

# 2010 Election Community Engagement Program

Presented to Executive Committee  
November 24, 2009



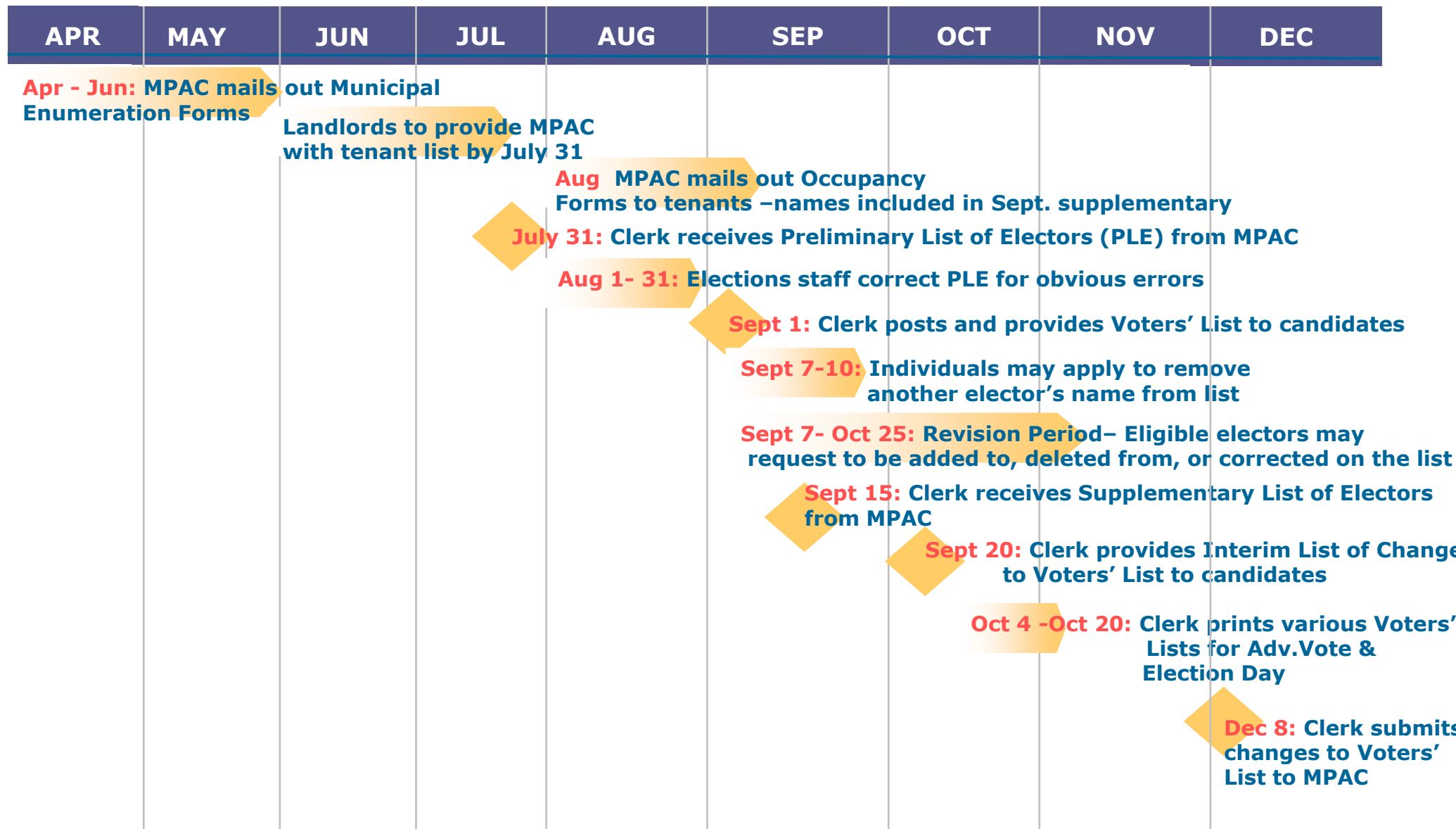
# 2006 Election

- 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



# 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

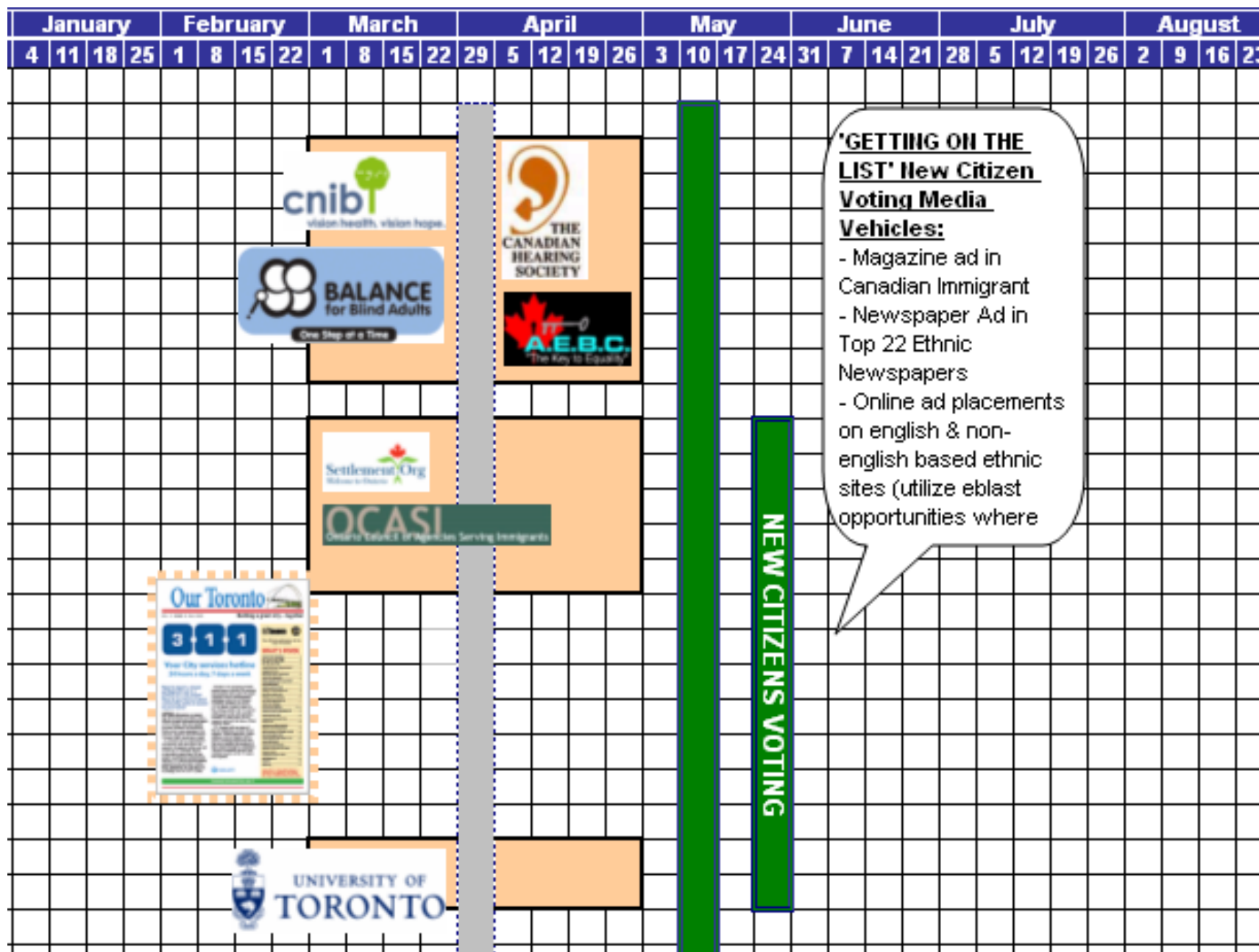
# Communication Tactics

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

## 2010 CITY OF TORONTO ELECTIONS MARKETING VISUAL SUMMARY

OUTREACH
DISCRETIONARY PAID ADVERTISING
STATUTORY ADVERTISING

'Get on the List'

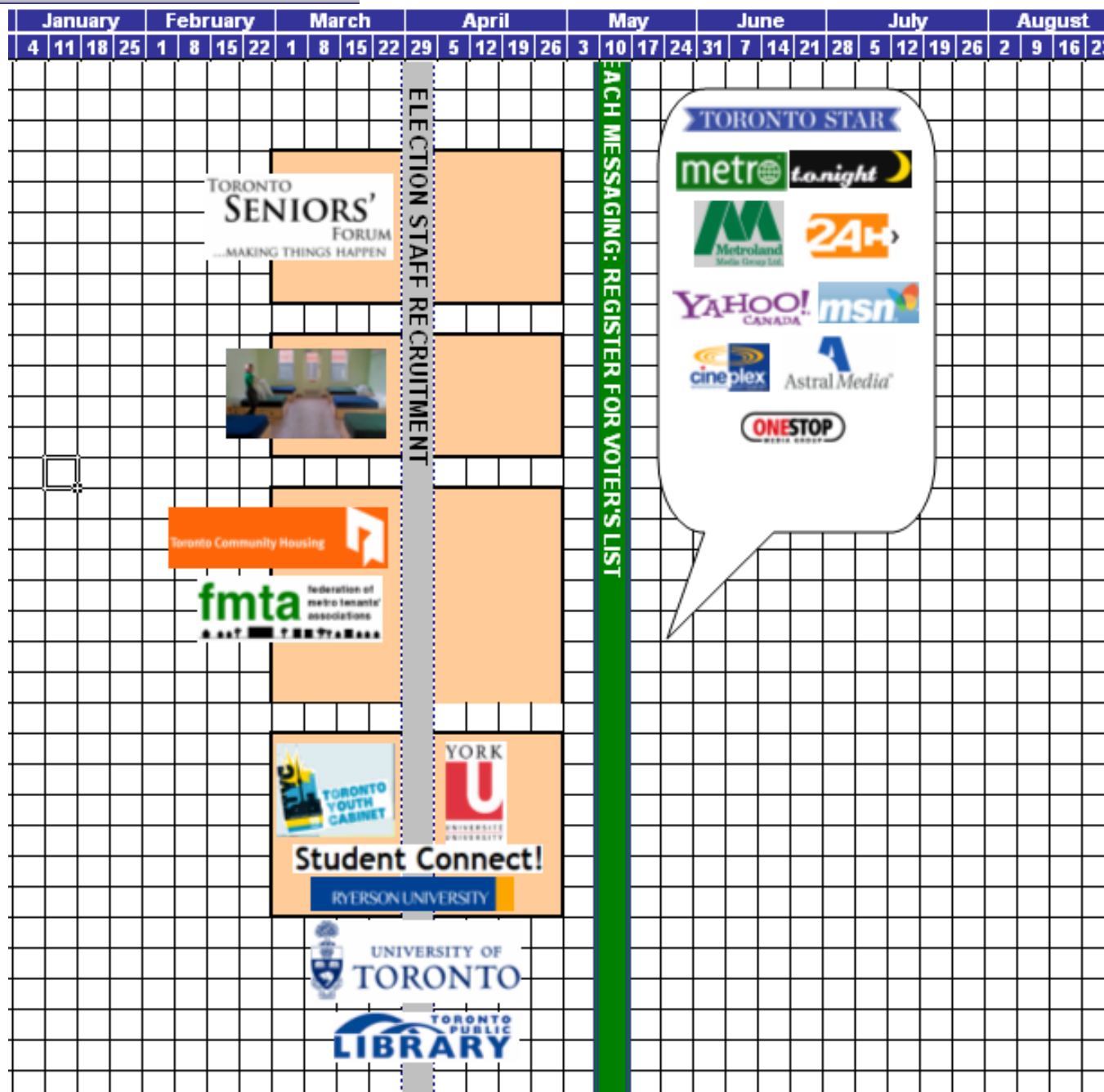




# 2010 CITY OF TORONTO ELECTIONS MARKETING VISUAL SUMMARY

OUTREACH
DISCRETIONARY PAID ADVERTISING
STATUTORY ADVERTISING

'Get on the List' Continued...



# 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