CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: March 26, 2019
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Meeting Date: May 15, 2019

TO: Standing Committee on Policy and Strategic Priorities

FROM: Chief Election Officer

SUBJECT: 2018 Municipal Election Review

RECOMMENDATION

THAT Council receive this report for information.

REPORT SUMMARY

A General Local Election was held in the city of Vancouver on October 20, 2018. This report provides a review of the 2018 Municipal Election in the appendices.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

There is no applicable Council Authority or previous decisions relevant to this report.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The City Manager recommends receipt and approval of this report.

REPORT

Background/Context

Similar to the report submitted to Council after the 2014 municipal election, staff have conducted a review of the 2018 Vancouver Election for Council's information. The Chief Election Officer has a statutory responsibility to impartially manage election planning and proceedings and protect the integrity of the election. At the completion of post-election

analysis, staff provide Council with an update on the successes and lessons learned from the election.

Strategic Analysis

The 2018 Municipal Election review, provided in Appendix A, includes an overview of the planning actions taken by staff to prepare for the 2018 election, the strategies used to engage citizens in the Vancouver election, and a post-election analysis on the delivery of election services.

Building on successes from the 2014 election, a number of new initiatives were introduced in 2018 to improve election services based on feedback from the City's advisory bodies, the Independent Election Task Force, best practice research and feedback received in 2014. New initiatives included an expanded Special Voting Opportunities program, the addition of 50% more advance voting locations compared to 2014, and increased accessibility to information through the City's communication channels, including the City's website, social media and printed voter guide.

In 2018, staff also introduced a number of new outreach programs aimed at improving voter turnout and engagement, such as providing grants and partnering with non-profits to assist with election education and awareness, the introduction of new participatory programs such as Kids Vote and Coffee Vote, and more engagement with low voting demographics and communities, such as youth.

Although overall voter turnout did not increase this election compared to 2014 (43.4% in 2014 compared to 39.4% in 2018), voter turnout remained above the historic average turnout of 36% in Vancouver and was higher than other large Metro Vancouver municipalities (Surrey, Burnaby and Richmond). The investments made in initiatives this election led to an increase in voter engagement and laid the foundation for increased participation in future elections.
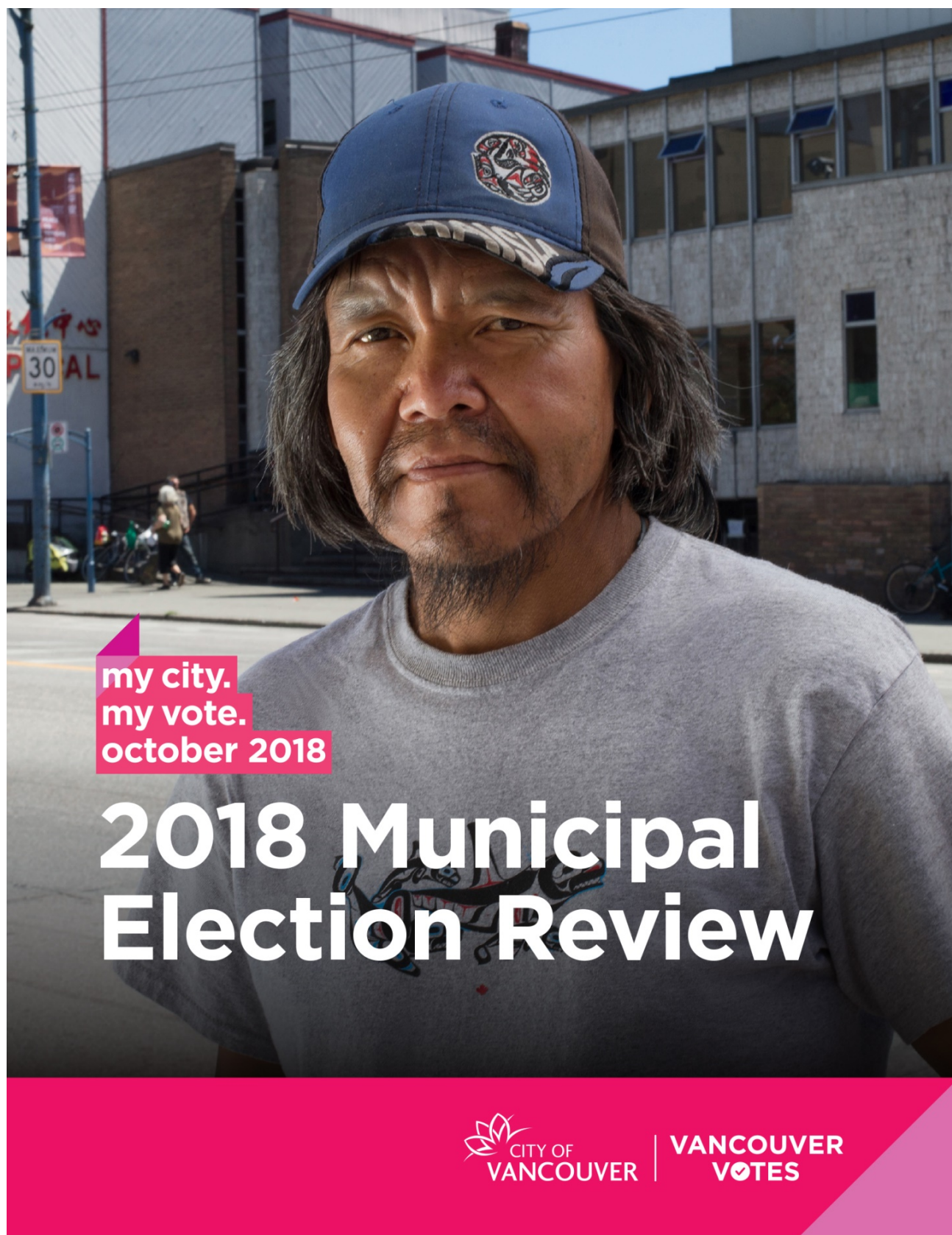
Implications/Related Issues/Risk

   Financial

      There are no financial implications.

CONCLUSION

The attached report is a review of the 2018 Municipal Election held in Vancouver in October 2018.

* * * * *

my city.
my vote.
october 2018

2018 Municipal Election Review

CITY OF VANCOUVER | VANCOUVER VOTES

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Introduction

Local elections held within the City of Vancouver are governed by the Vancouver Charter, the City's Election By-Law, and the Local Elections Campaign Financing Act (LECFA), which sets out financial reporting and other responsibilities for candidates and electoral organizations and is regulated by Elections BC.

The City of Vancouver Chief Election Officer (CEO) is responsible for ensuring that all elections are conducted in accordance with the Vancouver Charter and the Election By-law. The CEO has a statutory responsibility to impartially manage election planning and proceedings and protect the integrity of the election. Of primary importance to the CEO is ensuring that eligible voters have the ability to exercise their democratic right to vote.

In 2018, the City built on the success of the "Vote Anywhere" model that was first implemented in 2014, which allowed voters to vote at any voting place across the city. This model was enabled through the use of an electronic voters' list, providing voters with greater access to voting locations. In 2018, the City also extended advance voting opportunities, which were readily used by voters.

Staff implemented several new strategies and initiatives aimed at increasing voter engagement and voter turnout in 2018. One of these new initiatives was the creation of voting 'supercentres'. Supercentres, first piloted in the 2017 by-election, were large voting centres equipped with additional staff and voting equipment to accommodate a high volume of voters. Other new strategies introduced included increased outreach partnerships with non-profits, new and innovative communication and social media campaigns, an expanded Special Voting Opportunities program, and accessibility improvements to information channels such as the City's voter guide and website.

Although new strategies were implemented, the City saw a slight decrease in voter turnout from 43.4% in 2014 to 39.4% in 2018. There are many factors that may have influenced voter turnout this election, which are discussed further in this report.

While voter turnout did not increase from the 2014 election, the 2018 participation rate for Vancouver voters of 39.4% remains higher than that of other large Metro Vancouver municipalities, including Richmond (35.7%), Burnaby (33.5%) and Surrey (32.6%). It is also higher than the historic average voter turnout of 36% in Vancouver.

Vancouver Election Turnout % (1936-2018)
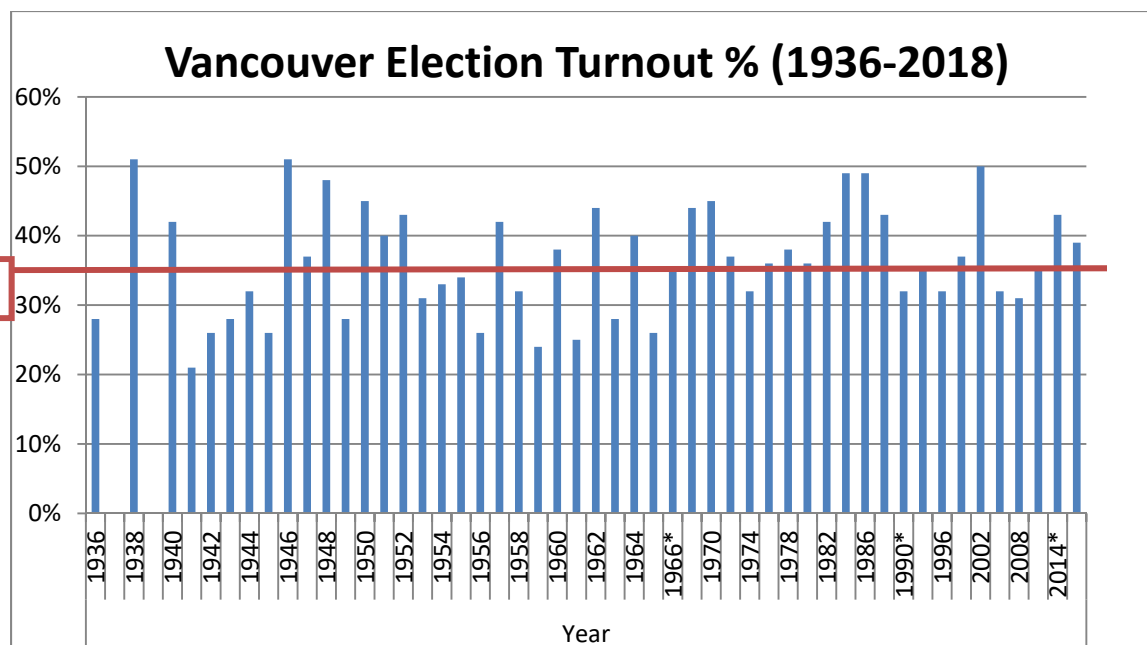
* Length of term of elected officials changed. In 1966, term of office for Councillors changed from one year to two years (from 1926-1966 the Mayor was only elected in even years; Councillors, however, were elected every year). In 1990, the term of office changed from two years to three years. In 2014, the term of office changed from three to four years.
Note: 1937 and 1939 data is not available

The following sections provide further detail about the 2018 election including legislative changes introduced in 2018, the election planning process, new initiatives introduced this election, and feedback received from the public on the municipal election.

Legislative Changes for 2018

There were a number of new legislative amendments introduced for the 2018 election.

Vancouver Charter
In 2014, amendments to the Vancouver Charter changed the date of municipal elections to the 3rd Saturday of October in the year of the election instead of the 3rd Saturday in November. The amendments were in effect for the 2018 municipal election.

Local Elections Campaign Financing Act
In the fall of 2017, the Local Elections Campaign Financing Act was amended to limit campaign contributions for candidates so that candidates are no longer able to accept campaign donations from organizations, unions or corporations. A cap of $1,200 per individual donor was also put in place.

Third party advertisers must also operate within the $1,200 limit and all ads must display the third party's name and contact information. The rules apply equally to traditional print ads and sponsored social media posts, and also apply to ads that promote or oppose a campaign issue, as well as candidates.

Spending limits for candidates were also introduced; however, these limits vary by the candidate and community in BC. In a community of fewer than 10,000 people, mayoral

candidates have an expense limit of $10,000 and candidates for council are limited to $5,000. In comparison, a Vancouver mayoral candidate can expense approximately $210,000[1].

City of Vancouver Election By-law
In June 2018, in an effort to improve fairness on the ballot, Council amended the Election By-law requiring candidate names to be listed on the ballot in randomized order. In September 2018, after the close of nomination period, candidate names were randomly drawn[2] and based on the order of drawings, were listed in that order on the ballot.

Other amendments to the Election By-law included changes to the Special Voting Opportunities (SVO) program to allow special voting to take place in care facility types referenced in the Hospital Act and Community Care and Assisted Living Act and to expand the SVO program to emergency (homeless) shelters and social service drop-in centres. The by-law amendment also lowered the facility criterion from a 50-bed minimum to a 30-bed minimum to allow smaller facilities to participate as SVO sites. These amendments were intended to increase accessibility to voting for electors who experience significant health and socioeconomic barriers by bringing voting opportunities to an environment in which they feel comfortable.

Background

At its Regular Council meeting on January 20, 2016, Council approved the creation of an Independent Election Task Force with a broad mandate to:

(i)   survey candidates and parties as to their experience in the election;
(ii)   review whether the allocation of resources from Council are sufficient to meet expectations in an election; and
(iii)   create a plan for advancing previous Council directives to staff regarding electoral procedures including:
   (a) Request to Province for ability to implement campaign finance reforms including limits to contributions and a ban on corporate and union donations;
   (b) Request to Province for ability to use proportional voting systems;
   (c) Request to Province to make anonymous balloting data available in open data format after an election;
   (d) Request to Province to conduct an online voting pilot; and
   (e) The priority actions from the Engaged City Task Force and the Healthy City Strategy *

*The Engaged City Task Force and Healthy City Strategy priority action items include:
   • Increasing the number of "positive cues" to encourage voting;

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[1] Exact amounts can be found here: https://elections.bc.ca/political-participants/local-elections-campaign-financing/local-elections-candidates/candidate-expense-limits/#VANC

[2] The random order ballot draw took place in the Council Chamber and candidates (or their official agents) and media were permitted to attend in-person. The draw was broadcast live online using the council video broadcast system. Candidates' names were written on separate pieces of paper and then folded in a uniform manner so the names were not visible. They were placed in a container that was shaken to make distribution random a person, as directed by the Chief Election Officer, who was not a candidate or candidate representative withdrew the papers one at a time. For each race, the name on the first paper drawn was the first name on the ballot, the name on the second paper was to be the second, and so on until all of the candidates' names were on the ballot.

- Targeting voter registration;
- Investigating the extension of voting rights to permanent residents;
- Using the election ballot to get feedback on voter satisfaction with the current voting system;
- Taking action on campaign finance reform; and
- Increasing municipal voter turnout to at least 60 per cent by 2025.

In April 2016, 12 members were selected by Council to participate as part of the Independent Election Task Force. As noted in their terms of reference, the Task Force was directed to report back to Council no later than December 2016 with a final report that included a plan for advancing previous Election-related directives.

The Independent Election Task Force's final report was presented to Council on January 24, 2017. The Task Force identified 14 recommendations based on key strategic areas defined by Council.

Staff reported back to Council in June 2017 on the recommendations and a letter was sent to the Province from the City Clerk regarding recommendations that require provincial legislative change (online voting, permanent residents' eligibility to vote, campaign financing reform, and proportional voting).

At the Standing Committee on Policy and Strategic Priorities meeting on April 18, 2018, Council approved amendments to the City's Election By-law to allow staff to expand the Special Voting Opportunities program to provide more access for voters by allowing broader allowances for facilities and voters to be a part of the program.

At that same meeting, Council adopted a resolution related to the IETF's recommendation requesting the Province to allow permanent residents to vote. A letter was sent to the Minister of Municipal Affairs and Housing and the response received in July 2018 noted concerns regarding the complexity of such a change being proposed and the time required to better understand the policy implications, including broader considerations concerning provincial and federal election rules, which could not be completed before the 2018 municipal election.

On June 6, 2018, at the Standing Committee on City Finance and Services, Council approved amendments to the City's Election By-Law to require the order of candidate names on election ballots to be determined by lot.

On July 25, 2018 at the Policy and Strategic Priorities meeting, Council enacted the 2019-2022 Capital Plan Questions Authorization By-law, after a report was presented from staff that reviewed the consultation process that was completed with the public (April to June 2018) and details of the Capital Plan.

2018 Election Goals and Strategies

Planning for a municipal election in Vancouver commences two years prior to Election Day. Voting places need to be reviewed and secured, materials prepared, supplies ordered, vendor contracts sent out for bid and finalized, and staff hired and trained. The year after an

election, staff perform post-election analysis and prepare recommendations for the next election.

In early 2016, an internal Election working group and advisory committee made up of staff and leadership team members from several City departments was established to ensure that all aspects of the 2018 municipal election were planned in detail. This team was led by the Chief Election Officer.

Through much of 2016 through to 2017, staff undertook the following actions:

- developed a project charter, goals, and conducted risk and stakeholder assessments;
- reviewed the approach, products and strategies used in the 2014 election;
- observed other elections (Elections BC and Halifax Regional Municipality), including Halifax's online voting processes;
- investigated election-related technology and digital advances with a view to capitalize on the latest developments;
- reviewed the Independent Election Task Force final report to ensure task force recommendations can be considered and/or incorporated into election planning;
- investigated leading communications and social media practices to ensure 2018 election strategies were innovative, contemporary, flexible and appealing to the city's diverse demographic; and
- prepared detail strategies, project plans and deliverables.

Staff identified the following three goals to improve voter engagement and participation.

1. Provide accessible and timely election information and services to citizens	2. Increase overall voter turnout by improving engagement with low voting communities and demographics	3. Reduce barriers for voters

To achieve these goals, staff undertook a number of new initiatives and strategies for 2018.

These included:

RELATED GOAL	NEW INITIATIVE

1. Provide accessible and timely election information and services to citizens	a. Building on "Vote Anywhere", reduce wait times and add more staffing at voting places
	b. Increase advance voting opportunities
	c. Make information more accessible across all City communication channels:
	    i. Website*
	    ii. 311
	    iii. Communications and social media*

2. Increase overall voter turnout by	a. Hire a temporary dedicated Election Outreach Coordinator*

RELATED GOAL	NEW INITIATIVE

improving engagement with low voting communities and demographics	b. Focus outreach on low voting communities through grants and partnerships with community organizations*
	   i. City of Vancouver Advisory Committees
	   ii. Youth
	   iii. Other low voting communities and groups

3. Reduce barriers for voters	a. Conduct a post-election survey to better understand barriers facing voters and non-voters* b. Offer accessible voting machines and other accessible voting options c. Introduce an expanded Special Voting Opportunities program

* Recommendation made by the IETF.

Measuring the success of the above strategies is challenging as many variables influence voting. For example, research has shown that various factors influence voter turnout including: the number of candidates; whether voters are fatigued and/or apathetic; the tone of the election campaign; how easy it is to vote; whether voters have the information they need to vote; voter demographics (age, education, ethnicity, income, etc.), whether voters are registered; and the weather. The City's strategy was to increase voter turnout by reducing any obstacles within the control of the City.

Voter Engagement Strategies and New Initiatives for 2018

1. Provide Accessible and Timely Election Information and Services to Citizens

1a. Building on "Vote Anywhere", Reduce Wait Times at Voting Places

In 2014, the City introduced vote anywhere, which allowed voters to vote at any City of Vancouver voting place, and improved convenience and accessibility for voters. Prior to 2014, Vancouver voters were assigned to a voting division and were required to vote at a designated voting place on Election Day. While there were over 130 voting places open on Election Day, voters had no choice in where to vote – they could only cast their vote at their assigned location. Anywhere from 2,000 - 4,000 voters were assigned to each voting place depending on the anticipated voter turnout. This system existed to prevent voter fraud as paper voters' lists were used at the voting place. Voter turnout at voting places historically ranged from 400 to about 1,500 voters.

With increasing voter convenience and access in mind, staff sought to move towards a more citizen-centric model for managing the voting process. Beginning in 2011, many municipalities began using a "Vote Anywhere" model. Under this model, eligible voters can vote at any voting location set up in the municipality due to the use of real-time electronic voters' list strike off technology.

The real-time strike-off technology was used by Surrey, Burnaby, Coquitlam, Langley, and Abbotsford as well as other BC municipalities such as Victoria and Saanich in 2011 and 2014.

The City of Vancouver piloted the use of this technology during the advance voting opportunities in 2011, with full implementation made in 2014.

In 2014, the 'vote anywhere' model was fully embraced by voters and staff saw an increase in voter turnout in many locations.

In 2014, staff anticipated varied voting volumes across the city as a result of the 'vote anywhere' model, and took actions to address these unknowns. There were still, however, locations that experienced a higher than anticipated voter turnout in 2014, resulting in temporary ballot and staff shortages at some locations.

Actions Taken to Reduce Wait Times
In efforts to reduce the impact that busy locations have on voters (e.g., wait times), for 2018 staff did the following:

- Reviewed historical Vancouver voter turnout data and new census data (2016)
- Selected voting places that were convenient and accessible to voters, with 112[3] voting locations available across the City.
- Based on historical voting data, established supercentres at 22 of the 112 locations[4]. These supercentres received additional staff, laptops, voting booths, ballots and two ballot tabulators (instead of one). See Figure 1 (below) for a list of supercentres.
- Hired more support staff in the field to run supplies, ballots and workers to voting locations as needed (total of 19).
- Used the electronic voters' list, which tracks the number of voters being processed at each location in real-time, to feed real-time information to our online voting place lookup tool so that slower locations appeared at the top of a voter's voting place search.
- Used the City of Vancouver's social media platforms to provide voters with up-to-date information on busy locations and less busy locations throughout the day (11am, 1pm, 3pm and 5pm).
- Worked with 3-1-1 to ensure citizen service representatives were using the City's social media channels to provide up to date busy/not busy location information to callers.

- Had a total of 81 additional workers ready to be deployed where needed on Election Day (31 standby workers (at the Election Office) and 50 reserved workers (on-call, at home)).

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[3] Excludes the two University Endowment and University of BC Lands (UUL) voting locations.
[4] Excludes the two UUL locations.

- Communicated with each Presiding Election Official (PEO – the lead at each voting place) throughout the day and provided information on alternative locations if they had a line up at their location.

Figure 1 - City of Vancouver 22 Supercentres

Vancouver City Hall
Mount Pleasant Community Centre
Mount Pleasant Neighbourhood House
Creekside Community Recreation Centre
Vancouver Aquatic Centre
King George Secondary School
Roundhouse Community Arts and Recreation Centre
Britannia Community Services Centre
Collingwood Neighbourhood House
Champlain Heights Community Centre
Killarney Community Centre
Trout Lake Community Centre
McBride Annex
Charles Dickens Annex
David Livingstone Elementary School
John Oliver Secondary School
Sunset Community Centre
Kerrisdale Community Centre
Kitsilano War Memorial Community Centre
Henry Hudson Elementary School
General Gordon Elementary School
Dunbar Community Centre

Although the above measures were taken, due to the length of the ballot with 158 candidates, and the time required for the ballot tabulator to read each ballot, there were lineups to vote at some voting places on Election Day. Staff attempted to anticipate where voters would vote on Election Day using 2014 voting data, however, voting volumes per voting place did not remain the same between the two elections for all voting places (see Figure 2 and 3). In some locations, there was an increase or decrease of hundreds of voters compared to 2014. Collingwood Neighbourhood House saw the greatest increase in number of voters from 2014 to 2018 out of all voting places used on Election Day, with almost 650 additional voters this election.

In efforts to manage unknown volumes on Election Day, advance voting opportunities were heavily promoted through the City's website, social media and other communication material so that voters could avoid line ups by voting early during advance voting opportunities.

Election Day Voting Data
As anticipated, based on the data from 2014 election, the top 10 busiest voting places on Election Day were supercentres equipped with two ballot tabulators and additional staff. Of these locations, six had over 2,000 voters on Election Day (see Figure 2). Seven of the 10 locations were in the top 10 busiest locations from 2014, with Britannia Community Centre, Killarney Community Centre and the Holiday Inn not making the list in 2018. They were replaced by Collingwood Neighbourhood House, Henry Hudson Elementary and General Gordon Elementary in 2018.

Figure 2 - Top 10 Voting Places with Highest Number of Voters on Election Day

Top 10 Busiest Voting Places in 2018

Location	2018 Ballots Cast	2014 Ballots Cast
Collingwood Neighbourhood House		
Roundhouse Community Arts and…		
Mount Pleasant Community Centre		
Creekside Community Recreation…		
King George Secondary School		
Sunset Community Centre		
Henry Hudson Elementary School		
Kerrisdale Community Centre		
Kitsilano War Memorial Community…		
General Gordon Elementary School*		

Note*: No comparable volume available as the location was not a voting place in 2014

At the other end of the spectrum, of the 10 voting places with the lowest number of voters, five were new this election. In 2018, staff did not use several low turnout locations from 2014; however, two of the locations that remained, Eric Hamber Secondary and Ecole Anne-Hebert Elementary, continued to be on the bottom 10 list in both 2014 and 2018 indicating they may not be the most convenient locations for voters. Staff will, therefore, review their use in 2022 (see Figure 3).

Figure 3 -10 Voting Places with Lowest Number of Voters on Election Day

10 Least Busy Voting Places in 2018

Lord Roberts Elementary School
Fairview Baptist Church*
Maple Grove Elementary School
The Listel Hotel
Eric Hamber Secondary School
Westside Baptist Church*
École Anne-Hébert Elementary
Vancouver Aboriginal Friendship...
Musqueam Community Centre*
UBC AMS Student Nest*

■ 2018 Ballots Cast
▨ 2014 Ballots Cast

0   200   400   600   800   1000   1200
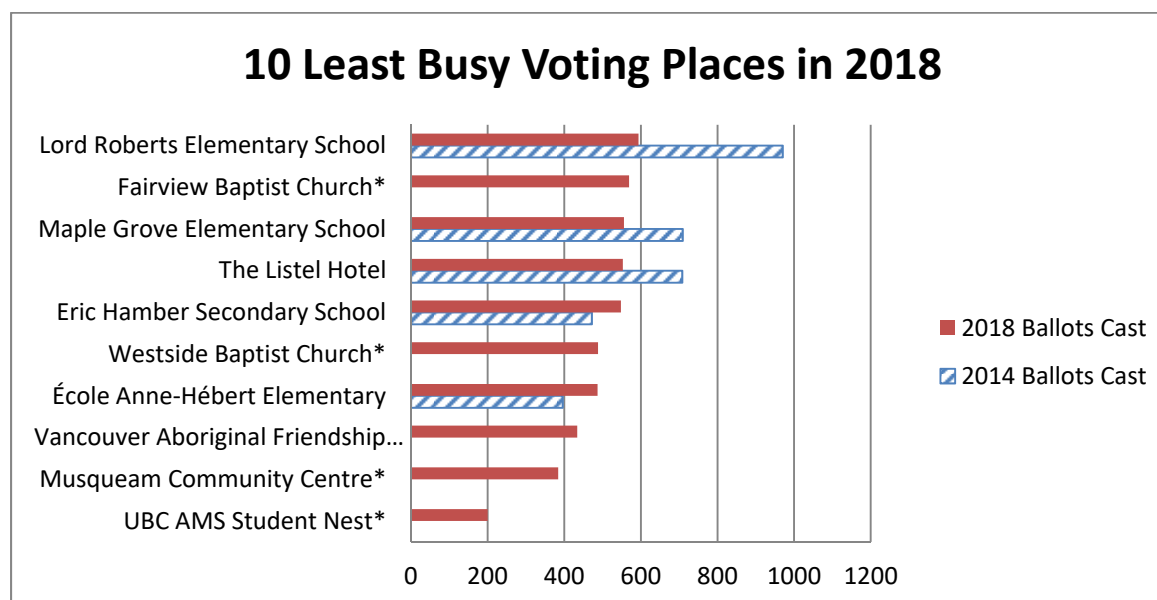
Note*: No comparable volume available for 2014 as locations with an asterisk were not voting places in 2014

The peak voting volume period on Election Day was between 11am and 12pm; however, generally, voting volumes were fairly even throughout the day (see Figure 4).

Figure 4 - 2018 Election Day: Average Voting Volumes by Hour

14,000
12,000
10,000
8,000
6,000
4,000
2,000
0

8:00-8:59am   9:00-9:59am   10:00-10:59am   11:00-11:59am   12:00-12:59pm   1:00-1:59pm   2:00-2:59pm   3:00-3:59pm   4:00-4:59pm   5:00-5:59pm   6:00-6:59pm   7:00-7:59pm   8:00-8:59pm
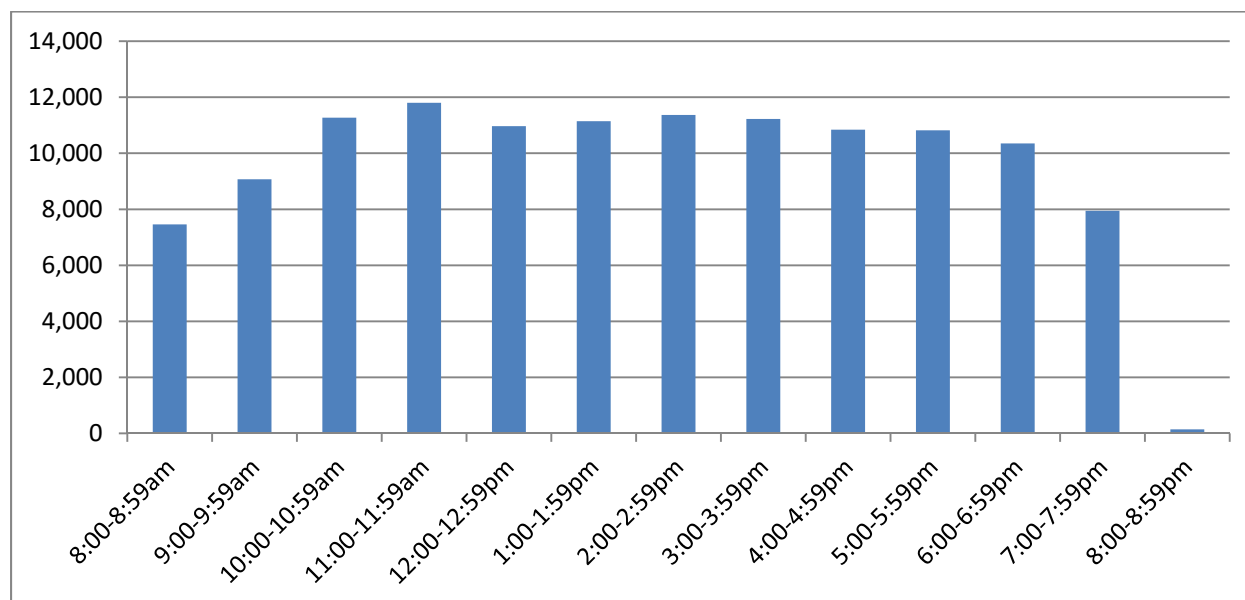
Distance Travelled by Voters
This election, voters tended to vote closer to home with 85% of voters voting within 1 km of their home on Election Day, compared to 82% in 2014.

Figure 5 - Election Day: Average Distance Travelled by Voters on Election Day in 2014 and 2018
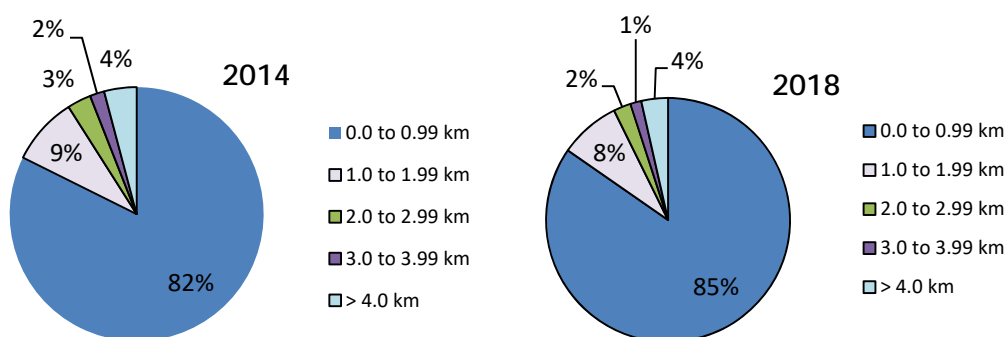
Overall, the 'vote anywhere' model presents challenges when planning for the election with some voting locations having almost five times the number of voters as other voting locations. With the additional voting data from 2018, staff will be able to continue to refine projected resource and tabulating equipment needs of each voting place for future elections and work on ways to improve the information available for voters so they can make an informed decision on where and when to vote. With the success of supercenters in 2018, staff will be looking to implement more supercenters with additional ballot tabulators in future elections.

1b. Increase Advance Voting Opportunities

Advance voting places are secured over a year in advance of the election due to the length of time the space within a facility is required. There are a number of factors that staff consider when selecting advance voting places.

These include:
- location in the city (do the locations provide coverage across the city and even numbers between east and west, and north and south areas?)
- transportation access to the facility
- physical access to the facility
- advance and election day voter turnout at that facility in past elections
- how busy the centre is on a day-to-day basis (low, moderate, high)
- population density of the local area served

Community centres[5] operated by the Park Board are used as advance voting places as they are provided at no additional cost to the election budget and, as evidenced by previous election data, are some of the most popular voting locations. Community centres are regularly visited by citizens[6] and are also well established in the community. It would be challenging and costly to secure similar private spaces from 7am-10pm over an 8-day consecutive period.

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[5] Note: not all City local areas (neighbourhood) have a City operated community centre located within it (for example, Victoria-Fraserview and Shaughnessy)

[6] The term citizen is used as currently only Canadian citizens are eligible to vote, as per the Vancouver Charter.

Figure 6 - 2018 Advance Voting Locations
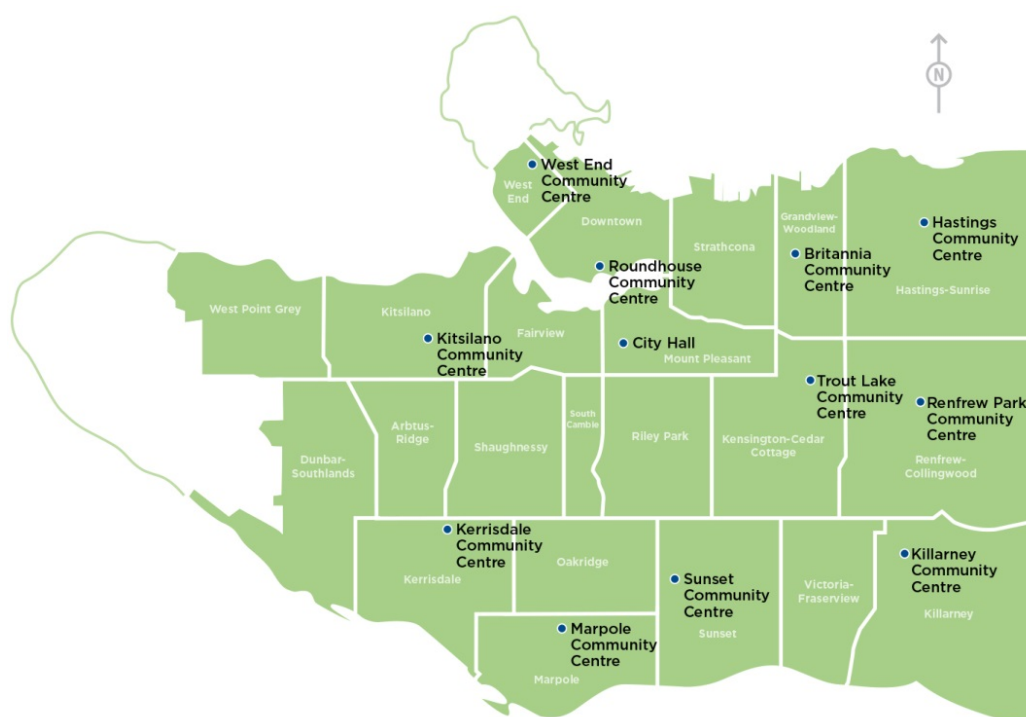
Under provincial legislation, municipalities are required to provide two days of advance voting at one location from 8 am – 8 pm. The legislation specifies the timing of one of the advance voting days but allows the municipality, by way of a by-law, to establish the second day.

In 2011, the Election team provided advance voting opportunities over eight days; on four of those days advance voting was offered at five locations and on the remaining four days it was offered at one advance voting location. Advance voting in 2011 had over 19,000 voters take advantage of the advance voting opportunities.

Due to the success of advance voting in 2011, a key strategy in 2014 was to further expand advance voting to eight full days in eight locations from 8 am to 8 pm between November 4 – 10, and November 12.

In 2018, staff again increased the number of voting locations for advance voting from eight locations over eight days, to 12 locations over eight consecutive days from October 10 to 17 (see Figure 7), an increase of 50% over 2014.

Figure 7 - Comparison of Advance Voting Date Between 2011 - 2018

Advance Voting Opportunities	2011	2014	2018

Number of voting days	8*	8	8
Number of locations	5	8	12
Number of voting hours**	272	768	1,152
Number of ballots cast	19,484	38,556	48,994

* On four of the days, advance voting was offered at five locations for 12 hours. On the remaining four days it was offered at one advance voting location for eight hours.
** Number of days, multiplied by number of locations, multiplied by number of hours the polls are open (12 hours)

The increased availability led to 48,994 votes being cast in advance voting from October 10 to 17, which is 27% more than the 38,556 votes cast in advance voting in 2014.

Voter turnout varied by day during advance voting, with the last two days (October 16 and 17) being the busiest days. Despite advance voting opportunities being heavily promoted through the City's social media channels and through information bulletins to the media to encourage voters to get their votes in early, voting volumes on some advance days were registering lower or only marginally higher than in previous elections (see Figure 9).

Figure 8 – 2018 Advance Voting Volumes by Day
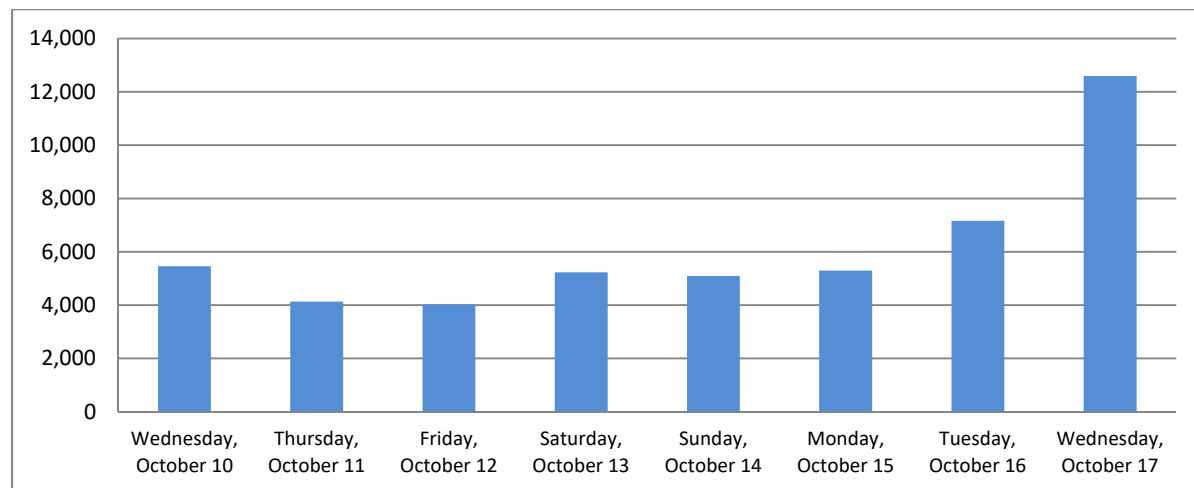
Advance voting trends from the last two elections have shown that the first day of advance, the Saturday on the weekend before Election Day, and the last two advance voting days are the most popular advance voting days. Other advance days that have been offered (Thursday and Friday before the weekend and the Sunday) are not as popular suggesting they may not be as convenient for voters (see Figure 9). Based on this data and the fact that voters appear to want to vote close to home (see Figure 5), staff may reduce the number of days of advance voting in the future while ensuring the number of advance voting opportunities remains the same or increases by expanding the number of advance voting locations across the city, including in the Downtown Eastside and other low voting communities, to improve access to voting.

Figure 9 - Advance Voter Turnout by Day in 2014 and 2018 (T- Days to Election Day)
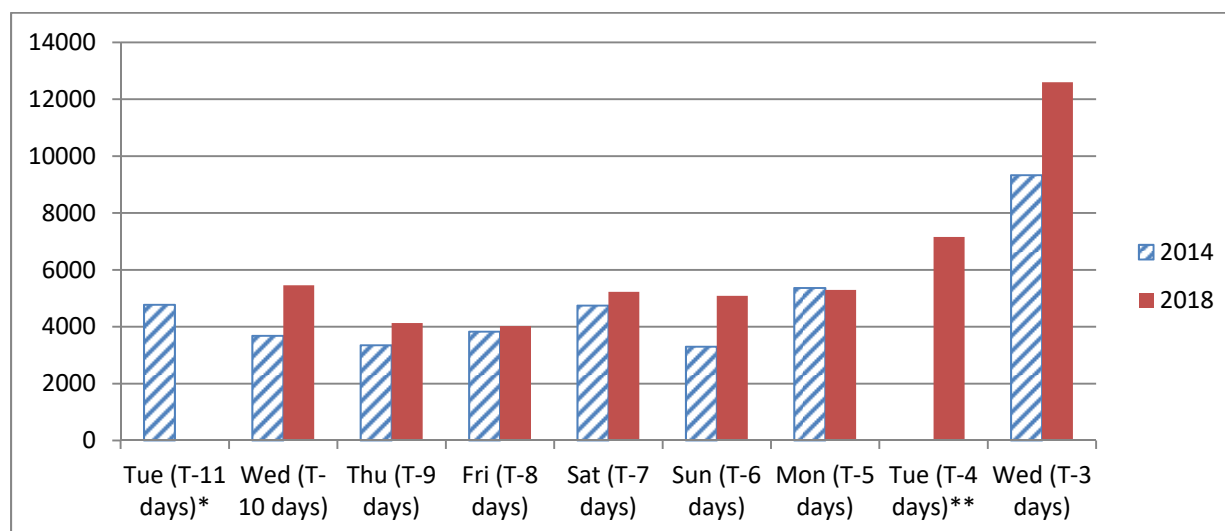
* was not an advance voting day in 2018
** was not advance day voting in 2014 as was a statutory holiday (Remembrance Day)

1c. Make Election Information More Accessible Across All City Communication Channels

1c.i. Election Website

The Election website was a critical tool in providing voters with information, such as candidate profiles, voter eligibility requirements and voting locations and dates.

Staff worked to ensure election information was intuitive to find, consistent and accessible across City communication channels (e.g., website, social media, printed communication material and 3-1-1). Staff met with two members of the Persons with Disabilities Advisory Committee (PDAC), a staff person from the Canadian National Institute for the Blind and a student from Vancouver Community College's Program for the Visually Impaired to assess the accessibility of the City's online election tools and website.

The feedback received during the review of the website provided insight into barriers users may face in using the City's website and online tools. Suggestions made by the participants in the review resulted in changes such as creating content that could be read by screen readers, increasing font size and colour contrast, and replacing ambiguous icons with text labels.

Building on the work from 2014, staff also implemented a number of new strategies and improvements to the website in 2018. These included:

- Live chat (supported by 3-1-1 Contact Centre agents) was made available on election related webpages this year from April to October 24, 2018. Live chat provided an easy communication channel through which citizens could ask questions or make comments while browsing the website.
- Accessibility enhancements
  - On the list of all voting places page, each voting place listing included:
    - Wheelchair access to enter the building
    - Parking location

- Additional info if relevant (example: alternate accessible entrance)
- If there were any restrictions (example: no accessible parking or accessible washrooms)
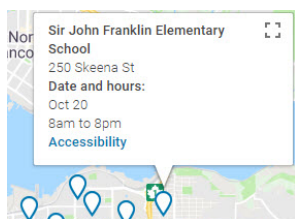
Sir John Franklin Elementary School 250 Skeena St	Oct 20 8am to 8pm	• Wheelchair access: gym's side entrance on Skeena St • Parking: street • Handicap parking unavailable • Washrooms: not wheelchair accessible

- Election results were also available in both table and chart options, with the table view increasing accessibility.
- New anonymous ballot marking data was also added to the City's online Open Data set post-election, based on the Independent Election Task Force's recommendation.

Other interactive tools offered again this election were:

- **Voter registration.** To ensure that voters had the opportunity to register on the voters' list until the list closed to new registrations (as required by the Vancouver Charter), the City embedded Elections BC's online voter registration form onto the City's website.

  For those voters who were not yet registered after this point, the City provided access to a provisional registration tool, allowing voters to pre-complete the voter registration form prior to arriving at the voting place. When they arrived at the voting place, they were processed quickly as their information was already in the electronic voters' list system. An Election Official would just need to verify the voter's identity, through identification documents and signature, prior to the voter being officially added to the list of registered electors.

- **The Voter 'Am I Registered?' Look-up Tool.** To ensure that voters brought the correct documents to the voting place, voters were able to confirm whether or not they were on the voters' list prior to going to the voting place by inputting their name and address into this tool. For this election, staff improved the address lookup component of this tool making it easier for voters to search for their name.

- **'Plan Your Vote' website.** Staff built upon the "Plan Your Vote" website, which gives users the chance to review the photo and profile of candidates and select candidates of interest, a voting date and location. Voters could email or print a voting plan, showing their selected candidates in the order they would appear on the ballot. Voters could also research convenient voting places using a website address and mapping tool.
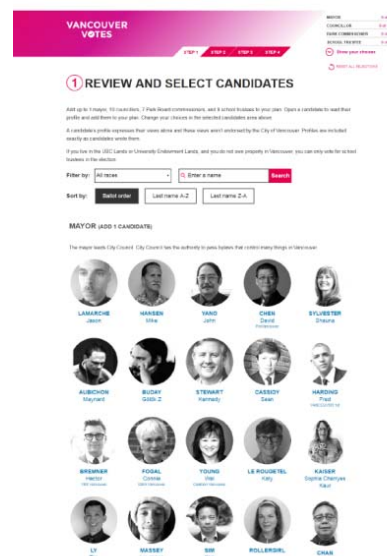
Improvements this election to the website included better usability and the ability to sort candidates in random order (as per the ballot) or in alphabetical order.

- **The Voting Place 'Where Do I Vote?' Look-up Tool.** This tool enabled voters to find the nearest voting location from a specific address or, using a mobile device; voters could obtain directions from their current location to a particular voting place. A new online map of all of the voting places was also available so voters could visually find locations near to them. On Election Day, the voting place lookup tool was configured so that it used information from the voters' list to present voters with the least busy locations (based on the number of voters being processed at the site) of all nearby voting locations first on the list.

Web Traffic Analysis

Over the two month period leading up to the election, the tools were well used by the public with:

- 2,788 new provisional registrations, of which 1,067 were officially added to the voter list at the polling station;
- 12,709 voter registration look-ups, down from 13,055 in 2014;
- 12,084 saved vote plans, up from 5,973 in 2014; and
- 50,688 voting location searches, compared to 69,925 in 2014[7]

Voter registration lookups may have decreased this election as the City's by-election and provincial election were held in the year prior to the 2018 election, therefore, many voters likely recently voted and knew they were registered.

Figure 10 - Election Website Visits Six Weeks Prior to the Election 2014 & 2018
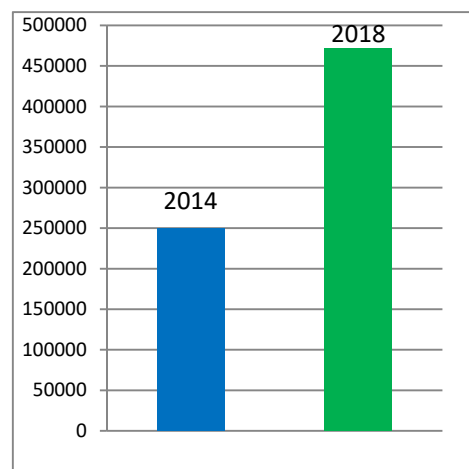
An increase in saved vote plans is likely a result of increased promotion of the tool through social media and printed communication material this election, as well as, potentially an increase in citizens' comfort with using online systems since the last election in 2014 and the introduction of randomized ballot names.

Over the six week period (September 8 – October 20, 2018) leading up to Election Day, the election webpages saw an increase of 89% in visits over 2014.

The top five webpages that were viewed during that same period include:

1. General election page
2. Who is running
3. Election results

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[7] The decrease in voting location searches between 2014 and 2018, within the context of other metrics having increased, could be attributable to the following:

- Improved map design in 2018 allowed users to navigate the map to all available voting locations without needing to first conduct a voting location search. This is supported by increased (+3.26%) page views to the where-to-vote map page even though there was a decrease (-27.51%) in voting location searches.

- In 2018, a new page listing all voting locations in a table format was also added. The list-of-all-voting-places page received 41,061 page views in 2018. The where-to-vote map page received 69,756 page views in 2014 and 72,030 page views in 2018.

4. 2018 mayor candidates
5. Plan Your Vote

On Election Day, the election results page was the most heavily visited with almost 55,000 visits. The highest concurrent users at any one point occurred around 10pm on Election night with 5,543 unique users on the City's website, 4,593 of those users viewing the election results page.

Staff used advanced web analytics data to modify content as needed to ensure those visiting the page were presented with the information they wanted.

Public Feedback

Staff received numerous accolades on social media from Vancouver citizens, as well as colleagues nationally within the Digital domain. Some of the feedback received is included below.

Although a significant number of voters used the website to access information, there continues to be electors who do not have access to the internet and/or who require additional assistance for more complex inquiries or service requests. These voters were assisted through the 3-1-1 Contact Centre, which provided election-related services to voters leading up to and including Election Day.

1c.ii. 3-1-1 Contact Centre

3-1-1 was an important partner and a strong contributor to the success of the 2018 election.

Election and 3-1-1 staff began meeting in early 2018 to map out milestone dates, plan communication materials that Contact Centre agents would need to respond to the anticipated large number of calls, and ensure the City's go-to information service had everything they required to provide excellent customer service throughout the election period.

3-1-1 received 6,244 election-related inquiries during the two-month period of September - October 2018 (down 104 inquiries compared to October-November 2014).

During the month of September, the most requested information from 3-1-1 was regarding voting by mail (21%), while in October it was regarding voting locations (16%).

Other common inquiries during that period related to:
- general election inquiries
- voter registration
- voter eligibility
- candidates
- voter guide inquiries

Election, 3-1-1 and Communications staff worked closely together during the election period to ensure clear and consistent messaging was disseminated through the City's information channels. Data on the types and volumes of Election calls into 3-1-1 was used strategically to respond to common citizen inquiries through social media and the City's website.

1c.iii. Communications and Social Media

A dedicated Communications Manager from Corporate Communications was brought on as part of the Election team and was responsible for creating an in-depth Communications strategy and overseeing the entire communications component of the election including brand development, design and production of all election communication material, advertising, partnerships and collaborations, and social media communication. In developing the Communications strategy, the Manager conducted research and used ideas from successful communications campaigns from other jurisdictions.

Based on this research, as well as, feedback from partner organizations and advisory committees, the 2018 communications strategy included several new initiatives to engage voters this election. These included:

- Kids Vote program
- Coffee Vote program
- Candidate 101 sessions
- Promotional partnerships
- New selfie backdrops and props at each voting place
- Voters' guide (provided in English, multiple other languages, and large print)
- Video production (new videos produced to inform voters)
- Elections email newsletter (1210 subscribers)
- Social media initiatives such as an Instagram influencer campaign

Kids Vote program

The Kids Vote program was offered during advance voting on the weekend (October 13 and 14) prior to Election Day and gave kids the opportunity to participate in the voting process while their parents voted. A special pink Kids Vote ballot with three fun questions was available at all advance voting places over the two days and kids went through a similar process as adults in completing the ballot and then placing the ballot in a paper ballot box. Over 950 ballots were cast and the results of Kids Vote were announced at 8pm on Election night. Results can be viewed in Appendix C.

Inspired by a similar program run in Montreal, as well as feedback from the Women's Advisory Committee, staff sought to encourage kids to vote in the future by giving young voters the opportunity to experience the election process at an actual voting place, making them feel more comfortable about voting when they become eligible to vote.

Coffee Vote program
The City of Vancouver partnered with seven coffee shops (nine locations) to promote the 2018 Vancouver election. Each participating coffee shop created a specialty coffee drink that the public could then later vote on for best drink. All participating coffee shops carried election material in their shops that were visible and available to patrons. There were 199 vote entries received online with the results announced on Election night. Although Coffee Vote did not have as many voting participants as the Kids Vote program, it was positively received and the program was a great opportunity to engage with citizens and local businesses that may not normally interact with local government or local elections.

@alfreddrinkingcoffee

Candidate 101 Sessions
Running for office can be intimidating for those who have not previously been involved in politics. In efforts to reduce barriers for candidates, staff provided two half-day Candidate 101 sessions on July 3 and 14, 2018 to provide more information about the roles and responsibilities of various elected official positions at the City, nomination document requirements, and important deadlines. There were 68 attendees over the two sessions.

Similar to 2014, staff created a "How to run for office" page on the City's website so candidates could refer to material related to running for office as needed.

Promotional Partnerships

The Election Office partnered with several internal and external partners including Cultural Services, Vancouver Public Libraries, Community Centres, Engineering, Mobi by Shaw Go, The Vancouver Whitecaps, and others to promote the Vancouver Election.
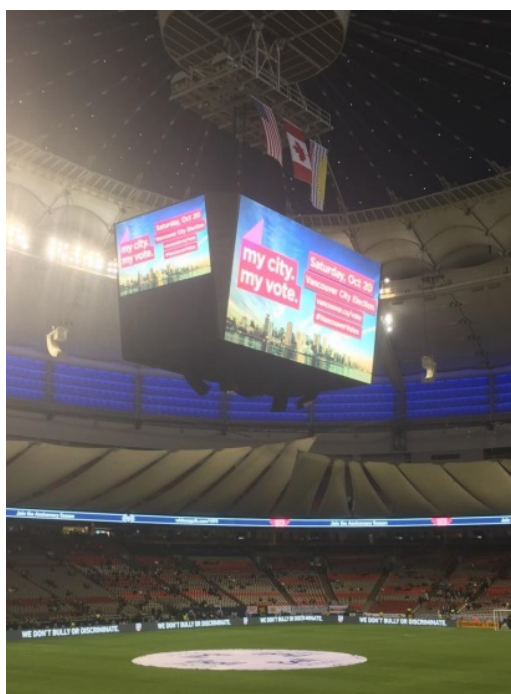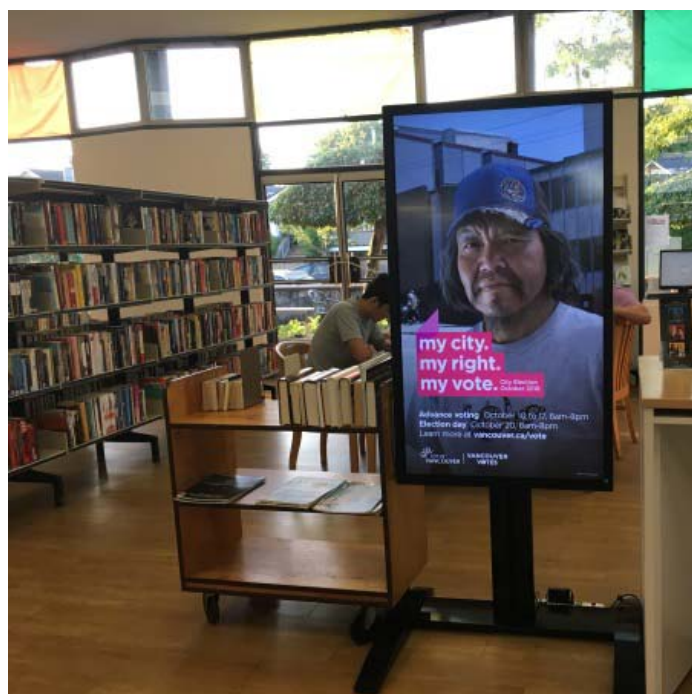
These partnerships led to many positive and highly visible communication opportunities, including election advertising in fall community centre recreation guides, free transit shelter ads, City Hall and False Creek Energy Centre lit up in pink from October 10-20 (the City's election brand colour), election signs on the jumbotron at BC Place, two 20 second announcements during the October 17 Whitecaps game, and having Election Day added to Engineering's garbage collection schedule, the VanCollect app and on electronic signage on the street. Mobi bikes also provided a free day of bike use during the month of October to make it easier for voters to get to the voting place.

Selfie Station and Props

In 2018, selfie stations and props were provided for all advance and Election Day voting places. This provided voters with an opportunity to share their voting experience on social media with their friends and family, while encouraging others to get out and vote. Over 985 vote selfies were shared on Twitter and Instagram, which were seen by thousands of social media users.

Voter Guide

The voter guide continues to be an important source of information for voters, providing non-partisan information on where and how to vote, as well as, the names, photo, contact information and a short biography of candidates (if one is provided by the candidate).

In 2018, staff increased the accessibility of this information by making print copies of the translated guide available for voters. The voter guide was translated into four languages besides English (simplified and traditional Chinese, Punjabi, and French), as well as, a large font print version of the guide and an audio guide (without biographies) online was available for voters with visual impairments (based on feedback from the Persons with Disabilities Advisory and Seniors Advisory Committee). The voter guide was distributed at outreach events and by partner organizations, and was available at community centres, City Hall, libraries, all voting places and online. For those unable to pick up a copy of the guide in-person or print the guide from home, a hard copy could be requested to be sent by mail by calling 3-1-1.

Video production

Several new short and engaging videos were created to provide information for voters, including:

- what the City does ("Our City 101");
- how to vote;
- information on the new random ballot process;
- how to save time on election day;
- how to pick your best voting location on the map; and
- a video to get voters excited about voting.

Most of the videos were translated into French, Punjabi, simplified and traditional Chinese, as well as, a version with English subtitles. Staff used the videos during outreach, in presentations and on social media. The videos were shown 533,054 times to 285,060 people on social media.

Elections email newsletter

The elections email newsletter was an opportunity for those interested in the election to sign up and receive election information directly to their email inbox as it became available.

There were 1210 subscribers to the newsletter and recipients were highly engaged with the content indicating that the newsletter was valuable and interesting for readers.

- The average open rate for emails was 64%; this is more than double the benchmark open rate for government email newsletters (27%)[8]
- The average click rate for links in the newsletter was 25%; this is far higher than the benchmark open rate for government email newsletters (3.65%)[9]

Staff will explore ways to expand subscription to this newsletter in future elections.

Voter Information Cards

Similar to previous elections, Voter Information Cards (VIC) were mailed directly to all registered voters in mid-September 2018. Cards were mailed out a week earlier than normal this election as a result of the potential for a Canada Post strike beginning the week of September 25. The VICs provide registered voters with information on the time, dates and locations for voting, as well as, provided information on what voters needed to bring with them to the voting place.

Approximately 68% of voters brought their voter information card with them to the voting place. As discussed further in the report, VICs were the most effective communication tool for voters about the election as reported in the post-election survey that was conducted by the City.

Social Media

To support the Communications Manager, and in alignment with the Independent Election Task Force recommendations, a social media specialist was hired five months prior to the Election to focus on delivering engaging and educational election information through the City's various social media channels. The role was tasked with developing and implementing a social media strategy and content development, coordinating paid social media advertising, hiring of social media influencers and other vendors, and in coordination with 3-1-1, responding to social media users' inquiries.

Impressions by Channel

	2014 Election	**2018 Election**
Twitter:	815,185	2,032,560
Facebook:	723,424	1,200,334
Instagram:	0	530,748
LinkedIn:	0	41,441
Total:	1,538,609	**3,805,083**

The number of impressions[10] for election-related content on social media more than doubled in 2018 compared to the 2014 Election. The hashtag #VancouverVotes was also used 11,769 times on Instagram and Twitter in 2018.

The success of this election's social media campaign in reaching the public can likely be attributed to resourcing a dedicated social media person who created an interesting and educational campaign.

Other Communication Material/Initiatives
The Communications team also developed many other materials that were placed in high traffic areas or disseminated by the outreach team such as posters, postcards, giveaway items (mugs, bags, etc.), in addition to more traditional advertisements in newspapers, bus shelters and on the radio.

2. Increase Overall Voter Turnout by Improving Engagement with Low Voting Communities and Demographics

To achieve the goal of increasing overall voter turnout by improving engagement with low voting communities and demographics, staff implemented several recommendations from the Independent Election Task force.

These included hiring a dedicated Outreach Coordinator, aligning strategies with civic group work, creating and administering grants for civic groups to hold voter education, conducting get out the vote and registration campaigns, and implementing post-election polling.

2a. Hired a Dedicated Outreach Coordinator

In May 2017, a dedicated Election Outreach Coordinator was hired to develop and implement a detailed, evidence-based outreach strategy for the 2018 Election.

Some of the key action items from the outreach strategy included:

- **Focus groups and surveys** – gather feedback from City of Vancouver advisory committees and survey local community organizations ahead of the election for ideas to increase engagement and collect recommendations for reducing barriers to voting.

- **Outreach team** – with support from the City's Public Engagement Program Coordinator and Pop-Up City Hall, manage a team of culturally diverse and multilingual outreach staff recruited from 311 to conduct outreach.

- **Outreach at events** – attend events to increase positive social cues for voting, get voters registered to vote and give out information to Vancouver citizens (attended 79 events, had 8,611 interactions with members of the public, received 285 voter registrations or updates and 742 pledge cards to vote, and 487 people signed up to receive election emails).

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[10] Number of times viewed by social media users.

- **Voter information presentations** – offer presentations that community members can book to learn more about local government and the voting process (staff delivered 51 presentations, including presenting to Grade 12 students at 15 local high schools).

- **Community partnerships** – work with community organizations to increase election awareness, voter registration, and the distribution of informational materials (12 areas canvassed, 2,848 interactions, 1,600 voter guides distributed).

- **Targeted outreach** – conduct targeted outreach to increase engagement with people in groups that have lower levels of turnout, including supporting the expansion of Special Voting Opportunities for people at social service agencies (10 locations visited, 372 interactions, and 260 voter guides were distributed).

- **Service agreements** – provide funding to Check Your Head and Civix to engage youth in Vancouver high schools; and work with MOSIAC, Metro Vancouver Aboriginal Executive Council, and the Aboriginal Friendship Centre to run peer-based outreach programs targeted to members in their communities.

The implementation of the public outreach period this election was expanded from two and half months in 2014 to six months running from April to October 20, 2018. There were two distinct periods where different messaging was provided to the public:

- **April-August 2018**: Voter registration and general civic literacy (what do elected officials and the City do)

(Election Information Presentation at the Developmental Disabilities Association)

- **September-October 2018**: Get out the vote (when, where, and how to vote)

Throughout these periods, the outreach team attended over 79 events (compared to 33 events in 2014) and completed 51 presentations to various groups, community members and non-profits.

The Outreach Coordinator also shared information with civic and community organizations through an email mailing list (196 groups on the list) and distributed election materials (voter guides, posters and rack cards) to 151 organizations, in addition to all of the City's libraries and community centres.

A key goal of the outreach strategy and a focus throughout both outreach periods was engaging with low voting demographics and communities. This is discussed further in the following sections.

2b. Focus Outreach and Engagement with Low Voting Demographics and Communities

2b.i.City of Vancouver Advisory Committees

Staff met with eight[11] of the City's advisory committees throughout 2017 and 2018 to identify barriers to voting in their community, review the accessibility options that were available in the 2014 election and identify opportunities to make voting more accessible in 2018. The Outreach Coordinator also met with committees to provide updates on new initiatives in 2018 and provide information as to how members could become involved as the election project progressed.

As a result of meetings with the advisory committees, a number of new initiatives were introduced or altered to help improve accessibility, including:

- A large print version of the voter guide with candidate profiles (PDAC & Seniors)
- An audio version of the voter guide (PDAC & Seniors)
- Local community members hired to work as greeters around voting locations in the DTES to make citizens feel welcome (PDAC)
- Voter education and registration outreach in high schools (Children, Youth and Families)
- Pictures of diverse Vancouver citizens in communication materials (UAPAC, LGBTQ, Cultural, PDAC, and Seniors)
- Translation added to videos to educate citizens on City services and importance of voting (Children, Youth, and Families and Cultural)
- Multilingual and ethnically diverse staff hired to conduct outreach (Cultural)
- Create an activity to entertain children at voting locations (Women's). Kids Vote was introduced as a result of this suggestion.
- Members of the PDAC conducted usability testing on the Plan Your Vote tool (PDAC)

2b.ii. Youth

Responses collected as part of Statistics Canada's General Social Survey indicate that of all of all the demographic factors that may impact whether a person votes or not, "age group is the

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[11] These committees include: Senior's Advisory, Urban Aboriginal People (UAPAC), Children, Youth & Families, Cultural Communities, LGBTQ2+, Women's Advisory, Persons With Disabilities (PDAC), and Senior's Advisory.

factor with the greatest impact on voting" with participation rates declining down the age spectrum from seniors to youth[12].

This is apparent in Vancouver elections with older citizens (age 35+) voting more than younger citizens (age 18-34).

As a result, there are several initiatives that were introduced this election to try and get younger citizens out to vote. These included:

- Service agreements and collaborations with youth organizations;
- Targeted outreach to youth;
- Employing youth to work for the election; and
- A targeted social media campaign

Service Agreements and Collaborations
Funding was provided to organizations that were able to help increase election awareness and spread voter information to young people. This was the first time that the City's election project had partnered with other organizations (e.g., Civix, Check Your Head, and CityStudio) to raise awareness about the City's election through a grant program. Grants were funded through the overall election budget and the Great Beginnings program, which provides funding for projects that benefit residents living in the Downtown Eastside by improving physical, social, or economic conditions.

Civix
The City partnered with Civix by providing funding to run their Student Vote program in elementary and high schools across Vancouver in the fall of 2018. Student Vote provided teachers with a curriculum to learn about local government and the electoral process, assignments to research municipal parties and platforms, and materials to run a voting location and cast ballots for the official election candidates. In Vancouver, 82 schools participated and over 8,000 students voted as part of the program.

The goal of the program was to get students involved in the voting process so that when they are eligible to vote they understand how and why it is important to vote, as well as, better understand the role of local government. In addition to directly engaging with students, students are encouraged to discuss the election with their parents and family members as part of the curriculum, bringing awareness to other members of the family about the election and the candidates running for office.

(Peer-Facilitator delivers a Youth Civic Voices Workshop to a Law 12 class)

Check Your Head
The City partnered with Check Your Head by providing funding to create and deliver **Youth Civic Voices** workshops for Grade 12 students in the spring of 2018. The workshop was designed with input from youth to provide information on the local political system and the

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[12] Turcotte, Martin. 2015. "Civic engagement and political participation in Canada". P14.

election process, as well as exploring the ways in which youth can participate in local decision-making processes outside of elections. Twenty workshops were delivered by youth who trained as peer-facilitators.

In the workshop evaluation, 72% of participants reported having a better understanding of the governing/service-providing bodies of the city and 73% of participants reported a 'good' and 'excellent' level of confidence in understanding the election process and the essential information required for their participation. Participants also reported an increased level of understanding of how they can actively participate in governance and decision making.

Many of these Grade 12 students that participated would have been eligible to vote in the October election.

The City also collaborated with a number of community and civic organizations to help increase engagement with youth. Collaborations include working with CityStudio to engage five university classes in projects related to understanding voter behaviour and increasing election participation. Students from SFU, UBC, and BCIT

(CityStudio #WhyVoteVan Activation in City Lab)

worked on projects including research on voter motivations, multimedia get out the vote campaigns, and community activation in the City Lab.

(30Network Workshop in the Town Hall)

The City collaborated with CityHive to support their 30Network think-and-do tank. The network brought together 30 urban influencers under 30 to build projects addressing civic disengagement. Participants engaged in workshops where they learned about the role of municipal governments and brainstormed ideas to increase civic engagement. The program culminated in an event where participants pitched eight different project ideas to a panel of judges.

Targeted Youth Outreach
Election outreach to youth started in April with a series of presentations to Grade 12 in-classes and assemblies, as well as, Check Your Head delivering their Youth Civic Voices workshops in high schools. Throughout the spring and summer staff booked outreach at events attended by youth including Vancouver Craft Beer Week, car free days and Pride.

Youth were also engaged in the months leading up to the election with outreach taking place on university campuses and through projects with CityStudio. In October, during the week before the election elementary and high school students voted at their schools as part of the Student Vote program.

Hiring Youth to Work the Election
Building on successes from hiring youth in 2014, in 2018, 59% (or 914) of election workers hired to work the election were under the age of 34. This opportunity provided younger voters with the chance to better understand the local government voting process, see themselves reflected at the voting place, and also share their experiences as an election worker with friends and family.

Social Media Campaigns Directed at Youth
The use of an Instagram influencers campaign specifically targeted a younger audience. The Coffee Vote campaign also targeted youth and included posts by coffee shops and food/lifestyle influencers.

Voter Turnout by Age
All age groups saw a decrease in voter turnout compared to 2014 with the exception of one, those aged 25-34, that participated slightly more this election compared to 2014 (up 0.34%). This was the only group that saw an increase compared to 2014 indicating that perhaps some of the outreach and communication initiatives used this election were effective in engaging that age group. Voters aged 65-74 saw the most decline in their turnout numbers compared to 2014 (a difference of eight percentage points) (see Figure 12). It is unclear why participation rates declined for certain age groups compared to 2014; however, there are a number of factors that can influence voter turnout such as who is running for office, the number of candidates, whether voters are fatigued and/or apathetic, campaign issues, and the tone of the election campaign.

Figure 11 - 2018 Registered and Voted Electors by Age Group
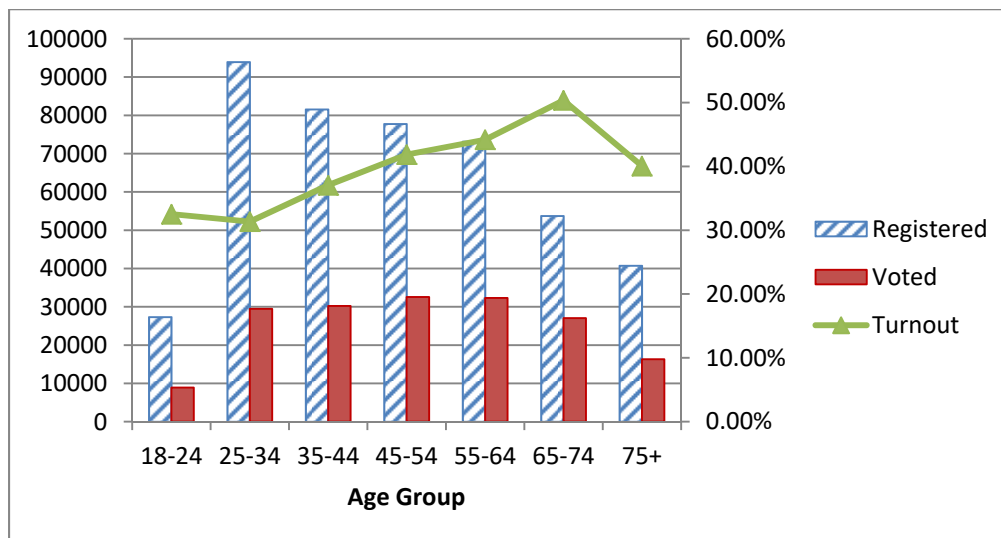
Figure 12 - Percent Turnout by Age Group
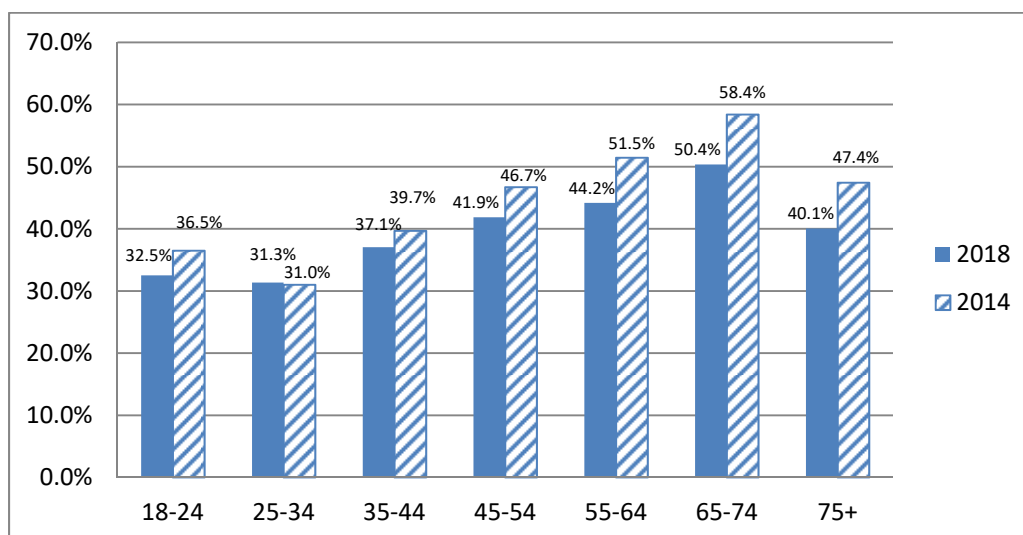
Although there was a decline compared to 2014, the highest volume of voters in 2018 continued to be adults aged 45–54 and 55-64 years (see Figure 11). The age group 65–74 had the highest voter turnout within their age group at 50.4% turnout in 2018.

While many of the initiatives described above were successful in engaging young people, in 2018, youth continued to be under-represented in voting in Vancouver. Youth are a demographic that staff will continue to focus election engagement and outreach on to increase turnout for future elections through the work plan of the new Election Outreach Coordinator position in 2019.

2b.iii. Other Low Voting Communities and Groups

There are other communities that face barriers when it comes to voting.

In September, the City hosted a *Promote The Vote* workshop attended by representatives from 26 different community and civic agencies. The workshop was a chance to share the City's outreach plan and materials, as well as foster connections and collaboration amongst community organizations with the aim of increasing voter participation.

MOSAIC received funding from Great Beginnings to deliver a series of eight voter information workshops to recent immigrants and new Canadians. The workshops were delivered in Farsi, Mandarin, Cantonese, and Tagalog. In total, 191 people attended the workshops to learn more about the City of Vancouver and how to vote.

At the end of each workshop, participants were asked to fill out a survey in which 88% of attendees strongly agreed that the workshop increased their understanding of the services provided by the City of Vancouver, and 84% strongly agreed

(MOSAIC Voter Education Workshop For Farsi Speakers)

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that the workshop increased their understanding of the election process and how to vote.

Metro Vancouver Aboriginal Executive Council and the Vancouver Aboriginal Friendship Centre Society received funding from Great Beginnings to conduct outreach to Indigenous peoples living in Vancouver. The funding was used to hire Indigenous outreach workers to complete a voter registration drive in June, and distribute voter guides in October. Outreach staff attended seven events and distributed 600 voter guides.

Two new Election Day voting locations were also added this election to better serve Indigenous voters, including the Musqueam Community Centre and Vancouver Aboriginal Friendship Centre.

(DTES Election Ambassadors)

Embers social enterprise received funding from Great Beginnings to hire community members living in the Downtown Eastside to help promote Special Voting Opportunities at social service centres, as well as, voting at eastside locations on Election Day. Embers hired and helped train 19 Election Ambassadors from the community, who canvassed three block radiuses around voting locations handed out voter guides and letting people know where they can vote. The Election Ambassadors did outreach around 13 voting locations and handed out 1,038 copies of the voter guide.

3. Reduce Barriers for Voters

3a. Post-Election Survey

Insights West was contracted to conduct a survey to get a better understanding of Vancouver voter and non-voter experience and behavior and the barriers they may face when it comes to voting. They conducted 813 exit poll interviews, over 1000 online surveys, 100 telephone interviews and 100 street intercepts (conducted in the Downtown Eastside region of the City by Field Nation interviewers).

The survey asked respondents to provide feedback on a number of areas of the election, including the accessibility of election information, their reasons for voting or not voting, their experience at the voting place, and their views on the newly introduced randomized ballot.

The detailed survey findings can be reviewed in Appendix B, however, the main takeaways from the report include:

1. Respondents to the survey were generally happy with the delivery of the election, with some areas for improvement.
2. Although some voters experienced challenges with the random listed ballots, the overall consensus is a preference for this approach—primarily because of "fairness."

3. The Voter Information Card is the single most effective City communication tool for the election.
4. Many Vancouverites felt uninformed about the candidates and some of their voting options but understood how and when to vote.
5. There was a lack of awareness about alternative voting options (e.g., vote by mail, vote anywhere, etc.) indicating that increased communication about these options may improve future voter turn-out.

Over 95% of voters surveyed were satisfied with 5 of the 6 aspects of the voting experience tested, including more than three-quarters who were "very satisfied" with each. One aspect that has some room for improvement was *line-ups/waiting times for casting ballots,* although this aspect also received positive ratings from the majority of respondents (85% satisfied, including 68% very satisfied).

Question: - Satisfaction with Aspects of Voter Experience
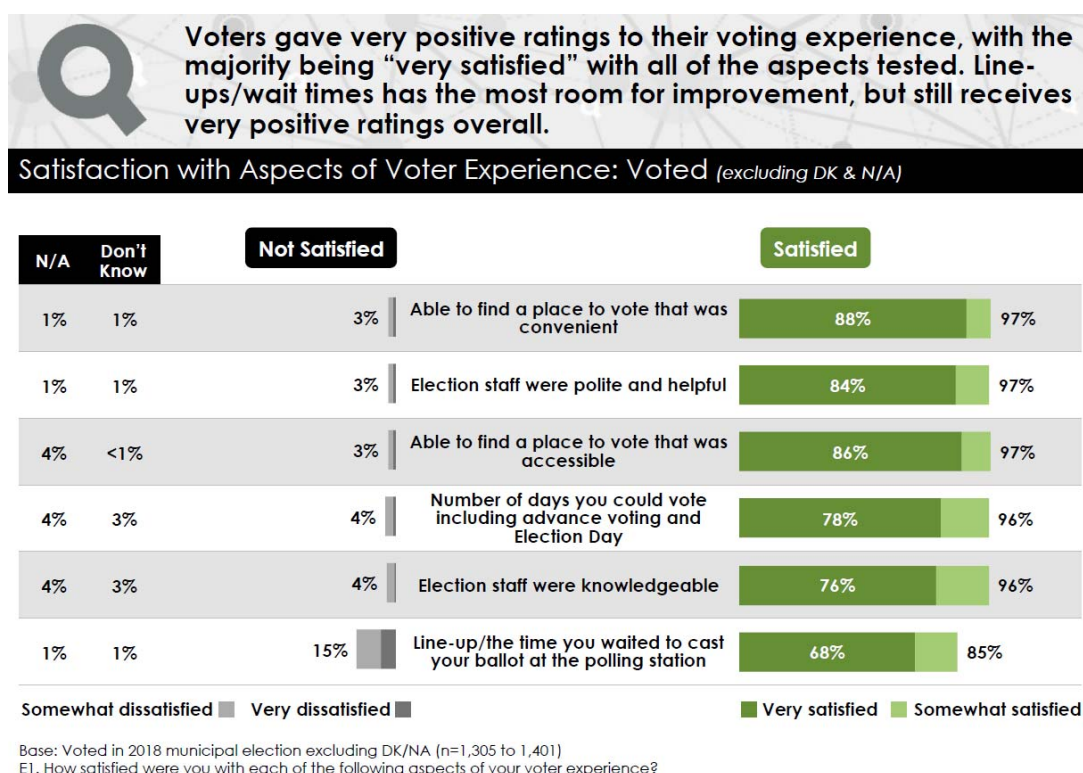
Voters gave very positive ratings to their voting experience, with the majority being "very satisfied" with all of the aspects tested. Line-ups/wait times has the most room for improvement, but still receives very positive ratings overall.

Satisfaction with Aspects of Voter Experience: Voted *(excluding DK & N/A)*

N/A	Don't Know	Not Satisfied		Satisfied	
1%	1%	3%	Able to find a place to vote that was convenient	88%	97%
1%	1%	3%	Election staff were polite and helpful	84%	97%
4%	<1%	3%	Able to find a place to vote that was accessible	86%	97%
4%	3%	4%	Number of days you could vote including advance voting and Election Day	78%	96%
4%	3%	4%	Election staff were knowledgeable	76%	96%
1%	1%	15%	Line-up/the time you waited to cast your ballot at the polling station	68%	85%

Somewhat dissatisfied ▪ Very dissatisfied ▪   ▪ Very satisfied ▪ Somewhat satisfied

Base: Voted in 2018 municipal election excluding DK/NA (n=1,305 to 1,401)
E1. How satisfied were you with each of the following aspects of your voter experience?

Seven-in-ten (71%) voters agree that listing candidates on the ballot in random order (instead of alphabetically) increased fairness for people running in the election. However, many voters also found that the random ballots came with difficulties:
- Two-thirds (67%) agreed that the random order made it take longer to find who to vote for; and
- Just under two-in-five (37%) found the random order ballots confusing.

When asked directly which method they prefer for future elections, half of voters (49%) pick random order ballots, compared to 37% who prefer alphabetical order by last name.

Just over two-in-five (43%) respondents reported feeling informed about the election prior to Election Day; however, when asked what information they would have liked to receive, suggestions were more commonly related to information on the candidates and their platforms, rather than the voting process. Among those who looked for voting information, a strong majority (81%) found it easy to find.

For those who did not vote this election, the top rationales for not voting centered on a lack of information about the candidates and campaign issues, as well as, the high number of candidates running.

Question: Reasons for Not voting

Lack of knowledge was the most common reason for not voting: not knowing enough about the candidates or enough about the campaign issues. One-in-five didn't vote because they thought there were too many candidates, and while more than one-in-ten were away or too busy.

Reasons for Not Voting: Didn't Vote in 2018 Municipal Election

Didn't know enough about the candidates	29%
Didn't know enough about the campaign issues	22%
Too many candidates	20%
Didn't have time or didn't fit into my schedule	13%
Out of town/away	13%
Not interested/concerned about campaign topics	11%
Didn't feel like my vote would make a difference	11%
Have a general dislike of politics	10%
Didn't like the candidates	10%
Forgot to vote/didn't get around to it	9%
Didn't know/didn't know until it was too late	9%
Too much of a hassle/long lines/bad weather	7%
Didn't know how or where to vote	6%
Did not like that candidates are listed in random order	5%
Too physically difficult for me	5%
Wasn't able to register to vote	5%
Registering to vote seemed too difficult	4%
Other	10%

Base: Did not vote in 2018 municipal election (n=617)
P2. Why did you **not vote** in the recent City of Vancouver municipal election?

Rationales for Not Voting

The top rationales reported for not voting by non-voters include a lack of information about candidates and campaign issues and the number of candidates running for office.

1. Lack of Information about Candidates and Campaign Issues

The City, as a non-partisan entity, provides voters with information regarding candidates running for office on the City's website and in the election voter guide. This information includes candidates' names, their photo, a 150 word biography, and their contact information (website, email, phone number and social media accounts), if this information is provided by the candidate. The City also provides information on all-candidate meetings that have been organized by third parties on the City's website.

Although the City provides information about candidates online and in the voter guide, due to the high number of candidates that ran this election, it may be overwhelming for voters to learn about each of the individual candidate's platform, particularly given the short time frame between when the candidates running for office are confirmed and Election Day.

In 2018, the close of the candidate nomination period, as legislated in the Vancouver Charter, was September 14, 2018 at 4pm; 36 days prior to Election Day or 26 days before the first day of advance voting.

In Ontario, however, the nomination period for local government candidates is much earlier, allowing voters to have more time to learn about the candidates and their campaigns, as well as, providing candidates with more time to engage with citizens and educate voters on the issues they are campaigning on. In 2018, the nomination period for the City of Toronto closed 87 days prior to their Election Day (October 22, 2018), 51 days earlier than the City of Vancouver's nomination period.
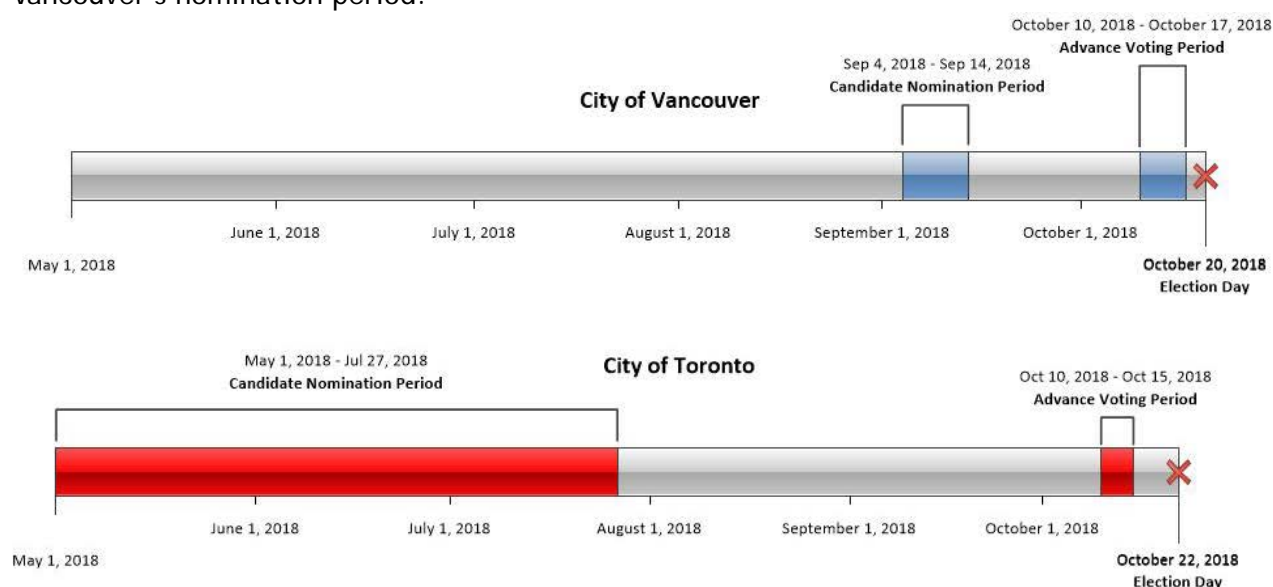
Note: in 2018, the City of Toronto re-opened the nomination period for a two day period on September 20 & 21 due to a court decision. This was an exception for this election.

The importance and impact of candidates connecting with voters prior to Election Day has been documented in a number of studies in Canada. Elections Canada's 2011 National Youth Survey found that turnout for youth who been contacted by a political party or candidate was 15 percentage points higher than those who had not been contacted.[13] Similarly identified in Elections Canada's 2015 National Youth Survey, youth who voted were almost twice as likely as those who did not vote to say they were contacted by a political party or candidate[14].

A lack of candidate information for voters this past election may also be a result of new campaign financing regulations introduced by the Province, which may have reduced the ability of candidates to raise awareness about their campaigns compared to previous elections.

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[13] Elections Canada (2011), "National Youth Survey".
[14] Elections Canada (2015), "National Youth Survey".

2. High Number of Candidates

The third most commonly noted reason for not voting by non-voters this election was due to the number of candidates that ran for office in 2018. The Vancouver Charter (VC), which is governed by the Province, outlines the eligibility and nomination requirements to run for office in Vancouver. The City currently requires candidates to obtain at least 25 nominators, and that candidates submit a $100 deposit, which is the maximum amount allowed under the Charter. An option for the City to implement a 25 nominator requirement for candidates was introduced in the Charter in 2008 (up from two nominators), however, the $100 nomination fee has not changed since it was introduced in 1999.

Overall, the post-election survey provides a useful snapshot of what some of the barriers were for voters this election and areas where improvements can be made, including improvements to wait times and providing more information to voters regarding alternative voting options.

Staff will use this information for future election planning purposes and will implement another post-election survey for the 2022 election to enable benchmarking of data across elections.

3b. Accessible Voting Machines and Other Accessible Voting Options

In 2018, similar to 2014, in an effort to reduce barriers for persons with disabilities and seniors and encourage both to vote, the City provided accessible voting machines at two advance voting places during the advance voting period. Voters using the equipment could either: a) use the sip and puff system to complete their ballot, b) use the audio system through which the ballot was read to the user through a headset; or c) use the magnification system which made the ballot easier to read.

To promote the use of the accessible voting machines, staff worked with the City's advisory committee, including the Seniors and Persons with Disabilities advisory committees, to introduce the availability of these machines, as well as, inform 13 organizations who serve persons with disabilities about the machines to share with their members.

While the uptake on the use of the accessible voting machines was very low (estimated 2 recorded uses), the benefit of being able to offer this segment of the population independence and privacy when it comes to marking a ballot over conventional methods (having an Election Official or friend/relative assist the voter) is significant.

In addition to accessible voting machines, the City offered the following accessible opportunities for voters:

a) **Ballot Marking Assistance.** If a voter required assistance in marking a ballot due to physical disability, the voter could request the assistance of an Election Official, or, another individual provided the individual took an oath of secrecy prior to assisting the voter.

b) **Curbside voting.** For voters who were unable to enter a voting place due to physical disability or illness, curbside voting was available. Curbside voting enabled a voter to vote outside of the voting place – usually in a parked vehicle.

c) **Vote by Mail.** The City provided a "vote by mail" option for voters who were not able to vote during the advance voting period or on Election Day. The vote by mail option was available for the 18-day period leading up to the municipal election. The City received 1,866 applications to vote by mail in the 2018 election, of which 1,237 were returned and processed.

d) **Interpretation Assistance.** Interpretation services were available for voters requiring language assistance in reading the ballot. This service was provided through three means. First, 42% of election officials spoke Mandarin, Cantonese, or Punjabi either fluently or at a conversational level, and another 17% spoke French, Tagalog, Korean and Vietnamese at a fluent or conversational level (total of 59% spoke another language overall). Staff used the most recent Census data to identify the areas where staff with additional language skills beyond English were required (total of 47 voting places on Election Day). Voting places within these areas were staffed with 50% of workers who spoke those languages.

Second, voters were able to bring another individual with them to the voting booth to assist in reading the ballot provided that an oath of secrecy was signed prior to assisting.

Third, a language phone line was available to voting place staff to assist voters. This service provided language interpretation over the phone in over 150 languages.

In all instances, the voter's privacy and the secrecy of their ballot are paramount. Making voting as accessible as possible for voters is an important focus for Election staff and staff will continue to look for opportunities to increase accessibility in the future.

3c. Expanded Special Voting Opportunities

An expanded Special Voting Opportunities (SVO) program was introduced this election to broaden staff's ability to assist voters who are not able to make it to a traditional voting place to vote due to illness, injury or other barrier(s).

In previous elections, as prescribed in the Election By-law, SVO was only able to be provided at hospitals and residential care facilities that accommodated 50 or more clients. In 2018, staff

Voting at Oppenheimer Park SVO Poll (source: Vancouver Courier)

recommended amendments to the Election By-law that were approved by Council, to extend the SVO program to serve users of social service centres, as well as residents or patients of emergency shelters, hospitals and care facilities that accommodate 30 or more individuals. This expansion recognized the diverse barriers to voting which not only include physical disability or illness, but also mental illness and socioeconomic challenges such as homelessness and acute poverty.

The by-law changes enabled staff to increase the number and diversity of SVO facilities. In 2018, the City provided SVO at 90 facilities over the course of 99 visits[15], representing an increase of 39 facilities from 2014. These included:

- 53 care facilities;
- 15 social services centres;
- 13 shelters;
- 7 hospital campuses; and
- 2 mental health and substance abuse facilities.

Figure 13 - Make up of SVO Facilities in 2014 and 2018
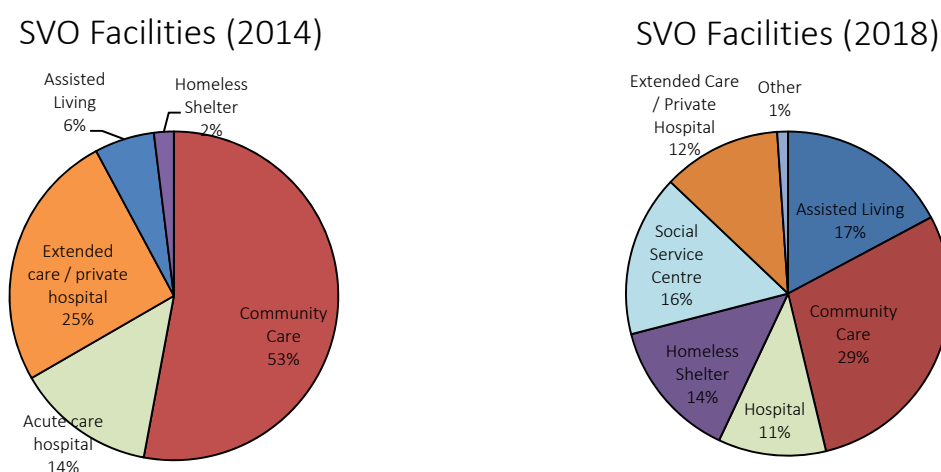
New additions this election include numerous emergency shelters (e.g., Catholic Charities Men's Hostel), social service centres (e.g., Covenant House), new hospital campuses, seniors assisted living facilities and mental health and substance abuse community care centres (e.g., Bloom Group - Victory House). 19[16] mobile voting sites at shelters and social agencies were located in the Downtown Eastside (DTES).

Staff worked closely with facility administrators to book voting opportunities, conduct site visits, meet with administrators, and provide posters and other material such as voter guides so that administrators could communicate with their clientele/residents regarding the dates, times and location of voting within the facility.

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[15] Some facilities requested two visits.

[16] Locations: First United Church Shelter, Evelyne Saller Centre. Downtown Eastside Women's Centre, Oppenheimer Park, The Chinese Cultural Centre of Vancouver, Carnegie Community Centre, New Fountain Shelter, Union Gospel Mission, The Dugout, Atira at 131 Dunlevy St, Salvation Army - Harbour Light, Powell Place Shelter, Powell Street Getaway, WISH Drop-in Centre, VPL - nəc̓aʔmat ct Strathcona,Covenant House (Pender), Bridge Housing for Women, Al Mitchell Place, and Downtown Eastside Women's Shelter.

Information sessions or on-site outreach staff were also made available to all facilities. Outreach staff could be scheduled two or three days in advance of the voting date to talk to clientele/residents about voter ID requirements, and provide voter guides and other election information.

Figure 14 - Mobile Voting Locations located within the DTES

A total of 1,656 ballots were cast as part of the expanded SVO program, up from 720 in 2014.

On average, five or six SVO teams (made up of four staff) were deployed each day over an 11 day period to conduct SVO voting. Over 11 days (October 9-19, 2018), staff processed an average of 152 voters per day and the number of voters who voted through the SVO program increased by 130% over 2014.

Voting at Oppenheimer Park - SVO Poll (Source: Vancouver Courier)

Overall, staff received a positive feedback from voters and facility administrators.

> *"People need to understand that it's not as easy as just walking to a voting booth and making it happen. There's a whole lot more going on in somebody's life," said Jeremy Hunka, a spokesperson for* Union Gospel Mission (UGM) … *"If these mobile voting stations weren't here, the vast majority of people who voted at UGM wouldn't have voted."*
>
> - As quoted in The Thunderbird

Staff will continue to review opportunities to improve the SVO program to reach more voters who face significant barriers when it comes to voting.

Public Feedback and Concerns

Of the thousands of election-related interactions that citizens had with the City of Vancouver through the City's major citizen service channels, a small percentage (223 or 0.01%) were complaints received from individuals regarding some aspect of the municipal election.

Table 1 – 2018 Election-Related Interactions through City Communication Channels

Communication Channels	Interactions	% of Interactions
Vancouver.ca[17]	471,704	11.01%
3-1-1[18]	6,244	0.15%
Social Media[19]	3,805,083	88.84%
Complaints[20]	223	0.01%
Total Interactions	4,283,254	100.00%

Of the 223 complaints received over the election period (35 fewer than 2014), the top four complaints were related to:

1. Wait times (69)
2. Political signs (60)
3. Randomized ballot (10)
4. Not checking voter ID (9)

The remaining 34% (75) of the complaints received ranged widely in their subject matter with each subject receiving 1-7 complaints. This included such matters as the use of the secrecy sleeves by election officials, concerns regarding accessibility at a voting place and information on the website.

1. Wait Times

As indicated earlier in this report, several measures were taken to ensure flexibility and responsiveness to voting volumes on Election Day including:
- using previous election data to predict voting volumes
- a dynamic voting place lookup tool on the City's website on election day that presented voters with the least busy nearby location
- social media updates indicating busy and less busy locations
- additional workers (375 more election workers were hired in 2018 than in 2014, for a total of 1561 workers to improve processing speeds at voting places)
- the addition of four advance voting locations over the eight days of advance voting to provide more options for voters to vote early
- equipped 22 voting places that were anticipated to be busy with two ballot tabulators instead of one to alleviate wait times in casting ballots.

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[17] Sessions with Election pages in the six weeks leading up to Election Day (Sep 8-Oct 20, 2018). A session is a website visit by a unique user. A session persists as long as the user is interacting with the website. A session ends after 30 minutes of inactivity.
[18] Interactions from Sept-Oct 2018. Interactions are recorded by 3-1-1 agents clicking through scripting in 3-1-1's case management system, and may not correspond exactly with call volumes. For example, a single call about multiple topics would result in the agent recording multiple interactions.
[19] Includes impressions from Twitter, Facebook, Instagram and LinkedIn from January 1-October 20, 2018
[20] Total complaints for the year received by 3-1-1 (phone, chat (2018 only), online web form and Twitter), and by the Election Office.

Factors Affecting Wait Times
There are a number of factors that led to challenges regarding wait times on Election Day.

The City operates under an at-large voting system, which means that citizens of Vancouver vote for all 10 Councillors, one Mayor, nine School Board Trustees and seven Park Board Commissioners, in addition to three Capital Plan borrowing questions.

The City of Vancouver is the largest municipality in Canada to operate under an at-large system. Other large municipalities across Canada such Toronto, Montreal, Halifax, and Calgary operate under a ward system where voters vote for a smaller number of representatives, which means that their ballots are much smaller. This reduces the amount of time it takes for an elector to vote, as there are fewer candidates to review and select.

The City of Vancouver is also the only municipality in Canada to have an elected Park Board, which adds an additional race on the City's ballot with seven elected members of office adding to the length of the ballot compared to other municipalities

In addition to the four races on the front side of the ballot, under section 131 of the Vancouver Charter, the City of Vancouver may ask voters during an election to assent to a by-law, which the City of Vancouver included on the City's ballot in the form of Capital Borrowing Plan By-law questions. Capital Plan Borrowing Questions were first added to the City's ballot in 1964. In a survey of Lower Mainland municipalities, of the 12 respondents[21] to the survey, the City of Vancouver was the only municipality in 2018 to have assent questions on their ballot (two municipalities had a non-binding plebiscite question on their ballot).

Due to these many factors, the City of Vancouver typically has a much larger ballot than other jurisdictions.

In 2018, the length of the ballot was greater than normal due to a high number of candidates running for office. The City had 158 candidates who submitted completed nomination papers during the nomination period. This is almost double the number of candidates Surrey (the second largest city in BC) had running in their latest election (total of 83 candidates) and 25% more than Vancouver had in 2014.

During the election of 1996, the City of Vancouver had an even higher number of candidates run (170 candidates), however, due to a more equal number of mayoral and councillor candidates, staff were able to fit candidate names onto an 8.5 by 17 inch ballot.

Due to the number of races, number of questions and unusually high number of candidates that ran for office, the 2018 ballot was a large 8.5 inch wide by 22 inch long ballot that was double-sided. This is the largest ballot the City of Vancouver has ever had and the largest ballot that our ballot tabulator vendor has offered in Canada, although they have provided similar sized ballots in the US for jurisdictions such as the State of New York and a small number of counties in Colorado and Nevada.

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[21] The 12 respondents included: City of Burnaby, City of North Vancouver, City of Surrey, City of Coquitlam, City of Maple Ridge, City of New Westminster, City of Abbotsford, City of Port Moody, City of Richmond, City of Delta, City of Pitt Meadows, and City of Langley.

The large ballot created two issues:

1. Ballots took a longer time to scan. The City used a new ballot tabulator vendor in both the 2017 by-election and 2018 election. This new tabulator, in addition to counting the marks on the ballot, also scans and stores two images of both sides of the ballot, which provides additional redundancy in the event that ballots are somehow damaged (e.g., fire or flood) and a judicial recount is required. Due to the long length of the ballot and new scanning process, ballots took longer to scan through the machine (20-25 seconds) than in the past. As the by-election used a much smaller ballot, the tabulating length of time using the new tabulators was not identified as an issue in the 2017 by-election.

2. Ballots landed awkwardly in the ballot boxes after being run through the ballot tabulating machine, due to their length, causing them to pile up much more quickly in the ballot boxes. As the ballots piled up inside the ballot boxes, they caused paper jams for the ballot tabulating machine as the ballots impeded proper entry of ballots into the ballot box. In some cases, this delayed the processing of voters at the ballot box.

   Unfortunately, the final size of the ballot is not known until the end of the nomination period which is well after other supplies have been ordered (one year in advance) and delivered. City staff ordered and used the largest ballot box available from the vendor and upon being notified of the issue during advance voting, acquired as many additional boxes as possible from the vendor and other local municipalities to address the issue. Unfortunately, as both Ontario and BC have their municipal elections within a two-day period there were limited supplies that could be obtained in the time frame available between advance voting and Election Day. Locations that staff had anticipated might be busier were provided with an extra ballot box and voting place workers and managerial team members out in the field were provided with detailed processes on how to switch to a new ballot box should their ballot box fill up. Paper jam issues, however, were still experienced at some locations across the City.

As a result of these issues, complaints were received on Election Day regarding wait times to cast a ballot at 20 locations (or 18% of voting locations) across the City. Staff received reports that some voters who had completed their ballot but did not want to wait in line for the ballot, had left their ballot with the Presiding Election Official at the voting place to enter into the ballot box. These were held in the auxiliary compartment to be fed through the ballot tabulator after the close of voting.

In some cases where there was a paper jam during the day as a result of the large ballots backing up in the ballot box, the auxiliary compartment of the ballot box was used to process ballots. These ballots were fed through the ballot machine after the close of voting.

Summary on Wait Times
Based on this experience, staff are reviewing options for future elections to reduce wait times, including working with the tabulator vendor to design a larger box to accommodate a large ballot and leasing more ballot tabulators and ballot boxes for each location within the City.

With the feedback and data gathered from the 2018 and 2014 elections using the Vote Anywhere model, staff will be able to better predict when and where voters will vote in a subsequent election. With this information, staff also better understand mitigation steps to reduce wait times at busy locations. It should be noted that there were no wait times reported during advance voting days (with the exception of the evening of the last day at some locations).

2. Election Sign Complaints

As is the case in past municipal elections, the City received complaints regarding election signage. There were a total of 25 complaints received (51 total signs removed as a result of complaints) during the election period related to the alleged placement of election signs on public and private property. Staff proactively removed an additional 134 signs from public property.

The placement of election/political signs on private property is regulated through the Sign by-law, which is enforced by Development, Buildings and Licensing. The Sign By-law allows for election/political signs on private property without a permit as long as they meet certain requirements outlined in section 6.9 of the By-law.

The placement of election/political signage on streets and sidewalks is regulated through the Street & Traffic By-law, which is enforced by Engineering Services. The by-law states that signage is not permitted on City streets without the explicit permission of the City Engineer. The approach over many years has been to try and make it possible and practical for elector organizations and candidates to place signage on private property that is visible to the public. The City's enforcement approach has been to allow election signage to be placed between the back of a sidewalk and the adjoining private property. Some of these signs may be on City property, but given that the property line is very difficult to identify without a survey, the City allows this encroachment. Signage regulation was shared with elector organizations and candidates in September and October 2018.

Engineering Services impounded a total of 185 signs from both independents and candidates running with political parties.

The remaining complaints (35) were related to the placement of election signs within 100 metres of a voting place - largely on Election Day. This is consistent with past elections. When a complaint was received, the Chief Election Officer contacted the relevant candidates and/or elector organization directly and instructed them to remove the offending signage.

Overall, the number of sign complaints was down to 60 in 2018 from 73 in 2014.

3. Randomized Ballot

The 2018 election was the first Vancouver election in many years that candidates' names were listed in random order on the ballot (the last time a randomized ballot was used in Vancouver was in 1993). Staff anticipated that this change may cause challenges for voters in terms of finding candidates on the ballot and additional time it would take to mark the ballot. Staff requested an additional $235,000 to support an education campaign for voters regarding these changes.

The complaints received regarding this issue mostly noted the additional time it took for the voter to find candidates on the ballot. As identified in the post-election survey, although many voters found the randomized order of candidate names more challenging, they continued to find the random order ballot fairer than a ballot sorted alphabetically by candidates' last names. The relatively few complaints received regarding the randomized ballot may indicate that the communication campaign was successful and/or the change was not too burdensome for voters.

4. Voter Identification Requirements

The voter identification and registration requirements for municipal elections are governed by the Vancouver Charter and the Local Government Elections Regulation. In order to register as a resident elector at the time of voting, an individual must be a Canadian citizen 18 years or older who has resided in the Province for at least six months and the city for at least 30 days prior to the date of registration. The applicant must produce at least two documents that provide evidence of the applicant's identity, place of residence, and signature. Identification documents are set out in the Elections Regulation (Section 3) and may include a solemn declaration as to the applicant's place of residence.

During the voting period, a number of concerns were expressed regarding voter identification requirements. It appears that some members of the public are unaware or unfamiliar with the regulations related to voting identification requirements at the municipal level set out under provincial legislation.

Those resident electors whose names are already on the city excerpt of the Provincial Voters' List, however, are not required to produce voter identification when voting in the municipal election.

These identification requirements differ from the requirements of other levels of government (BC provincial and federal), which require identification to be presented even if the elector's name appears on the list of registered electors.

Under Section 32 of the Vancouver Charter, the City uses the most up-to-date and available Provincial list of voters as the City's list of registered voters. For the 2018, local general election, the Provincial list of voters (i.e. Vancouver excerpt) became the City's list of registered voters on August 20, 2018.

Election Costs

The cost to run the 2018 election was $4.1M with high level budget costs breakdowns noted below.

Cost Area	2018	2017 (By-Election)	2014
Staffing (incl. training)	$1,820,000	$545,000	$1,000,000
Communications (outreach + postage)	$1,120,000	$130,000	$900,000
Technology (lease)	$1,003,000	$730,000	$800,000

Cost Area	2018	2017 (By-Election)	2014
Election Office, Supplies & Voting Facilities	$171,000	$130,000	$200,000
Total	$4,114,000	$1,535,000	$2,900,000

Note: 2011 is not comparable as voter list technology & laptops were not used on Election Day in 2011. Departmental staff costs were also not captured in the election budget as they were provided in-kind by departments.

Staffing Costs
The largest increases in costs in 2018 over 2014 relates to staffing and technology.

In 2018, new election positions were created and/or the positions were funded over a longer period of time to allow for proper planning and implementation of new project initiatives including new communication and social media initiatives, an expanded Special Voting Opportunities program, improvements to online services, and new outreach strategies, such as grants to non-profits to assist in raising awareness regarding the Vancouver election. These initiatives were implemented as a result of recommendations made by the City's Advisory Committees, the Independent Election Task Force, best practice research and feedback received during the 2014 election.

The 2018 election program included hiring an additional 375 election workers to improve redundancy to cover potential worker attrition experienced in previous elections, and support new supercentres (these had double the number of staff of a typical voting location). In addition, a slight increase in honoraria rates (average of 7% across roles) for election workers was applied (the rates were last updated in 2014). Additional staff were also hired for the expansion of the Special Voting Opportunities program (25 staff in 2018, up from 10 staff in 2014) as staff visited an additional 39 facilities this election compared to 2014 during a broader period of time (evenings and weekends).

The addition of four advance voting locations across the city over eight days of voting required an additional 416[22] election workers over the advance period compared to 2014.

As a result of these increases in services this election, the City more than doubled the number of outreach events attended compared to 2014 (from 33 in 2014 to 79 in 2018), there was a 27% increase over 2014 in advance voter turnout, and the Special Voting Program saw an increase of 130% in the number of ballots cast compared to 2014.

Voter engagement also increased through the City's social media channels and website, including a 102% increase in voting plans saved, an 89% increase in visits to the City's election webpages, and a 147% increase in social media impressions compared to 2014.

Technology Costs
The addition of election workers, more SVO mobile teams and the doubling of ballot tabulators at 22 supercentres also meant more ballot tabulators and laptops were required, which increased technology costs this election.

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[22] These workers also worked on Election Day.

Randomized Ballot Costs
Additional funding of $235,000 was approved by Council and allocated to help educate voters on the new randomized ballot that was introduced this election.

2017 By-Election Costs
For the 2017 by-election, Voter Information Cards were not mailed to each registered voter, there was no Special Voting Opportunities Program, staff worked for a shorter period of time, and fewer than half the typical number of voting places were used, which is why costs were respectively lower for the by-election. There were some savings in voting supplies as materials were re-purposed from the 2017 by-election.

Elections Costs Summary
In summary, increased election costs reflect more robust election services offered to the citizens of Vancouver in 2018. Staff will continue to review ways to provide high quality election services while leveraging partnerships with internal and external partners to ensure resources are effectively and efficiently used.

Review Summary

The 2018 Vancouver Municipal Election had many successes including the introduction of several new outreach and communication initiatives and partnerships, including input from the Independent Election Task Force, the City's advisory committees, and community organizations. Ongoing research and planning, including the use of data from previous elections, also led to service delivery improvements in 2018. The partnerships developed were invaluable in identifying barriers to voting, getting the word out about the election and developing a mutually beneficial and positive relationship that staff would like to extend into the years between elections by creating a permanent position for outreach.

Staff were committed to using all tools available to improve the accessibility and timeliness of election services and information, increase overall voter turnout by improving engagement with low voting communities/ demographics, and remove barriers for voters.

Although overall voter turnout did not increase this election, staff feel that many of the new initiatives and relationships developed over the last two years were successful in engaging and creating "positive cues" for the public. Staff anticipate investments made this past election such as the Civix and Check Your Head campaigns (where almost 9,000 Vancouver student participated in local government election education programs), as well as, hiring 371 workers under the age of 18 to work during the 2018 election, will yield positive results in the form of increased turnout in future elections as these students become eligible to vote.

The results of the post-election survey indicated that overall Vancouver citizens had a positive experience with the 2018 Vancouver Election and the services provided. There are some areas, including wait times and increasing awareness about alternative voting options, where staff can focus on improving for the next election.

Staff will also continue to review all aspects of delivering an election based on the feedback received in 2018 including a review of advance voting locations, outreach methods and opportunities to better engage marginalized members of the community. Planning for the

2022 election will begin next year and staff look forward to building on the successes from 2018 to best serve the citizens of Vancouver.

2018 POST ELECTION SURVEY
PRESENTATION

Simplified *Understanding*

December 2018

Table of Contents

INTRODUCTION

Introduction

Background and Objectives

- The City of Vancouver was interested in conducting a survey of eligible voters immediately following the Vancouver municipal election on October 20, 2018.

- The objectives of this study were to:

  o Learn more about Vancouver voter and non-voter experience and behaviour; and

  o Measure response to the newly implemented approach of listing candidates in random order on ballots.

Methodology & Sample

- The study was conducted October 20th, 2018 to November 5th, 2018 via several different methodologies as detailed in the table below.

Methodology	Field Dates (2018)	Sample Size	Margin of Error (19/20)
Exit polling*	Oct. 20th	813n	±3.44%
Online survey	Oct. 21st to Nov. 5th	1,025n	±3.06%
Telephone interviews	Oct. 21st to 26th	100n	±9.80%
Street intercepts**	Oct. 23rd & 24th	100n	±9.80%
TOTAL	Oct. 20th to Nov. 5th	2,038n	±2.17%

- Results have been weighted by age and gender according to the 2016 Statistics Canada Census for City of Vancouver residents aged 18 years and older, and by voting incidence for the City of Vancouver 2018 Municipal election.

*100n interviews exit poll interviews were completed per location. A shortened exit poll survey was conducted with voters after they exited one of the following polling locations across the City:

- Mount Pleasant Community Centre
- Roundhouse Community Arts & Recreation Centre
- Killarney Community Centre
- Trout Lake Community Centre
- Sunset Community Centre
- Kerrisdale Community Centre
- Kitsilano Community Centre
- Garibaldi Annex

** Street intercepts were conducted in the Downtown Eastside region of the City by Field Nation interviewers. Participants in this methodology were given a $5 Tim Hortons gift card as a participation incentive.

Objectives

Notes on Reading this Report

- Throughout the report, results are shown for each of the following three groups:

Sample Group	Definition	Chart Colour	Sample Size	Margin of Error (19/20)
Total	All respondents: City of Vancouver residents aged 18 years and older		2,038n	±2.17%
Voters	Voted in 2018 City of Vancouver Municipal election		1,417n	±2.60%
Non-voters	Did not vote in 2018 City of Vancouver Municipal election		621n	±x3.39%

- Where applicable, statistically significant differences between voters and non-voters are indicated as follows:

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

CITY OF VANCOUVER

KEY INSIGHTS

Insights West

Simplified Understanding

TOP TAKEAWAYS

1. The City's report card for the voting experience is positive, with a few areas for improvement.

2. Although some voters experienced challenges with the random listed ballots, the overall consensus is a preference for this approach—primarily because of "fairness."

3. The Voter Information Card is the single most effective City communication method about the election—significantly higher than "news articles" and "word of mouth."

4. Many Vancouverites felt uninformed about the candidates and some of their voting options, but understood how and when to vote.

5. A lack of awareness about alternative voting options indicates that increased communications about these options may improve future voter turn-out.

Key Insights

Nearly all voters in the municipal election were previously registered to vote.

- The majority (70%) of Vancouverites have voted in a municipal election before, although they are more likely to have voted federally (79%) and provincially (77%).
  - Nearly all (92%) voters in the 2018 City of Vancouver Municipal Election were previously registered to vote.
- Among those who voted in the 2018 City of Vancouver Municipal Election, almost three-quarters (73%) always vote in municipal elections – a higher percentage than the proportion of non-voters who have ever voted in this type of election (62%).
  - Among voters, the most common motivations for voting in this election were related to attitudes towards democracy, with "personal responsibility" as the top motivator.
  - Among those who didn't vote, the most common reasons were related to lack of knowledge about the candidates or campaign issues.
    - More than one-in-ten didn't vote because their were out of town (13%), or it didn't fit into their schedule (13%).

Insight:

- ✓ Voters appear to have had greater motivation to vote from the idea of voting as the right thing to do, rather than the issues or candidates.
- ✓ The fair number of non-voters who didn't vote because they were "out of town" or "too busy" on Election Day suggests that increased communications about alternative voting options may help to increase voter participation.

Key Insights *Continued*

The City's report card for the voting experience is positive, with a few areas for improvement.

- Nearly all (98%) voters who received a Voter Information Card in the mail reported that the information on the Card was correct.
  - Among voters who were not previously registered to vote, two-in-five (43%) experienced problems registering to vote at the voting location, most commonly only being able to produce one acceptable identification.
- Among the very few disabled respondents who used the accessible services available, nearly all expressed satisfaction with the service they used.
- Over 95% of voters were satisfied with 5 of the 6 aspects of the voting experience tested, including more than three-quarters who were "very satisfied" with each.
  - One aspect that had comparatively more room for improvement was *line-ups/waiting times for casting ballots*, although this aspect also received positive ratings from the majority of respondents (85% satisfied, including 68% very satisfied).

Insight:

- ✓ The overall positive experience of voters indicates that the City has done a good job facilitating the 2018 Municipal Election.

- ✓ The lower rated aspect of line-ups/waiting times is in part a factor of issues that are beyond organizational control (such as peak times in specific polling stations, casting ballots in heavily populated areas, and possibly the effect of a significantly larger number of candidates on the ballot who were not listed alphabetically).

- ✓ Increased communications about acceptable identification for non-registered voters may help to increase participation among non-registered voters.

Although some voters experienced challenges with the random listed ballots, the overall consensus is a preference for this approach.

- Seven-in-ten (71%) voters agree that listing candidates on the ballot in random order (instead of alphabetically) increased fairness for people running in the election.

- However, many voters also found that the random ballots came with difficulties:
  - Two-thirds (67%) agreed that the random order made it take longer to find who to vote for; and
  - Just under two-in-five (37%) found the random order ballots confusing.

- When asked directly which method they prefer for future elections, half of voters (49%) pick random order ballots, compared to 37% who prefer alphabetical order by last name.

Insight:

- ✓ The implementation of a random order of candidates appears to have been well received by voters when it comes to "fairness" and a plurality prefers the new system to the alphabetical ballots of the past.

- ✓ Issues with how long it took to find who to vote for are likely related to the large number of candidates in this election.

Voter Information Card the single most effective City communication method about the election.

- The majority of Vancouverites (58%) became aware of the election from City of Vancouver communications, most commonly the Voter Information Card mailed to their home (36%).
  - o Among voters, the majority (61%) became aware of the election from the Voter Information Card.
- Half (49%) of Vancouverites followed the election in the news in general, but they relied a number of different information resources to learn about the election, most commonly:
  - o News articles: 31%;
  - o Word of mouth: 26%;
  - o Voter Information Card: 25%; and
  - o Social media: 23%.
  - o Among voters, a good portion also relied on:
    - ▪ The City of Vancouver election website (38%); and
    - ▪ The Voter Guide printed booklet (33%).

Insight:

- ✓ The large number of Vancouverites who learned about the election from the Voter Information Card shows the importance of this tool in informing the electorate about elections.
- ✓ There are several reasons to explain why the impact of media sources were comparably low, including:
  - Radio and television stations that have a Metro Vancouver presence find it hard to devote time to an election that 74% of their target audience cannot participate in.
  - Dwindling resources in newspaper newsrooms and the cancellation of the Shaw Municipal Affairs Channel.
  - Campaigns do not have the resources to pay for radio and television advertisements as they did in previous electoral processes.

Many Vancouverites felt uninformed about the candidates and some of their voting options.

- Just over two-in-five (43%) reported feeling informed about the election prior to election day.
  - However, when asked what information they would've liked to receive, suggestions were more commonly related to information on the candidates and their platforms, rather than the voting process.
- Among those who looked for voting information, a strong majority (81%) found it easy to find.
- In terms of voting options, the majority of Vancouverites were aware of:
  - In-person voting on October 20th (70%); and
  - In-person advance voting (58%).
- They were less likely to be aware of the options to:
  - Vote at any voting location in the City (39%); and
  - Vote by mail (25%).
- In all instances, awareness of voting options and feelings of being informed were significantly higher among voters than non-voters.

Insight:

- ✓ Voters' lack of knowledge about the election appears to be largely related to information about the candidates and their platforms, rather than an understanding of how and when to vote.
- ✓ However, a lack of awareness about alternative voting options indicates that increased communications about these options may improve future voter turn-out.
- ✓ The large number of candidates that ran for office made it particularly difficult for media outlets to cover the election – which likely played a role in voters feeling uninformed. While information about candidates and platforms was available online, there were fewer stories devoted exclusively to Vancouver In electronic media.

DETAILED FINDINGS

Compared to non-voters, voters tend to be older, are significantly more likely to live in South West and North East Vancouver, and to have been Canadian citizens for 20 years or more (if not born in Canada).

Legend: Total (n=2,038) · Voters (n=1,417) · Non-voters (n=621)

Age

	Total	Voters	Non-voters
18-34	33%	28% ▼	37%
35-54	35%	29% ▼	38%
55+	32%	43% ▲	25%
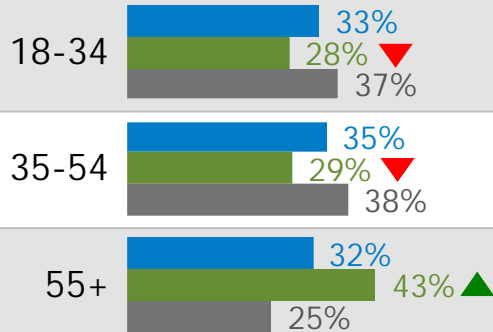
Average Age:
45.2
49.1 ▲
42.8

Region

	Total	Voters	Non-voters
South East	26%	27%	25%
Downtown	19%	17%	21%
South West	16%	20% ▲	13%
North East	15%	20% ▲	13%
North West	12%	13%	11%
Don't know/other	12%	3%	18%
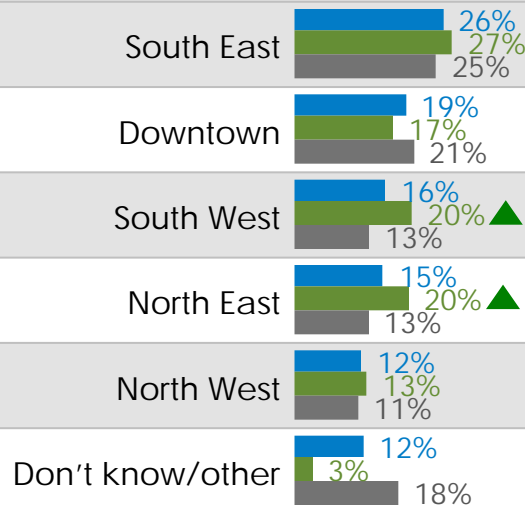
Canadian Citizenship

	Total	Voters	Non-voters
Born in Canada/ my whole life	66%	67%	65%
Less than 5 years	3%	2%	4%
5 to <10 years	4%	3%	5%
10 to <20 years	7%	5%	7%
20 years or more	20%	23% ▲	19%

▲ Statistically significantly higher than non-voters
▼ Statistically significantly lower than non-voters

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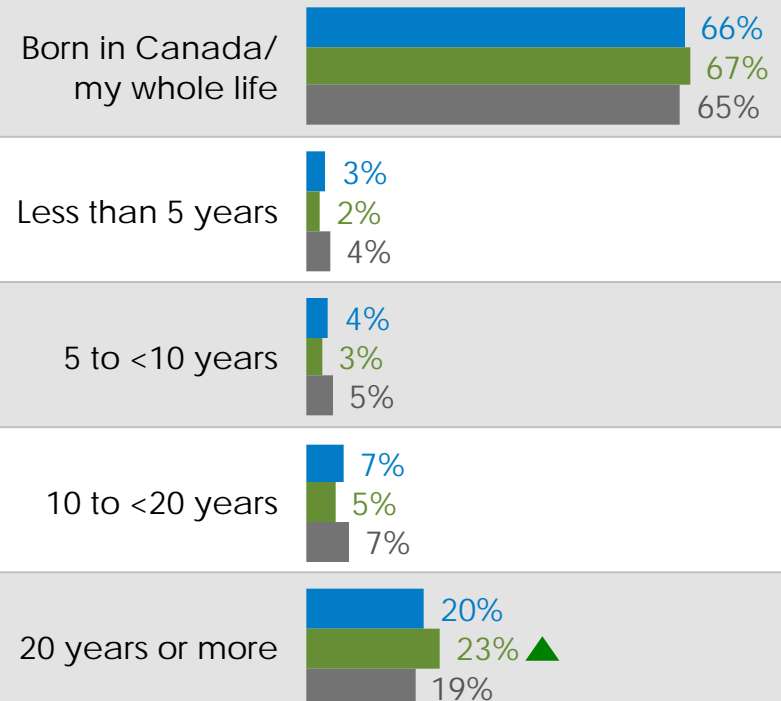
Election Regions

Downtown (blue)
NorthEast (green)
North West (orange)
South East (purple)
South West (yellow)

Voters are significantly more likely than non-voters to be male and to be homeowners. They are *less likely* to be young singles.
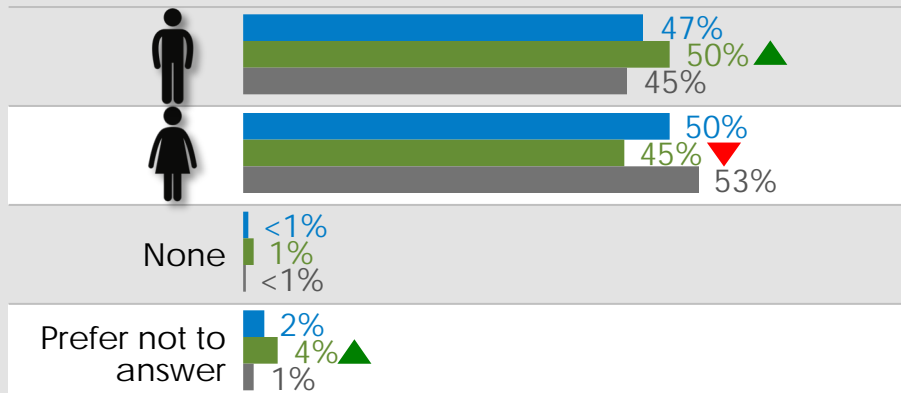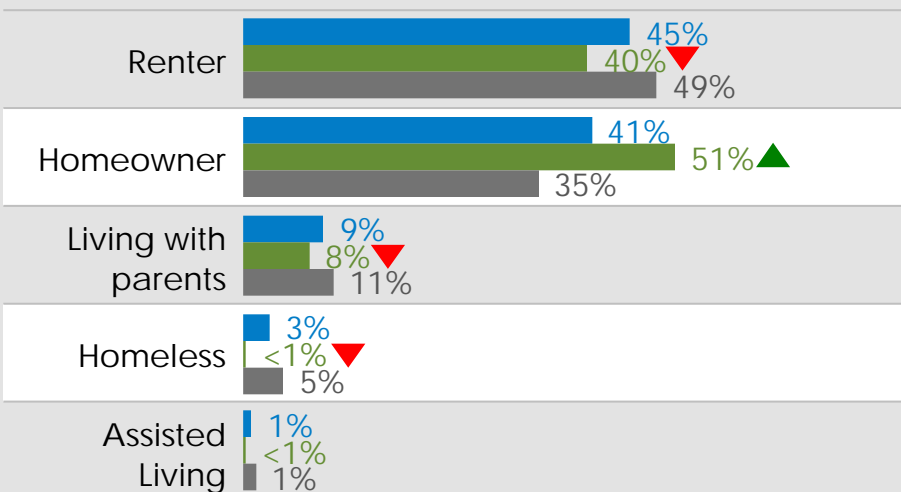
Legend:
- Total (n=2,038)
- Voters (n=1,417)
- Non-voters (n=621)

Gender

Male:
- 47%
- 50% ▲
- 45%

Female:
- 50%
- 45% ▼
- 53%

None:
- <1%
- 1%
- <1%

Prefer not to answer:
- 2%
- 4% ▲
- 1%

Living Status

Renter:
- 45%
- 40% ▼
- 49%

Homeowner:
- 41%
- 51% ▲
- 35%

Living with parents:
- 9%
- 8% ▼
- 11%

Homeless:
- 3%
- <1% ▼
- 5%

Assisted Living:
- 1%
- <1%
- 1%

Life Stage

Young single:
- 24%
- 17% ▼
- 28%

Young couple, no children:
- 12%
- 14% ▲
- 11%

Family with young children:
- 14%
- 13%
- 15%

Family with older children:
- 10%
- 14% ▲
- 8%

Mid-aged couple, no children:
- 7%
- 8%
- 7%

Empty nest single or couple:
- 16%
- 18% ▲
- 14%

Older single or couple:
- 17%
- 16%
- 18%

▲ Statistically significantly higher than non-voters
▼ Statistically significantly lower than non-voters

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Insights West

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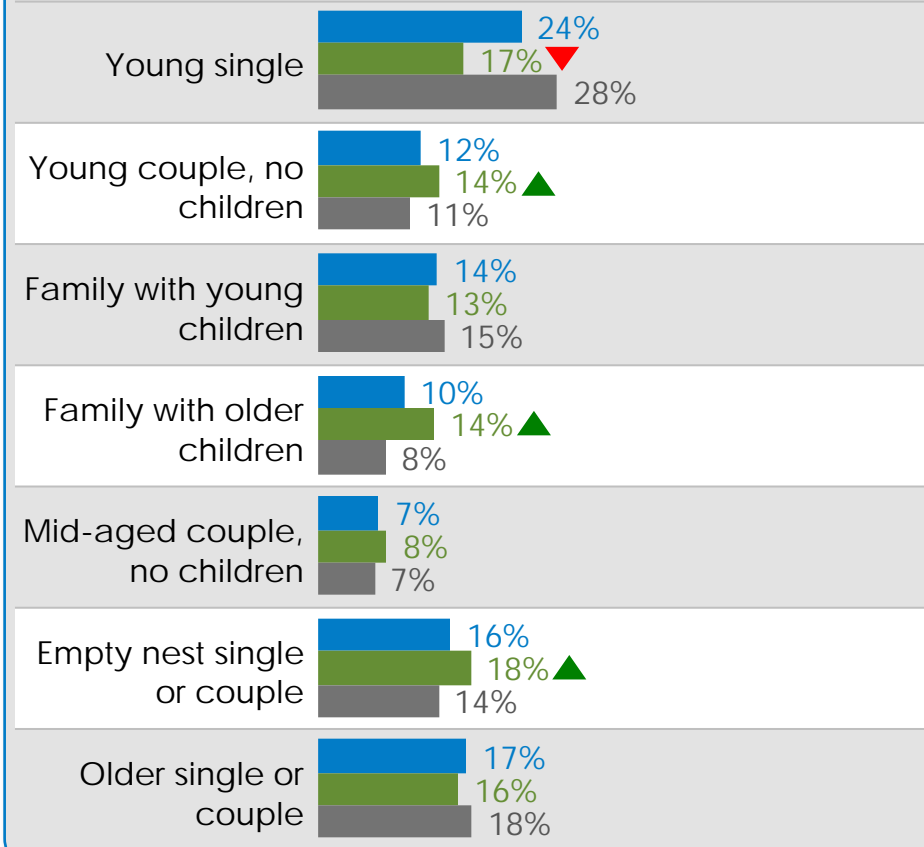
Voters are significantly more likely to have a degree than non-voters, and to be employed full-time, self-employed, or retired.

Legend:
- Total (n=2,038)
- Voters (n=1,417)
- Non-voters (n=621)

Education

High school graduate or less
- Total: 23%
- Voters: 12% ▼
- Non-voters: 30%

Trade certificate/diploma
- Total: 4%
- Voters: 3%
- Non-voters: 4%

Technical certificate/diploma
- Total: 7%
- Voters: 5% ▼
- Non-voters: 8%

College or other non-degree certificate
- Total: 17%
- Voters: 16%
- Non-voters: 17%

Bachelor's degree
- Total: 32%
- Voters: 39% ▲
- Non-voters: 28%

Master's degree
- Total: 13%
- Voters: 19% ▲
- Non-voters: 9%

Doctorate/PhD
- Total: 4%
- Voters: 5%
- Non-voters: 4%

Occupational Status

Employed full time
- Total: 46%
- Voters: 51% ▲
- Non-voters: 43%

Employed part time
- Total: 9%
- Voters: 6% ▼
- Non-voters: 11%

Self employed/business owner
- Total: 9%
- Voters: 12% ▲
- Non-voters: 7%

Student
- Total: 7%
- Voters: 5% ▼
- Non-voters: 8%

Retired
- Total: 16%
- Voters: 21% ▲
- Non-voters: 13%

Homemaker/stay-at-home parent
- Total: 3%
- Voters: <1%
- Non-voters: 3%

Currently not employed
- Total: 10%
- Voters: 3% ▼
- Non-voters: 15%

▲ Statistically significantly higher than non-voters
▼ Statistically significantly lower than non-voters

CITY OF VANCOUVER

Insights West

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Voters tend to have a higher household income than non-voters. Caucasian Vancouverites are significantly more likely to be voters, while visible minority groups are significantly less likely to be voters.

Household Income (excluding prefer not to answer)

Income	Total	Voters	Non-voters
Less than $40,000	28%	18% ▼	34%
$40,000 to <$70,000	26%	25%	27%
$70,000 to <$100,000	20%	22%	18%
$100,000 to <$150,000	15%	19% ▲	13%
$150,000 or more	11%	16% ▲	8%

Total (n=1,719)
Voters (n=1,200)
Non-voters (n=519)
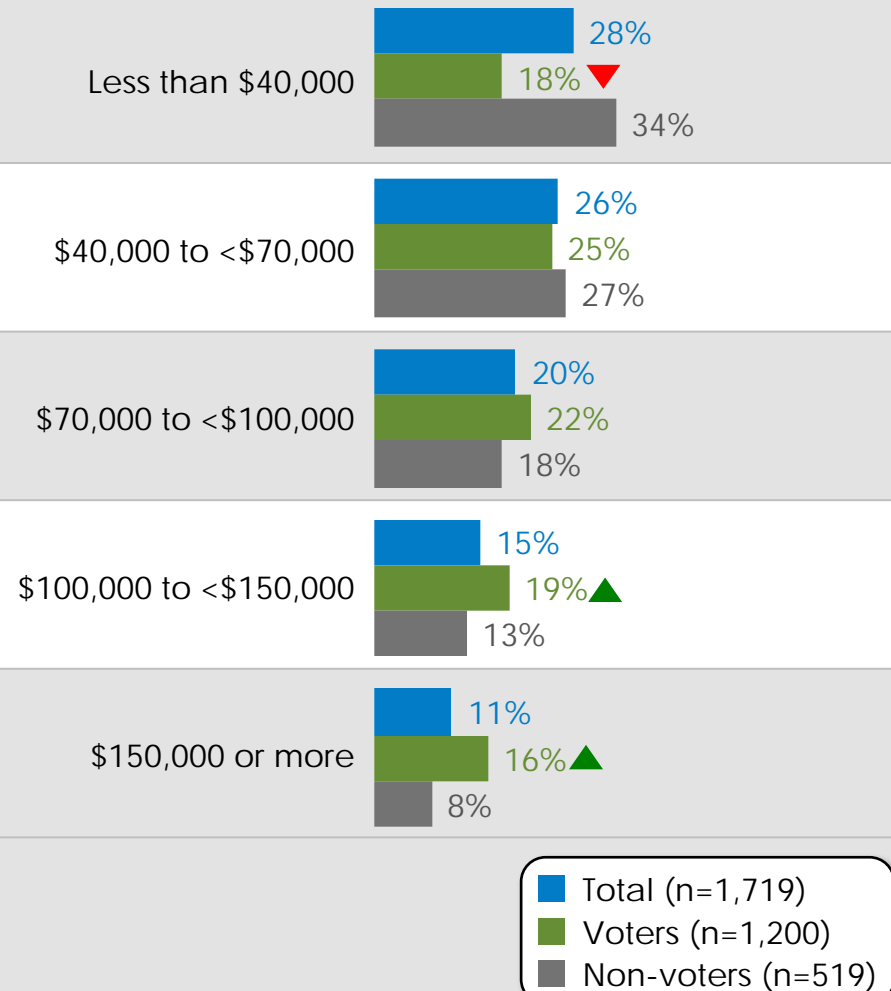
Ethnicity (excluding prefer not to answer)

Ethnicity	Total	Voters	Non-voters
Caucasian/White/European	60%	68% ▲	55%
Chinese	20%	17%	21%
First Nations/Aboriginal/Metis/Inuit	7%	3% ▼	9%
South Asian	5%	6%	5%
Filipino	3%	3%	3%
Korean	2%	1%	3%
Middle Eastern	2%	2%	3%
Hispanic/Latino/Latin American	2%	2%	2%
Japanese	1%	1%	2%
Black/African Canadian/Caribbean	1%	1%	1%
Vietnamese	1%	1%	1%
Other	2%	2%	1%

East Asian NET:
26%
22% ▼
29%

Visible Minority NET:
44%
36% ▼
50%

Total (n=1,939)
Voters (n=1,345)
Non-voters (n=594)

▲ Statistically significantly higher than non-voters
▼ Statistically significantly lower than non-voters

Participation

Vancouverites are somewhat more likely to have voted federally or provincially than in municipal elections. Just under three-quarters of voters say they always vote in municipal elections, a greater proportion than non-voters who have ever voted in this type of election.

Frequency of Voting in Different Government Elections

■ Total (n=1,225)
■ Voters (n=604)
■ Non-voters (n=621)

Ever Voted

Federal

	Always	Occasionally	Infrequently	Once (eligible)	Once (multiple)	Total
Gen Pop	46%	13%	12%	4%	5%	79%
Voters	83% △		5%	4%	4%	2	98% ▲
Non voters	36%	15%	14%	4%	6%	74%

Provincial

	Always	Occasionally	Infrequently	Once	Once	Total
Gen Pop	40%	15%	12%	4%	6%	77%
Voters	82% △		8%	3	4%	1	98% ▲
Non voters	29%	17%	15%	4%	7%	71%

Municipal

	Always	Occasionally	Infrequently	Once	Once	Total
Gen Pop	23%	20%	16%	3%	8%	70%
Voters	73% △		12%	4%	3	5%	97% ▲
Non voters	9%	22%	20%	3%	8%	62%

■■■ Always   ■■■ Occasionally   ■■■ Infrequently   ■■ Once - (eligible to vote in one election)   ■■ Once – (multiple elections eligibility)

Base: All Respondents
P4. How often do you vote in each of the following elections?

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▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

Insights West

Half of Vancouverites followed the election in the news, including one-in-ten who *followed closely*. Voters were more that twice as likely to have followed the election compared to non-voters.

Followed Election in the News

	Total (n=1,125)	Voters (n=582)	Non-Voters (n=543)
Followed closely	10%	28% ▲	5%
Followed somewhat	39%	56% ▲	34%
	Followed 49%	**Followed 83% ▲**	**Followed 39%**
Did not really follow	27%	13%	32% ▲
Did not follow at all	20%	3%	25% ▲
	Did not follow 48%	**Did not follow 16%**	**Did not follow 57% ▲**
Don't know	3%	1%	4% ▲
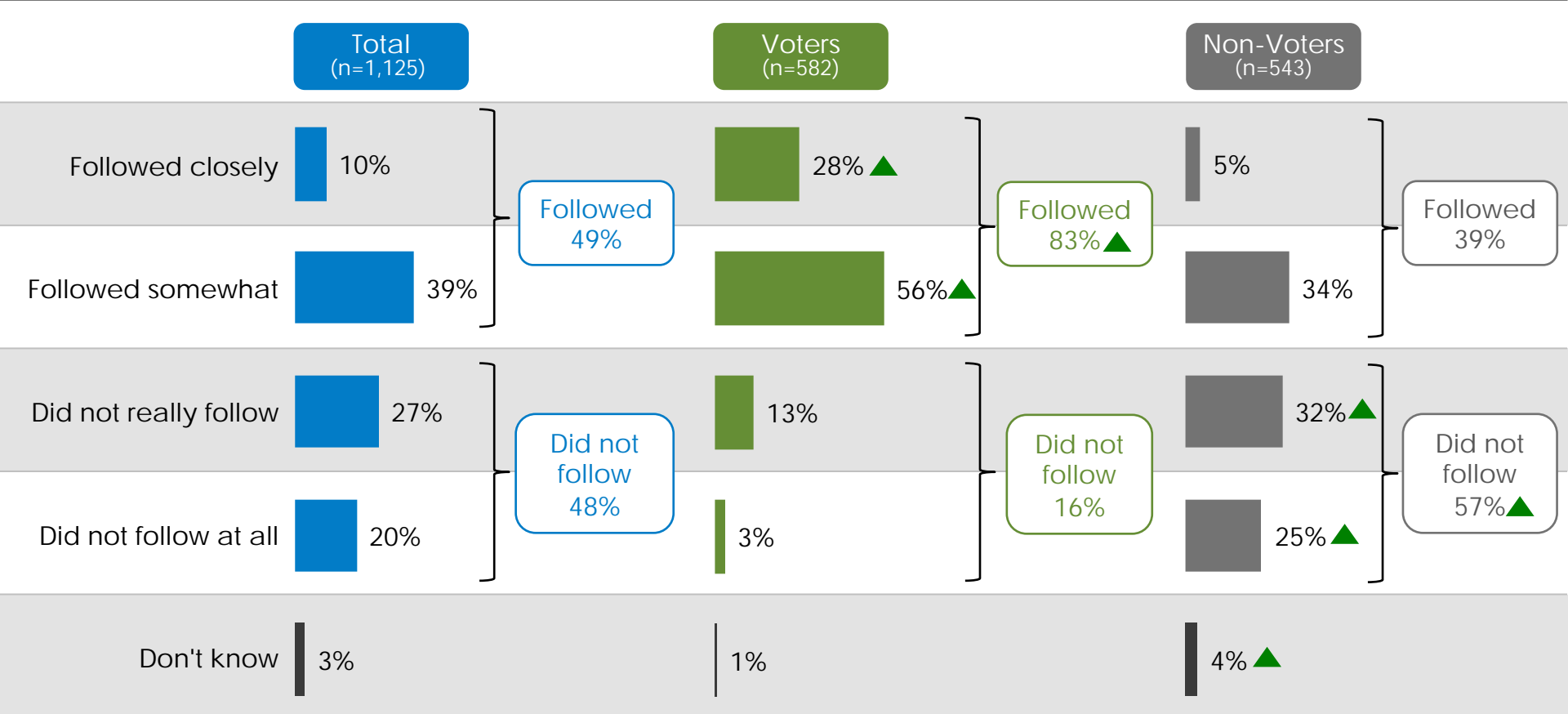
Base: All Gen Pop respondents
P2a. To what extent did you follow the election in the news prior to the election date?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

Personal responsibility and other pro-democracy attitudes were the most common motivations for voting. Half felt strong about issues affecting Vancouver, while one-in-five strongly supported or opposed one of the candidates.

Motivations for Voting: Voted in 2018 Municipal Election

Motivation	Percentage
Personally believe that it is my responsibility to vote	67%
I always vote	63%
Believe in democracy/everyone should vote	60%
Felt strongly about the issues affecting our city	51%
If you don't vote, you can't complain	45%
Wanted a change	38%
Feel this is the best way to get my voice heard	37%
Strongly supported one of the candidates	22%
Strongly opposed one of the candidates	20%
Other	1%

Base: Gen Pop respondents who voted 2018 municipal election (n=601)
P3. Which of the following reasons motivated you to vote in the recent City of Vancouver municipal election?

Lack of knowledge was the most common reason for not voting: not knowing enough about the candidates or enough about the campaign issues. One-in-five didn't vote because they thought there were too many candidates, and while more than one-in-ten were away or too busy.

Reasons for Not Voting: Didn't Vote in 2018 Municipal Election

Reason	Percentage
Didn't know enough about the candidates	29%
Didn't know enough about the campaign issues	22%
Too many candidates	20%
Didn't have time or didn't fit into my schedule	13%
Out of town/away	13%
Not interested/concerned about campaign topics	11%
Didn't feel like my vote would make a difference	11%
Have a general dislike of politics	10%
Didn't like the candidates	10%
Forgot to vote/didn't get around to it	9%
Didn't know/didn't know until it was too late	9%
Too much of a hassle/long lines/bad weather	7%
Didn't know how or where to vote	6%
Did not like that candidates are listed in random order	5%
Too physically difficult for me	5%
Wasn't able to register to vote	5%
Registering to vote seemed too difficult	4%
Other	10%

Base: Did not vote in 2018 municipal election (n=617)
P2. Why did you not vote in the recent City of Vancouver municipal election?

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Insights West

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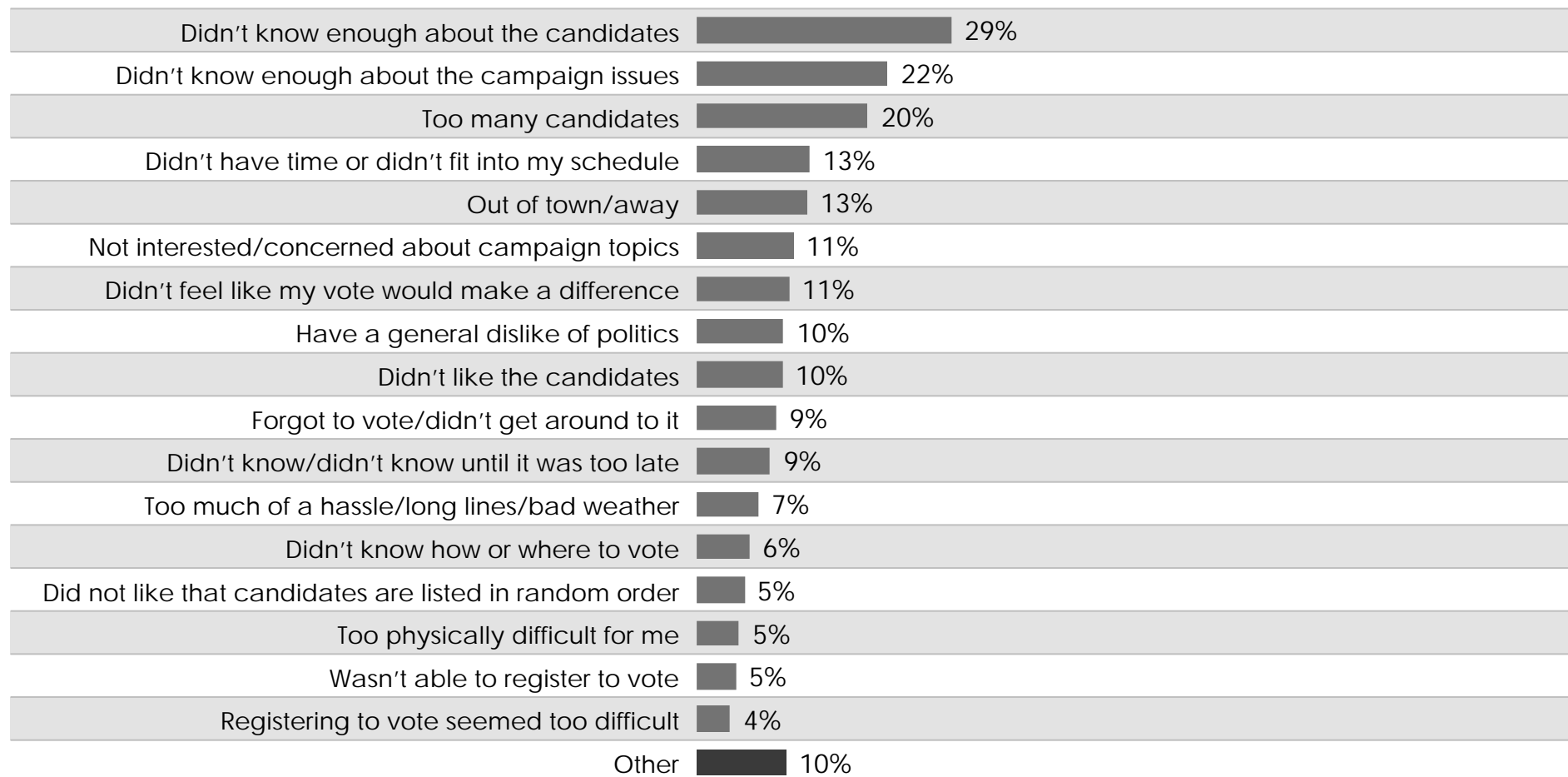
Information & Knowledge

The majority of Vancouverites found it easy to find information on voting. Among voters, a small majority found it "very easy".

Ease of Finding Voting Information (excluding DK & N/A)

	Total (n=1,225)	Voters (n=604)	Non-Voters (n=621)
Very easy	38%	57% ▲	30%
Somewhat easy	43%	34%	47% ▲
	Easy 81%	Easy 91% ▲	Easy 77%
Somewhat hard	16%	7%	19% ▲
Very hard	3%	2%	4%
	Hard 19%	Hard: 9%	Hard 23%
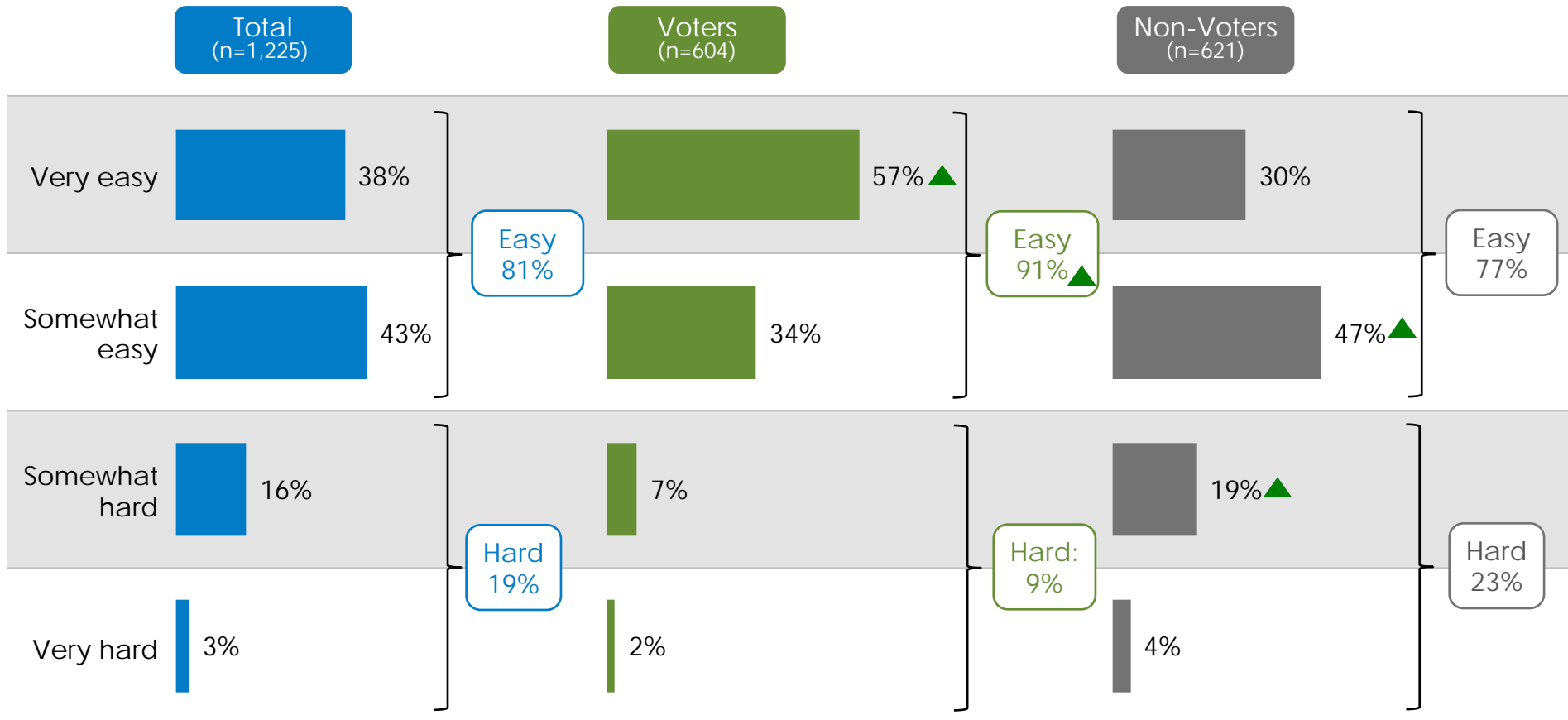
Base: All Gen Pop respondents, excluding don't know and not applicable
K1. How easy or hard was it to find information on voting, such as when, where, and how to vote ?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

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Insights West

The majority of Vancouverites were aware of voting in-person on election day and advance voting. However, only two-in-five knew they could vote at any location and only one-quarter knew they could vote by mail. Those who voted in the 2018 Municipal election were significantly more likely to be aware of all voting options compared to non-voters.

Awareness of Voting Options

Legend:
- Total (n=1,225)
- Voters (n=604)
- Non-voters (n=621)

In-person voting on Election Day October 20th
- Total: 70%
- Voters: 86% ▲
- Non-voters: 66%

In-person advance voting (casting a ballot before Election Day)
- Total: 58%
- Voters: 81% ▲
- Non-voters: 51%

Ability to vote at any voting location in the City
- Total: 39%
- Voters: 61% ▲
- Non-voters: 34%

Vote by mail
- Total: 25%
- Voters: 35% ▲
- Non-voters: 22%

None
- Total: 16%
- Voters: 3% ▼
- Non-voters: 19%

Base: All Gen Pop respondents
K2. Before election day, which of the following voting options were you aware of?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

The majority of Vancouverites heard about the election from the City, most commonly via their Voter Information Card. Just under two-in-five heard about the election online or through election ads.

Sources of Election Awareness

Legend:
- Total (n=1,225)
- Voters (n=604)
- Non-voters (n=621)

Source	Total	Voters	Non-voters
Saw election advertisements around the City	36%	51% ▲	32%
Voter Information Card mailed to my home	36%	61% ▲	29%
Word of mouth (from friends or family)	31%	42% ▲	29%
Saw a story on TV	29%	40% ▲	25%
Heard it on the radio	28%	37% ▲	25%
Received mail	27%	42% ▲	23%
Saw it on social media	23%	33% ▲	20%
Saw City of Vancouver communications or ads in the newspaper	20%	34% ▲	16%

City of Vancouver NET:
58%
76% ▲
53%

Online NET:
38%
53% ▲
34%

Base: All Gen Pop respondents
K3. How did you learn that the election was happening?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

Excluding online videos, those who voted in the 2018 municipal election are significantly more likely to recall all sources of awareness compared to non-voters – with the largest gap for the Voter Information Card mailed to their home.

Sources of Election Awareness *Continued*
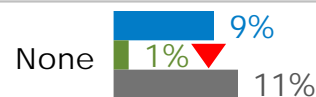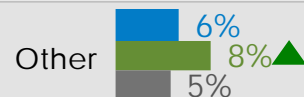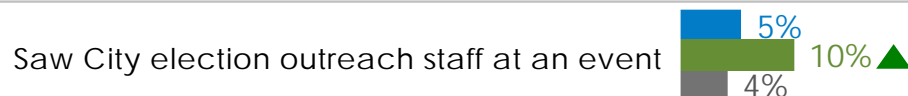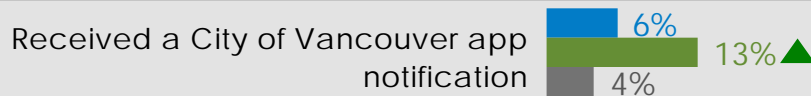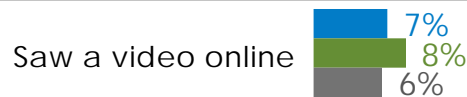
Legend:
- Total (n=1,225)
- Voters (n=604)
- Non-voters (n=621)

Read an article in print
- Total: 19%
- Voters: 39% ▲
- Non-voters: 13%

Read an article online
- Total: 18%
- Voters: 33% ▲
- Non-voters: 14%

Saw an ad online
- Total: 14%
- Voters: 19% ▲
- Non-voters: 12%

Saw a video online
- Total: 7%
- Voters: 8%
- Non-voters: 6%

Received a City of Vancouver app notification
- Total: 6%
- Voters: 13% ▲
- Non-voters: 4%

Saw City election outreach staff at an event
- Total: 5%
- Voters: 10% ▲
- Non-voters: 4%

Other
- Total: 6%
- Voters: 8% ▲
- Non-voters: 5%

None
- Total: 9%
- Voters: 1% ▼
- Non-voters: 11%

Base: All Gen Pop respondents
K3. How did you learn that the election was happening?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

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Insights West

Age, and to a lesser extent ethnicity, significantly impacted how Vancouverites became aware of the election.

Sources of Election Awareness by Age, Ethnicity, and Region

	Total (n=1,225)	Age			Ethnicity				Region				
		18-34 (n=245)	35-54 (n=356)	55+ (n-=212)	Caucasian (n=508)	Chinese (n=127)	South Asian (n=62)*	Minorities (n=126)	Downtown (n=110)	North East (n=181)	North West (bn=97)*	South East (n=233)	South West (n=180)
Saw election advertisements around the City	36%	34%	38%	36%	41%	33%	39%	26%	35%	29%	47%	36%	40%
Voter Information Card mailed to my home	36%	25% ▼	38%	47% ▲	39%	39%	43%	24% ▼	34%	30%	47%	43%	40%
Word of mouth (from friends or family)	31%	32%	33%	28%	35%	28%	36%	25%	28%	39%	38%	30%	32%
Saw a story on TV	29%	17% ▼	29%	41% ▲	31%	31%	22%	22%	25%	28%	27%	31%	37%
Heard it on the radio	28%	22% ▼	30%	32%	31%	25%	37%	19%	23%	22%	39%	29%	27%
Received mail	27%	21%	27%	33% ▲ 18-34	28%	26%	33%	21%	23%	20%	31%	30%	34%
Saw it on social media	23%	29% ▲ 55+	23%	17%	25%	23%	29%	17%	21%	20%	23%	26%	26%
Saw City of Vancouver communications or ads in the newspaper	20%	19%	15%	26% ▲ 35-54	22%	20%	16%	14%	23%	17%	26%	19%	21%

*Small base size, interpret with caution. Base: All Gen Pop respondents
K3. How did you learn that the election was happening?

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

Results are relatively consistent across the different regions.

Sources of Election Awareness by Age, Ethnicity, and Region *Continued*

	Total (n=1,225)	Age			Ethnicity				Region				
		18-34 (n=245)	35-54 (n=356)	55+ (n-=212)	Caucasian (n=508)	Chinese (n=127)	South Asian (n=62)*	Minorities (n=126)	Downtown (n=110)	North East (n=181)	North West (bn=97)*	South East (n=233)	South West (n=180)
Read an article in print	19%	13% ▼	19%	25%	22% ▲ Ch & M	13%	27%	14%	19%	18%	28%	16%	23%
Read an article online	18%	19%	19%	15%	21%	18%	15%	10%	17%	20%	23%	20%	20%
Saw an ad online	14%	16%	13%	10%	14%	13%	26% ▲ Ch & M	10%	11%	15%	18%	14%	14%
Saw a video online	7%	11% ▲	6%	3%	6%	8%	17% ▲ Ch & M	5%	3%	3%	10%	9%	8%
Received a City of Vancouver app notification	6%	7%	5%	7%	6%	7%	2%	6%	4%	5%	12%	6%	8%
Saw City election outreach staff at an event	5%	7%	5%	4%	6%	5%	4%	5%	6%	4%	4%	7%	4%
Other	6%	2% ▼	7%	8%	6%	3%	3%	7%	7%	10%	5%	5%	5%
None	9%	12%	7%	7%	6%	7%	8%	17%	13%	9%	8%	7%	4%

*Small base size, interpret with caution. Base: All Gen Pop respondents
K3. How did you learn that the election was happening?

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

News articles were the most common sources relied on for election information, followed by word of mouth, Voter Information Card, and social media. Among those who voted in 2018, over one-third also used the election website and Voter Guide printed booklet.

Sources of Election Information
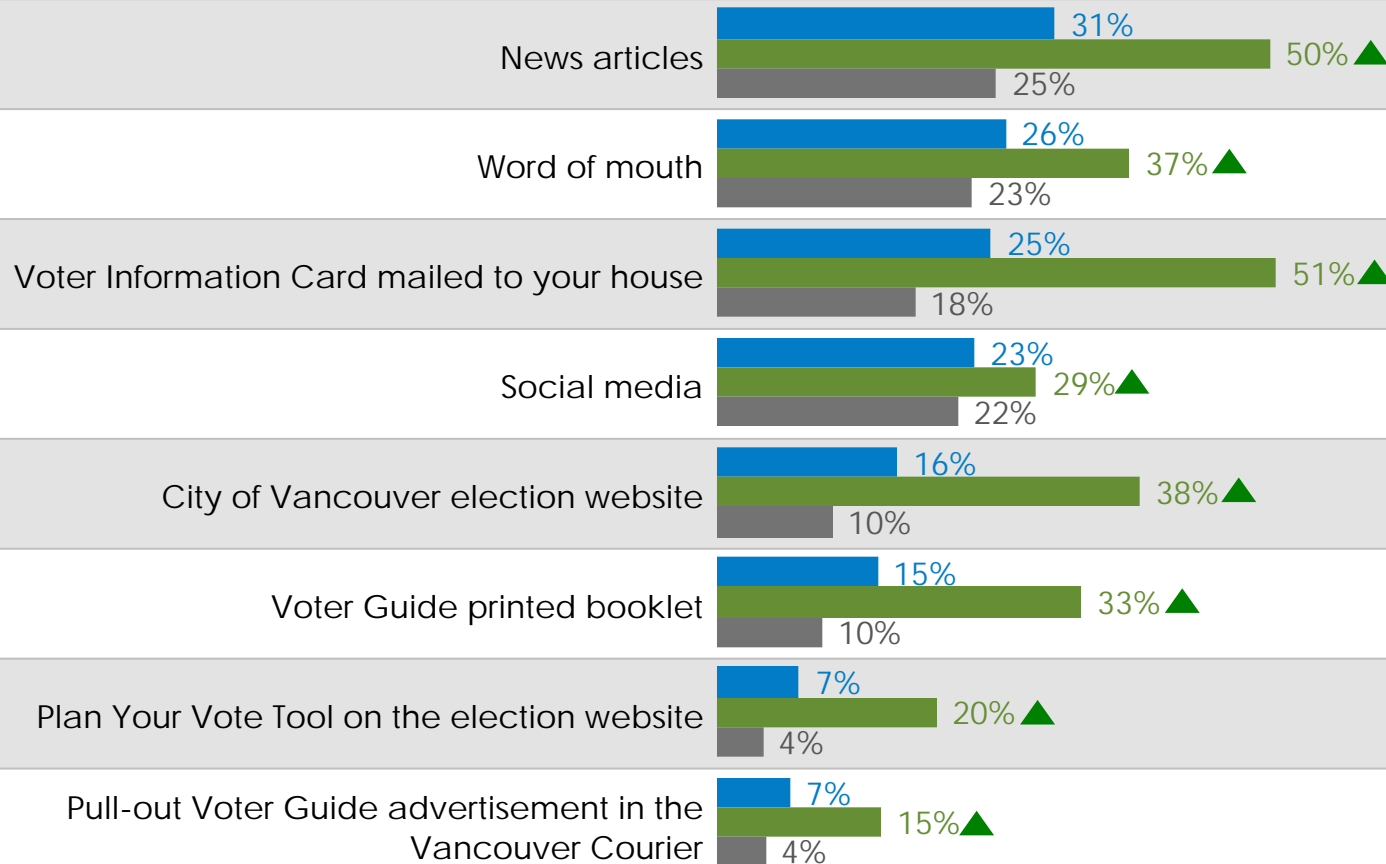
Legend:
- Total (n=1,225)
- Voters (n=604)
- Non-voters (n=621)

Source	Total	Voters	Non-voters
News articles	31%	50% ▲	25%
Word of mouth	26%	37% ▲	23%
Voter Information Card mailed to your house	25%	51% ▲	18%
Social media	23%	29% ▲	22%
City of Vancouver election website	16%	38% ▲	10%
Voter Guide printed booklet	15%	33% ▲	10%
Plan Your Vote Tool on the election website	7%	20% ▲	4%
Pull-out Voter Guide advertisement in the Vancouver Courier	7%	15% ▲	4%

Base: All Gen Pop respondents
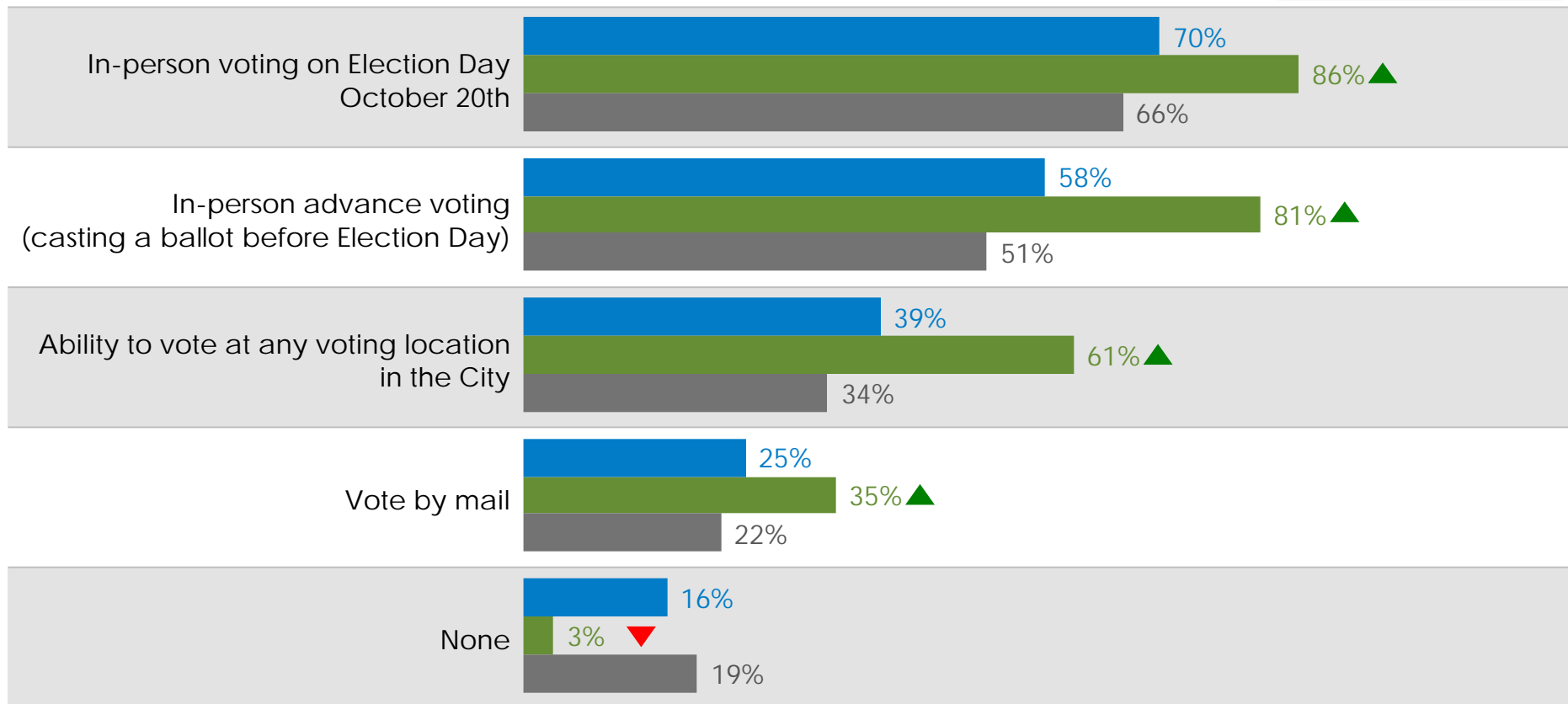K4. Which information resources did you use to learn about the election?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

Nearly all of those who voted in the 2018 Municipal election used one or more of the resources listed to learn about the election. Interestingly, two-thirds of non-voters also used resources to learn about the election.

Sources of Election Information *Continued*

Legend:
- ■ Total (n=1,225)
- ■ Voters (n=604)
- ■ Non-voters (n=621)

Pull-out Voter Guide advertisement in Star Metro Vancouver
- Total: 4%
- Voters: 7% ▲
- Non-voters: 3%

VanConnect
- Total: 3%
- Voters: 4%
- Non-voters: 3%

Talked to City election outreach staff at an event
- Total: 2%
- Voters: 3%
- Non-voters: 2%

A City election outreach worker came to speak at my event
- Total: 2%
- Voters: 4%
- Non-voters: 2%

3-1-1
- Total: 1%
- Voters: 1%
- Non-voters: 1%

Other
- Total: 5%
- Voters: 9% ▲
- Non-voters: 4%

None
- Total: 29%
- Voters: 5% ▼
- Non-voters: 35%

ANY NET:
- 71%
- 95% ▲
- 65%

Base: All Gen Pop respondents
K4. Which information resources did you use to learn about the election?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

Age significantly impacted how Vancouverites learned about the election.

Sources of Election Information by Age, Ethnicity, and Region

	Total (n=1,225)	Age			Ethnicity				Region				
		18-34 (n=245)	35-54 (n=356)	55+ (n-=212)	Caucasian (n=508)	Chinese (n=127)	South Asian (n=62)*	Minorities (n=126)	Downtown (n=110)	North East (n=181)	North West (bn=97)*	South East (n=233)	South West (n=180)
News articles	31%	26%	26%	41% ▲	34%	28%	29%	24%	27%	30%	42% ▲	31%	32%
Word of mouth	26%	29%	25%	25%	28%	23%	40%	22%	22%	19%	38%	29%	30%
Voter Information Card mailed to your house	25%	16% ▼	24%	36% ▲	28%	25%	33%	15%	27%	21%	36%	27%	26%
Social media	23%	33% ▲	22%	14% ▼	23%	25%	42% ▲	20%	18%	23%	27%	28%	25%
City of Vancouver election website	16%	17%	18%	13%	18%	19%	8%	13%	18%	16%	16%	20%	19%
Voter Guide printed booklet	15%	8%	13%	24% ▲	15%	17%	7%	13%	14%	12%	23%	15%	17%
Plan Your Vote Tool on the election website	7%	9%	8%	5%	9%	8%	9%	5%	8%	7%	11%	8%	7%
Pull-out Voter Guide advertisement in the Vancouver Courier	7%	5%	4%	11% ▲	8%	5%	6%	4%	4%	6%	13%	6%	7%

*Small base size, interpret with caution. Base: All Gen Pop respondents
K4. Which information resources did you use to learn about the election?

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

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Insights West

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Results are relatively consistent by ethnicity and region.

Sources of Election Information by Age, Ethnicity, and Region *Continued*

	Total (n=1,225)	Age			Ethnicity				Region				
		18-34 (n=245)	35-54 (n=356)	55+ (n-=212)	Caucasian (n=508)	Chinese (n=127)	South Asian (n=62)*	Minorities (n=126)	Downtown (n=110)	North East (n=181)	North West (bn=97)*	South East (n=233)	South West (n=180)
Pull-out Voter Guide advertisement in Star Metro Vancouver	4%	6%	2%	4%	3%	4%	7%	5%	5%	4%	6%	3%	4%
VanConnect	3%	3%	4%	1%	3%	3%	0%	4%	4%	1%	1%	4%	3%
Talked to City election outreach staff at an event	2%	3%	3%	1%	1%	1%	6%	5%	1%	4%	2%	3%	3%
A City election outreach worker came to speak at my event	2%	3%	1%	3%	2%	3%	4%	2%	1%	2%	1%	3%	4%
3-1-1	1%	2%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%	3%
Other	5%	2% ▼	5%	9%	6%	3%	5%	7%	7%	12%	5%	3%	4%
None	29%	31%	30%	24%	28%	30%	12% ▼	34%	32%	37%	19%	23%	29%

*Small base size, interpret with caution. Base: All Gen Pop respondents
K4. Which information resources did you use to learn about the election?

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

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Just over two-in-five Vancouverites felt informed about the election prior to Election Day. Among voters, a strong majority felt informed, although the bulk of this group describe themselves as "somewhat informed". Among non-voters, only three-in-ten felt informed prior to the election.

Felt Informed About Election Prior to Election Day

	Total (n=1,225)	Voters (n=604)	Non-Voters (n=621)
Very informed	10%	28% ▲	5%
Somewhat informed	33%	58% ▲	26%
Informed	**43%**	**86% ▲**	**31%**
Not very informed	29%	11%	35% ▲
Not at all informed	21%	3%	26% ▲
Uninformed	**50%**	**13%**	**60% ▲**
Don't know	7%	1%	8% ▲
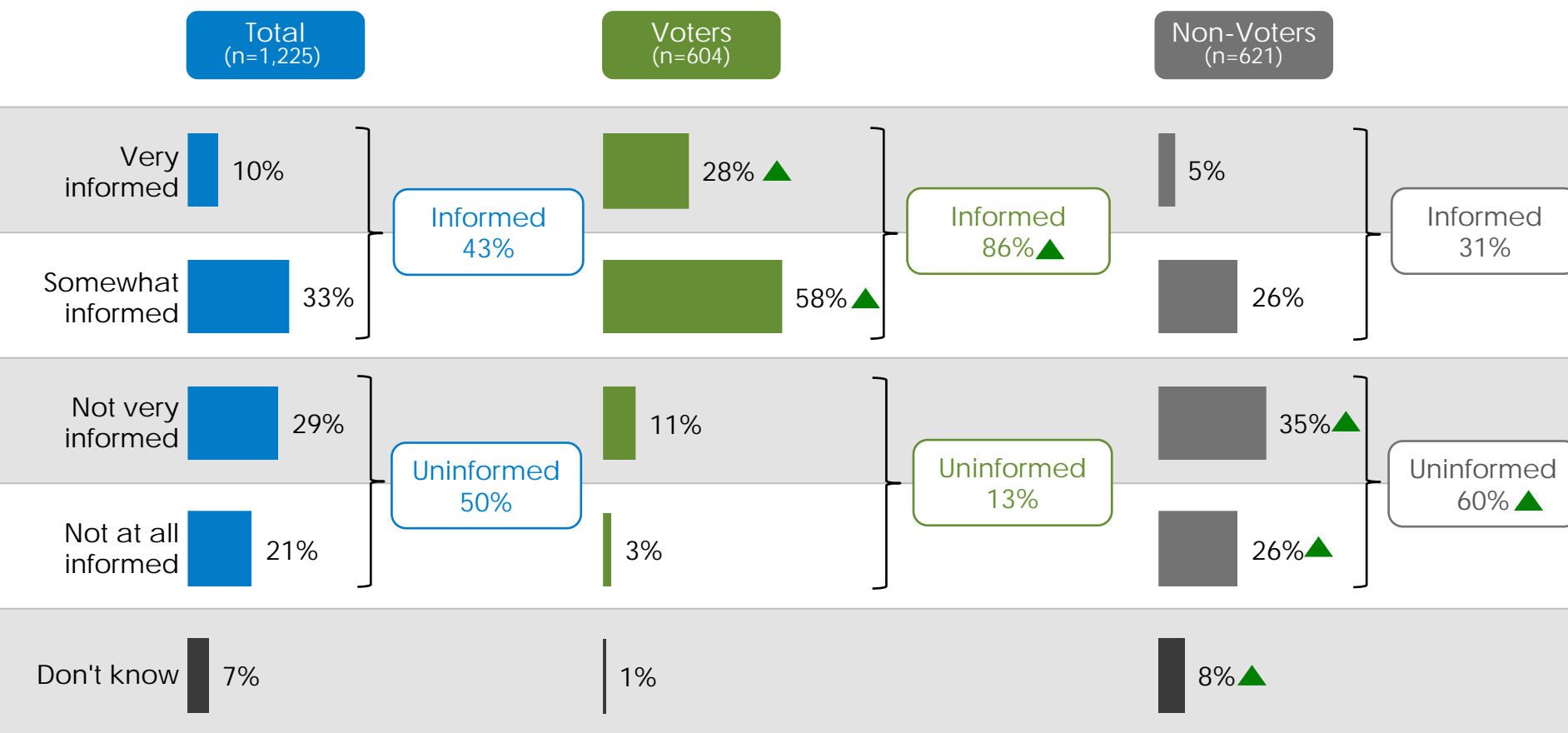
Base: All Gen Pop respondents
K5. How informed did you feel about the election prior to Election Day?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

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Among those who did not feel informed about the election, when asked about what information they would've like to receive, most did not have any suggestions. Common mentions tended to be related to candidates and their platforms or positions, or comments that there were too many candidates.

Unaided – Additional Wanted Information: Felt Uniformed About Election

Legend:
- Total (n=466) — blue
- Voters (n=91*) — green
- Non-voters (n=375) — grey

Category	Total	Voters	Non-voters
Information on candidates	6%	22% ▲	5%
Candidate platforms/positions	5%	18% ▲	4%
Too many candidates	3%	13% ▲	2%
A single comparison/summary of candidates & their platforms	2%	6%	2%
List of candidates	1%	4%	1%
Easier access to info on candidates & platforms	1%	4%	1%
Voter card	1%	4%	<1%
Party platforms	1%	8% ▲	<1%
Candidate party affiliations	<1%	2%	<1%
More info in newspaper	<1%	2%	<1%
Debate times/information	<1%	2%	0%
None specified/don't know	80%	48%	82% ▲

Note: only results of 2% or more (for any group) are shown.

Base: Felt uninformed about the election prior to the election. *Small sample size, interpret with caution.
K6. What information did you not receive about the election that you would have liked to receive?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

CITY OF VANCOUVER

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Among those who did not feel informed about the election, when asked about how they would have liked to receive information, most did not have any suggestions. Common mentions included mail, email, online, television, and social media.

Unaided – Suggested Methods of Election Communications: Felt Uniformed About Election
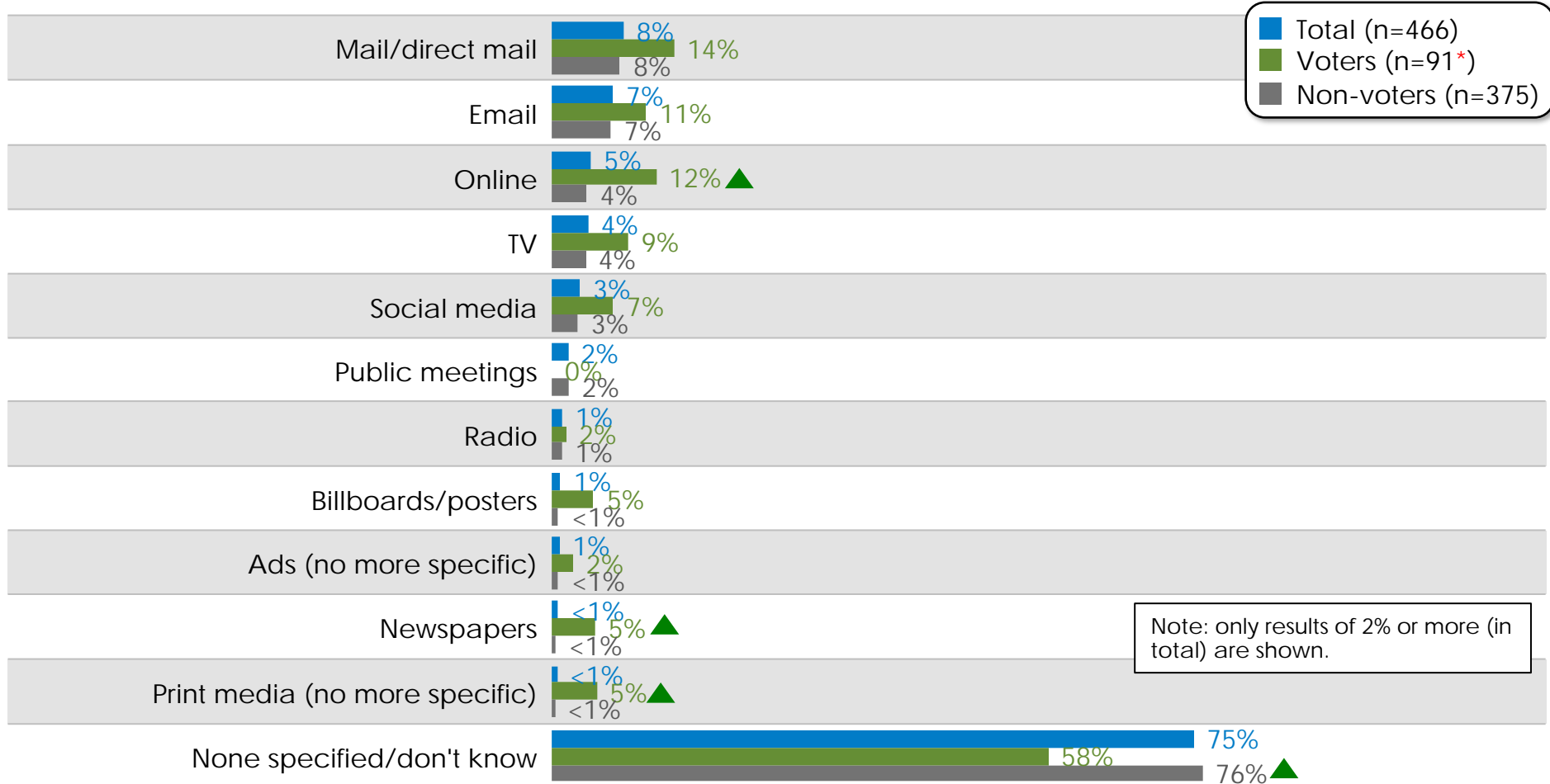
Legend:
- Total (n=466)
- Voters (n=91*)
- Non-voters (n=375)

Method	Total	Voters	Non-voters
Mail/direct mail	8%	14%	8%
Email	7%	11%	7%
Online	5%	12% ▲	4%
TV	4%	9%	4%
Social media	3%	7%	3%
Public meetings	2%	0%	2%
Radio	1%	2%	1%
Billboards/posters	1%	5%	<1%
Ads (no more specific)	1%	2%	<1%
Newspapers	<1%	5% ▲	<1%
Print media (no more specific)	<1%	5% ▲	<1%
None specified/don't know	75%	58%	76% ▲

Note: only results of 2% or more (in total) are shown.

Base: Felt uninformed about the election prior to the election. *Small sample size, interpret with caution.
K7. What methods of communication would you have liked the City of Vancouver to use to provide you with more information about the election?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

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Random Listing of Candidates on Ballots: Voters

More than two-thirds of voters agree that listing candidates on the ballot in random order (as opposed to alphabetically) increased fairness for candidates.

Agreement that Listing Candidates in Random Order Increases Fairness: Voters

Voters

Strongly agree — 38%

Somewhat agree — 32%

Agree: 71%

Somewhat disagree — 13%

Strongly disagree — 9%

Disagree: 21%

Don't know — 8%
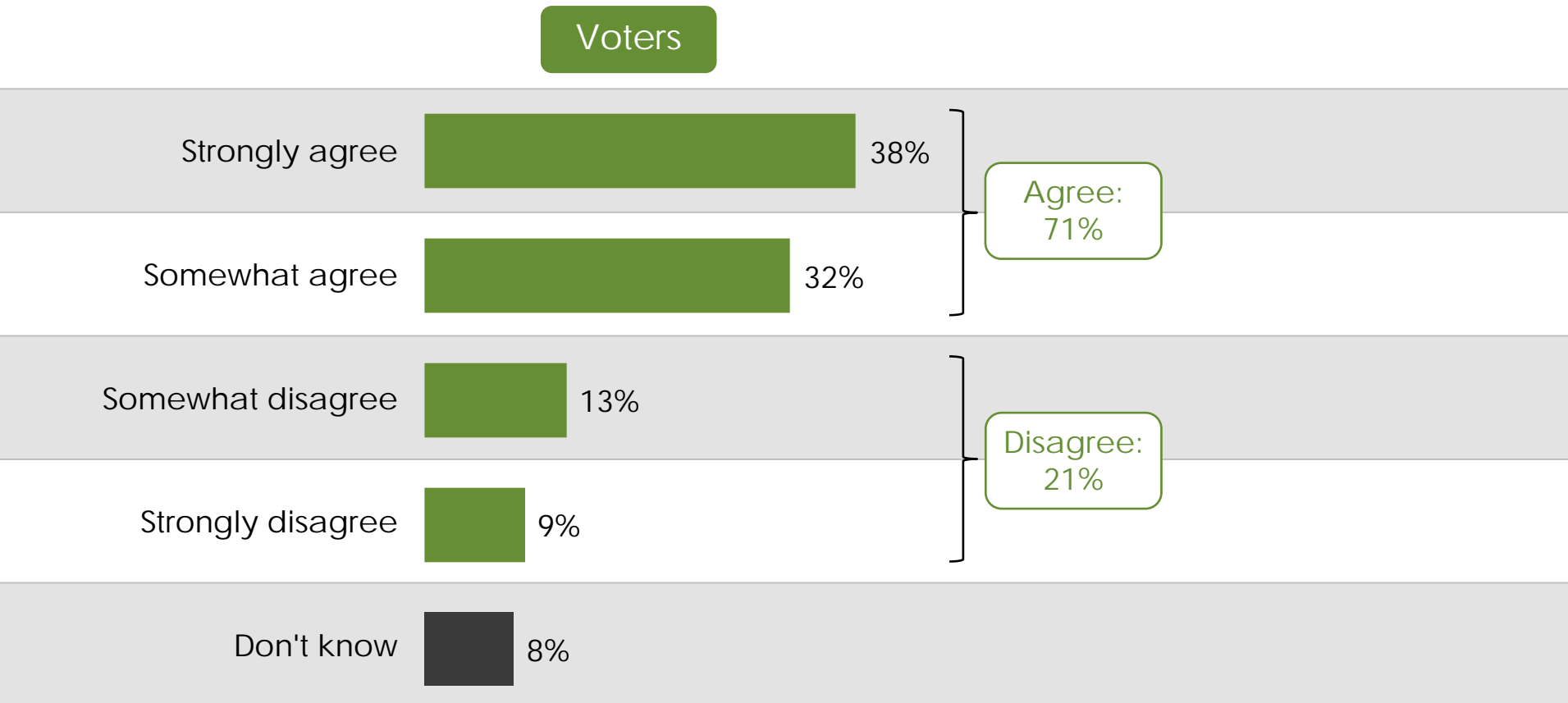
Base: Those who voted in 2018 municipal election excluding DK (n=1,417)
E1b. To what extent do you agree or disagree that listing candidates on the ballot in random order (instead of alphabetically) increased fairness for people running in the election?

Voters did experience some challenges with the random order ballots: two-thirds agree that the random order ballots made it take longer for them to find who they wanted to vote for, and just under two-in-five found them confusing.

Agreement with Random Order Ballot Impact on Voting Statements: Voters

Don't Know	Disagree		Agree

Random order ballots made it take longer for me to find who I wanted to vote for
- Don't Know: 3%
- Disagree: 30% / 17%
- Agree: 34% / 67%

Random order ballots were confusing for me
- Don't Know: 3%
- Disagree: 60% / 41%
- Agree: 12% / 37%
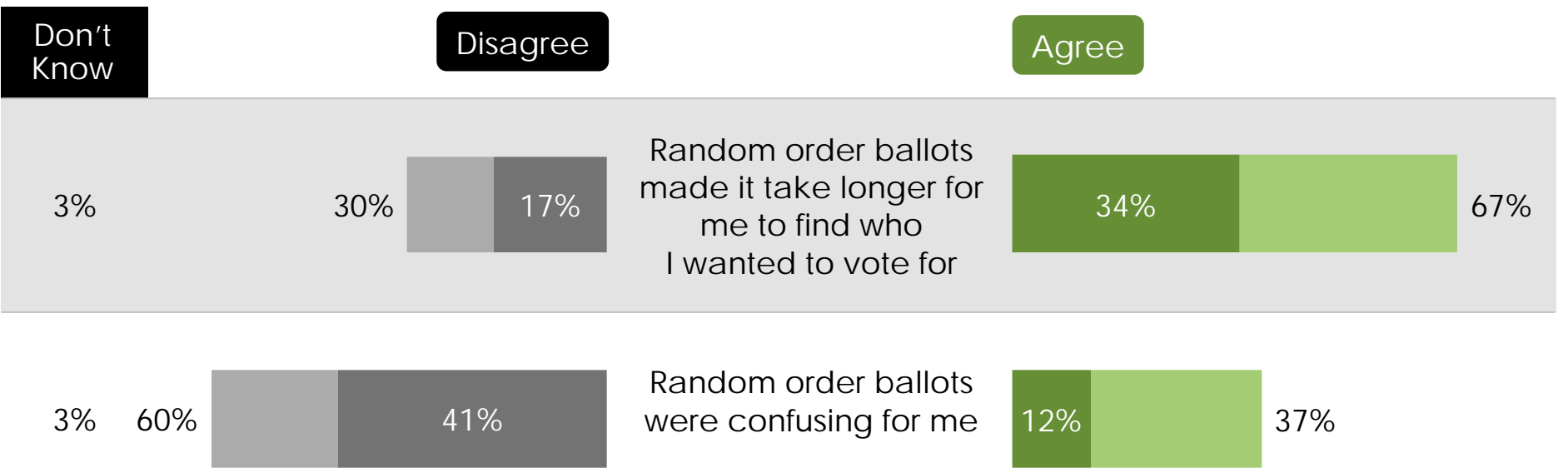
Somewhat disagree ■ Strongly disagree ■   ■ Strongly agree ■ Somewhat agree

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Caucasian respondents are significantly less likely than other respondents to agree that the random order ballots were personally confusing.

Agreement with Statements by Age, Ethnicity, and Region

Agree (Strongly/Somewhat)

	Total (n=1,417)	Age			Ethnicity				Region				
		18-34 (n=410)	35-54 (n=625)	55+ (n-=382)	Caucasian (n=875)	Chinese (n=261)	South Asian (n=82)*	Minorities (n=219)	Downtown (n=110)	North East (n=181)	North West (bn=97)*	South East (n=233)	South West (n=180)
Listing candidates on the ballot in random order increased fairness for people running in the election	71%	74%	70%	69%	72%	74%	73%	61%▼	70%	72%	68%	69%	74%
Random order ballots made it take longer for me to find who I wanted to vote for	67%	67%	69%	64%	68%	66%	70%	61%	69%	62%	68%	72%	62%
Random order ballots were confusing for me	37%	35%	38%	39%	32%▼	43%	52%	46%	33%	29%	31%	48%▲	38%

*Small base size, interpret with caution. Base: Those who voted in 2018 municipal election excluding DK

E1b. To what extent do you agree or disagree that listing candidates on the ballot in random order (instead of alphabetically) increased fairness for people running in the election?
E1a. To what extent do you agree or disagree with the following statements about how random order ballots may have affected your voter experience.

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

For future elections, voters prefer to have candidates listed in random order – a 12-point lead over alphabetical order.

Don't know
8%

Other
6%

Random
order ballots
49%

Alphabetical
order by last
name
37%

Base: Voted in 2018 municipal election (n=1,417)
E2. In future elections, would you prefer candidates be listed in alphabetical order by last name or continue having random order ballots?

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Preference for Candidate Listing Method on Ballots: Voters by Age, Ethnicity and Region

Agree (Strongly/Somewhat)

	Total (n=1,417)	Age 18-34 (n=410)	Age 35-54 (n=625)	Age 55+ (n-=382)	Ethnicity Caucasian (n=875)	Ethnicity Chinese (n=261)	Ethnicity South Asian (n=82)*	Ethnicity Minorities (n=219)	Region Downtown (n=110)	Region North East (n=181)	Region North West (bn=97)*	Region South East (n=233)	Region South West (n=180)
Random order ballots	49%	53%	45%	49%	53% ▲	44%	34%	42%	49%	58%	57%	40% ▼	48%
In alphabetical order by last name	37%	31%	41%	38%	32%	43%	61% ▲	40%	39%	28%	35%	42%	39%
Other	6%	6%	6%	6%	8%	3%	2%	4%	6%	6%	0%	8%	7%
Don't know	8%	9%	8%	7%	7%	10%	3%	13%	7%	8%	7%	10%	6%

Base: Voted in 2018 municipal election (n=1,417)
E2. In future elections, would you prefer candidates be listed in alphabetical order by last name or continue having random order ballots?

▲ Statistically significantly higher than all comparison groups.
▼ Statistically significantly lower than all comparison groups.

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Voters gave very positive ratings to their voting experience, with the majority being "very satisfied" with all of the aspects tested. Line-ups/wait times has the most room for improvement, but still receives very positive ratings overall.

Satisfaction with Aspects of Voter Experience: Voted *(excluding DK & N/A)*

N/A	Don't Know	Not Satisfied		Satisfied	
1%	1%	3%	Able to find a place to vote that was convenient	88%	97%
1%	1%	3%	Election staff were polite and helpful	84%	97%
4%	<1%	3%	Able to find a place to vote that was accessible	86%	97%
4%	3%	4%	Number of days you could vote including advance voting and Election Day	78%	96%
4%	3%	4%	Election staff were knowledgeable	76%	96%
1%	1%	15%	Line-up/the time you waited to cast your ballot at the polling station	68%	85%

Somewhat dissatisfied ▧   Very dissatisfied ▧   ■ Very satisfied   ■ Somewhat satisfied

Base: Voted in 2018 municipal election excluding DK/NA (n=1,305 to 1,401)
E1. How satisfied were you with each of the following aspects of your voter experience?

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Over nine-in-ten voters were registered to vote prior to the 2018 Municipal election. Likelihood of being previously registered to vote is significantly higher among those with higher household incomes, degree holders, and those who followed the election in the news.

Registered to Vote Prior to the 2018 Municipal Election: Voters

Don't know
4%

No
5%

Yes
92%
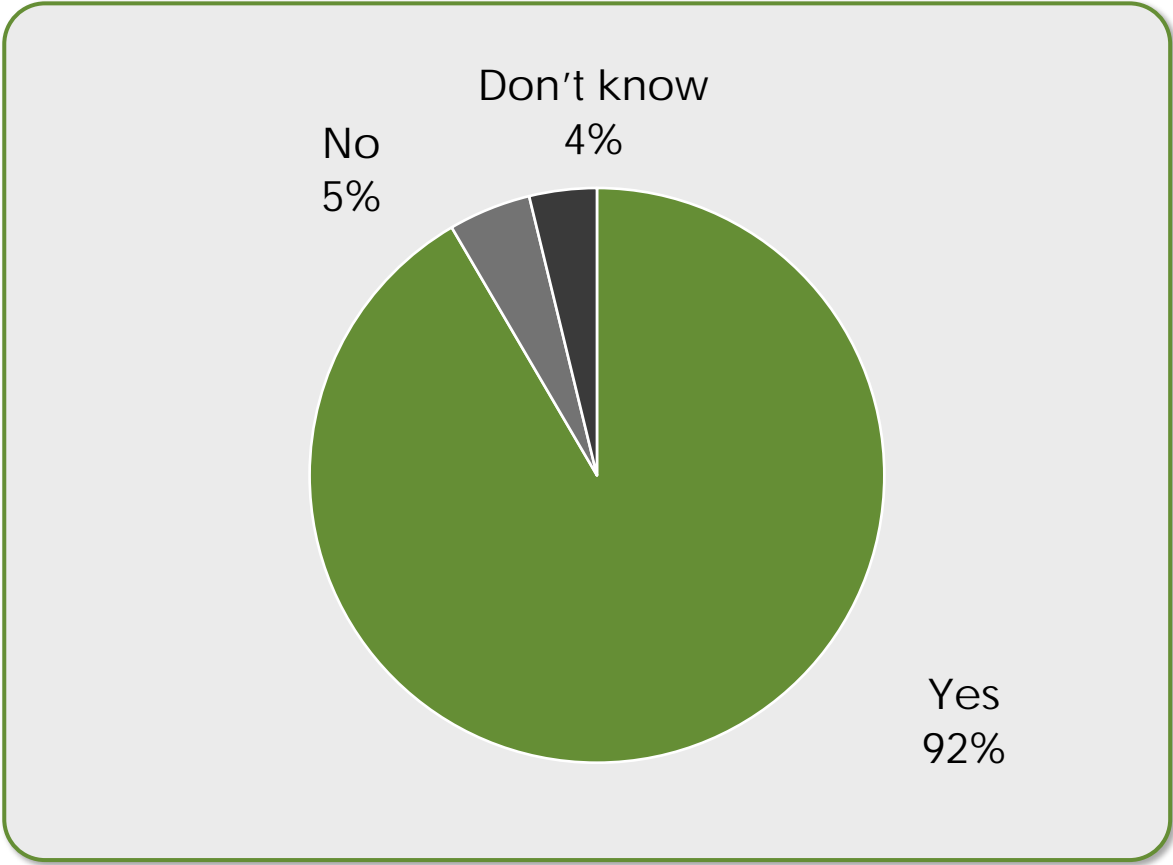
% Yes	
Household Income	
$70K+	96% ▲
<$70K	88%
Education Level	
Have degree	94% ▲
No degree	79%
Followed Election in News	
Yes	93% ▲
No	84%

Base: Voted in 2018 municipal election (n=604)
E3. Were you registered to vote prior to the recent municipal election?

▲ Statistically significantly higher than comparison group
▼ Statistically significantly lower than comparison group

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Among voters who were previously registered to vote, more than nine-in-ten received their Voter Information Card in the mail. Of this group, almost nine-in-ten brought their card with them to vote and nearly all reported that the information on their voter card was correct.

Voter Information Card Details: Were Previously Registered to Vote

Received Voter Information Card

Don't know
2%

No
4%

Yes
93%

Base: Previously registered (n=551)

Brought Card to Vote

No
13%

Don't know
<1%

Yes
87%

Base: Received voter info card (n=518)

Correct Information on Card

No
1%

Don't know
1%

Yes
98%

Base: Received voter info card (n=518)
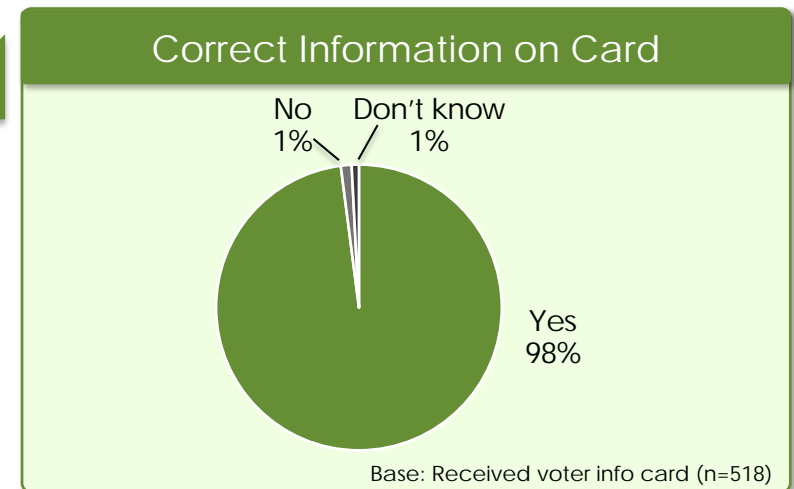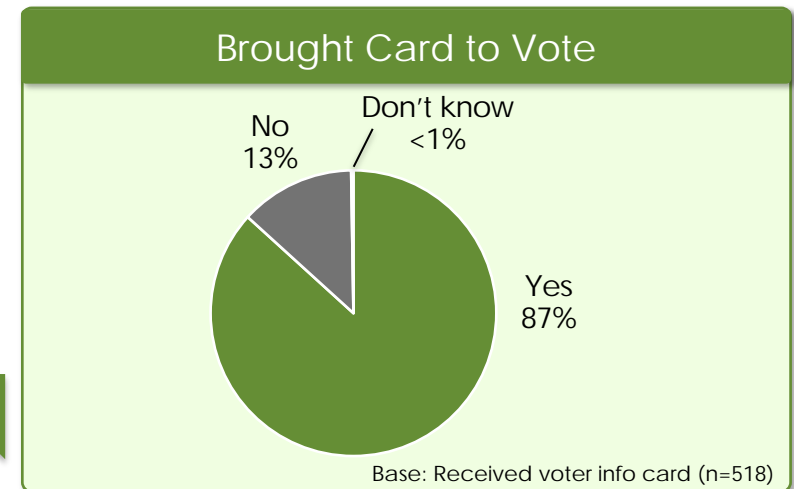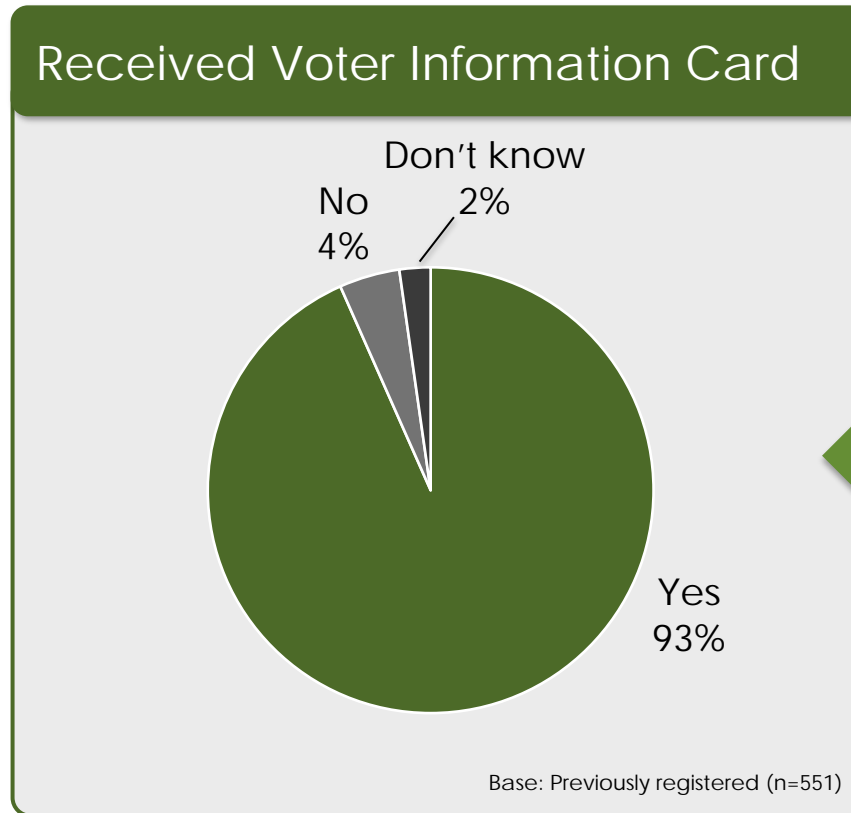
Base: Previously registered to vote
E4. Did you receive your Voter Information Card in the mail?
E5. Did you bring your Voter Information Card with you to vote?
E6. Was the information on your Voter Information Card correct?

Among the few voters who were not previously registered to vote, just over two-in-five experienced problems registering at the voting location – most commonly only being able to produce one acceptable identification.

Problems Registering to Vote: Voters Not Previously Registered *(very small base size)*

Registered to Vote Prior to Elections

Don't know 4%

No 5%

Yes 92%

Was only able to produce one acceptable identification and used a *Declaration of Elector Identity and Place of Residence* for my second piece — 22%

Was a long wait time to register in person — 9%

Was not able to produce an acceptable piece of identification with my name on it and was prevented from voting — 7%

Other — 5%

Any 43%

Don't know — 5%

None - I registered at the voting location with two pieces of identification and did not experience any problems — 52%

Base: Were not registered to vote (n=33**) **Very small base size, interpret with extreme caution.
E7. Did you experience any problems registering to vote at the voting location?

Just under one-in-five voters report having one or more disabilities. Among this group, just over one-third used accessible voting provisions – most commonly vote by mail.

Use of Accessible Voting Provisions: Voters

Type of Disability

Mobility — 8%

Hearing — 5%

Sight — 4%

Developmental — 2%

Speech — 2%

Any: 17%

Other — 2%

None — 83%

Base: (n=531)

Accessible Voting Provision Used

Vote by mail — 20%

Assistive ballot marking device available during advance voting — 12%

Curbside voting — 10%

Receiving help from election staff to cast their ballot — 9%

Any: 36%

None — 64%
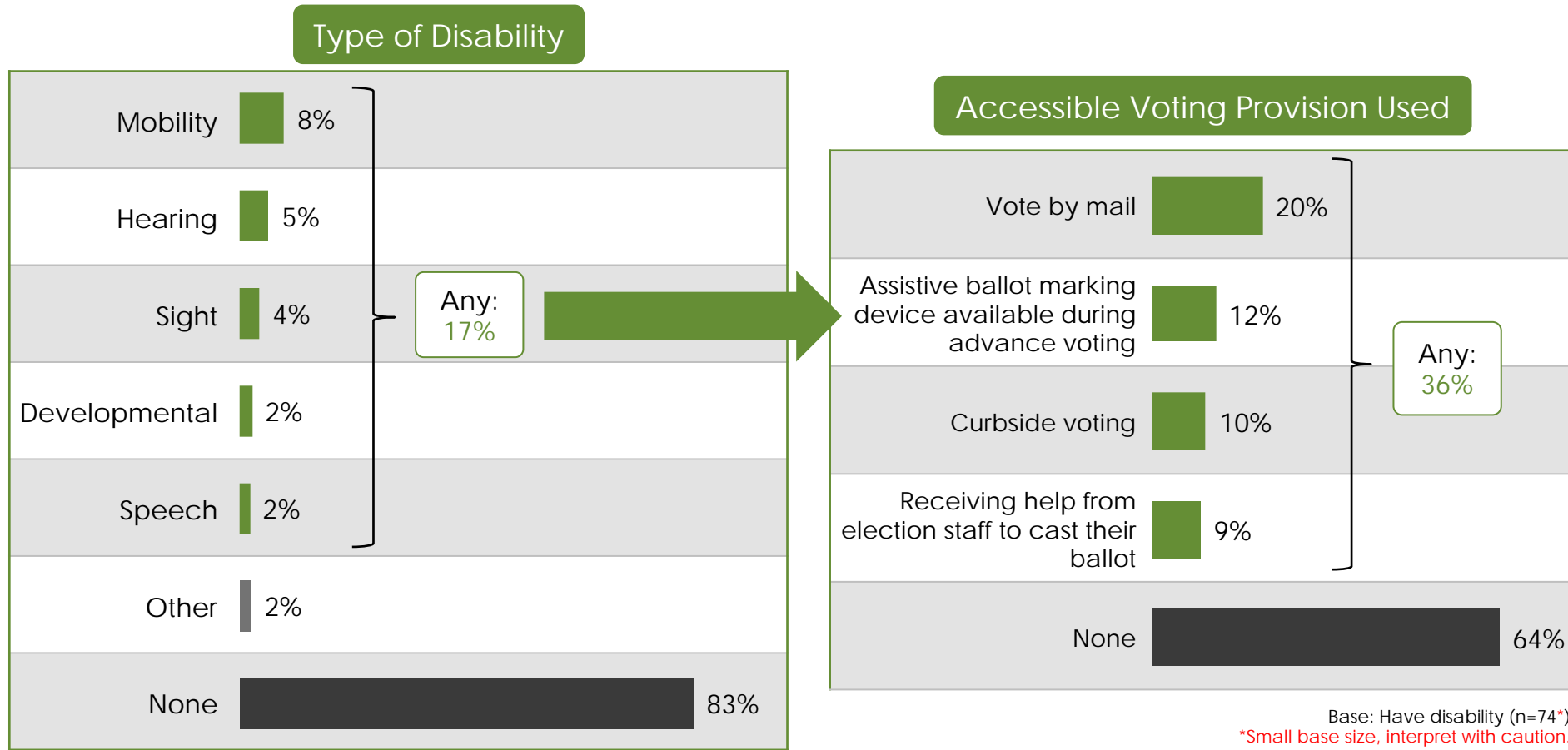
Base: Have disability (n=74*)
*Small base size, interpret with caution.

Base: Voted in 2018 municipal election
E8. Do you personally have any of the following types of disabilities?
E9. Did you use any of the following accessible voting provisions?

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Among the few voters who used each of the provisions, a strong majority were satisfied with each one. *Assistive ballot* received the highest satisfaction ratings among the group, while *vote by mail* received the lowest.

Satisfaction with Accessible Voting Provisions: Used Provision *(very small base sizes)*

Assistive Ballot

Very satisfied	38%
Somewhat satisfied	62%

Satisfied: 100%

Somewhat dissatisfied	0%
Very dissatisfied	0%

Dissatisfied: 0%

Don't know	0%

Base: (n=10**)

Help from Election Staff

Very satisfied	79%
Somewhat satisfied	14%

Satisfied: 93%

Somewhat dissatisfied	0%
Very dissatisfied	0%

Dissatisfied: 0%

Don't know	7%

Base: (n=9**)

Curbside Voting

Very satisfied	85%
Somewhat satisfied	6%

Satisfied: 91%

Somewhat dissatisfied	9%
Very dissatisfied	0%

Dissatisfied: 9%

Don't know	0%

Base: (n=9**)

Vote by Mail

Very satisfied	77%
Somewhat satisfied	9%

Satisfied: 87%

Somewhat dissatisfied	13%
Very dissatisfied	0%

Dissatisfied: 13%

Don't know	0%

Base: (n=15**)

Base: Used accessible voting provision **Extremely small base size, interpret with extreme caution.
E10. How satisfied were you with the accessible service: [INSERT ITEM FROM E#]?

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Simplified *Understanding*

	OVERALL TOTAL	Percentage	Britannia Community Services Centre	Hastings Community Centre	Kerrisdale Community Centre	Killarney Community Centre	Kitsilano War Memorial Community Centre	Marpole-Oakridge Community Centre	Renfrew Park Community Centre	Roundhouse Community Arts and Recreation Centre	Sunset Community Centre	Trout Lake Community Centre	West End Community Centre	Vancouver City Hall
Total ballots cast	**969**		93	39	105	106	128	50	42	89	99	113	45	60
Spoiled ballots	**153**	**16%**	23	12	20	17	19	10	8	12	17	6	3	6
Total valid ballots	**816**	**84%**	**70**	**27**	**85**	**89**	**109**	**40**	**34**	**77**	**82**	**107**	**42**	**54**

Question 1
In Vancouver, what is most important to you?

	OVERALL TOTAL	Percentage	Britannia	Hastings	Kerrisdale	Killarney	Kitsilano	Marpole-Oakridge	Renfrew Park	Roundhouse	Sunset	Trout Lake	West End	Vancouver City Hall
Recreation (parks pools, community centres, playgrounds)	**231**	**28%**	20	5	19	28	36	11	11	25	26	30	9	11
Safety (fire and rescue services, police)	**220**	**27%**	10	6	28	21	26	13	10	18	25	30	12	21
Waste, water and streets (garbage, recycling, water pipes, sidewalks, roads)	**102**	**13%**	11	7	12	15	10	8	7	9	6	3	6	8
Arts and community life (libraries, theatres, local festivals, events)	**74**	**9%**	10	3	7	5	11	3	2	4	7	12	6	4
Nature (City gardens, greenery, wildlife conservation)	**185**	**23%**	19	5	18	20	26	5	4	21	18	32	7	10

Question 2
Which elected role would you like to have in Vancouver?

	OVERALL TOTAL	Percentage	Britannia	Hastings	Kerrisdale	Killarney	Kitsilano	Marpole-Oakridge	Renfrew Park	Roundhouse	Sunset	Trout Lake	West End	Vancouver City Hall
Mayor	**298**	**37%**	21	6	35	30	52	16	4	33	30	38	17	16
City Councillor	**116**	**14%**	11	4	11	17	7	10	4	11	14	13	5	9
Park Board Commissioner	**157**	**19%**	18	4	14	9	19	6	10	19	14	20	10	14
School Board Trustee	**228**	**28%**	20	12	23	31	26	7	15	12	24	36	8	14

Question 3
What is one way you are active in your city?

	OVERALL TOTAL	Percentage	Britannia	Hastings	Kerrisdale	Killarney	Kitsilano	Marpole-Oakridge	Renfrew Park	Roundhouse	Sunset	Trout Lake	West End	Vancouver City Hall
I have gone to classes or events at a community centre	**117**	**14%**	5	6	10	12	13	14	5	8	16	15	6	7
I go to the library	**145**	**18%**	13	5	22	18	18	7	9	17	8	11	8	9
I play in the playgrounds, parks, and pools	**320**	**39%**	30	7	36	30	45	10	15	29	41	45	14	18
I have friends in my neighbourhoods	**226**	**28%**	22	9	16	28	29	9	5	22	17	36	14	19