 <b>COBOURG</b>	<b>THE CORPORATION OF THE TOWN OF COBOURG</b>	
	<b>STAFF REPORT</b>	
TO:	Mayor and Council Members	
FROM:	Brent Larmer	
TITLE:	Municipal Clerk/Manager of Legislative Services	
DATE OF MEETING:	January 7, 2019	
TITLE / SUBJECT:	2018 Town of Cobourg Municipal Election Final Report	
REPORT DATE:	December 14, 2018	File #:

1.0 STRATEGIC PLAN  
Not Applicable

2.0 RECOMMENDATION

THAT Council receive the 2018 Town of Cobourg Municipal Election Final Report for information purposes; and

FURTHER THAT based on the successful delivery of the 2018 Municipal Election and demonstrated convenience, efficiency, accessibility and cost benefit to the ratepayers and electors of the Municipality, that Council implement Alternative Voting methods for the 2022 Municipal Elections for the Town of Cobourg.

3.0 ORIGIN

On April 24, 2018, Council adopted By-law No.023-2017 to authorize the use of alternative voting methods (internet and telephone) in the 2018 Town of Cobourg Municipal and School Board Elections. In addition on April 24<sup>th</sup>, 2018 Municipal Council adopted By-law No.024-2017 authorizing the municipality to enter into an agreement with Intelivote Systems Inc. to provide internet and telephone voting services for the 2018 Municipal and School Board Elections.



On April 4, 2016, the Ontario Minister of Municipal Affairs and Housing, introduced Bill 181, the Municipal Elections Modernization Act, 2016 (MEMA). The MEMA received Royal Assent on June 9, 2016. This act brought significant changes within the Municipal Election Act, 1996 (MEA) including the option of utilizing ranked ballot elections for offices on Municipal Councils. Some other important amendments were made including a number of changes to the election calendar, including a reduction in the length of the nomination period of May 1<sup>st</sup>, 2018 to July 27<sup>th</sup>, 2018, the implementation of a regime regulating third party advertising and involvement in the election process, the requirement of twenty-five (25) endorsement signatures needed to accompany a Candidates nomination, clarification respecting what constitutes an election advertisement and how a candidate may avoid the automatic penalties contained in the MEA for failing to file their financial statement and the circumstances under which a candidate's filing fee may be refunded.

Bill 181 and the changes that the Municipal Elections Modernization Act (MEMA) made for the 2018 Municipal Elections constituted the most significant update to the *Municipal Elections Act* (MEA) and the conduct of Municipal elections in Ontario within the last 20 years. In 2019 the changes will be reviewed by Ontario Municipal Clerks to provide to the Provincial Government with comments on what was successful and what was problematic expressed by Councils, Municipal Candidates, Municipal Clerks and other interested parties

#### 4.0 BACKGROUND

The Town of Cobourg retained Intelivote Systems Inc. to provide internet and telephone voting services for the 2018 Municipal and School Board Elections. Voting in Cobourg were offered for a continuous eight (8) day Voting Period from October 15, 2018 at 10:00 A.M to October 22, 2018 at 8:00 P.M. In person 'Voter Help' Centres were also offered at two locations (Victoria Hall and Cobourg Public Library) throughout the Voting Period including one (1) Saturday using Laptop's and Touch Screens for E-voting Kiosks for those electors who needed technology support for the uses of Alternative Voting.

The Town of Cobourg has long been a leader in progressive and innovative municipal election delivery, being among the first municipalities to employ digital scan voting tabulators in the 2003 Municipal Election and also with the use of Alternative Voting Methods (Telephone and Internet Voting) from 2006 until the most recent 2018 Municipal School Board Elections. The Town of Cobourg, along with past and current Municipal Councils should be proud of its continued leadership in improving and evolving the delivery of elections to reflect changing lifestyles and technologies, while still maintaining the integrity of the election process and working within the confines of provincial legislation.



## 5.0 ANALYSIS

The Town of Cobourg Municipal and School Board Election was a considerable success with the contribution of a year and a half of preparations all the way through to the October 22<sup>nd</sup>, 2018 election night results. The substantial contributions of the Information and Technology Department, the Communications Manager, and other Municipal Employees helped by contributing to helping enable the Legislative Services/Clerks Department to provide an innovative alternative voting method election that provided convenience and accessibility for Cobourg eligible electors to cast their ballot.

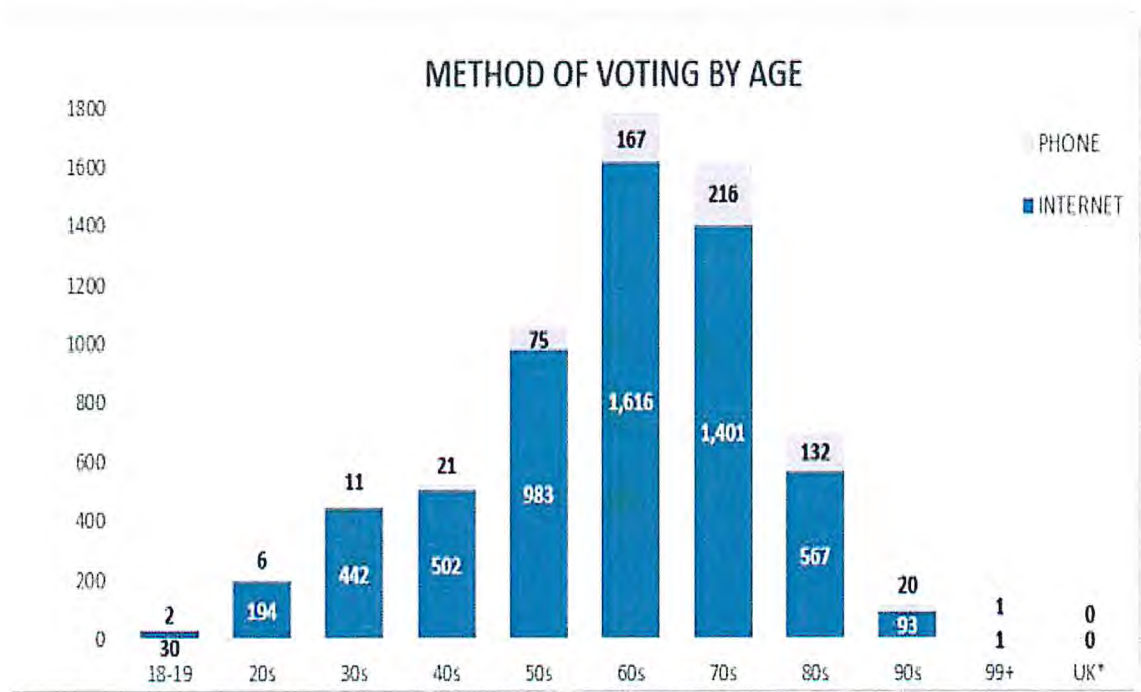
### Results/Statistics

The following pages provide an analysis of the 2018 Municipal Election Statistics for information purposes. These graphs, tables and statistics have been put together as a final report from Intelivote System Inc, on the details on the Cobourg Municipal Election.

	Information Base	Number	%
1	Number of eligible electors in system.	14,869	
2	Number of electors who cast at least one ballot.	6,480	
3	Participation rate.	43.6%	
4	Voters who used the Internet to vote.	5,829	90.0%
5	Voters who used the phone to vote.	651	10.0%
6	Number of voters on the elector list with age listed.	14,637	98.44%
7	Number of voters with no age listed.	232	1.56%
8	Other Canadian Provinces votes - Total phone and Internet votes from 2 provinces. (ON, QC)		0.00%
9	United States votes - Total phone and Internet votes from 6 US states. (CA, FL, IL, MA, NC, NJ).		0.00%
10	Total Internet votes from outside North America. (Spain, St. Maarten)		0.00%
	Residency Status	Number	%
11	Total eligible electors with "Resident" status.	14,101	94.83%
12	Voters casting ballots with "Resident" status.	6,287	97.02%
13	Total eligible electors with "Non-Resident" status.	768	5.17%
14	Voters casting ballots with "Non-Resident" status.	193	2.98%
	Occupancy Status	Number	%
15	Total eligible electors with "Owner" status.	9,779	65.77%
16	Voters casting ballots with "Owner" status.	4,950	76.39%
17	Total eligible electors with "Spouse" status.	413	2.78%
18	Voters casting ballots with "Spouse" status.	229	3.53%
19	Total eligible electors with "Tenant" status.	2,866	19.28%
20	Voters casting ballots with "Tenant" status.	971	14.98%
21	Total eligible electors with "Boarder/Other" status.	1,811	12.18%
22	Voters casting ballots with "Boarder/Other" status.	330	5.09%

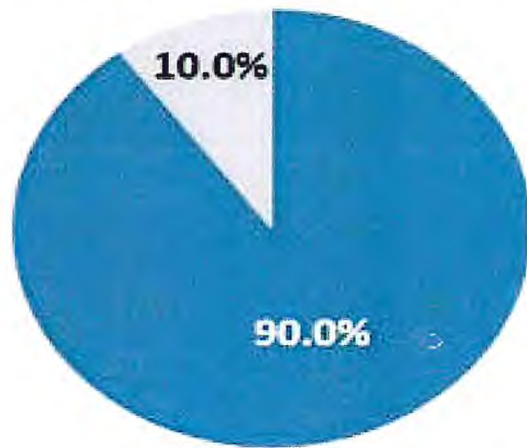
Age Breakdown of Who Voted					
Age	ELIG.	VOTED	INTERNET	PHONE	% Part.
18-19	122	32	30	2	26%
20s	1,210	200	194	6	17%
30s	1,648	453	442	11	27%
40s	1,553	523	502	21	34%
50s	2,537	1,058	983	75	42%
60s	3,080	1,783	1,616	167	58%
70s	2,675	1,617	1,401	216	60%
80s	1,439	699	567	132	49%
90s	359	113	93	20	31%
99+	14	2	1	1	14%
UK*	232	0	0	0	0%
<b>Total</b>	<b>14,869</b>	<b>6,480</b>	<b>5,829</b>	<b>651</b>	<b>43.6%</b>

UK\* = Unknown age - not listed on elector's list.





## METHOD OF VOTING



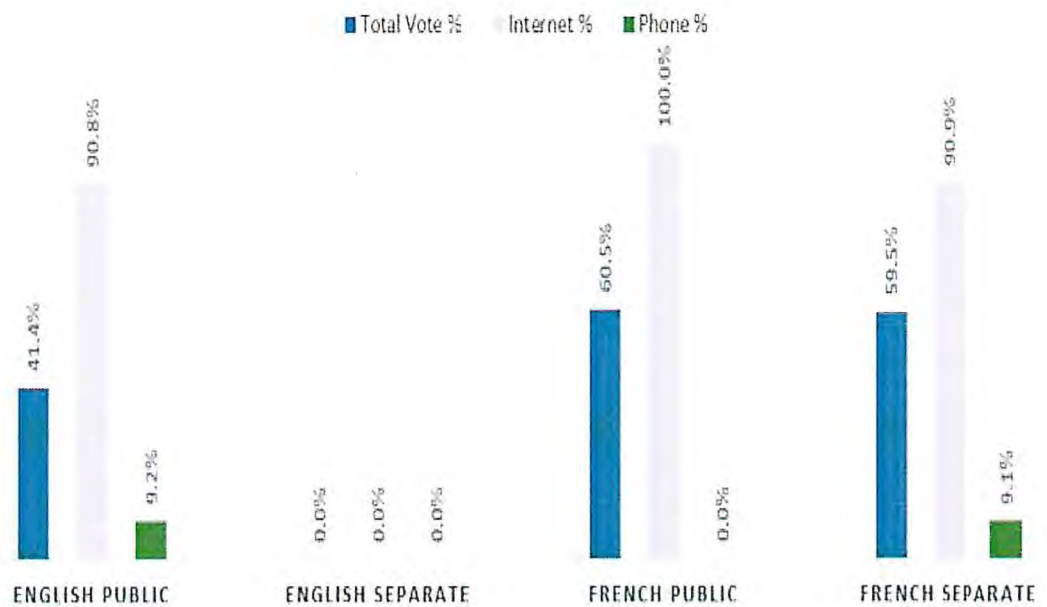
■ INTERNET ■ PHONE

			Participation				
Information Base		Total Number	%	Internet	%	Phone	%
MUNICIPAL	1 Number of eligible electors in system.	14,869					
	2 Number of electors who cast at least one ballot	6,480	43.6%	5,829	90.0%	651	10.0%
	3 Number of electors eligible to vote for Mayor ballot	14,869	100.0%				
	4 Number of eligible electors who voted for Mayor ballot ACCLAIMED	0	0.0%	0	0.0%	0	0.0%
	5 Number of electors eligible to vote for Deputy Mayor ballot	14,869	100.0%				
	6 Number of eligible electors who voted for Deputy Mayor	6,397	43.0%	5,745	89.8%	652	10.2%
	7 Number of electors eligible to vote for Council ballot	14,869	100.0%				
	8 Number of eligible electors who voted for Council ballot	6,452	43.4%	5,815	90.1%	637	9.9%
SCHOOL BOARD	9 Number of electors eligible to vote for English Public School Board ballot	13,047	87.7%				
	10 Number of eligible electors who voted for English Public School Board ballot	5,404	41.4%	4,906	90.8%	498	9.2%
	11 Number of electors eligible to vote for English Separate School Board ballot	1,620	10.9%				
	12 Number of eligible electors who voted for English Separate School Board ballot ACCLAIMED	0	0.0%	0	0.0%	0	0.0%
	13 Number of electors eligible to vote for French Public School Board ballot	38	0.3%				
	14 Number of eligible electors who voted for French Public School Board ballot	23	60.5%	23	100.0%	0	0.0%
	15 Number of electors eligible to vote for French Separate School Board ballot	37	0.2%				
	16 Number of eligible electors who voted for French Separate School Board ballot	22	59.5%	20	90.9%	2	9.1%
	17 Number of electors not associated with a School Board.	127	0.9%				

## MUNICIPAL ELECTION PARTICIPATION STATISTICS



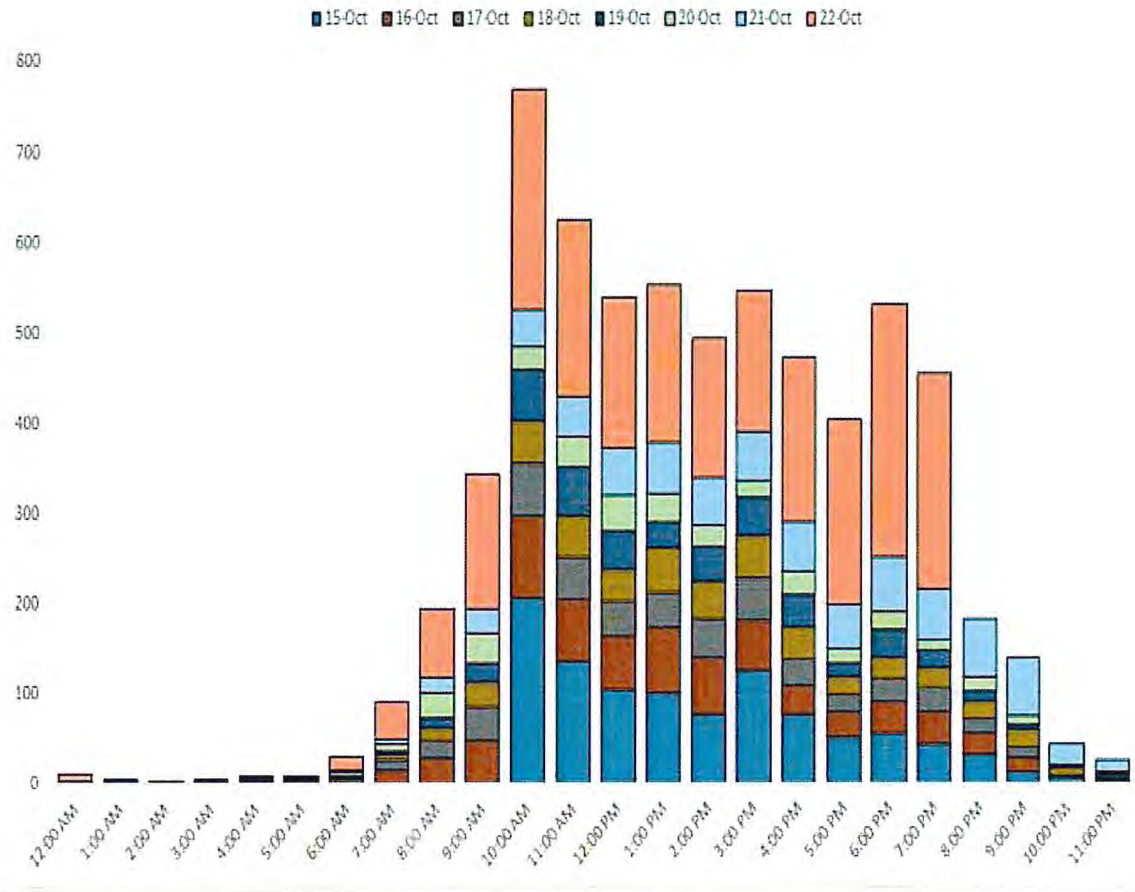
## SCHOOL BOARD ELECTION PARTICIPATION STATISTICS





Date & Time	15-Oct	16-Oct	17-Oct	18-Oct	19-Oct	20-Oct	21-Oct	22-Oct	Grand Total	%/Hr.
12:00 AM				1		2		7	10	0.2%
1:00 AM		2			1			2	5	0.1%
2:00 AM		1							1	0.0%
3:00 AM			1	1	2				4	0.1%
4:00 AM		2		1	3			2	8	0.1%
5:00 AM		3	1	2				3	9	0.1%
6:00 AM		5	1	1	1	4	3	15	30	0.5%
7:00 AM		14	12	6	5	7	6	40	90	1.4%
8:00 AM		29	19	14	12	27	17	76	194	3.0%
9:00 AM		48	38	27	20	34	27	150	344	5.3%
10:00 AM	207	90	59	46	56	26	42	245	771	11.9%
11:00 AM	136	68	47	46	54	33	46	196	626	9.7%
12:00 PM	105	59	38	36	43	38	54	167	540	8.3%
1:00 PM	101	72	40	48	30	31	57	173	552	8.5%
2:00 PM	77	63	43	41	39	24	52	155	494	7.6%
3:00 PM	126	54	48	46	44	18	54	157	547	8.4%
4:00 PM	77	31	30	36	37	24	55	182	472	7.3%
5:00 PM	51	28	20	20	14	16	49	207	405	6.3%
6:00 PM	55	35	26	24	31	19	62	279	531	8.2%
7:00 PM	44	36	26	23	18	13	57	237	454	7.0%
8:00 PM	32	23	17	19	12	16	64		183	2.8%
9:00 PM	13	15	12	19	6	10	65		140	2.2%
10:00 PM	6	2	1	8	1	3	22		43	0.7%
11:00 PM	2	3	3		2	2	15		27	0.4%
<b>Grand Total</b>	<b>1,032</b>	<b>683</b>	<b>482</b>	<b>465</b>	<b>431</b>	<b>347</b>	<b>747</b>	<b>2,293</b>	<b>6,480</b>	
<b>%/Day</b>	<b>15.9%</b>	<b>10.5%</b>	<b>7.4%</b>	<b>7.2%</b>	<b>6.7%</b>	<b>5.4%</b>	<b>11.5%</b>	<b>35.4%</b>		

### VOTER SESSIONS BY TIME



Device	Operating System	Voter Sessions	%
Computer	Linux		#####
	Macintosh		
	Windows 7		
	Windows 8		
	Windows 10		
	Windows Vista		
	Windows XP		
Smart Phone	Android		#####
	Blackberry		
	iPhone		
Tablet	Blackberry Playbook		
	iPad		
Other	iPod		
Total		0	

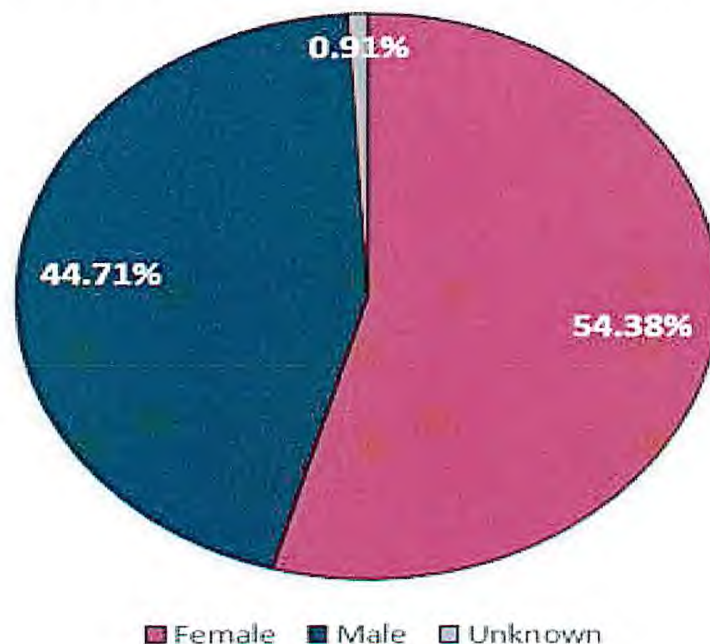


Age Breakdown of Who Voted							
Age		ELIG.	VOTED	INTERNET	PHONE	% Part.	Total Part.
18-19	F	53	15	14	1	28.3%	26%
	M	69	17	16	1	24.6%	
	UK	0	0	0	0	0.0%	
20s	F	619	108	107	1	17.4%	17%
	M	588	91	86	5	15.5%	
	UK	3	1	1	0	33.3%	
30s	F	817	247	240	7	30.2%	27%
	M	825	201	197	4	24.4%	
	UK	6	5	5	0	83.3%	
40s	F	818	277	266	11	33.9%	34%
	M	733	245	235	10	33.4%	
	UK	2	1	1	0	50.0%	
50s	F	1,358	572	533	39	42.1%	42%
	M	1,170	481	446	35	41.1%	
	UK	9	5	4	1	55.6%	
60s	F	1,712	996	900	96	58.2%	58%
	M	1,353	779	711	68	57.6%	
	UK	15	8	5	3	53.3%	
70s	F	1,462	880	743	137	60.2%	60%
	M	1,187	726	650	76	61.2%	
	UK	26	11	8	3	42.3%	
80s	F	757	355	274	81	46.9%	49%
	M	603	324	275	49	53.7%	
	UK	79	20	18	2	25.3%	
90s	F	218	73	57	16	33.5%	31%
	M	89	33	29	4	37.1%	
	UK	52	7	7	0	13.5%	
99+	F	8	1	0	1	12.5%	14%
	M	3	0	0	0	0.0%	
	UK	3	1	1	0	33.3%	
UK*	F	108	0	0	0	0.0%	0%
	M	120	0	0	0	0.0%	
	UK	4	0	0	0	0.0%	
Total		14,869	6,480	5,829	651	43.6%	

Gender	Total Eligible	Total Voted	Participation
Female	7,930	3,524	44.4%
Male	6,740	2,897	43.0%
Unknown	199	59	29.6%
Total	14,869	6,480	43.6%

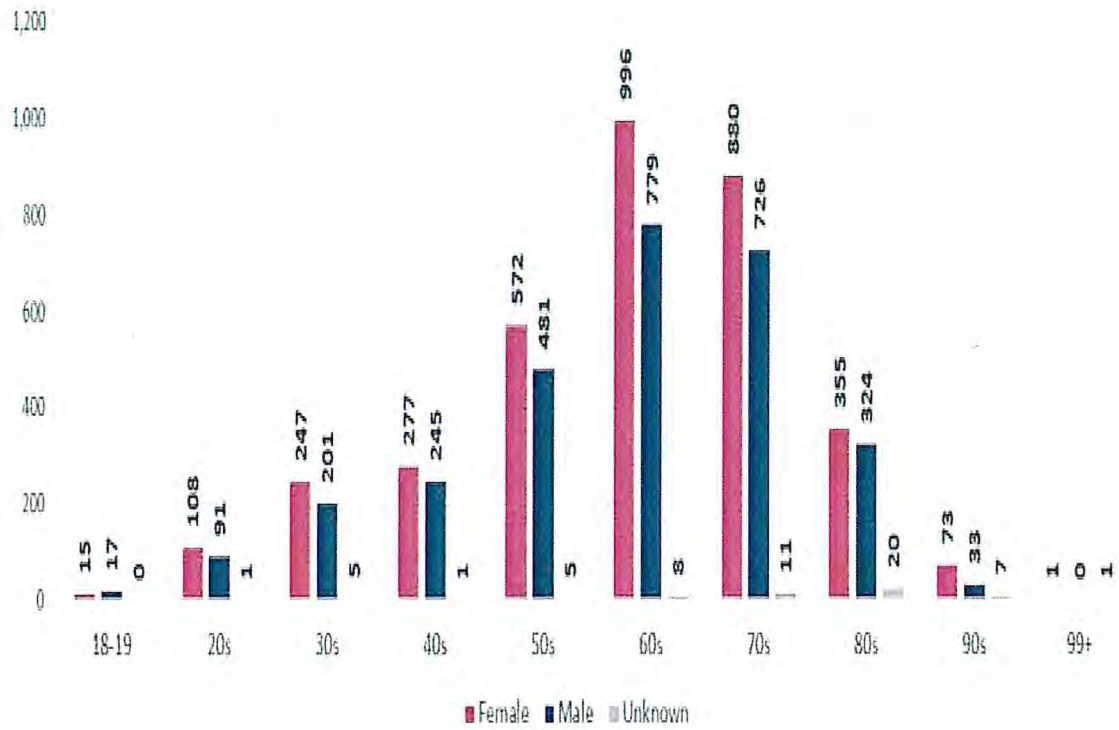
Gender	INTERNET	PHONE
F	3,134	390
M	2,645	252
Unknown	50	9

**Participated Voters by Gender**

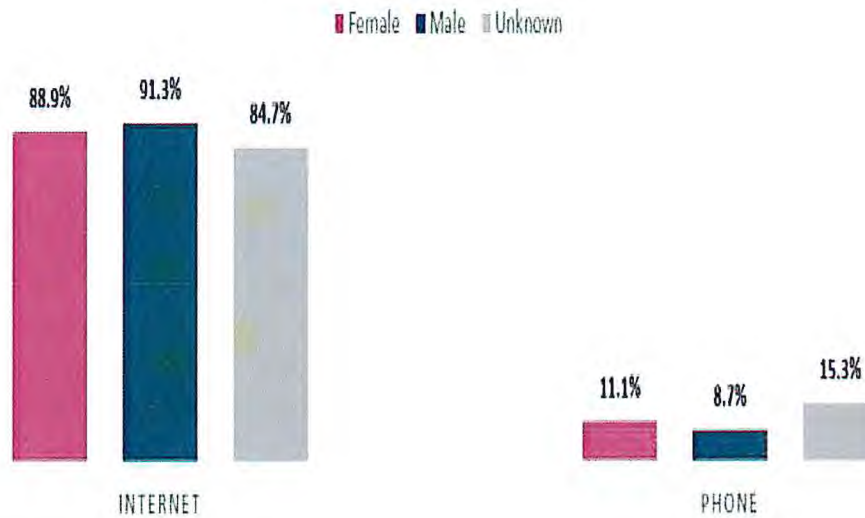




Participated Voters by Age and Gender



PARTICIPATED VOTERS' METHOD CHOICE



### **Voter's List**

The Town of Cobourg received the Preliminary List of Electors (PLE) from the Municipal Property Assessment Corporation (MPAC) in early September. Upon its receipt, Legislative Services Staff invested a great deal of time cleaning the data to remove duplicate entries, remove persons who were deceased which was performed by Staff over the four years after the 2014 Election as per our death registry information, and correct invalid mailing addresses. The Town of Cobourg utilized software provided by Datafix called Municipal Voter View (MVV) to complete Voter List maintenance. The list was received from MPAC on September 1, 2018 and a preliminary list clean-up was processed by Staff. As part of the initial clean up the Town updated address anomalies, any duplicate electors, and reviewed birthdates in order to maintain accuracy.

For the 2018 Municipal Election, the alternative voting method provided by Intelivote Systems Inc, required a birthdate from each eligible elector to be inputted in order to enter the system accompanied by a Personal Identification Number (PIN) for added security. Staff combed through each elector on the PLE to make sure their birthdate was in the system and accurately inputted. If the birthdate was not in the system, staff sent a letter through the mail explaining to the elector on how they can add their birthdate and amend the Voters List to cast their ballot without delay during the election. The amount a letters that were sent was just over 300 and response from those electors was about 10% who called in to update their birthdate.

At the end of April 2018 MPAC launched for the second year, Voter-Lookup, which allowed an elector to confirm whether they were on the Voters List prior to the Town being sent the list from MPAC. This site was live until September 5, when the final voter list revisions were received by the Town of Cobourg. The Town of Cobourg actively promoted the Voter-Lookup site through a link directly from the Corporate Municipal Website, Facebook and Twitter posts, within the Municipal Tax Bills and the local newspaper on a rotating basis. Once Voter-Lookup was no longer receiving updates of eligible electors, the Town actively promoted an internal process and notice to electors as to how they can register to be on the Voter's List with the Town of Cobourg Municipal Staff.

The Town of Cobourg election staff also reached out to landlords across the municipality to make sure they are providing information to their tenants to add themselves to the Voters List using the Voter-Lookup Tool. The Town provided over 800 information packages to landlords to supply to their tenants. Although there is no way for us to understand the full impact of this method, election officials did report that throughout the election when electors came to register themselves they referenced seeing something in their common areas of their rental complex.



In addition, during the month of October leading up to Election Day, election staff also hosted four (4) Voter List Revision nights at Victoria Hall from 4:30 P.M to 7:00 P.M., one (1) revision day on a Saturday at the Cobourg Library from 10:00 A.M. to 4:00 P.M. and one (1) revision day at Vitoria Hall the Saturday prior to Voting Day from 10:00 A.M. to 4:30P.M. The Town also had two Voter List Revision satellite stations set up outside of Victoria Hall at the Cobourg Library Foyer and the Cobourg Community Centre Foyer from 9:00 A.M until 4:30 P.M. the week prior to the polls opening up. All of these revision days and locations were established to allow eligible electors to have every opportunity to make sure that they were on the Voters List at those Voter Help Centres. Electors who attended these centres were able find all the information and tools they needed in order to cast their ballot using one of the methods during the voting period and on Election Day.

Below is an image captured by Municipal Voter View, these numbers demonstrate the Election Officials activity during the Municipal Election period regarding the amending of the Voter's List through VoterView.

Change Type	Count
Elector Added	876
Elector Moved	173
Elector Updated	1,193
Deceased	86
Property Added	117
Lives in another Municipality	6
Not at this Address	512

The Town of Cobourg does not conduct our own enumeration activities prior to receiving the PLE, thus it is not possible to verify who is missing from the list or who ought to be removed. The Municipal Clerk's Department will be sending correspondence to MPAC to provide comment and urge MPAC to reach out more effectively to landlords to report tenants to be added to the Voter's List. Missing tenant information was one of the main issues that was noticed by the town when making amendments to the Voter's List. The Town will also be urging MPAC to continue with the Voter-Lookup Application at an earlier stage online, starting immediately before the next election cycle and to promote the application so eligible voters can confirm they are on the list well in advance to the voting period and leading up to election day.

#### **Potential Improvements for 2022:**

It is evident as it has been in prior years that the Town of Cobourg can no longer solely rely on MPAC for an accurate Voter's List. The Legislative Services with access to and working with the Voter View System leading to the 2022 Municipal and School Board Elections will dedicate a portion of staff time to undertake a continuous review and list-scrubbing activities in order to ensure a higher quality



Voter's List. The Town will continue to remove deceased persons from the list during the four (4) year period between elections. The Town will also endeavour to utilize information from existing databases and departments to improve data accuracy.

### **Voting Period and Voting Day**

The week of October 15<sup>th</sup> to 19<sup>th</sup> was the advanced Voting Period, prior to Election Day on October 22, 2018 for electronic and telephone voting. Early Voting started at 10:00 A.M. on October 15, 2018, which allowed eligible electors to cast their votes 24hrs a day leading up to Election Day at 8:00 P.M. In addition the Town established Voter Help Centres within the community. There were two in-person locations which were offered leading up to and on Election Day at the Cobourg Public Library and Victoria Hall Court Room. (10:00 A.M. until 4:30 P.M. and Election Day from 9:00 A.M. until 8:00 P.M).

In addition, Special Voter Help Centres were operated at six (6) Retirement and Long-Term Care Homes to assist with the online voting process to our senior residents. These Special Voter Help Centres were in addition to the educational visits that were conducted in late September by the Municipal Clerk and Municipal Staff which provided all residents with an Information Session and an opportunity to make sure they were on the Voters List. As part of the review of the Voter's List, Election Officials requested a Residents List from each institution, which allowed all eligible voter information to be added to the Voter's List and helped to aid in the smooth and efficient operation of the Special Voter Help Centres during the voting period. The Special Voter Help Centres ran very smoothly and Staff attended three (3) locations each day from October 15<sup>th</sup> to October 16<sup>th</sup>.

All of the Voter Help Centres were well utilized throughout the voting period including Election Day. In 2018 the Town increased the days that the Voter Help Centres were opened which allowed eligible electors to attend either of the two locations five (5) days a week and once on the Saturday before Voting Day. The Voter Help Centres operated extremely smoothly and was a benefit to electors who did not receive a Voter Information Letter and who were not on the Voters List. This meant that electors were able to attend a location to amend the Voters List on the spot and cast their ballot for the election at the same location or take it with them to use the method of their choice at a later time or day. Staff have conducted a thorough post-election review of each location and documented any issues related to network speed, parking sufficiency, space limitations, accessibility and signage issues and will keep these notes to bring forward in 2022 as the election preparations start for that election cycle.

The online and telephone voting progressed throughout the Voting Period with few comments from residents. In regards to the online voting, the most common comment to Staff via the Voter Help Line was that Voters placed the address of the online e-voting site in the search bar of their search engine rather than the



address bar of their browser. In regards to the telephone voting, the most common comment to Staff was that electors were not able to vote for all their choices for the 'At-Large' selection of Councillor Candidates. The main reason for this was Electors who used the phones were not listening to all of the instructions and were rushing through the process and submitting their ballot when they selected their first choice. Election Staff will be letting the e-voting vendor Intelivote Inc. know about the telephone voting comments and staff will advocate for an easier voice automated prompt to be developed and selected if the voting method is used in 2022. All comments and concerns that the public had throughout the period were answered through the dedicated Voter Help Line. This Voter Help Line was monitored by staff who assisted with those and other inquiries on Voting Day and during the voting period. Voter Help Line information and hours were included in the Voter Information Letter. All online voting at the Voter Help Centres did not experience any delays or problems throughout the Voting Period and on Voting Day.

For the 2018 Municipal and School Board Elections, staffing included the entire Legislative Services Staff (4 employees), one staff member from Finance and various staff from other Municipal Departments to support the staffing of the Voter Help Centres. Each Election Official was given an oath of an election official under the *Municipal Elections Act, 1996*. Each Voter Help Centre had an Election Lead from the Clerk's Office who provided expertise with the VoterView system and could perform on site enumeration of eligible electors as well as trouble shoot any problems on the spot. Each of the Election Officials were provided with an introduction to the election process when they received their training manual, as well as participated in webinars with the Clerk. Our Information and Technologies Staff were instrumental throughout the Voting period and on Voting Day to help set-up tear down and were consistently available throughout the election to assist with any issues with computer hardware or other IT related functions.

#### **Potential Improvements for 2022:**

There are a few changes that will be considered and may be brought forward to Council in 2021 when Council passes the resolution on whether to continue with alternative voting for the fifth (5) time in the Town of Cobourg. One of the considerations would be to extend the Voting Period from one (1) week before Voting Day, and increase it by a week to allow for two (2) weeks of advanced voting for electors. This would allow for seven (7) additional days for electors to cast their ballot. Additionally the increase of a week of voting will allow Election Staff to allocate more time to Special Voter Help Centres (Retirement and Long-term Care Homes). This year we conducted six (6) Special Voter Help Centres in two (2) days, which only allocated three (3) hours at each location. Although speaking to the Election Staff who attended those locations stated that the hours were appropriate, in 2022 staff could dedicate a day at each location which would help work around senior's already busy schedules at these facilities.



An additional improvement for the 2022 Municipal and School Board Election would be for Council to consider removing the telephone from the alternative voting method. This year 90% of Cobourg eligible electors cast their ballot using the internet while only 10% of Cobourg eligible electors used the telephone to cast their ballot. One of the difficulties that the e-voting vendor has is to be able to capture the listening skills of 15,000 eligible electors, which at times is hard to accomplish successfully as we all hear prompts differently. Out of the 651 electors who cast their ballot over the phone the Town recorded fifteen individuals had difficulty listening and following the prompts of the automated voice.

It is understood that not all Cobourg residents may have access to internet, but with the option for additional Voter Help Centres to be placed and established at other various locations within the municipality may help those persons cast their vote without any technology barriers. This suggestion is no different than the requirement of electors to attend a physical voting location with a traditional ballot. Also if Municipal Council agrees to extend the voting period by one (1) week, this also will help to engage those individuals who may need to use a Voter Help Centre Location during the voting period.

### **Election Communications**

The Communications Plan for the 2018 Election was more extensive than in previous elections and was well planned and executed by the Clerk's Department with support from the Communications Manager. The components of the election communications included; a stand-alone website, social media plan with all platforms (Twitter, Facebook, and Instagram), advertisements in various municipal facilities, infographics and brochures, mobile Cobourg Transit Bus Signage, and various videos featuring hands on voting tutorials and information on the voting system and process. The Town also included radio ads and newspaper ads which circulated and appeared on strategic dates and times to target the eligible elector audience. The Municipal Clerk appeared on several radio programs to get important and technical information and dates out to the residents and electors of Cobourg. In addition to specific information related to the Cobourg Elections, the Town also provided much emphasis in the early months leading to the Election Day for residents to confirm that they are on the Voters List through the promotion of VoterLookup and provided direct links to the MPAC website.

Staff also undertook extensive outreach initiatives to target particular groups within the community with information about the upcoming election. The Town provided information booths, presentations, direct mailing and poster campaigns which were arranged at seniors clubs and residences and long-term care homes including the Northumberland Hills Hospital. Election information booths and voter revision centres were located and set up at the Cobourg Public Library and the Cobourg Community Centre, which were reported by Staff as very successful in providing information and allowing individuals to make sure that they are on



the Voters List. This went a long way in lessening the capacity and volume issues that staff were anticipating on October 22<sup>nd</sup> at the Voter Help Centres.

As part of the 2018 Municipal Elections the Town of Cobourg opted to have a stand-alone Municipal Election Website that would partner with the main municipal website and allow individuals who are looking for information related only to the Municipal Election material to receive that information in one location efficiently and accessibly.

The Election Website was divided in several main categories that were anticipated as the most searched areas by Electors during the election campaign and voting period. Another benefit of the Election Website was that on election day the Election Website took control and precedence over the main municipal website due to the fact that hits to Cobourg's Municipal Website on Election Day would be for election related information solely, which allowed the Town to be in direct communication with electors of any election related news within one click through the Election Website "News Section" on the homepage. On election night when the polls closed at 8:00 P.M. the Municipal Election website was also set to switch to directly and immediately show the results page which would display those individuals who were elected after the Municipal Clerk released the unofficial results on election night. This option again allowed electors to have real time information with the convenience of not having to spend time searching for the information and becoming frustrated.

Feedback on the Election Website was very positive. It was designed to be very simple so that it would load quickly and render properly on a wide range of devices.

#### **Potential Improvements for 2022:**

As stated above the Communication Plan for the 2018 Municipal and School Board Elections were very successful. Some minor improvements would be to make sure the Town is getting the word out to residents that they need to make sure that they are on the Voter's List for the 2022 Election earlier in the year and using different mode of communications. This process can take effect immediately with each individual resident logging on to Voter Look-up or registering with MPAC to include their name on the Voter List for the next Municipal Election. The Town will also be sure to reach out early to Landlords with various means of communications to make sure they are reporting their tenants and including them on the Voter's List to also promote Voter List accuracy.

#### **Accessibility**

The Municipal Clerk is responsible for the proper legislative and administrative conduct of municipal elections in the Town of Cobourg. This includes establishing policies and procedures that ensure that all electors have the opportunity to fully participate in the 2018 Municipal and School Board Elections.



*The Municipal Elections Act, 1996*, as amended states the following:

12.1 (1) A Clerk who is responsible for conducting an election shall have regard to the needs of electors and candidates with disabilities. 2009, c.33, Sched. 21, s.8 (8).

12(2) The Clerk shall prepare a plan regarding the identification, removal, and prevention of barriers that affect electors and candidates with disabilities and shall make the plan available to the public before voting day in a regular election. 2016, c. 15, s. 11.

12 (3) Within 90 days after voting day in a regular election, the City Clerk shall prepare a report about the identification, removal and prevention of barriers that affect electors and candidates with disabilities and shall make a report available to the public. 2016, c. 15,

s. 11. 45 (2) In establishing the locations of voting places, the Clerk shall ensure that each voting place is accessible to electors with disabilities. 2009, c. 33, Sched. 21, s. 8 (23).

As part of the 2018 Municipal Election in the Town of Cobourg accessibility was a key priority as it has been over the last several election cycles that have occurred within the municipality. Alternative electronic voting technology enables persons with mobility challenges and other challenges which may make it difficult to leave home, to vote easily and privately without the need to attend a traditional polling station. The option to vote from home also enabled persons with assistive devices to utilize them for the purpose of voting.

### **Internet Voting**

Internet voting allows voters to vote from their home through secured internet services. This method provides for easy voting for persons with a variety of disabilities to cast their vote with independence and privacy as voters have the option of using the assistive tools they have on their own computer such as a thumb switch or sip and puff technology. This method of voting is designed to encourage voter participation as voters don't have to attend a physical location to cast their ballot and accessibility and privacy for persons with disabilities is ensured.

### **Telephone Voting**

Telephone voting allows voters to vote from their home through secured telephone services which provides for easy voting for persons with a variety of disabilities to cast their vote with independence and privacy. Land lines or cell phones can be used to vote, the method is compatible with assistive devices. Voters can register their vote selections with the telephone keypad or voice



commands, greatly increasing accessibility, privacy and independence for voters who do not have internet access

As part of the Municipal Election process the Municipal Clerk created and approved a 2018 Municipal Election Accessibility Plan. This plan addressed the specific accessibility requirements in relation to the 2018 Municipal Election in the Town of Cobourg. The Town of Cobourg has made great efforts in promoting a barrier free community. In an effort to ensure that the 2018 Municipal Election is consistent with the core principles of the *Accessibility for Ontarians with Disabilities Act, 2005*, the plan was developed in advance of the election in order to identify measures to be taken and to be reported to Council following the election. This report was also provided to the Cobourg Accessibility Advisory Committee for comment and review, and was supported by the Committee as a whole.

The 2018 Municipal Election Accessibility Plan is intended to highlight measures that the Town of Cobourg implemented to ensure equal opportunity for all electors and candidates. These objectives include:

- That persons with disabilities are able to independently cast their vote and verify their selection.
- That persons with disabilities have full and equal access to all information on where and when to attend Voter Helps Centers and information on eligible candidates.
- That persons with disabilities can fully participate in the Municipal Election as an elector, candidate, or election official.
- That efforts are made to ensure that electors with disabilities are aware of the accessibility measures available via channels such as the newspaper, media launches, the Town of Cobourg website and social media.
- That all voting assistance locations are accessible.

All of these various objectives kept in direct correlation with the Town of Cobourg's 2018 Municipal Election Principles which included:

1. The secrecy and confidentiality of individual votes is paramount;
2. The election should be fair and non-biased;
- 3. The election should be accessible to voters;**
4. The integrity of the process should be maintained throughout the election;
5. Results of the election reflect the votes cast; and



- 6. Voters and candidates should be treated fairly and consistently within a municipality.**
7. A majority vote decides the election by ensuring, that valid votes are counted and invalid votes are rejected.

The following is a listing of those accessible procedures the Town of Cobourg took in order to reduce the barriers for the Town of Cobourg electors. The primary objective was to allow Electors to vote on their own without assistance if at all possible.

- The telephone voting system provided an option for electors with a visual impairment or mobility issues who could not otherwise attend the Voter Help Centre. The internet voting system also allowed many individuals with mobility issues to remain at home or even in the hospital and still vote. The telephone system will need to be reviewed in the next election to ensure that the instructions are clear and concise.
- The internet voting system also provided options to assist those with visual impairments. The font size could be enlarged and the colours could be changed for greater contrast. In addition, the site itself was designed for ease of use for individuals using a screen reader (choice of font, contrasting colours, etc.).
- As mentioned previously, touch screens were available at all Voter Help Centres. These touch screens could be manipulated to zoom in or enlarge the text for individuals who were visually impaired.
- Many individuals noted that it was much easier to touch the screen when voting rather than trying to precisely mark a paper ballot.
- Accessibility was also a significant consideration when determining the locations of the Voter Help Centres. Victoria Hall, Bailey Court Room was used as the front door is an accessible entrance and individuals could vote easily and privately in the Court Room where there was an option to use a Touch Screen or a traditional mouse and keyboard computer.
- All Voter Help Centre Location were appropriately staffed and allowed accessibility for assistance when assistance was required.
- Site visits were conducted at each location to arrange the Voter Help Centre in the most accessible manner possible. Signage was used at each Voter Help Centre as appropriate.



- The fact that there was a Voting Period rather than a single voting day also made voting more accessible for individuals as large line-ups were avoided and people were not forced to stand for long periods of time or face large crowds.
- Efforts were made to ensure that communication and information was made available to candidates and Electors in alternate formats and all information was posted to the Town of Cobourg Election website.
- The Returning Officer and the Elections Officials were trained in the accessible customer service standards.

### **Third Party Advertisers**

Since the 2014 election, the *Municipal Elections Act, R.S.O. 1990, c. 32 Sched.* was revised to include provisions regulating the actions of third party advertisers. A Third Party Advertiser is an organization or individual that supports or opposes a particular candidate, but is not actually running for office.

There are limits on the amount Third Party Advertisers can spend on advertising and they are required to file Financial Statements with the Municipal Clerk of the municipality. The Campaign Life Coalition with a head office in Toronto was the only Third Party Advertiser registered in the 2018 Municipal and School Board Election in the Town of Cobourg.

### **Election Signs**

The Town of Cobourg passed a new Election Sign By-law for the Town which is separate from the Cobourg Sign By-law being By-law No.071-2017. By-law Enforcement Services reported during the Municipal Election Campaign compliance with the Town's Election Sign By-law was high in 2018, with few violations and Candidates made notable efforts to understand and comply with the established rules as set out in the By-law. Most contraventions were inadvertent, and most by-law enforcement intervention was in regards to moving signs from Town owned property for reasons that the property owner did not fully understand the rules and on occasion was moving the election sign to the Town owned boulevard.

On a few instances, damaged and missing election signs were reported to the Municipal Clerk's Department's during the Campaign Period. These occurrences were dealt with on a case by case basis and Municipal Staff worked with candidates to file complaints with the Cobourg Police Services. The Legislative Services Department also engaged with the Communications Department and the Cobourg Police to provide a joint press release which provided the residents of Cobourg with the understanding that it is a criminal offence to willfully damage or remove elections signs without the consent of the owner.



### **Potential Improvements for 2022:**

By-law Enforcement Services and the Clerk's Department can improve compliance with the Election Signs By-law by providing early education and understanding to Cobourg Residents in regards to where Election Signs may be placed during an election campaign.

### **Ranked Ballot Voting**

#### **Overview:**

In 2016 the *Municipal Elections Act* was amended to provide municipalities with the option to use Ranked Ballot Voting to elect the Mayor, Deputy Mayor and Municipal Councillors beginning with the 2018 municipal election. Only the City of London, opted to use Ranked Ballot Voting for its 2018 Municipal Election.

In Ontario there were two (2) Municipalities; Kingston and Cambridge who held referendums on whether to adopt ranked ballots on Election Night.

In the City of Cambridge, 13,488 votes were cast in favour of ranked ballots and 10,449 people voted against the idea. Cambridge's voter turnout for the municipal election was 33.04 per cent, thus the municipality is not in a position to proceed with the ranked ballot for the next election because it did not have a 50 per cent voter turnout, which the *Municipal Elections Act* requires in order for a referendum to be binding.

In the City of Kingston, 20,642 votes were cast in favour of ranked ballots and 12,161 people voted against the idea thus 63 per cent said they supported using ranked ballot voting to elect their mayor and district councillors. But just as Cambridge found, The city of Kingston's voter turnout for the municipal election was 41.3% thus the decision isn't legally binding, because voter turnout didn't hit the required 50 per cent mark.

#### **Ranked Ballots:**

With Ranked Ballot Voting the winning candidate must receive 50 per cent of the total votes plus one (a simple majority). In a ranked ballot election there may be multiple rounds of ballot counting before a winner can be declared. Electors rank the candidates for Mayor, Deputy Mayor and Councillor (in individual races) in order of preference – first choice, second choice and third choice – instead of voting for just one candidate.

The first choice votes would be counted for all of the candidates. If a candidate receives at least 50 per cent plus one votes, he or she is elected.

If none of the candidates receives enough first choice votes, the candidate with the fewest first choice votes is eliminated. Each of the eliminated candidate's



ballots is then redistributed to one of the remaining candidates according to the next choice marked on each of the eliminated candidate's ballots.

If one of the remaining candidates then has enough combined first and second choice votes (i.e. 50 per cent plus one), he or she is elected.

If none of the remaining candidates receives enough combined votes to be elected, the candidate who has the fewest votes after the second ballot count is eliminated and those ballots are redistributed based on the next choice marked on each of the eliminated candidate's ballots.

The process continues until one candidate has enough votes to win.

### London Ranked Ballot Overview:

The City of London's Ranked Ballot Election, has been reported in the early months post-election as a success with a need for full review and report from the Municipal Clerks Office that will include any advantages or disadvantages realized by the use of the ranked ballot voting process in their election.

Figure 1

Official Statement of Votes City of London, Ontario Municipal Election October 22, 2018														
<b>Mayor</b>														
Total Eligible Ballots Cast: 96,646														
Threshold: 48,324														
Rejected Ballots Total: 1,301														
<b>Elected: Ed Holder</b>														
Candidate	Round 1		Round 2		Round 3		Round 4		Round 5		Round 6		Round 7	
	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change
Vahide BAHAMPORIAN	345	3	352	0	352	0	356	0	364	0	369	-369	0	0
Paul CHENG	19,162	14	19,176	15	19,191	21	19,212	27	19,235	16	19,255	75	19,330	33
Ali HAMADI	304	0	304	0	304	0	306	2	311	5	311	0	0	0
Ed HOLDER	33,043	14	33,057	17	33,074	28	33,102	34	33,130	42	33,164	57	33,241	40
Dan LENART	255	3	258	5	263	12	275	275	0	0	0	0	0	0
Nina MCCUTCHEON	340	4	344	7	351	10	361	3	364	11	375	9	384	-384
David MILLIE	337	6	343	4	347	11	350	22	380	5	385	6	391	10
Jordan MINTER	212	5	217	7	224	224	0	0	0	0	0	0	0	0
Mohamed MOUSSA	919	3	922	3	925	6	933	16	945	74	1,023	12	1,035	8
Carlos MURRAY	127	4	131	-131	0	0	0	0	0	0	0	0	0	0
Sean M. O'CONNELL	370	2	372	8	380	9	389	12	401	5	406	10	416	26
Paul PAGLIATTO	21,460	8	21,468	7	21,475	16	21,491	29	21,505	25	21,545	38	21,583	25
Tanya PARK	19,657	20	19,677	14	19,691	56	19,741	41	19,782	20	19,802	27	19,825	132
Jonas WHITE	111	-111	0	0	0	0	0	0	0	0	0	0	0	0
<b>Continuing Ballots Total</b>	<b>96,646</b>		<b>96,621</b>		<b>96,577</b>		<b>96,526</b>		<b>96,446</b>		<b>96,344</b>		<b>96,209</b>	
Blanks	442	0	442	0	442	0	442	0	442	0	442	0	442	0
Exhausted	0	25	25	43	68	51	119	76	197	99	296	132	429	107
Overvotes	859	0	859	1	860	0	860	2	862	3	865	3	866	3
<b>Non Transferable Total</b>	<b>1,301</b>		<b>1,326</b>		<b>1,370</b>		<b>1,421</b>		<b>1,501</b>		<b>1,603</b>		<b>1,730</b>	
Threshold	48,324		48,324		48,324		48,324		48,324		48,324		48,324	

Figure 1 cont.

Mayor

Official Statement of Votes

City of London, Ontario Municipal Election

October 22, 2018

Total Eligible Ballots Cast: 96,646

Threshold: 48,324

Rejected Ballots Total: 1,301

Elected: Ed Holder

Candidate	Round 8		Round 9		Round 10		Round 11		Round 12		Round 13		Round 14		Percentage
	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Vote Change	Votes	Percentage	
Vahide BAHAMPORIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paul CHENG	19,363	34	19,397	46	19,443	174	19,577	-19,617	0	0	0	0	0	0	0
Ali HAMADI	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ed HOLDER	33,281	45	33,326	66	33,392	152	33,544	5,147	38,691	5,684	44,375	13,235	57,614	59.61%	
Dan LENART	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nina MCCUTCHEON	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
David MILLIE	401	-401	0	0	0	0	0	0	0	0	0	0	0	0	0
Jordan MINTER	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mohamed MOUSSA	1,043	20	1,063	14	1,077	-1,077	0	0	0	0	0	0	0	0	0
Carlos MURRAY	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sean M. O'CONNELL	442	41	483	-483	0	0	0	0	0	0	0	0	0	0	0
Paul PAGLIATO	21,608	33	21,641	38	21,679	181	21,860	4,087	25,947	5,118	31,065	-31,065	0	0	0
Tanya PARK	19,561	111	20,072	128	20,200	265	20,465	1,952	22,417	-22,417	0	0	0	0	0
Jonas WHITE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Continuing Ballots Total	96,099		95,982		95,791		95,486		87,055		75,440		57,614		
Blanks	442	0	442	0	442	0	442	0	442	0	442	0	442	0	442
Exhausted	535	114	649	150	839	304	1,143	8,380	9,523	11,552	21,115	17,784	38,899		
Overvotes	871	3	874	1	875	1	876	51	927	23	950	42	992		
Non Transferable Total	1,848		1,965		2,156		2,461		10,892		22,507		40,333		
Threshold	48,324		48,324		48,324		48,324		48,324		48,324		48,324		

Figure 1 is a picture taken from the City of London Official Results as certified by the City of London Municipal Clerk which displays the ballot and results for the Election of the Office of the Mayor.

This illustration provides a good understanding of what ranked ballot election results would look like if Cobourg choose to administer a ranked ballot election.

The top left corner of the diagram in Figure 1 displays the total number of eligible ballots that could be cast and the second column below displays the threshold number which provides the total amount of votes a candidates needs to achieve if they are to be elected to the Office of the Mayor. Also note in the figure are different colors displayed within the diagram. The red depicts the fall off candidate who received the lowest votes of that round, which their votes will be distributed throughout the next round of candidates. The green shows which candidate was elected and in which round they finally met the threshold to being elected. The number of rounds for the winning candidate is displayed within the table. Within this particular race for Mayor, it took fourteen (14) rounds to determine a winner.



Figure 2

Councillor Ward 1		
Total Eligible Ballots Cast: 5,092		
Threshold: 2,547		
Rejected Ballots Total: 188		
<b>Elected: Michael van Holst</b>		
Candidate	Round 1	
	Votes	Percentage
Melanie O'BRIEN	1,332	
Bud POLHILL	1,179	
Michael VAN HOLST	2,581	50.69%
Continuing Ballots Total	5,092	
Blanks	165	
Exhausted	0	
Overvotes	23	
Non Transferable Total	188	
Threshold	2,547	

Figure 2 displays another example of election results in a ranked ballot election from the City of London, this particular vote did not progress past the first round of voting. The winning candidate achieved the threshold in the first round, meaning that the other candidates would not be able to achieve enough votes to beat him.

### Preliminary Outcomes of City of London Ranked Ballots:

The City of London has a population of 383,822 and in the 2018 Municipal Election 248,212 eligible electors were able to vote in the 2018 Ranked Ballot Election. The Voter Turnout of the election was 97,947 Ballots cast 39.46% turnout. The City of London conducted a traditional paper ballot election with the use of voting tabulators.

The low voter turnout of the City of London's Ranked Ballot Election provides an insight that with the use of this alternative Ranked Ballot Voting regime instead of the traditional first-past-the-post voting system, did not contribute to a higher number of electors coming out to cast their Ballot. In the 2014 Municipal Election, the voter turnout was 43.2%. The idea that a Ranked Ballot Election would increase voter turnout did not prove to be correct. It is noted that a ranked ballot election is not the only factor that could have contributed to effect or increase voter turnout, there are other factors to consider; such as the candidates, accessibility, paper ballots, weather, etc.

On Election Day when the polls closed, there were no election results reported from the City of London and it was announced by the Municipal Clerk that there would be no results until the next day with tallying of results still being counted on Tuesday October 23, 2018. After about 19 hours, the election results were announced and the Candidates were declared elected.



In the City of London's ranked ballot election every single candidate who led on the first ballot ended up winning their race once ranked ballots were taken into effect. That's 14 ward races and one mayoral race with no change to any outcome through the ballot counting.

In addition, the costs for the election was higher than normal, this was partly because of a traditional paper ballot elections, but there was more resources that were allocated to communications, training, workshops and mock elections that need to be conducted by the Clerk's Office to educate residents as to how to cast their ballot using a Ranked Ballot Election.

As more information gets released by the City of London over the next few months the Clerk's Department will gather the information and provided a report to Council as usual prior to the election year so that Council can consider which method of Voting will be used in 2022 in the Municipal and School Board Elections.

#### 7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

As part of the Budget process each year leading up to the Election, Council places \$10,000 each year into the Municipal Election Reserve account in order to pay for the Municipal Election. Each year the Town pays an annual fee to Datafix to maintain the use of Voter View application in the years leading up to Election to help manage the Voter's List – i.e. remove deceased persons.

In the 2017 Staff report from the previous Municipal Clerk, the estimate for the cost of the 2018 Municipal Council and School Board Elections was reported to be at a cost of \$55,000.

#### **Municipal Election Budget Highlights:**

Item:	Cost:
Intelivote Systems Inc.- Contract	\$30,541.73
Cobourg Municipal Election Microsite (Standalone Website)	\$1,017.60
Election Information/Marketing Material	\$2,312.76
Radio Advertisements (Six different slots) through Sept/Oct	\$1,984.32

To date the costs for the 2018 Municipal and School Board Election are **\$37,882.09**, with a budgeted amount in the Municipal Election Reserve of **\$44,308.63**. The cost for the electronic vote was \$1.10 per elector.



### Town of Cobourg Election Cost Tracking 2003 to 2018:

Year	Voting Method	Total Election Cost	Voter Turn-Out
2003	Traditional Voting/Tabulators	\$81,627.69	36.47%
2006	Traditional/Telephone/Internet	\$87,895.57	44.91%
2010	Alternative –Internet and Telephone	\$52,460.50	47.30%
2014	Alternative –Internet and Telephone	\$53,578.73	52.04%
<b>2018</b>	<b>Alternative –Internet and Telephone</b>	<b>\$37,882.09</b>	<b>43.06%</b>

## 8.0 CONCLUSION

For the 2018 Town of Cobourg Municipal Election, staff were committed to providing a successful delivery of the Election to Cobourg Residents and Candidates.

As a result of much planning, preparation and training of staff, the Municipal Clerk's Office developed an approach that involved in correlation with the Town of Cobourg's 2018 Municipal Election Principles which included:

1. The secrecy and confidentiality of individual votes is paramount;
2. The election should be fair and non-biased;
3. The election should be accessible to voters (Removing as many barriers as possible and creating an easy and convenient voting experience that would improve voter engagement and participation in democracy);
4. The integrity of the process should be maintained throughout the election;
5. Results of the election reflect the votes cast;
6. Voters and candidates should be treated fairly and consistently within a municipality; and
7. A majority vote decides the election by ensuring, that valid votes are counted and invalid votes are rejected.

As referenced throughout this report many new and innovative strategies were developed and implemented to increase voter education and citizen engagement for the 2018 Municipal Election.



The strategies included:

- Making voting convenient and easy for voters by promoting the convenience of Online and Telephone Voting that allows voters to vote the most convenient method of their choice and at anytime, anywhere, on any device.
- Increasing voting opportunities by providing more advance voting hours and Voter Help Centres and providing conveniently located Voter Help Centres on Election Day;
- Allow for locations for enumeration/amendment to the Voter List leading up to 8:00 P.M in a variety of different times and locations in order to capture all routines and availability of eligible electors;
- Enhancing access for persons with disabilities and seniors;
- Engaging voters by providing easy to access election information and online tools to assist in voting as well as implementing innovative communication and social media strategies.

In terms of planning for the 2018 Town of Cobourg Municipal and School Board Election, the successes and challenges experienced by staff in the 2018 election, as well as the 2018 voting statistics collected will inform the election planning for 2022. Staff will continue to work towards a further increase in voter list management, education and citizen engagement. Planning for the 2022 Municipal Election is currently underway.

Respectfully Submitted by:



Brent Larmer  
Municipal Clerk/Returning Officer  
Manager of Legislative Services