



2026

**LOCAL
ELECTION**

CAMPAIGN BRIEF FOR LOCALS

On **October 17**, British Columbians in every community will head to the polls to **elect new mayors, councillors, district directors and school trustees**. The leaders elected this October will set policy and direction for our cities, towns, regional districts, and public schools for the **coming four years**. It is critical that CUPE members have their say in these elections, making informed choices to support progressive candidates who will prioritize **improving public services**, and **supporting the workers who provide them**.

INTRODUCTION

This brief provides an overview of the work CUPE BC will do over the coming weeks to inform CUPE members about the hundreds of endorsed progressive candidates running this fall. The candidates being promoted are endorsed by the affected CUPE Local, or the respective local CLC Labour Council, and sometimes both.



At the end of this document, there are a series of action items for local presidents. **Please consult this list** and know that your cooperation with these action items would be extremely helpful to the success of the campaign.

WORK ALREADY DONE

Work to prepare for the 2026 Local Government Elections has been ongoing for months, and before detailing the work to come, here is brief outline of what has already been accomplished.

Earlier this year, eight sessions of Building Worker Power Through Local Government training were held in partnership with the Canadian Labour Congress. These sessions skilled-up more than 50 CUPE members from across the province, who now have the knowledge and experience to directly engage in election work. Importantly, the training included the challenges faced by local leaders such that anyone considering running for office themselves could make an informed decision.

CAMPAIGN WEBSITE & ENDORSEMENT SEARCH TOOL

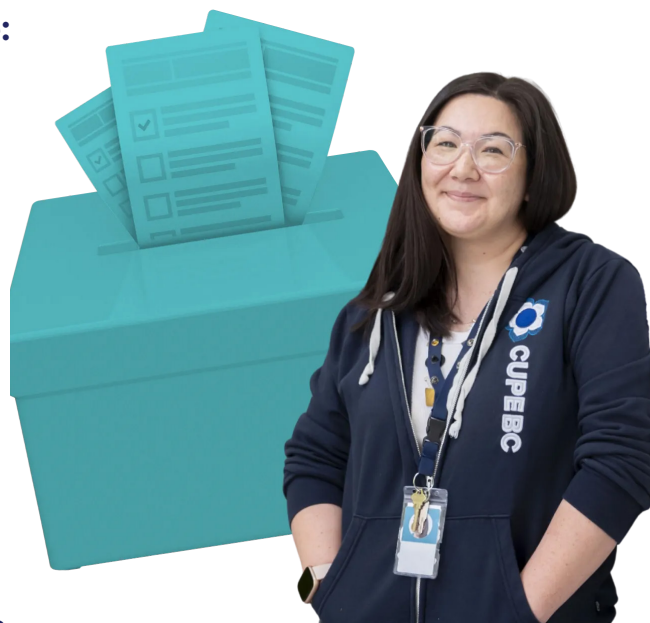
To enable members to access the endorsements for their community, CUPE BC is constructing a campaign website that will incorporate a custom-built search tool among other features. Members will be able to enter their information, including postal code or community name, and the tool will display the municipal and school board endorsed candidates they can vote for in their area.

Additional website features will include:

- An option to download a PDF of custom endorsement list to use while voting.
- A downloadable calendar invitation with a reminder to vote.
- The ability to sign up for email reminders.

These website features are intended to support members with a seamless experience voting for endorsed candidates during this fall's local elections.

The website is expected to launch in August as endorsement data becomes available for promotion.



MEMBER TRAINING & SKILL DEVELOPMENT

Beginning in early September and running through to Election Day, CUPE BC will be running a series of week-long and two-day schools in communities around the province.

These intensive courses mix practical member-to-member organizing opportunities with strategic skill development so that member volunteers undertaking outreach to their fellow CUPE members are knowledgeable and skilled, and are trained to discuss political action with members in a respectful manner.

This training is mandatory for those volunteering to contact CUPE members about the local government election to ensure that engagements are considerate, and respect each member's right to decline a conversation.

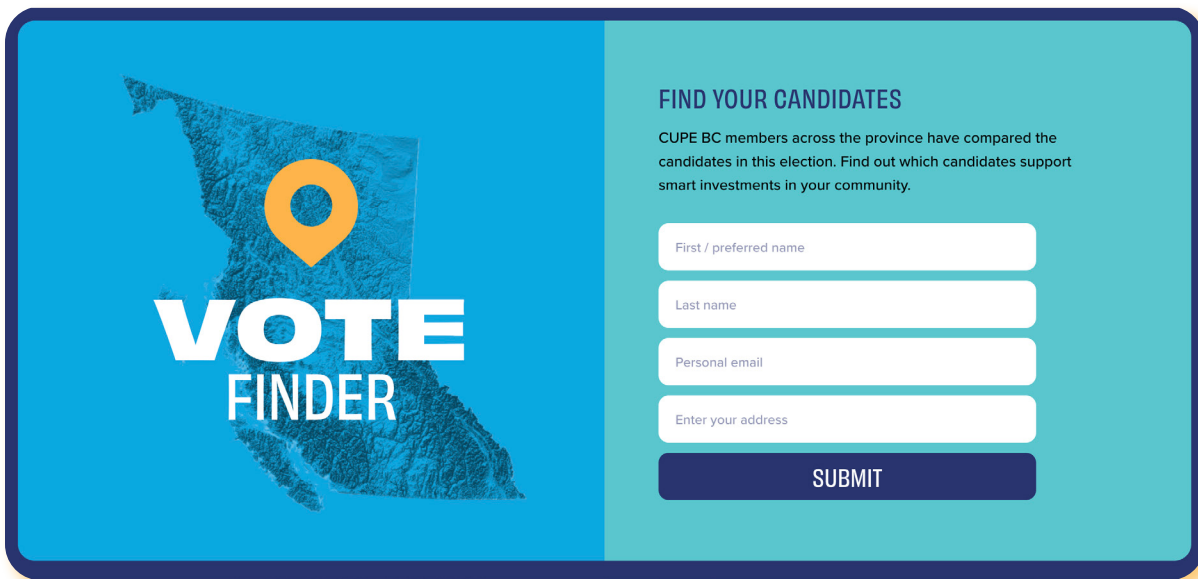
MEMBER-TO-MEMBER ENGAGEMENT

As part of their volunteering, the members participating in the training noted above will be participating in member-to-member calling. Calls will remind members of the importance of local government elections, promote the campaign website and endorsement search tool, and encourage members to support endorsed candidates.

Where members are not able to be reached by phone, a texting tool will be used to provide information to members with cell phones. For this function, and the calling work, the outreach will be undertaken by member volunteers with the support of CUPE National staff. The campaign will not use robocalling, artificial intelligence-based outreach, or broadcast voicemail.

DIGITAL ENGAGEMENT

To support both the member-to-member outreach, and to promote the website and endorsement search tool, CUPE BC will be sending a fixed number of emails to members in the weeks leading up to the election. Beginning with an email that launches the website in late August, emails will promote the value of voting, encourage members to pledge to vote, and provide reminders of key voting dates.



FIND YOUR CANDIDATES

CUPE BC members across the province have compared the candidates in this election. Find out which candidates support smart investments in your community.

First / preferred name

Last name

Personal email

Enter your address

SUBMIT

A limited number of emails will be sent to members between August 15 and October 17.

MEMBER POLL CARD

Recognizing that for some things members prefer hard-copy material, a member poll card will be sent to all members with an address on file. For most members, the written communication will take the form of a simple postcard with a list of endorsements for their area. However, for communities with endorsements known early and where capacity allows, the hard copy material may appear more like an addressed letter.

Regardless of the format, the written material provides a list of endorsed candidates that members can bring with them to the polling station, should they choose, making the support of progressive choices easier.

REGIONAL MEMBER ORGANIZERS

To assist with the training and member-to-member outreach, CUPE BC will be recruiting several political action member-organizers. They will be called on to support the campaign throughout September and October, working in their own region as training and outreach work moves around the province. This component of the campaign both helps to resource the work needed in the coming weeks, but also builds capacity in members for future engagement and other opportunities.

QUESTIONS?



Questions about how your local can engage with the campaign can be directed to your **National Representative**, as can questions about what your local can do in addition to participating in the campaign components listed here.

Questions about data sharing and transfer, and about the campaign website and search tool can be directed to **Communications Representative** Jessica Orcutt at jorcutt@cupe.ca.

All other questions about the campaign can be directed to **Political Action Coordinator** Neal Adolph at nadolph@cupe.ca.

Please copy your **National Representative** on questions as there is often additional resources and support they can provide.

ACTION ITEMS FOR LOCAL PRESIDENTS

Here are some basic action items to ensure this campaign is implemented across the province, and that your local and your members can participate:

- Please *circulate this outline* to your local executive, and to the activists at your local who may wish to participate.
- Please plan to *attend the all-presidents call* that will take place in early September to review the campaign, and look-out for an email invitation with the date and time later this month.
- Please forward the names of any member you think might like to *volunteer in the campaign* to Political Action Coordinator Neal Adolph (nadolph@cupe.ca).
- For municipal and K-12 locals, please *share any information about any endorsements your local has made* as soon as possible so your choice can be reflected in the information CUPE BC promotes. Refer to the [CUPE BC Local Election Endorsement Guide](#) for reminder of related deadlines.
- *Most importantly, please share your membership contact information* with CUPE BC so campaign information can be shared with members. For those on Action Network, this is as simple as providing an email agreeing that the existing data can be used. For those not on Action Network, please contact Communications Representative Jessica Orcutt (jorcutt@cupe.ca) to arrange for data access.

A Note About Member Contact Information:

With regard to data sharing, CUPE BC will only contact members for the purposes outlined in this document, and each member will be given the opportunity to opt-out at each point of contact. Where CUPE BC collects updated contact information directly from members, that data will be shared back with the Local. Members may opt to allow CUPE BC to contact them about future campaigns, but this would be an opt-in process, and data held by CUPE BC for members who do not opt for future engagement will be deleted following the campaign.