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Introduction

Electoral District Associations (EDAs) are the primary organizational foundation of the Green Party of Canada (GPC). Responsible for facilitating the nomination of candidates for Federal electoral campaigns, the EDA is obliged to report regularly to Elections Canada on its use of funds received from the general public in support of these candidates.

As well, the [GPC expects EDAs to](#) “facilitate party and community building activities at the riding level. EDAs provide a vehicle to build volunteer teams to carry out events and activities to grow the grassroots and connect with the party.” Party-building activities at the riding level includes electoral preparedness, encouraging candidates to serve on party committees, councils and structures as well as supporting both the member-led policy resolutions process and sending delegates to attend GPC policy conventions. Community building activities is the main vehicle for expanding the influence of the party and broadening and deepening the party’s membership base.

Findings from a [survey](#) on the organizational effectiveness of EDAs (as part of the 2020 GPC Policy Proposal Process) suggest that EDAs are urgently in need of revitalization. Following a recent analysis of the current situation and what is needed by the newly-formed [EDA Revitalization Core Working Group](#), a “[driver](#)” (or purpose) was agreed upon:

A current lack of inter-EDA coordination, institutional knowledge and support means EDAs can't organize and be effective between and during elections; an effective values based organizing tool or body is required to enable sharing of best practices, peer-to-peer learning and collaboration, so that EDAs can become legitimate, professional, effective and successful.



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What is needed therefore is a nation-wide EDA Revitalization Program, a Program that can be designed, delivered and sustained by qualified members (and staff), based on needs articulated by the EDAs.

Purpose

The purpose of the EDA Revitalization Core Working Group (WG) is to establish an effective values-based member-driven program to enable sharing of “best practices,” peer-to-peer learning and collaboration across the country aimed at improving the relevance,¹ efficiency² and effectiveness³ of the EDAs, central for electoral preparedness.

Scope

Evidence-based data will inform all of the work of the WG, as is reaching out to as many EDAs as possible, so that the EDA Revitalization program is informed by and delivers on priority identified needs.

The WG will:

- Identify and prioritize the areas of focus for the WG, based on challenges faced by the EDAs;
- Develop sustainable solutions for the challenges; and
- Commit to maintain transparency and accountability, by sharing plans, agendas, reports, minutes and other key reference documents with EDAs

¹ A relevant EDA is one which responds to and is supportive of the needs of the members and voters.

² An efficient EDA is one which uses minimal resources to raise sufficient funds to deliver on its mandate and priorities.

³ An effective EDA is one which successfully achieves results, such as: “*Strengthened financial viability of the EDA.*” *Improved engagement of active volunteers and members, particularly youth and racialized people;*” “*Increased knowledge of Green party values, principles, and policies amongst Members, Volunteers and the Electorate;*” or “*Increased “Green” social action within their communities by engaged members.*”



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The WG will need to develop and agree on **how** the EDA Revitalization program will be developed and delivered, which can include but not be limited to:

- Regional Collaboration (by province or regions within a province)
- Webinars run by different EDAs based on their expertise (eg. how to run an online AGM or develop an electoral preparedness strategy)
- Mentoring system
- Platform (eg. [blueocean](#))

These collaboration mechanisms are the “way to” reinforce EDAs, or the “how” we seek to provide support to the EDAs, based on the agreed-upon priority areas of focus.

1. Priority Areas of Focus

Drawing from the findings of the [2020 EDA Survey](#) and, based on a recent [brainstorm on EDA priorities](#), priorities will be developed within two broad areas:

- **Governance**, includes work to strengthen the governance of the Executive of the EDA, which would include:
 - Vision
 - Mission
 - Decision-making
 - Roles and responsibilities
 - Accountabilities
 - Planning and reporting
 - “Onboarding” new members
 - etc.



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Reinforcing the current categorization of EDAs,⁴ The WG will develop a core list of essential governance requirements for a basic, functional and performing EDA, so that relevant and appropriate solutions for each type of EDA can be developed.

- **Operations**, focusing on improving the effectiveness of key structures and systems that find the best qualified candidates and build or expand the base of members and voters, including but not limited to:
 - volunteer management
 - Fundraising
 - communications (both internal to the EDA Executive and external for volunteers and members)
 - member (and voter) education and outreach
 - policy influence and development
 - etc.

Determining the essential operations requirements for a basic, functional and performing EDA will inform the development of solutions to improve the relevance, efficiency and effectiveness of the EDAs.

The WG will finalize the list of priorities, prioritize and conduct an analysis of these and then develop a results-based Work Plan, as described below.

- **Other priorities:** there are likely other priorities that were not included in the results of the survey nor in the brainstorm of the working group. It may be worthwhile to consider other

⁴ GPC has organized the EDAs into 5 Levels.

Level 1: No registered EDA and no regional cluster of EDAs. (ex. Rimouski)

Level 2: Focused on building core organizing team. (Centre region)

Level 3: Have core team; focused on community building, events. (Quebec region)

Level 4: Community building, fundraising and data tracking.

(Westmount-Notre-Dame-de-Grâce)

Level 5: Campaign Ready - funds and skills to resource a campaign.



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ways to identify the essential (and nice to have) priorities based on the needs of the EDAs.

- **Prioritize Priorities:** The priorities then need to be prioritized, based on their relative importance to increasing the number of functional and performing EDAs' readiness for the upcoming election. The WG will also regularly revisit these priorities, updating them (and the Work Plan) based on the needs of the Party and the EDAs.
- **Priority Gap Analysis:** once determined, the WG will provide an analysis of which priorities can be addressed with best practice guidelines or advice from the EDA community, and which will need further research or support from elsewhere.
- **EDA Revitalization Strategy:** Develop a strategy aimed at suggesting short, medium and long term priorities for the EDAs, with immediate actions aimed at electoral preparedness.
- **Work Plan:** Once these priorities have been identified, the WG will develop a results-based Work Plan with clear outcomes, targets and accountabilities. This Work Plan will be shared with the EDAs for comments and suggestions. The Final Work Plan will be used to guide the development of sustainable solutions.

2. Sustainable Solutions

There are a number of solutions that can be put in place as part of the EDA Revitalization Program, ranging from building stronger governance capacity for existing EDA Executives to best practices for the operations of the EDA in support of its mandate. These solutions will be designed in such a way that they can be sustained (in the absence of the WG).

Some solutions, all of which will require an "owner", include, but are not limited to:

- Governance



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- Establish an EDA Executive Capacity Building Program based on supporting EDAs to move from basic to functional to performing. Strategies for re-starting lapsed EDAs
- Produce a database of Governance “best practices”
- Develop (or update) a suite of Governance “rules and tools” that can be consulted by EDAs
- Establish a Governance Mentorship Program (eg. better meeting management)
- etc

- Operations:
 - Develop (or update) a suite of Operations “rules and tools” that can be consulted by EDAs
 - Produce a database for Operations’ “best practices”
 - Operations Mentorship Program
 - etc

3. Transparency and Accountability

Maintaining transparency and accountability is central to the functioning of the WG.

Being clear on what this WG hopes to achieve, in the short, medium and long term requires the development of a notional theory of change, supported by a set of expected outcomes supported by measures (or indicators) with baselines and targets. A baseline survey will provide essential data to inform the development of these results, indicators and targets.

The WG will therefore develop the following core documents that will be made available to EDAs (and members), as agreed by the WG.

- Baseline survey
- Theory of Change



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- Performance Measurement Framework
- Results-based Work Plan
- Reports (see below)
 - On progress towards the Work Plan
 - Key documents, reports and analyses

Authority

This WG operates under its own authority as each member is a duly constituted CEO or national/provincial representative that sees the value of collaborating to find solutions to shared challenges.

Composition and Management of the Working Group

Facilitated by the Secretary of Ottawa Centre EDA, this WG includes staff from the GPC HQ Mobilizing Team, CEOs from EDAs across the country as well as stakeholders with Provincial or National level organizing expertise.

All members of this WG are keen to build on lessons learned from the 2019 campaign. The list of members is included in [this attachment](#).

This WG meets bi-weekly. Agendas and minutes are managed by the Secretary of Ottawa Centre. Any WG member can facilitate the meetings.

The WG will be self-managed: it will determine its priorities, agree a Work Plan and monitor progress towards the agreed upon deliverables, making adjustments as required.

The WG will use the following communication channels:⁵

- Agendas and meetings: email, Google Docs and web-based (eg. [blueocean](#))
- Working documents: Google docs, email and web-based

⁵ Based on the [results of the poll](#) of the EDA Revitalization WG.



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- Information gathering: email and Google docs
- Conversations and discussions: web-based, email, Google docs and Slack
- Seeking agreements and making decisions: meetings followed by Google docs

Best efforts will be made to respect these channels based on the item or issue in question.

Meeting Arrangements and Document Management

Meetings are virtual and hosted by Ottawa Centre.

Invitations are sent out via Google Calendar, with embedded links to the agenda, minutes and key documents for the meeting.

A google folder entitled [EDA Revitalization Assembly](#) has been established for the Working Group, to which all WG members have access. All working documents will be stored in this folder.

To promote accountability and transparency, all final documents, such as the workplan or TORs, will also be stored in the [EDA Revitalization Working Group](#) on the [blueocean](#) site.

Reporting

This WG is accountable to all EDAs and seeks transparency by posting all of its agendas, minutes and key products on a number of sites including but not limited to: [blueocean](#); EDA 2.0 Google Group; and the GPC website.

The WG will prepare quarterly reports in relation to its agreed Work Plan, documenting progress towards the agreed priorities, posting these on the [blueocean](#) site.



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The WG will also, upon request, provide presentations and updates to Party Leadership including but not limited to: Governance Committee of Federal Council; and Federal Council.

Resources and Budget

The resources available to this WG are largely based on the volunteer time and availability of members of the WG, supplemented by volunteer time from other EDAs.

There are several websites and google groups that will be used to keep the EDA community aware of our work; these are cost-free.

It is expected that there will be no need for any financial resources for the EDA Revitalization Program.

Deliverables

The following deliverables will address some of the immediate challenges faced by EDAs, using the WG (and its network) as a resource.

1. Initial and Final Prioritized Priority Areas of Focus (Governance and Operations)
2. Priority Gap Analysis (SWOT)
3. Baseline survey
4. Theory of Change and Performance Measurement Framework
5. EDA Revitalization Strategy
6. Results-based Work Plan
7. Governance Solutions
8. Operations Solutions

Sustainability: Best efforts will be made to ensure that the governance and operations solutions are designed in such a way that they are sustainable (ie. will last without the assistance of the WG).



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Review

These TORs will be reviewed after 6 months and adjusted as need be.

KEY BACKGROUND DOCUMENTS

[Agreement Log](#)

[Bios of WG Members](#)

Events Calendar

[Work Plan](#)

[WG Survey on Priorities](#)