2010 Election Community Engagement Program

Presented to Executive Committee November 24, 2009



2006 Election

- Voters' list issues
- Change focus from a communications information program to community engagement
- Explore alternative options for delivering key election messages

Voters' list

Responsibilities:

- MPAC responsible for enumerating and providing list to Clerk
- Clerk correcting for obvious errors

Challenges:

- 17% elector information changes yearly
- data collection yields low response rate to requests for information
- increasing number of people reluctant to have name on public list

Voters' List Timelines

APR	ΜΑΥ	JUN	JUL	AUG	SEP	ост	NOV	DEC
-	MPAC mails	JUN out Municip Landlords t with tenant	oal o provide M i list by July	PAC 31 Aug MPAC m Forms to ten y 31: Clerk red	ails out Occupa ants –names inc ceives Prelimina lections staff con Sept 1: Clerk Sept 7-10: In ar Sept 7- Oct 2 request to b	ncy luded in Sept ry List of Electric posts and pro- ndividuals manother elector 25: Revision F e added to, d 5: Clerk receiv PAC Sept 20: 0	t. supplementa ctors (PLE) from obvious errors ovides Voters' L by apply to rem r's name from l period– Eligible eleted from, on ves Supplemen	ry m MPAC ist to candidat ove list electors may corrected on t tary List of Elec Interim List of 0
						Oct 4	Lists	prints various N for Adv.Vote & on Day Dec 8: Clerk s changes to Vo List to MPAC

MPAC Initiatives

- Data sharing agreement between Elections Canada, Elections Ontario & MPAC
- Tenant Information Program (TIP)
 - every multi-residential property owner must provide list of tenants to MPAC by July 31
- Municipal Enumeration Form Mailing
 - targeted mailing between April June
 - incomplete or inaccurate data in MPACs database
- Access to Ontario Vital Statistics Information
 - new legislation to address this

City Initiatives for tenants

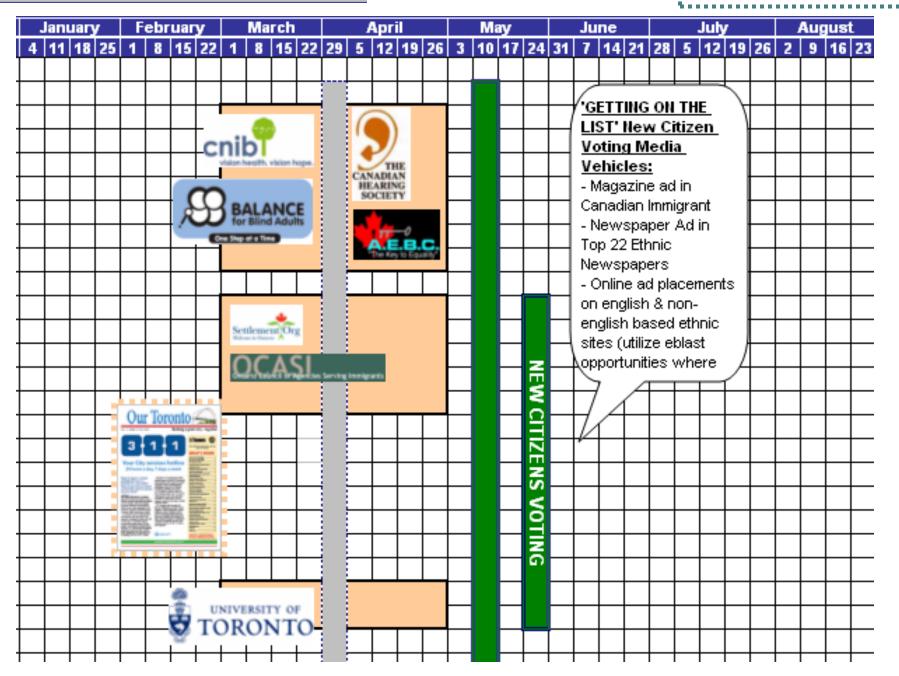
- Provide information on how to get on voters' list
- Providing MPAC forms at City counters
- Partnerships with tenant organizations
- Utilize partner newsletters, websites and other communications tools
- City's negotiated with tenant organizations to provide MPAC occupancy questionnaires at time of signing of new lease

Communication Tactics

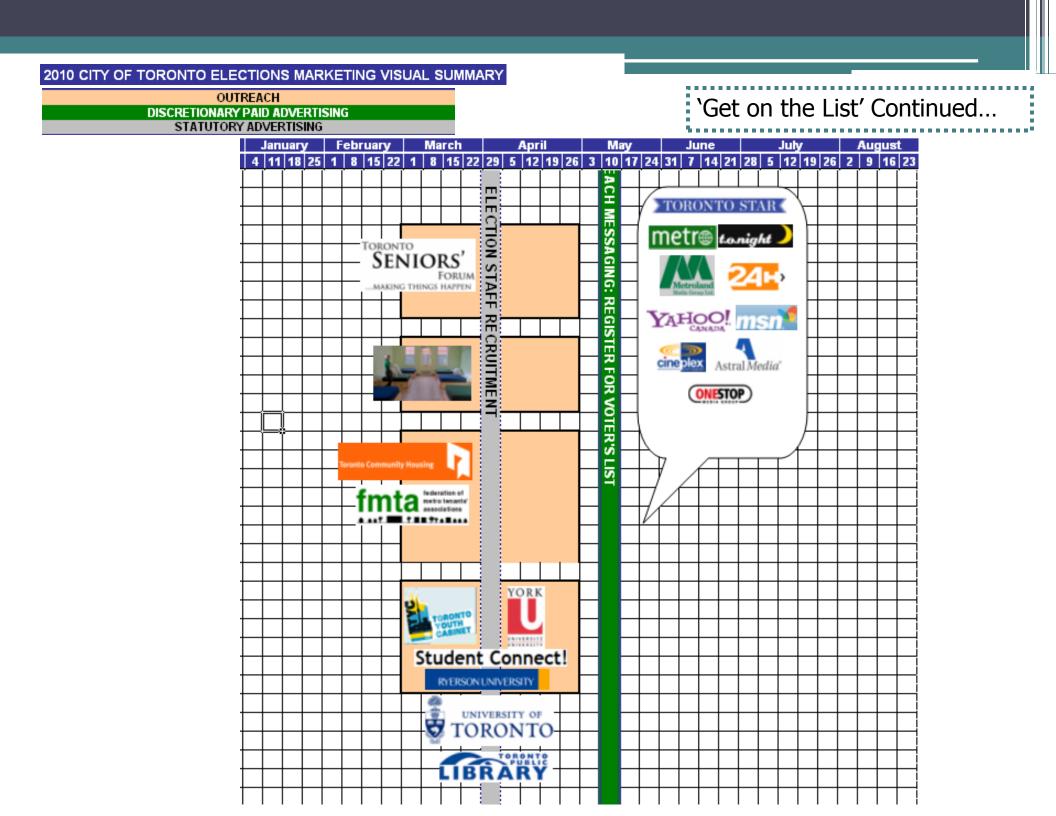
- Website
- Social Media
- Advertising & Promotion
 Online and Print Advertising
 - Printed Materials
- Media Relations
- Transit Shelter, Banners and Posters



OUTREACH DISCRETIONARY PAID ADVERTISING STATUTORY ADVERTISING



'Get on the List'



Election Awareness Campaign

- Key Election Messages
 - New date- October 25, 2010
 - New voter ID requirements
 - Accessibility
 - New advance vote technology (to allow voters who are disabled to vote independently)
 - Importance of election
 - Voters' list revision period (early Sept)
 - How to vote
 - Where to vote
 - Advance vote dates

City Partnerships

- Toronto Public Library
- Social Development, Finance and Administration
- Toronto Community Housing
- Civic Engagement Office
- Shelter, Support and Housing Administration
- Parks and Recreation
- Long Term Care
- Public Health
- 311

Community Partnerships

- Direct connections to community groups
- Understanding their community's needs
- Access to in-kind resources
- Education and awareness
- Engagement
- Recruitment for election day positions