Running Campaigns, Winning Votes
A panel discussion on the upcoming Metro Vancouver transportation referendum

With the clock ticking, and few public details about the 2014 transportation referendum, this is an opportunity to dialogue about what has worked, and what hasn't in past referendum votes and ballot initiatives. Join us to hear from three seasoned campaigners about effective strategies and lessons learned.

When?
Sept 24, 2013
1:00 - 2:30PM
Where?
Room 1700
SFU Harbour Centre
515 West Hastings Street

About the Panelists:

Denny Zane - Executive Director, Move LA
Denny created Move LA in 2007 to bring together business, labor, and environmental leaders and organizations with the goal of raising significant new funding for Los Angeles County’s transit system. This coalition helped lead the campaign for the Measure R sales tax, and proved to be a powerful force in getting Measure R on the 2008 ballot and winning its passage, with the result that LA has embarked on an ambitious build-out of its transportation system. Previously Denny served as mayor of Santa Monica and was executive director of the Coalition for Clean Air.

Geoff Meggs - Vancouver City Councillor
Geoff Meggs was elected to City Council in November 2008 on the Vision Vancouver team led by Gregor Robertson. Since his election, Geoff has worked on a number of difficult and high-profile issues, including the city’s delivery of successful Winter Olympic Games, the refinancing of the Olympic Village, the implementation of a region-wide U-Pass, and the expansion of cycling infrastructure. In 2011 he was appointed as a Vancouver director on the Metro Vancouver board, where he serves on the housing and transportation committees.

Bill Tieleman - President, West Star Communications
Mastermind of the Fight HST campaign, Bill is one of BC's best known communicators, political commentators, and strategists. Bill writes a politics column Tuesdays in 24 Hours newspaper and The Tyee online magazine. He is president of West Star Communications, a strategy and communications consulting firm, providing services for labour, business, non-profits, and governments for the past 13 years. Previously, he was the communications director in the B.C. Premier's Office and at the BC Federation of Labour.

This event is free, but registration is required: http://goo.gl/Ngzopr