AggregatesBC**
- Talk about us! Tag our official social media channels and use the **[branded hashtag here]**
- Use hashtag **#elxn2018**
- Retweet and share messages from our channels and other stakeholders.
- If faced with negative or rude comments on social media, remain polite and professional and when needed, disengage.



# Use Your Social Media Channels

We invite you to use as many platforms as you can to spread the message about British Columbia Stone Sand and Gravel Association.

The key is to be active and consistent.

Follow these tips for most commonly used social media platforms.



## **TWITTER**

- Tweet regularly and consistently.
- Choose interesting content related to the Stone, Sand and Gravel Association.
- Include photos in your tweets – people like to see what you are up to.
- Tweet at times when you will be able to respond to initial tweets from your followers.
- Keep the tone positive and upbeat!



## **FACEBOOK**

- Engage others, create a conversation by asking questions.
- Respond to comments.
- Keep it brief.
- Post photos as well as videos.
- Add reminders.
- Include calls for action.



## **INSTAGRAM**

- Choose great images.
- High-resolution images work the best and make your posts look attractive and will draw traffic to your site.
- Add words to describe an image and to provide context for your viewers. Without those, viewers will have no reference point for your images and your message will get lost.
- Post your original videos!  
They build curiosity and draw attention.

# Sample Social Media Posts

## FACEBOOK



1. Supporting local aggregate operators and suppliers and investing in community infrastructure strengthens the economy and creates jobs. For example, did you know that the majority of quarry operators and owners in BC run their operations close to the communities they supply, and hire locally? The next general municipal election is Saturday, October 20th. Please show your support for the aggregate industry! [#aggregatesbc](#)



2. Aggregate plays a vital role in our economy and community, from city infrastructure to jobs. Join us October 20th in supporting the important community contributions of the aggregate industry at the municipal election. [#aggregatesbc](#)
3. Did you know: there are nearly 27,000 kilometres of paved roads within BC municipalities. The local aggregate industry is creating jobs and infrastructure for our community. Support the local economy October 20th at the municipal elections. [#aggregatesbc](#)



# Sample Social Media Posts

## TWITTER



1. Most quarry owners in BC run their operations close to the communities they serve, creating jobs and hiring locally. Vote to support the aggregate industry Oct. 20th! [#elxn2018](#) [#aggregatesbc](#) [@AggregatesBC](#) [\[@tag candidate\]](#) [\[hashtag community/your organization\]](#)
2. From roads to jobs, aggregate plays a vital role in our economy and community. Please support the aggregate industry with your vote October 20th [#aggregatesbc](#) [#elxn2018](#) [@AggregatesBC](#) [\[@tag candidate\]](#) [\[hashtag community/your organization\]](#)
3. #DYK there's nearly 27,000 km of paved roads within #BC municipalities. Support the aggregate industry at the next municipal elections, October 20th. [#aggregatesbc](#) [#elxn2018](#) [@AggregatesBC](#) [\[@tag candidate\]](#) [\[hashtag community/your organization\]](#)



British Columbia **Stone Sand & Gravel Association**

## Supporting our communities

BC stone, sand and gravel producers are helping build sustainable communities throughout the province.



1 km of highway  
**30,000 Tonnes**



Hospital  
**60,000 Tonnes**



1 km of railroad  
**16,000 Tonnes**



**One truck and trailer load is equal to 40 Tonnes of aggregate**

## Building with a lower carbon footprint

**British Columbians use one truckload of aggregate per person per year.**

School  
**40,000 Tonnes**



House  
**100-300 Tonnes**



BC's quarries service their local communities, keeping our carbon footprint down by limiting transportation distances.