

# Special Committee of the Whole Agenda

1. Introduction & General Overview
2. Presentation by 2018 Election Team
3. Presentation by Nicole Goodman
4. Questions
5. Lunch
6. Presentation on Ranked Ballot Election
7. Discussion

# VOTE



Newmarket

## **2018 Municipal Election Post-Election Review**

May 14, 2019  
Special Committee of the Whole

# **PRESENTATION AGENDA**



- 1. Newmarket's 2018 Election Model**
- 2. Risk Mitigation and Challenges**
- 3. Successes**
- 4. Improvement Areas**
- 5. Future Considerations**

# Election Model



- **10 day Voting Period (October 13 to 22) with online voting available 24/7**
- **226 Hours of Continuous voting**
- **Voter Assistance offered at:**
  - 2 kiosks at Municipal Offices – 10 days of voting
  - 9 Special Voting Locations (Retirement & Nursing Homes)
  - 8 Multi-Residential Buildings (Apartments & Condos)
  - Voter Assistance at Magna Centre and Ray Twinney for 4 days
- **Two person “street team” available for appointments for residents throughout all 10 days of voting**

# Brand Development



# Iconography



# Accessibility



Standup Banner 36" x 80"

**VOTE** |   
Newmarket

**October 13 to 22**

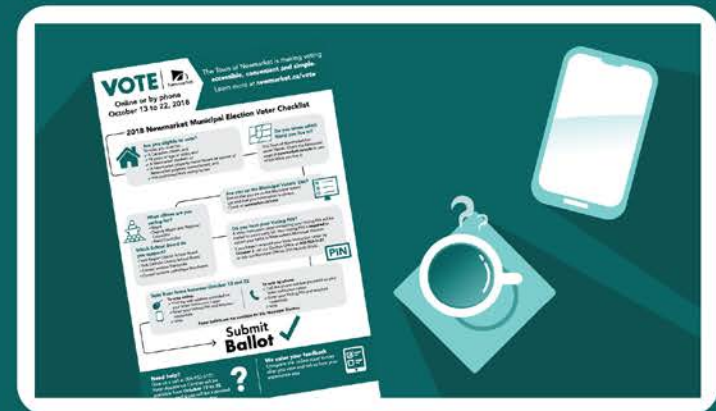
**HOW ARE YOU  
VOTING?**

-  **Computer**
-  **Mobile Device**
-  **Telephone**

**10 DAYS,  
3 WAYS.**

[newmarket.ca/vote](http://newmarket.ca/vote)

Social Media Post



Road Sign 93" x 58"

**Did you get your  
Voting PIN?**

**Voting starts: October 13 at 10 a.m.**  
**Voting ends: October 22 at 8 p.m.**

- 
- 
- 

[newmarket.ca/vote](http://newmarket.ca/vote)



# Marketing





# Communications

## 3 Phases

1. **Online and Telephone Voting**
2. **Get on the Voters' List**
3. **Vote!**



# Communications - Tools & Tactics

- Partnership with City of Markham
- Cobs Bread incentive program
- Translation of key information



## Communications - Tools & Tactics



- **Microsite and social presence**

**30,565**

page views over  
8 month period

**5 mins**

avg. user spent  
on candidate page

**20,069**

page views  
on candidate page

**178**

social media posts  
with #NewmarketVotes

**7,615**

organic impressions  
on twitter

**270,449**

total impressions  
on social media

- **Radio and Videos**
- **Vehicles and Robocalls**
- **Signage**
- **Newspaper and other traditional advertisement**

## VOTE



## 2018 NEWMARKET MUNICIPAL ELECTION



[newmarket.ca/vote](http://newmarket.ca/vote)  
905-953-5121  
[elections@newmarket.ca](mailto:elections@newmarket.ca)

OFFICE	CANDIDATES
Mayor	Talib Ansari * John Taylor Joe Wamback
Deputy Mayor and Regional Councillor	Chris Emanuel Joan Stonehocker Tom Vegh
Ward 1 Councillor	Naqi Ahsan Grace Simon Rohit Singh
Ward 2 Councillor	Bill Kukulewich Victor Woodhouse
Ward 3 Councillor	Jane Twinney Jack Zangari
Ward 4 Councillor	Trevor Morrison Grant Waddell Melissa Williams
Ward 5 Councillor	Ron Eibel Bob Kwapis
Ward 6 Councillor	Kelly Broome - Acclaimed
Ward 7 Councillor	Christina Bisanz - Acclaimed
York Region District School Board	Kristine Carbis Linda Gilbert Martin Van Beek Bessie Vlasis
York Catholic District School Board	Shawn Gaudet Theresa McNicol
Conseil scolaire Viamonde	François Guérin Karine Ricard
Conseil scolaire catholique MonAvenir	Kathleen Beal Maxime Papillon

### Attention high school students!

Do you need volunteer hours?

Check out an exciting volunteer opportunity as a Greeter for the 2018 Newmarket Municipal Election.

Visit [newmarket.ca/vote](http://newmarket.ca/vote) for more information!



### Need assistance with voting?



Call 905-953-5121 or visit a Voter Assistance Centre for in-person help from **October 19 to 22** at the Magna Centre (800 Mulock Drive) or Ray Twinney Recreation Complex (100 Eagle Street West).

The Town will be at multi-residential, long-term care facilities, and retirement homes to provide assistance with voting.

**NEW!**

### Need special accommodations? We can come to you!

Call us at 905-953-5121 to book an appointment with our Election Street Team if you need special in-home assistance.



## WHERE DO I VOTE?

Vote from anywhere! All you need is an internet or telephone connection. You can vote at home, at work, or in transit.

Skip the line this Municipal Election.

## WHEN DO I VOTE?

Vote anywhere, anytime from **10 a.m. EDT on October 13 to 8 p.m. EDT on October 22**

**REMEMBER:** There are no paper ballots!

## HOW DO I VOTE?

Make sure you're on the Municipal Voters' List! Get on the list at [newmarket.ca/vote](http://newmarket.ca/vote). By ensuring you're on the list, you will get your Voter Instruction Letter in the mail any day now! Call us at 905-953-5121 if you haven't received it by early October.

If you check, confirm or register your voter information, you're automatically entered to win bread for a year, or 1 of 10 \$50 gift cards from COBS Bread.



## Travelling or away at school?



**NOT TO WORRY,** you can still vote by visiting the web address or calling the phone number on your Voter Instruction Letter, no matter where you are in the world!

## Not sure how voting will work?

Register for a **FREE** course at the Newmarket Seniors' Meeting Place (474 Davis Drive) or the Newmarket Public Library (438 Park Avenue) to learn how to vote.



Seats are limited, so sign up today at [play.newmarket.ca](http://play.newmarket.ca)

**\*IMPORTANT NOTICE:**  
Mayoral Candidate Talib Ansari has notified the Clerk that he will no longer be seeking Office in the 2018 Newmarket Municipal Election. As the Municipal Elections Act, 1996 does not allow for removal of candidate names from the ballot after the Candidate Nomination Period has closed, his name will still appear on the online and telephone ballot.



# Communications



## Are you on the Municipal Voters' List?

- ✓ Canadian citizen
- ✓ 18+ years of age
- ✓ Newmarket resident
- ✓ Newmarket property owner/tenant  
OR spouse of  
Newmarket property owner/tenant
- ✓ Not prohibited from voting by law

Check your information  
or get on the list at  
[newmarket.ca/vote](https://newmarket.ca/vote)



#newmarketvotes

Êtes-vous sur la liste électorale municipale?  
Vérifiez vos informations ou inscrivez-vous  
sur [newmarket.ca/vote](https://newmarket.ca/vote).

您的名字在市政选民名单上吗?  
查看您的信息或访问  
[newmarket.ca/vote](https://newmarket.ca/vote)上的名单

您的名字在市政選民名單上嗎?  
檢視您的資訊或瀏覽  
[newmarket.ca/vote](https://newmarket.ca/vote)上的名單

Вы в списке муниципальных избирателей?  
Проверьте свою информацию или зайдите  
в список на [newmarket.ca/vote](https://newmarket.ca/vote).

آیا در لیست رای دهندگان شهرداری هستید؟  
اطلاعات خود را بررسی کنید یا در تارنمای  
[newmarket.ca/vote](https://newmarket.ca/vote) خود را وارد لیست نمایید

Siete nella lista elettorale municipale?  
Verificate le vostre informazioni o registratevi  
su sito [newmarket.ca/vote](https://newmarket.ca/vote).

If you require this information in  
an alternative format, please  
contact the Town of Newmarket  
at 905 895 5193

# Outreach

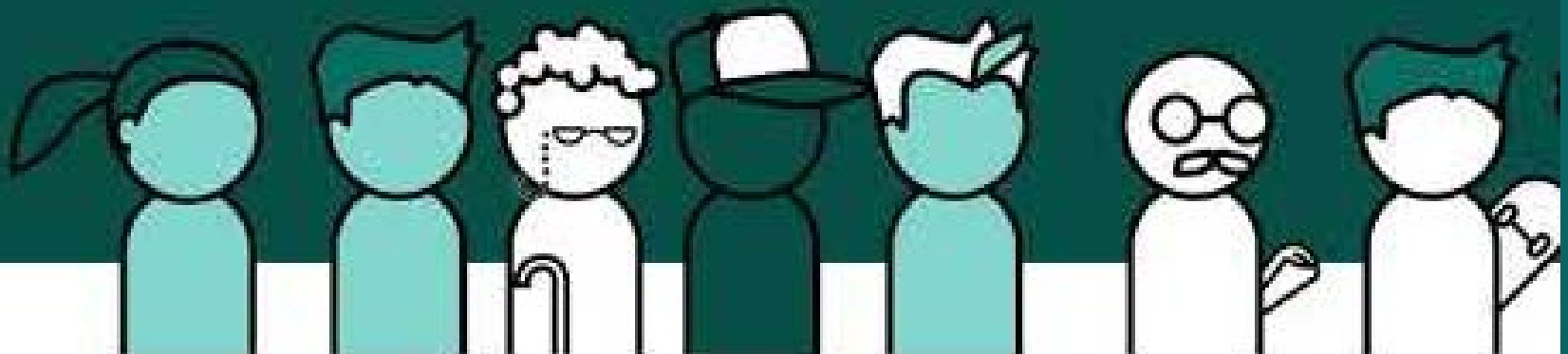
## The Elections Team was out at the following Town and community events:

- ✓ Newmarket Home Show
- ✓ Seniors' Open House
- ✓ Newmarket Farmers' Market
- ✓ Touch-A-Truck
- ✓ York Region Pride Fest
- ✓ Canada Day
- ✓ Culture Bridge
- ✓ Garlic Fest
- ✓ New'bark'et
- ✓ CYFS Newmarket Open House





## Don't wait in lines



# Risk Mitigation

- **All election models (paper, vote-by-mail, touch screen, tabulators, telephone, online) have inherent risks.**
- **The key for election administrators is to identify, understand & manage the risks of a chosen model.**
- **Greater public awareness & skepticism around internet security & privacy requires more rigor around risk management & mitigation.**
- **The spread of misinformation via social media, etc. contributes to the erosion of public confidence in election processes.**

# Risk Mitigation: Online Voting Security



## **Risk:**

Computer viruses or hacker-orchestrated denial of service attacks, power outages, or network disruptions.

## **Mitigation Strategies:**

- Independent audit of voting platform
- Vendor threat assessment tool running throughout the voting period
- Segregated network for VAC Kiosks
- Additional redundancies at VACs: Uninterrupted Power Supply, mobile WiFi hotspots

# Risk Mitigation: Access

## **Risk:**

“Digital divide” between those with computers and access to the internet and those without.

## **Mitigation Strategies:**

- Voter Assistance Centres
- Offered at home assistance
- Free public WiFi network access at all Town facilities
- Telephone voting



# Risk Mitigation: Voters' List

## **Risk:**

Quality of the Voters' List.

## **Mitigation Strategies:**

- Promote MPAC Voterlookup (May-August) & the Town's Online Voter Registration tool (September-October) for making revisions online
- Training of Library staff in use of online Voter Registration tool to assist patrons
- Door to Door enumeration targeted 1351 new homes, and 488 ADU's
- Kiosk at Municipal Offices with Online Voter Registration tool available
- COBS Bread sponsorship providing voucher and prizes to encourage electors to check the list and add themselves
- "Are you on the Voters' list" banners at key Town facilities

# Risk Mitigation: Fraud/Coercion

## **Risk:**

Opportunities for vote buying & voter suppression.

## **Mitigation Strategies:**

- System security protocols to flag IP addresses casting multiple ballots
- Active communication of the penalties associated with electoral fraud & individual voter responsibilities



# Risk Mitigation: Voter Confusion

## **Risk:**

Change in methodology from previous elections.

## **Mitigation Strategies:**

- Robust communications strategy and public outreach plan to ensure residents were well informed of the election
  - Key voter information translated in 6 most common languages in Newmarket
  - Strong presence in the community leading up to the voting period

# Risk Mitigation: Voter Confusion (Cont'd)

# VOTE



## Vote with Confidence

Issued jointly by:

**1.** It is your democratic right to vote for the candidates of your choice

**2.** Contact your Election Office immediately if you are asked to share your Voting PIN via email, text or social media or in person

**3.** Say something if you see something suspicious, we are here to help

**4.** Contact your Election Office immediately to get a new Voting PIN if you lose yours (the old PIN will be deactivated)

**1.** Never share your Voting PIN — it's unique to you (municipal staff, candidates and law enforcement officials should never ask for it)

**2.** It's illegal to vote using a Voting PIN that is not yours

**3.** You can't vote more than once in a municipality, no matter how many voting days there are or how many properties you own/rent

**4.** Never post a photo or selfie with your ballot on social media or elsewhere — it's illegal

**5.** Never use a candidate's mobile device/tablet to vote or share proof of whom you voted for with anyone

**Our reliable online voting technology ensures:**

- You can verify that your ballot has been successfully submitted
- You receive maximum privacy, accessibility and convenience
- You are doing your part to be environmentally friendly

**VOTE**

**markham votes**

Online or by phone  
October 13 – 22, 2018  
newmarket.ca/vote  
905-953-5121  
elections@newmarket.ca

Online or by phone  
October 12 – 22, 2018  
markhamvotes.ca  
905-477-7000 x8683 (VOTE)  
vote@markham.ca

## VOTE

Online or by phone  
October 13 to 22, 2018

The Town of Newmarket is making voting **accessible, convenient and easy** for the 2018 Municipal Election. Find out how at [newmarket.ca/vote](http://newmarket.ca/vote)

### 2018 Newmarket Municipal Election Voter Checklist

**Are you able to vote?**  
To vote, you must be:  
✓ A Canadian citizen; and  
✓ 18 years of age or older; and  
✓ A resident of the Town of Newmarket; or  
✓ A non-resident who is, or whose spouse is, an owner or tenant of land in the Town of Newmarket; and  
✓ Not prohibited from voting by law.

**Do you know which Ward you live in, and which School Board you support?**  
The Town of Newmarket has seven Wards. Check to see what Ward you live in at: [newmarket.ca/wardmap](http://newmarket.ca/wardmap)

**What offices are you voting for?**  
✓ Mayor  
✓ Deputy Mayor and Regional Councillor  
✓ Ward Councillor  
✓ Regional Chair  
✓ York Region District School Board  
✓ York Catholic District School Board  
✓ Council scolaire Viamonde  
✓ Conseil scolaire catholique MonAvenir

**Are you on the Municipal Voters' List?**  
Ensure that you are on the Municipal Voters' List and that your information is correct. Visit [newmarket.ca/vote](http://newmarket.ca/vote)

**Do you have your Voting PIN?**  
A Voter Instruction Letter containing your PIN will be mailed to you in early fall. Your Voter Instruction Letter is required to submit your ballot in Newmarket's Municipal Election. If you haven't received your Voter Instruction Letter by **October 9**, call our Elections Office at **905-953-5121** or visit our Municipal Offices (395 Mulock Drive).

**Vote online or by phone from October 13 to 22**

**To vote online:**  
✓ Visit the web address provided on your Voter Instruction Letter  
✓ Enter your PIN and date of birth  
✓ Submit your ballot

**To vote by phone:**  
✓ Call the phone number provided on your Voter Instruction Letter  
✓ Enter your PIN and date of birth  
✓ Submit your ballot

**Need Help?**  
For voters who require special assistance, the Town of Newmarket will have Voting Assistance Centres available from **October 19 to 22**. Locations and times will be indicated in your Voter Instruction Letter. **Please note, paper ballots are not available for this election!**

**Provide your Feedback**  
Complete the online voter survey after you vote and tell us how your experience was.

**Confirm VOTE**

[newmarket.ca/vote](http://newmarket.ca/vote)  
[elections@newmarket.ca](mailto:elections@newmarket.ca)  
905-953-5121

**VOTE**

# Successes: Voters' List

**VOTE**



**1974 Voters added  
to the Voters List**



**511 Voters moved  
to new addresses**



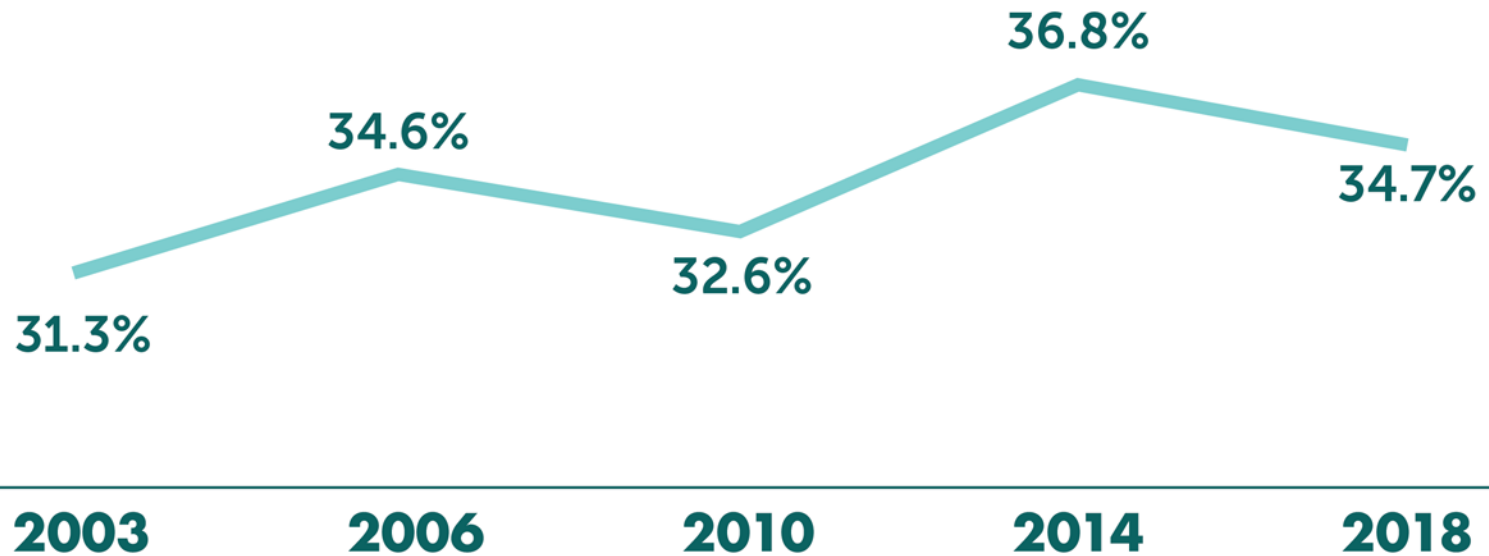
**640 Voters were  
added using the online  
registration tool**



**3397 Voters  
information updated**

## Successes: Voter Turnout

### Newmarket Voter Turnout

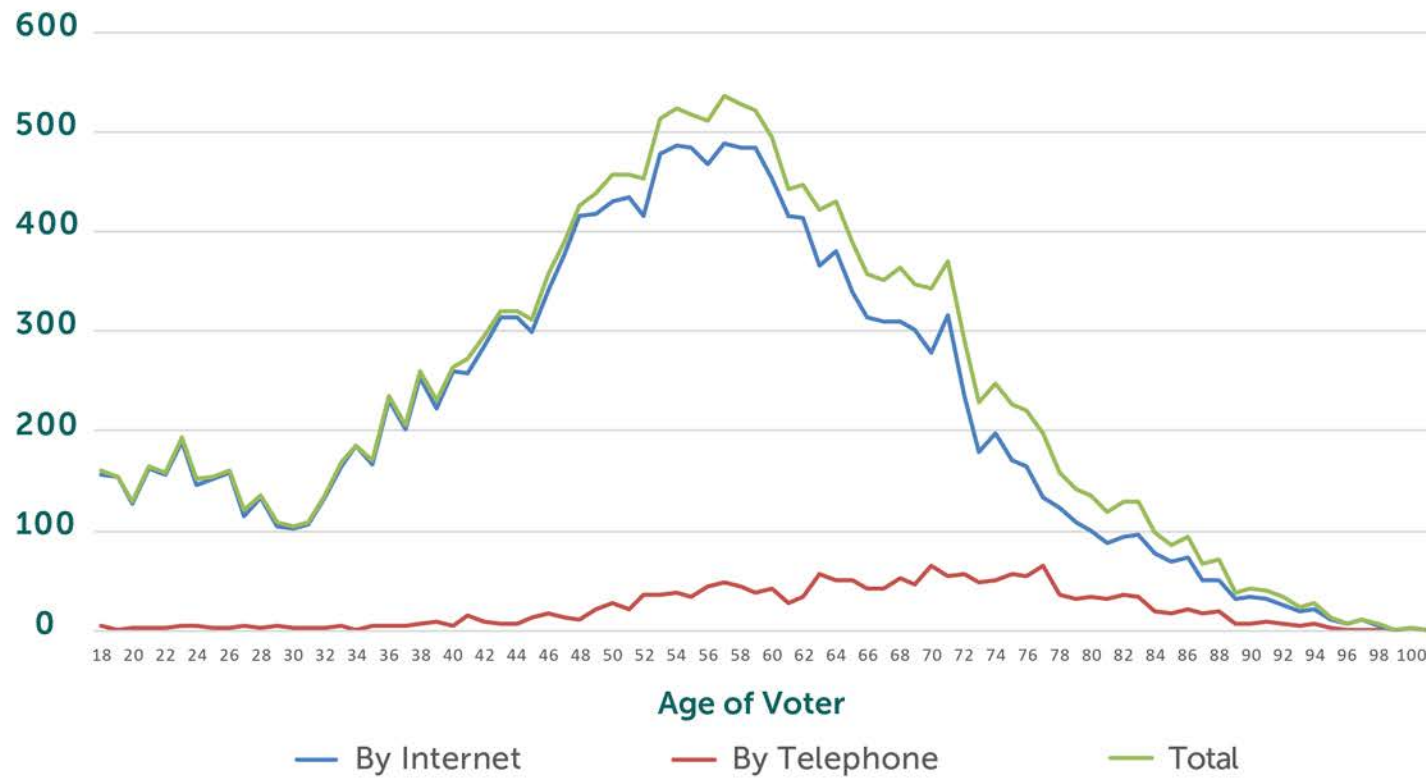


# Successes: Who Voted in 2018

**VOTE**



## Voters by Age and Voting Method



# Successes: Was Voting Easy, Convenient and Accessible?



**1769**

votes cast between  
9 p.m. and 5 a.m. over  
10 days of voting (9%)

**118**

votes cast between  
midnight and 5 a.m. over  
10 days of voting (1%)

**2438**

votes cast between  
6 p.m. and 8 p.m.  
October 22 (12%)

**1%**

of votes were recorded  
as being cast outside Canada

**60%**

of votes were recorded  
as being outside Newmarket

**2%**

of votes were cast  
at a Voter Assistance Centre at  
Multi-Residential Buildings

**Approximately 1%**

of votes were cast at a  
Special Voting Location  
(Retirement, Nursing Homes)

**Approximately 8%**

of voters voted at a  
Voter Assistance Centre or Town facility



# Hearing from our Residents

# VOTE



**Simon Prine**  
@simonprine

Following

Replying to @TownofNewmarket

Can not express how much I love the online voting. Another win for Newmarket.

6:22 PM - 22 Oct 2018



**Queen K**  
@jk\_itsjacque

Follow

Shoutout to @TownofNewmarket for the incredible election website this year! Love that I can vote online from anywhere, and the very easy to read candidates list that provides all websites and contact information so I can make an educated vote this Saturday!

10:27 AM - 10 Oct 2018



**Jesse Stockall** @JesseStockall · 11h

Just submitted my votes in the @TownofNewmarket and @YorkRegionGovt election from my mobile phone while watching the hockey game. Online voting was easy. I'm interested to see what the turnout was, especially amongst the less technologically savvy



**Jeff Cowie**  
@JeffCowie5

Follow

@TownofNewmarket just voted online. Simple and easy process, well done! This should increase our voter turnout, no excuses guys! #NewmarketVotes

3:44 PM - 13 Oct 2018



**Jeremy Slessor** @jslessor30 · 10m

Take THAT democracy! Just voted online for the @TownofNewmarket's municipal election. Super easy and fast voting online.



**Stacey Crook**

Conversation Starter · Yesterday at 2:32 PM

I just voted! It's very, very easy to do online! To any seniors or technically challenged people out there feeling apprehensive about the new voting style, there are places you can go for assistance but honestly, as long as you have access to the internet, you can do it!! I am not a tech person at all (ask anyone who knows me) and I did it with the greatest of ease! Everything you need to know is on the letter you were sent by the town that has your PIN on it. [evote.newmarke...](#) See More

  Tania Ferus Schumaker and 16 others

8 Comments



**Michael Parvizian** @MParvizian · 1m

No matter how big or small the election, each voice counts (and matters). Way to make voting accessible to residents by having an online platform! Really appreciated by students like me who are trying to be politically engaged while away studying at university @TownofNewmarket

# Improvement Areas

## **Voters' List**

- Continue to improve enumeration efforts

## **Expansion of the “street team” program**

- To encourage voters to make appointments including at multi-residential buildings

## **Provision of touch-screen devices**

- Rather than laptops for elderly voters

# Future Considerations

- **Updated independent risk assessment of online voting & scan of cybersecurity environment**
- **Expanded third party audit of online voting system**
  - Comprehensive code review
  - Privacy Impact Assessment (PIA)
- **Expanded audit & testing of integration between online voting & online Voters' List management vendor (Datafix)**
- **PIA of online Voters' List management vendor**

## Future Considerations (Cont'd)

- **Legislative Reform**

- Support the development of legal, technical, & operational standards & guidelines for online voting.
- Continue to advocate for stronger regulations & enforcement surrounding electoral fraud & voter coercion.
- Continue to lobby for Voters' List reform.