



Lessons Learned from the 2014 Municipal Election and Proposed Improvements for 2018



Municipal Voting Process

- Four advance voting opportunities
- Advance mail ballot voting
- Twelve Voting Places on Election Day
- 24,665 ballots cast (up 43% over 2011)
- Electronic check-in and vote counting



New Voting Initiatives

- Electronic voter registration and check-in
- Advance voting – Our Place
- Advance voting – UVic
- Increased mail ballot use



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Voting Process Improvement

- Expand special voting opportunities
- Expand advance voting opportunities
- Expand use of electronic voter check-in
- Evaluate Voting Place facilities
- Create new signs for Voting Places



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Election Improvements

Follow-up with Provincial Officials to:

- Advocate for earlier nomination period
- Clarify scrutineers' role in Voting Places
- Improve candidate financial disclosures



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Voter Engagement Strategy

Increase turnout in municipal elections by:

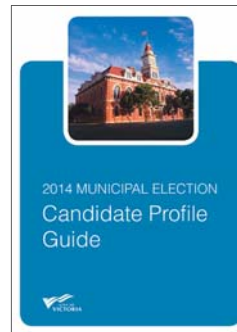
- Building voter interest and awareness
- Improving access to candidate information
- Supporting ongoing dialogue on the election



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New Engagement Tools

- Candidate Profile Guide
- "Future Voter Program"
- Newspaper wrap with municipal partners
- Electronic billboard at Save-On-Foods Memorial Centre
- Blog post on Election Day to support voting
- Live webcast of election results



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Engagement Impacts

- Highest Victoria voter turnout (39%)
- Most positive public feedback on:
 - Candidate Profile Guide
 - Times Colonist election wrap
- Future Voter program a hit with families



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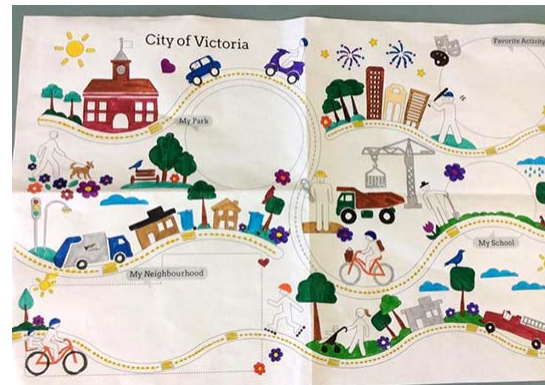
Engagement Impacts

- Increased social media engagement



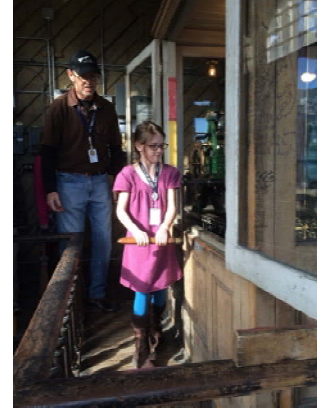
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Mayor for a Day



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<http://vancouverisland.ctvnews.ca/mobile/video?clipId=556103>



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Lessons Learned

- Voters valued having more information
- Voter awareness supported higher turnout
- Cooperation with other municipalities valued
- Multiple engagement strategies effective
- More consistent amenities at Voting Places



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Lessons Learned

- Tailor voting opportunities to voter needs
- Use new technology to improve voter experience and Voting Place efficiency
- Use new strategies to encourage turnout
- Increase cooperation with municipal partners
- New format for election results webcast



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Councillor Feedback

- How can the City improve voter engagement?
- How can the City improve the voting process?
- How can the Province improve the municipal election process?

