

MEMO

Date: August 31, 2026
To: All District 3 Local Unions, District 3 staff and support staff
From: Scott Lunny, Director
Re: **2026 membership priorities survey**

Dear locals,

Building off our membership surveys in 2024 and 2022, we are launching our next member priorities survey.

After Labour Day, Stratcom will be rolling out emails, text messages and live calling to members. Members who don't receive an email, text or phone call are encouraged to submit their information at usw.ca/d3survey.

Stratcom will be conducting a members' survey to better understand members' needs, priorities and political support levels. Members who participate in the survey will be given the opportunity to enter a draw for a chance to win a VISA gift card - two \$100 cards and six \$50 gift cards - or an iPad.

Responses will be anonymous and confidential. The survey is hosted on a secure server and USW District 3 will receive the survey results in aggregate tabular form only, meaning individual responses will remain anonymous and won't be reported back to USW. Stratcom is bound by federal privacy rules, regulations and standards imposed by the Personal Information Protection and Electronic Documents Act (PIPEDA) and the Canadian Research Insights Council (CRIC).

The survey will close on Nov. 2, 2026, to ensure that we get as many responses as possible.

Please help promote this important membership project by printing and distributing the attached leaflets and by putting up the poster on union bulletin boards in your worksites. You are also encouraged to promote the survey through your local union's email and text lists as well as on your social media.

If you have any questions, please do not hesitate to reach out. Brett Barden and Josh Moraes from our District 3 office have been assigned to work with Stratcom on this project. They can be contacted at bbarden@usw.ca or jmoraes@usw.ca.

In solidarity,

