

We're launching into the pre-writ barbecue season with each party poised to turn up the heat and cook the others' geese. This is especially so for both the Liberals and the NDP, as the Greens lack the resources to mount a high-profile effort and the Tories at present seem to be out of gas. Justin Trudeau is expected to roll out policy planks with more regularity and, if they maintain the same quality of innovation demonstrated thus far, the Party will go into the election with a solid message that offers a different vision and approach for the future of the country. Today's announcement on environmental protection is another step in that direction.

Polling results appear to be volatile, but more recently the research has begun to focus more on determining the issues that are most important to voters. It shouldn't come as any surprise that the bread and butter issues will be the economy and jobs plus prospects for the middle class and those wishing to be part of it (with the younger cohort paying more attention, we hope). All signs right now are not positive on those accounts. The economy is in rough shape and people are becoming more resistant to taking on more debt. We may be close to exhausting our willingness and ability to fuel growth with our credit cards. A recent study in Hamilton clearly shows that the quality of jobs has deteriorated with many people lacking even medium term income security and most with no pension plans to tide them over in the long-term. Ultimately, Canadians will be looking for leadership with a plan to navigate out of this situation.

There is another factor that is fascinating, even entertaining if you're not a political apparatchik trying to get your party elected. It's the intangible, emotional appeal that a party or a leader can get without many substantial reasons...and can lose in the same way. For well over a year, it was the Liberals who rode high in the polls but offered not that much by way of substance other than the personality and appeal of Justin Trudeau. That came down to earth and now it's the NDP's turn. Mr. Mulcair has prospered from the Alberta election result, some residual affection for Jack Layton and his own performance in Question Period. So far, however, his platform and personality do not appear to have what it takes to sustain their leadership in the polls, which although always suspect in terms of their accuracy, can create momentum for a party in the media and among their supporters as well influence the general public.

It's going to be an interesting ride for the next couple of months, and the best we can do is to enjoy it!

Latest Public Opinion Survey Results:

Nanos: <http://www.nanosresearch.com/library/polls/Nanos%20Political%20Index%202015-06-19E.pdf>

Ekos: No new data.

Our messages to the public:

The focus today is on the environment -- there are quite a few details that will be distilled into messaging in the coming weeks.

The details are already up on the web

site: http://www.liberal.ca/wwsf_commitment/real-change-a-new-plan-for-canadas-environment-and-economy/

Items of interest from the news and the Party:

- The foundation for the NDP's emotional appeal is a challenge to understand and may be even more difficult to sustain:

<http://ottawacitizen.com/news/politics/reid-in-the-midst-of-the-ndp-phenomenon-only-the-stupid-arent-terrified>

- A report on the Liberal environmental plan:

<http://www.theglobeandmail.com/news/politics/trudeau-unveils-liberal-environment-plan-including-green-bonds/article25176587/>

- This is about 'precarious work' in Hamilton, but could probably describe other Canadian cities :

<http://www.cbc.ca/news/canada/hamilton/news/no-security-no-benefits-a-picture-of-precarious-work-in-hamilton-1.3129701>

- ...while the prospects for many seniors are equally precarious:

<http://www.cbc.ca/m/news/business/seniors-going-bankrupt-in-soaring-numbers-1.3129176>

- 'Public investment' such as the Liberals have been promoting is seen as key to a healthy economy:

<http://www.theglobeandmail.com/report-on-business/economy/economic-insight/healthy-economic-recovery-needs-ramped-up-public-investment/article25080008/%3bjsessionid=hg1wVRSGZJh7VJNLTrhgfkv2JqQsKx54G4sMMBdrGDGf27QhTqv!-497332299/?ts=150629144643&ord=1>

- American-style PAC's (Political Action Committees) are a new but not necessarily welcome feature of Canadian politics. Liberal and NDP supporters are behind one group called 'Engage Canada' while another called HarperPAC shut down after the Tories objected to the use of the Prime Minister's name. Whether or not the emerge with a new name remains to be seen:

<http://www.cbc.ca/news/politics/harperpac-shuts-down-less-than-1-week-after-launch-1.3128632>

- Our military has been a political football for a long time...we ask members to serve without the proper support:

<http://ipolitics.ca/2015/06/29/rideau-institute-report-harper-allowing-military-to-rust-out/>

Looking ahead: -- BC Events below (you can use the direct links to the event page) -- for details on all scheduled events in Canada, click the 'Events' tab here: <https://www.liberal.ca/get-involved/>

Team Trudeau: Calling for Change in North Okanagan-Shuswap	Jun 29, 2015	
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jun 29, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Vancouver Quadra	Jun 29, 2015	Vancouver
Team Trudeau: Change on the Doorstep in North Okanagan-Shuswap	Jun 29, 2015	Salmon Arm
Team Trudeau: Change on the Doorstep for Chilliwack-Hope	Jun 29, 2015	Hope
Meet and Greet with Justin Trudeau	Jun 29, 2015	Surrey
Team Trudeau : Calling for Change in North Vancouver	Jun 29, 2015	North Vancouver
Wine and Canapés with Hon. Stéphane Dion	Jun 29, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jun 29, 2015	Burnaby
Team Trudeau: Calling for Change in Vancouver Granville, Northwest	Jun 29, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Vancouver	Jun 29,	Vancouver

Granville, Oakridge	2015	
Team Trudeau: Calling for Change in Vancouver South, West	Jun 29, 2015	Vancouver
Team Trudeau: Calling for Change in Vancouver South, East	Jun 29, 2015	Vancouver
Team Trudeau: Calling for Change in Vancouver Kingsway	Jun 29, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Vancouver Quadra, UBC	Jun 29, 2015	Vancouver
DEMOCRACY TALKS Climate Change Policy with Richard Littlemore and Ben West	Jun 29, 2015	Gibsons
Team Trudeau: House Meeting in Nanaimo—Ladysmith	Jun 30, 2015	Nanaimo
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jun 30, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Nanaimo-Ladysmith	Jun 30, 2015	Nanaimo
Q&A with Terry Beech	Jun 30, 2015	Burnaby
Team Trudeau: Change on the Doorstep for Chilliwack-Hope	Jun 30, 2015	Chilliwack
Team Trudeau: Calling for Change in North Vancouver	Jun 30, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Coquitlam-Port Coquitlam	Jun 30, 2015	Port Coquitlam
Team Trudeau: Change on the Doorstep in Vancouver South, Central	Jun 30, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Vancouver Granville, Northwest	Jun 30, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-	Jun 30,	Burnaby

Seymour	2015	
Team Trudeau: Calling for Change in Vancouver Kingsway	Jun 30, 2015	Vancouver
Team Trudeau: House Meeting in Delta	Jun 30, 2015	Ladner
Team Trudeau: Calling for Change in Vancouver Quadra	Jun 30, 2015	Vancouver
Team Trudeau: Community Outreach - Coffee Meeting	Jun 30, 2015	Qualicum Beach
Canada Day with Team Pam in Whistler	Jul 1, 2015	Whistler
South Shuswap Canada Day Parade	Jul 1, 2015	Blind Bay
North Vancouver Canada Day Parade	Jul 1, 2015	
Team Trudeau: Change in the Community in Burnaby North-Seymour - North Shore Canada Day Parade	Jul 1, 2015	North Vancouver
Young Liberals Celebrate Canada Day!	Jul 1, 2015	North Vancouver
Salmon Arm Children's Festival	Jul 1, 2015	Salmon Arm
Canada Day Parade in Courtenay-Alberni with Carrie Powell-Davidson	Jul 1, 2015	Parksville
Canada Day Picnic at the Park - Hosted by Edward G. Wong	Jul 1, 2015	Vancouver
Canada Day BBQ with Jonathan Wilkinson	Jul 1, 2015	
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 1, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 1, 2015	Burnaby
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 2, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Vancouver	Jul 2, 2015	Vancouver

<u>Kingsway</u>		
<u>Team Trudeau: Change on the Doorstep in North Vancouver</u>	Jul 2, 2015	North Vancouver
<u>National Week of Action Change on the Doorstep - West Vancouver</u>	Jul 2, 2015	West Vancouver
<u>Team Trudeau: Change on the Doorstep for Chilliwack-Hope</u>	Jul 2, 2015	Chilliwack
<u>Team Trudeau: Change on the Doorstep in Burnaby North-Seymour</u>	Jul 2, 2015	Burnaby
<u>Team Trudeau: Calling for Change in Vancouver Quadra</u>	Jul 2, 2015	Vancouver
<u>Team Meeting in North Vancouver</u>	Jul 2, 2015	North Vancouver
<u>National Week of Action - Change on the Doorstep in West Vancouver</u>	Jul 3, 2015	West Vancouver
<u>Team Trudeau: Change on the Doorstep in Burnaby North-Seymour</u>	Jul 3, 2015	North Vancouver
<u>Team Trudeau: Change on the Doorstep in North Vancouver</u>	Jul 3, 2015	North Vancouver
<u>Pints and Politics in Central Okanagan-Similkameen-Nicola</u>	Jul 3, 2015	Kelowna
<u>Team Trudeau: Change on the Doorstep in Vancouver Quadra, West Point Grey</u>	Jul 3, 2015	Vancouver
<u>Team Trudeau: Change on the Doorstep for Vancouver Kingsway</u>	Jul 3, 2015	Vancouver
<u>Team Trudeau: Change on the Doorstep for Vancouver Kingsway</u>	Jul 3, 2015	Vancouver
<u>Team Trudeau: Change on the Doorstep in Burnaby North-Seymour</u>	Jul 3, 2015	Burnaby
<u>Candidate Selection Meeting - Victoria</u>	Jul 4, 2015	Victoria
<u>Team Trudeau: Change on the Doorstep in Vancouver Quadra, Dunbar</u>	Jul 4, 2015	Vancouver

Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 4, 2015	North Vancouver
Team Trudeau: Change on the Doorstep for Vancouver Kingsway	Jul 4, 2015	Vancouver
Week of Action in Squamish - Change on the Doorstep	Jul 4, 2015	Squamish
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 4, 2015	Burnaby
Victoria Pride Parade and Festival	Jul 5, 2015	Victoria
Team Trudeau: Change on the Doorstep in Vancouver Quadra, Arbutus Ridge	Jul 5, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 5, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Vancouver Kingsway	Jul 5, 2015	Vancouver
Team Trudeau: Calling for Change for Vancouver Granville, Fairview	Jul 5, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	Jul 5, 2015	Burnaby
Team Trudeau: Change on the Doorstep for Chilliwack-Hope	Jul 6, 2015	Hope

Finally:

Keep up to date on the activities of the major ABC groups:

- [C.R.U.S.H.](#)
- [Council of Canadians](#)
- [Canadians Deserve Better](#)
- [Operation Maple](#)
- [Lead Now](#)
- [Anything But Conservative in 2015](#)

Feel free to share these weekly updates with your riding executive and others who are following the issues. If you have outreach ideas or photos of events, pass them along!

Have a great week!