



LOBBYING 101

Municipal Level



We *Need* a Law

*because all human beings
have human rights*

#1:



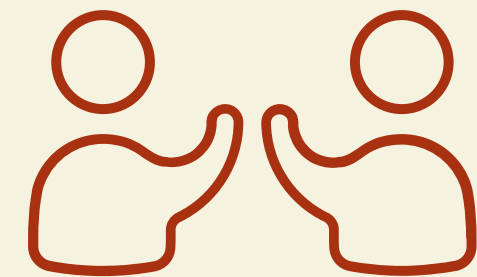
Find your
councillor

#2



Request a
meeting

#3



The meeting

#1: FIND YOUR COUNCILLOR

Councillor Gord Perks

Share

Print

Parkdale-High Park



In This Section

Members of Council

Contact Information

Toronto City Hall
100 Queen Street West, Suite A14
Toronto, ON M5H 2N2
Telephone: 416-392-7919
Fax: 416-392-0398
Email: councillor_perks@toronto.ca

Expand All +

Collapse All -

Click on your
councillor's
name

Their profile has
their contact
information

#1: FIND YOUR COUNCILLOR

READ YOUR COUNCILLOR'S PROFILE

How long have they been a councillor?

What do they describe as their interests?

Do they hold any special positions?

Parkdale-High Park



Expand All +

Collapse All -

Staff +

Profile -

Gord Perks was first elected to represent Parkdale-High Park in 2006.

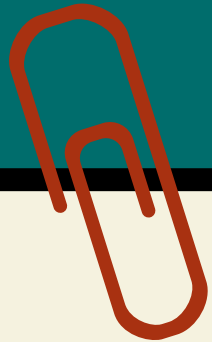
In his work as Toronto City Councillor, Gord advocates for affordable housing, childcare, public transit, parks and public spaces, responsible development, and safer streets for pedestrians and cyclists.

Gord has sat on the City's Budget, Parks and Environment, Planning and Growth Management, Public Works and Infrastructure, Affordable Housing and Tenants Issues Committees as well as Subcommittee on Climate Change Mitigation and Adaptation, Tribunal Nominating Panel, Toronto Atmospheric Fund, Board of Health, Toronto Drug Strategy, Board of Governors for Exhibition Place, Golden Horseshoe Food and Farming Alliance and the Greater Toronto Area Agricultural Action Committee.

Gord worked in the environmental movement from 1987 to 2005 with Pollution Probe, Greenpeace Canada, the Better Transportation Coalition, and the Toronto Environmental Alliance. His work was fundamental to Toronto's blue and grey box program, smog plan, and pesticide by-law. He led the campaign for better transit that helped usher in the Ridership Growth Strategy and Transit City.

Gord is the principal author of the Canadian Green Consumer Guide, one of Canada's bestselling non-fiction books. He has previously worked as an Environment columnist for Eye Weekly and was an Adjunct Professor with the University of Toronto's Environmental Studies Department.

#2: REQUEST A MEETING



SEND AN EMAIL

Include your postal code (so they know you live in their ward).

Say what the meeting is about.

Suggest a possible time.

councillor_perks@toronto.ca

Meeting Request

Dear Councillor Perks,

Thank you for the work you do as councillor for Parkdale-High Park. I have loved living in this area since 2015 with my husband and two kids.

I would like to request a zoom call with you about an issue that has come to my attention. I heard that the city passed MM45.22 which asks for options to limit the distribution of graphic imagery. I am very concerned that a bylaw like this would limit our freedom of expression. Can we meet to discuss this?

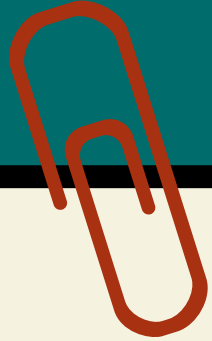
I am generally available next week. Would Tuesday (September 6) at 11am work for you? If not, please let me know what time works best for you.

Sincerely,
- Jane Doe

Postal Code: L5H 1R3



#2: REQUEST A MEETING



SEND AN EMAIL

If you plan to bring friends to the meeting, say that in the email.

You can also request a phone call or zoom meeting.

councillor_perks@toronto.ca

Meeting Request

Dear Councillor Perks,

Thank you for the work you do as councillor for Parkdale-High Park. I have loved living in this area since 2015 with my husband and two kids just down the street from my friend Carla (who is cc'd).

Carla and I would like to request a zoom call with you about an issue that has come to our attention. We heard that the city passed MM45.22 which asks for options to limit the distribution of graphic imagery. We are very concerned that a bylaw like this would limit our freedom of expression. Can we meet to discuss this?

We are generally available next week. Would Tuesday (September 6) at 11am work for you? If not, please let me know what time works best for you.

Sincerely,
- Jane Doe

Postal Code: L5H 1R3

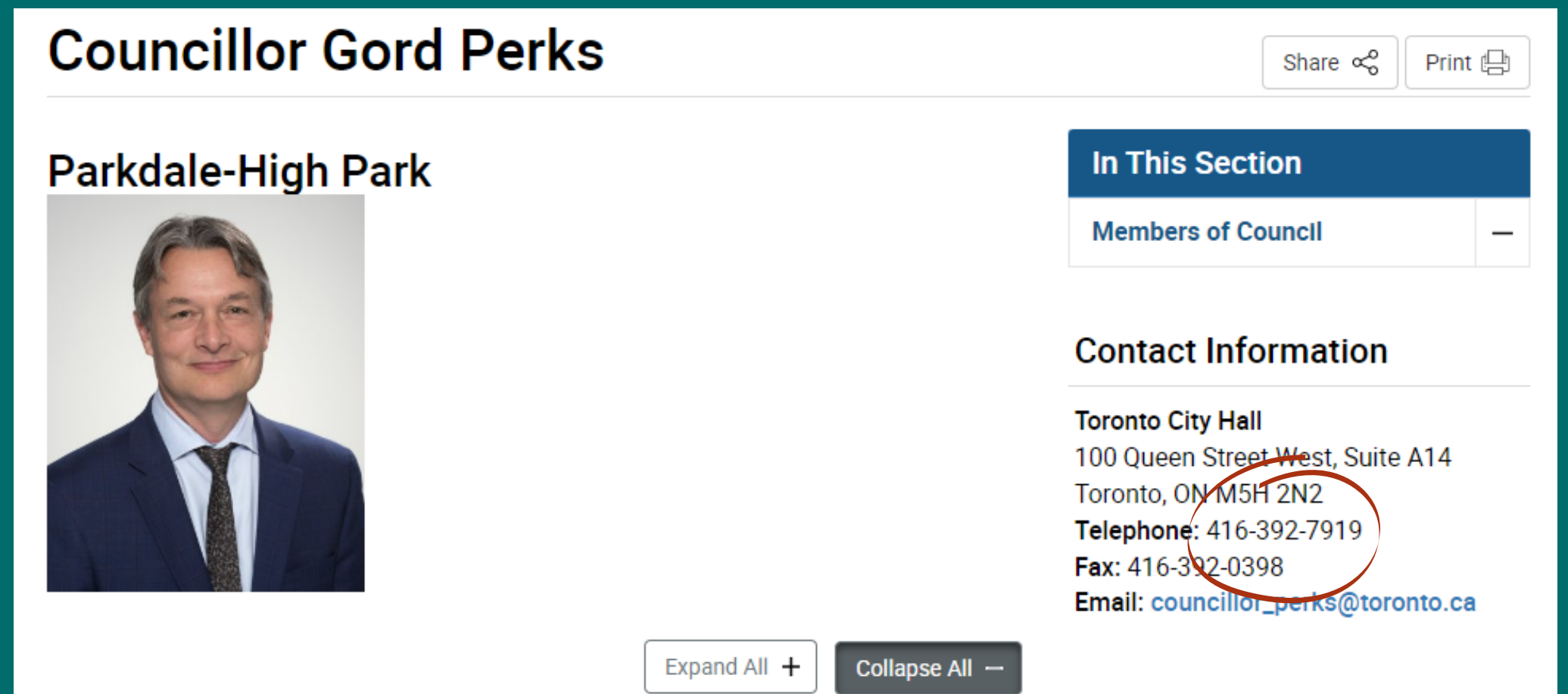


✉ #2: REQUEST A MEETING

HAVEN'T HEARD BACK?

FOLLOW UP WITH A CALL

Script: Good morning/afternoon. My name is [Jane] and I'm calling to follow-up with an email I sent on [date] to request a meeting with Councillor Perks. I just wanted to call and make sure that you had received my email and to see if we can set-up a time to meet?



The screenshot shows the profile page for Councillor Gord Perks. At the top, the name "Councillor Gord Perks" is displayed in a large, bold font. To the right of the name are "Share" and "Print" buttons. Below the name, the ward "Parkdale-High Park" is listed. A portrait photo of Councillor Perks is shown. To the right of the photo is a "Members of Council" dropdown menu. Below the photo and menu is a "Contact Information" section. This section lists the address: "Toronto City Hall, 100 Queen Street West, Suite A14, Toronto, ON M5H 2N2". It also lists the telephone number "416-392-7919", the fax number "416-392-0398", and the email address "councillor_perks@toronto.ca". The email address is circled in red. At the bottom of the profile are "Expand All +" and "Collapse All -" buttons.

#3: THE MEETING

PREPARATION



Know your
councilor

**KNOW YOUR
"ASK"**

#3: THE MEETING

INTRODUCTION




Be polite


Make it
personal

#3: THE MEETING

THE PROBLEM

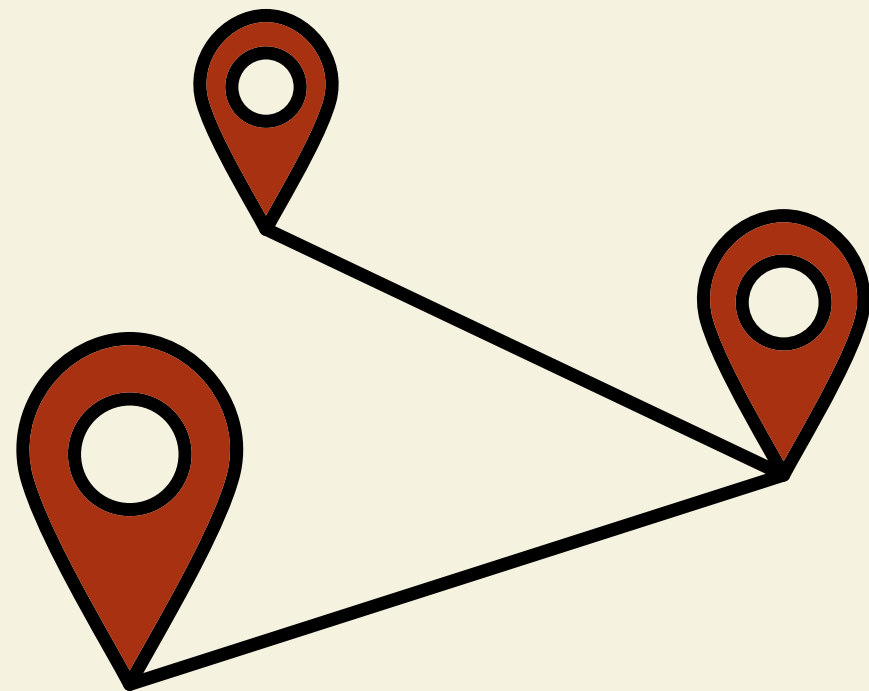


 Explain why you are meeting

 Identify the issues you want addressed

#3: THE MEETING

THE SOLUTION

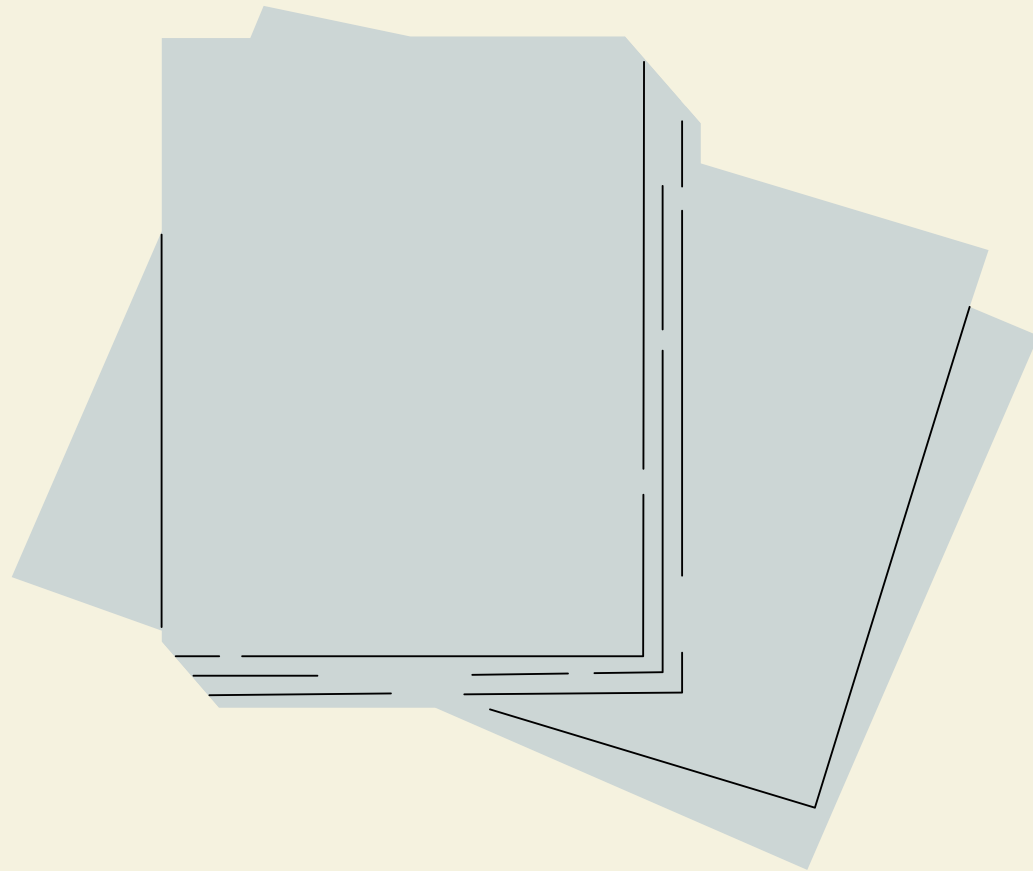


Present what
you want

How will this
be a good
solution?

#3: THE MEETING

THE SUPPORT



Show petitions
or documents

Tell a personal
story that supports
what you want

#3: THE MEETING

THE ASK

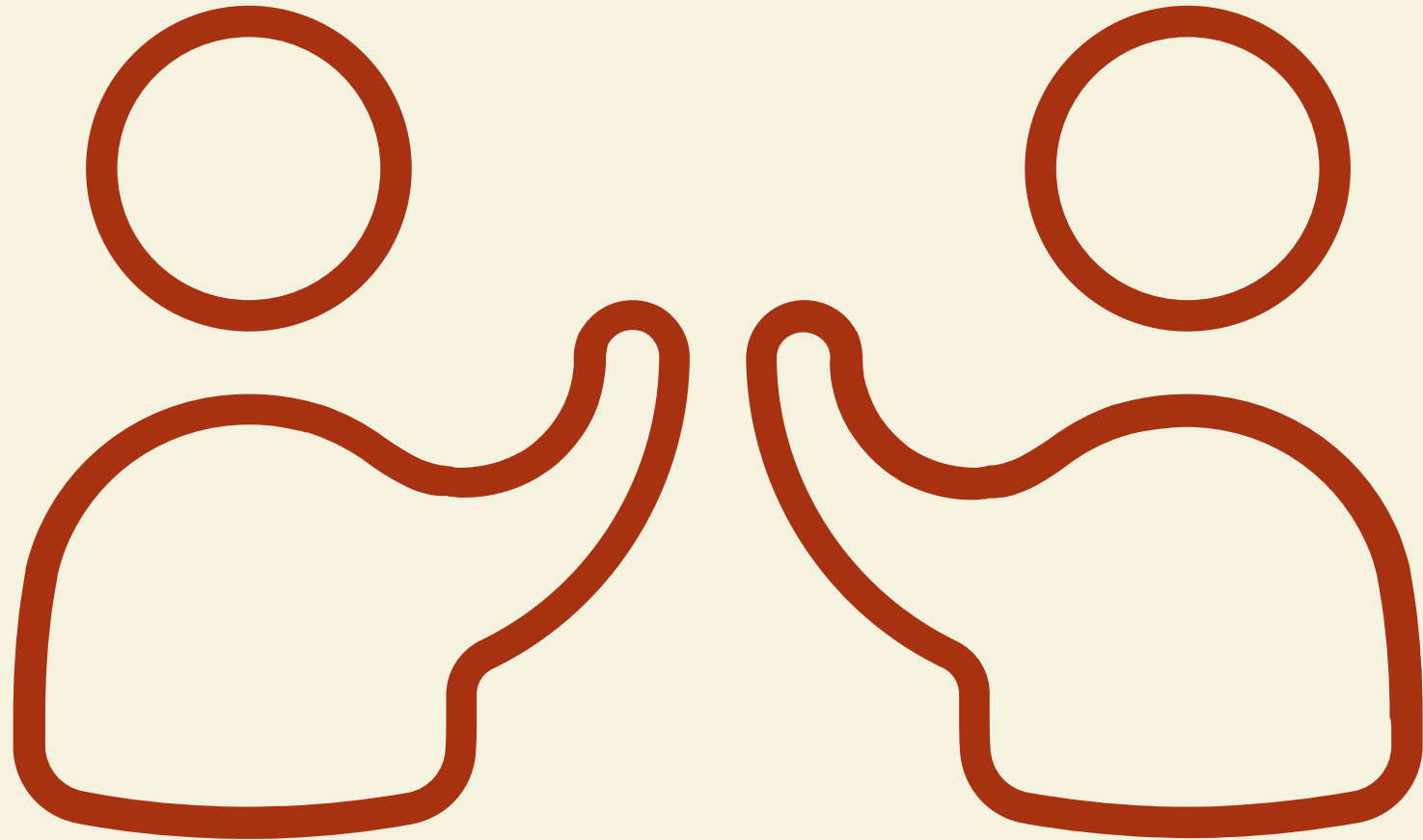


End with what
you want

Be specific and
concrete

#3: THE MEETING

CONCLUDE



Will you send them anything?

Say you will follow up

#3: THE MEETING

OTHER TIPS



Be respectful of:

- their time
- their role
- their staff



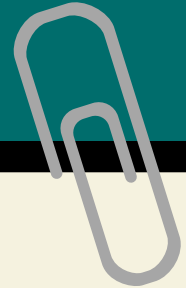
Avoid interrupting.

Stay focused.

You can say, "I don't know. Can I follow up with that?"

#3: THE MEETING

OTHER TIPS



**HAVE A MAIN POINT THAT
YOU CAN COME BACK TO.**

#3: THE MEETING

FOLLOW UP



"Thank you" and additional resources

Repeat your "ASK"



QUESTIONS?

Email us at info@weneedalaw.ca



We *Need* a Law

*because all human beings
have human rights*