

Line 9 Door to Door Canvassing



How-To Guide

What you'll need

People: a team lead and/or main organizer, volunteer canvassers (ideally an even number, and at least 6)

Supplies:

- Clip boards for each canvasser or at least each pair (can be borrowed from Environmental Defence, and many materials can also be obtained from Environmental Defence) including:
 - A general map of the pipeline (ie: <http://environmentaldefence.ca/issues/tar-sands/line-9>)
 - A map of their neighbourhood with the pipeline running through it. See (<https://maps.google.com/maps?q=docs://0B79wVci3MuMFV2oteGZZd2c2TXM> for maps that have the route)
 - Two pens per clip board plus extras
 - Lots and lots of flyers (Environmental Defence can provide some. There are also bilingual flyers (Chinese/English) created by Stop Line 9 Toronto available for download here: http://www.stopline9-toronto.ca/Line9%20flyer-5_Chinese.pdf)
 - Petitions (you can use the one from Environmental Defence requesting an independent environmental assessment and mail it in or create your own petition and subject matter – ie municipal petition, federal petition, provincial petition).
 - One Example lawn sign (if you are doing lawn signs)
 - Tracking Sheet (see below)

- Maps for team lead/main organizer (see below)
- Lawn signs and frames
 - There is an option to offer lawn signs to the people you canvass. You can pick them up from Environmental Defence, however, it is your responsibility to put them on the lawns of those who request it. Sometimes the easiest thing to do is have the team lead/main organizer check in with different canvassers during the 2 hours they are out and plant the lawn signs for them. They are a pain to carry around.
- Extra flyers and petitions
- You may want name tags that say Volunteer in bold letters on it, just so folks know you aren't selling anything

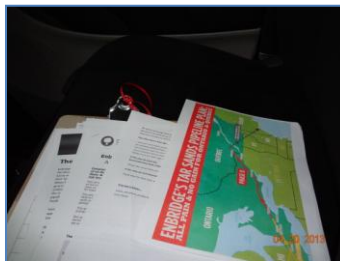
Line 9 Door to Door Canvass Tracking Sheet

| Street (write once) | Number | Not Home? | Signed petition? | Lawn sign request? | Notes |
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Picking a date and location

The best date and time to do your event is a Sunday afternoon or between 5-8pm on a weekday evening Monday to Thursday. For new canvassers, about 2.5 hours of canvassing is just about their limit. You'll also need about one hour for training (max), and may want to budget time for an after-event celebration/meet up. All told, you'll want about 4-5 hours.

As for a location, it's great to either pick a neighbourhood very near Line 9 (Detailed map can be found here, though takes a while to download: <https://www.neb-one.gc.ca/ll-eng/livelink.exe?func=ll&objId=947647&objAction=browse>) or if you are a neighbourhood/regionally-based group, pick somewhere near all your volunteers. Pick a central spot to meet before and after the canvass (preferably near a washroom), that is within close walking distance of your canvass area. A community centre would be great, or outside a library. You could also meet in a coffee shop.



Recruit your volunteers

Get a firm commitment **in advance** from some canvassing volunteers so you know at least some will show up the day of the event. Get all contact info, especially cell-phone numbers. Ask them to bring: a water bottle, pen (just in case), weather-appropriate gear, snacks, good walking shoes, their cell phone (if they have one), and or/a watch.

Try to recruit at least two weeks in advance but even earlier if possible. Send out a reminder at least a few days in advance. Let people know they can just show up but it's best to register. Remind attendees to be sure their cellphone is fully charged before they show up.

Map it all out

You can either map this out by hand or on the maps before your print them. Use Google Maps (maps.google.com) or whatever mapping software you like and print out enough maps so each canvasser has one and you have a few copies. You'll want to map one street per hour of canvassing (it doesn't matter if they get through the entire thing or not, as long as they record where they go...more on this later), but map out more territory than you think they will cover. Colour-code each of the streets that each canvass pair is going to do (ie Pair One is red, Pair Two is Blue, etc). You can either give every canvasser a map with all the routes on it or give them maps that are specific

to the routes they are doing. Just be sure the main organizer has a map with all the routes on it.

At the event



Check-in

Check people in and be sure to write down anyone who didn't pre-register, getting their cell phone number if they have it. The team lead/organizer may want to bring a car with them so they can put up lawn signs. You can also put them up a few days after, but don't want to wait too long.

Training

The training can be pretty casual, and should last about 40 minutes, but here are the key things you want to mention:

- Suggest people get into pairs now. Individuals can canvass alone, especially confident/experienced canvassers, but most folks will want to be paired up
- Logistics of the door to door canvass (go through the clip board, where each pair will be canvassing, filling out the petition AND the tracking sheet, lawn signs if you are using them).
- What to expect at the door: most people are pretty pleasant. Sometimes you may encounter someone who is cranky or difficult, and that's okay. Don't engage with them and don't escalate if they are disagreeing with you. Thank them for their time and move on. If at any point you feel the situation is becoming unsafe, leave immediately
 - What to say: below is a script you can use, including three key points. You may also want to have the group share their knowledge about Line 9 for a few minutes so everyone feels briefed enough and can ask questions
 - **Remember:** EVERYONE gets nervous going to the door! But most of the time, you'll get a pretty good response, and it does get easier as you get into it. It's also easier (and more fun!) when you've got a partner to canvass with
- A few words on demographics of the area you are going to, especially near the bigger cities of Hamilton and the Great Toronto Area. There is a GTA demographic map included in this package. It's important to understand that you may encounter language barriers, cultural differences (when we went, it was Saturday, and many Jewish families were doing the Sabbath), and to be

sensitive to that. If there are serious language barriers, say thank you for their time and go to the next. Note this down on your tracking sheet.

Before you head out, have each pair do some role playing for about ten minutes of going to the door and giving the key points so people can get the feel of going door to door.

Line 9 Canvassing Script and tips for the door

You can use the text below as a guide, but here are the three key points each canvasser wants to get across:

- There is an aging pipeline running through your neighbourhood/city through which Enbridge corporation wants to send dirty, dangerous tar sands oil
- You are their neighbour, a volunteer living in the neighbourhood, are very concerned, and today you and other volunteers are letting people in the community know about it
- You would like them to sign the petition for (whatever it is your petition is for) and want to know if they'd like a lawn sign (if you are offering those)

EXAMPLE SCRIPT

ring doorbell

Person opens the door

SECTION 1: Who you are and what you are doing

"Hi, My name is _____. I am going door to door today speaking with your neighbors about a proposed pipeline project that will affect the community here. Enbridge's Line 9 pipeline runs right here **point out where the pipeline is in relation to their home on your map**. I am wondering if you are aware of this project?"

If they are aware of the issue, ask them if they'd like to sign the petition and get a lawn sign (see below).

If they are not aware....

Important Points to hit:

- a) Risk to their community of a pipeline spill.
- b) Comparisons to Enbridge's Kalamazoo Spill

Optional Points to Hit:

- a) Increased Tar Sands extraction=More GHG emissions and contribution to Climate Change
- b) Tar Sands pipelines run counter to Ontario's strategy of investing in renewable energy and fossil fuel alternatives: Green Energy Act, building charging stations for electric vehicles across the province, manufacturing of electric vehicles etc.)

Example Conversation:

“Line 9 is an Enbridge pipeline that was built in 1975. Currently nothing is being shipped through the pipeline (2011 was the last time anything went through it) but Enbridge has applied to reverse the flow of the pipeline to allow the transportation of Tar Sands oil from Alberta to be shipped through Ontario and Quebec. *point to the map of the project*

Many people are concerned with the potential impacts of this project to the community. For instance many are concerned about the risks of a pipeline spill. Another Enbridge pipeline spilt 2 summers ago in Michigan, into the Kalamazoo River, causing the permanent evacuation of over 150 homes. And recently, an old pipeline like Line 9 spilled tar sands oil all over a suburban neighbourhood in Mayflower, Arkansas.”

“We are asking people to sign this petition requesting a provincial environmental assessment of this project, which would give a more in-depth understanding of the risks of this project”

Then offer them a lawn sign....

“Last year communities in Ontario put up lawn signs to show their opposition to the Mega-Quarry and the company withdrew their application stating that their reason for backing away from the project was that it became clear the community didn’t support the project. We want to do the same thing here, and we are hoping to find as many people as possible to put up lawn signs around here. Would you be willing to put up a lawn sign on your property?”

If YES, they do want one,

Record that they want a lawn sign and let the team leader know

“Great! We can put that up for you now/in the next few days”

IF NO, they are not interested at all....

Thank them for their time, ask if they’d like a brochure, and move on to the next house.

If no one is home....

Leave a brochure at their house if you have enough.

The Canvass

Give yourselves 2-2.5 hours to canvass. Each pair going out should have their clipboard plus some extra materials, especially brochures/cards for houses in which people aren’t home. Be sure the main organizers/team lead has everyone’s phone numbers. Set a firm time to meet back at the meeting place. While volunteers are canvassing, the team lead/organizer can drive around and put up lawn signs after checking in with the volunteer, especially towards the end of the canvassing period. Encourage volunteers to take breaks when they need it, have fun and remember that even if they don’t get a chance to speak to many people, or they get some hostile responses, they are doing really important work.



Celebrate!

Make sure everyone meets back at the same spot so you can collect up all the materials and clipboards. Bring everyone back to the celebration area (pub, coffee shop, etc.) for some food and drinks and sharing of experiences. Some people may not want to go/be available but it's recommended – volunteers really like the opportunity to share their wonderful or negative or just plain weird experiences at the door. And you can tally the numbers and see how many people you spoke to.

After the Event

Processing the data

Petitions:

- Photocopy petitions and submit to relevant elected officials.
- Add anyone who wanted to be on your email list to the list and send them specifically an email welcoming them to the list and thanking them for signing your petition (this “intro” email is important – it will help them understand why you are getting in touch with them)

Note: if you used the Environmental Defence petition, please return them to Environmental Defence and we will submit them. You can take all the emails for your email list or we can type them up and send them to you after the event.

Tracking data:

You may want to keep this to see all the great work you've done, and for informing future canvass events. Several groups are working on a collaborative map to show where everyone has canvassed, and it would be great if you could note where you canvassed and when (information forthcoming).

Thank the volunteers and share your experiences!

Email your volunteers to thank them and share your metrics (number of houses reached, number of petition signers, number of lawn signs, number of email list signups).

Then get ready to do it all again!

Questions? Contact:

Sabrina Bowman, Climate Campaign Coordinator, Environmental Defence

Email: sbowman@environmentaldefence.ca

Phone: 416-323-9521

Neighbour to neighbour, this is how movements are built.