



COUNCIL REPORT

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Meeting Date: March 29, 2023
[Submit comments to Council](#)

TO: Standing Committee on Policy and Strategic Priorities
FROM: Chief Election Officer
SUBJECT: 2022 Municipal Election Review

Recommendations

This report has no recommendations.

Purpose and Executive Summary

A General Local Election was held in the City of Vancouver on October 15, 2022. This report provides a review of the 2022 Municipal Election in the appendices.

Council Authority/Previous Decisions

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

Context and Background

Similar to the report submitted to Council after the 2018 municipal election, staff have conducted a review of the 2022 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.

Discussion

The 2022 Municipal Election review, provided in Appendix A, includes an overview of the planning actions taken by staff to prepare for the 2022 election, the strategies used to engage citizens in the Vancouver election, and a post-election analysis on the delivery of election services. A post-election survey, conducted by a contracted organization, is provided in Appendix B.

Building on successes from the 2018 election, a variety of new initiatives were introduced in 2022 to improve election services based on feedback from the City’s advisory bodies, best practice research and feedback received in 2018. New initiatives in 2022 included:

- *Vote by Mail – Removed restrictions to allow all eligible voters to vote by mail and removed the 30-day residency requirement (received a total of 10,523 applications)*
- *Homebound Voting Pilot Program – Allowed homebound electors who were unable to attend a voting place or vote by mail, without unreasonable difficulty due to illness, injury, disability or limited mobility to vote from their residence (50 voters participated in the program)*
- *Numbers on Ballot – Added numbers in front of candidate names on ballot*
- *Translated Material – Translated website, voter’s guide and information pamphlets into 10 or more different languages including the use of ASL services at voting places*
- *Advance Voting Locations – Increased number of advance voting locations (from 12 to 22)*
- *Ballot Counting Machines – Increased number of tabulators at supercentres and utilized high speed tabulators for vote by mail ballots*
- *American Sign Language – Provided ASL on demand at advance voting places*

Details on the success of the new initiatives are included in Appendix A along with recommendations regarding the 2026 election.

Although overall voter turnout remained low throughout all municipalities, voter turnout in Vancouver remained at the historic average turnout of 36% and was higher than other large Metro Vancouver municipalities (Surrey, Burnaby and Richmond). The investments made in initiatives this election may lead to increased participation in future elections.

Financial Implications

There are no financial implications associated with this report.

Legal Implications

There are no legal implications associated with this report.

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2022 Municipal Election Review



VANCOUVER
VOTES 2022

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1. 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). LECFA sets out financial reporting and other responsibilities for candidates and electoral organizations and is regulated by Elections BC.

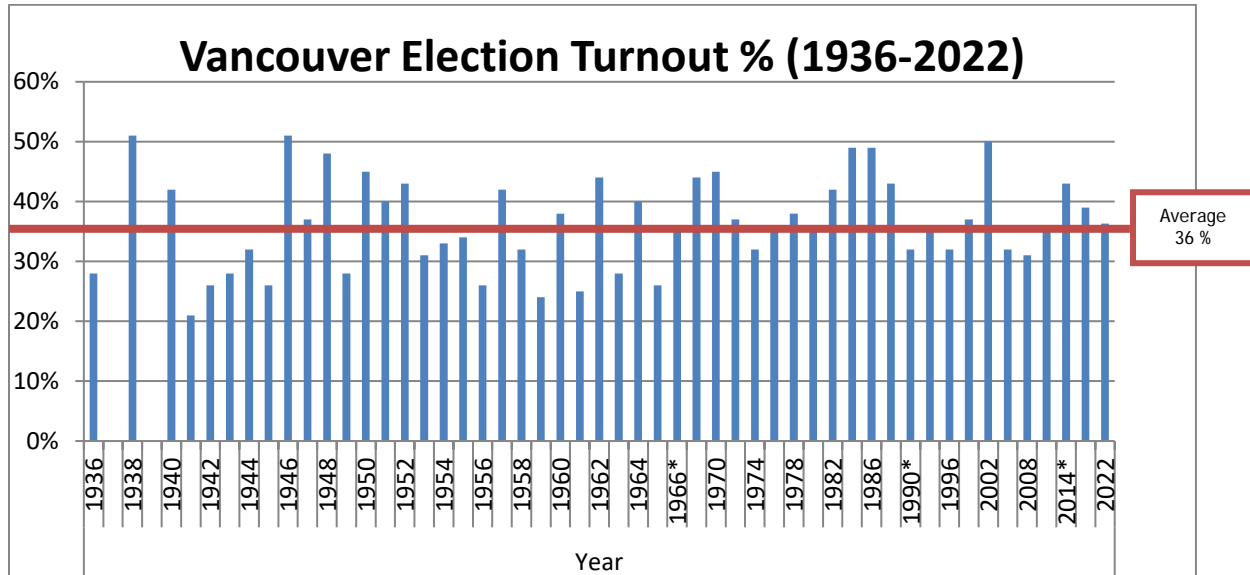
The Council-appointed Chief Election Officer (CEO) is responsible for ensuring that all elections are conducted in accordance with the Vancouver Charter and the Election By-law. The CEO has a statutory responsibility to impartially manage election planning and proceedings and protect the integrity of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

In 2022, 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 places. In 2022, the City also extended advance voting opportunities, which saw an advance voting turnout of 38%.

Staff implemented several new strategies and initiatives aimed at increasing voter engagement and voter turnout in 2022. One of these new initiatives was the expansion of voting 'supercentres'. Supercentres, first piloted in the 2017 by-election, are large voting centres equipped with additional staff and voting equipment to accommodate a high volume of voters. Other new strategies introduced included the expansion of the vote by mail program, introduction of the homebound voting pilot program, the addition of numbers in front of candidate names on the ballot and increasing the amount of translated material for election communications such as the City's voter guide.

Although new strategies were implemented, the City saw a decrease in voter turnout from 39.4% in 2018 to 36.3% in 2022. There are many factors that may have influenced voter turnout this election, which are discussed further in this report. One big challenge that staff encountered this election was the unprecedented COVID-19 pandemic which impacted many aspects of the election.

While voter turnout did not increase from the 2022 election, the 2022 participation rate for Vancouver voters of 36.3% remains higher than that of other large Metro Vancouver municipalities, including Richmond (24.4%), Burnaby (19.8%) and Surrey (34.5%). It is also the same as the historic average voter turnout of 36% in Vancouver. Within the context of the COVID-19 pandemic, the participation decrease of 3% was significantly lower than many other municipalities in BC, many of whom saw participation drops between 10%-20% - or more with Richmond, which, saw a drop of 35%.



* 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 2022 election including legislative changes introduced in 2022, the election planning process, new initiatives introduced this election, and election costs.

2. Legislative Changes for 2022

There were a number of new legislative amendments introduced for the 2022 election, which are outlined below. Council adopted a motion to amend the Charter to move the nomination period earlier but was not considered by the Province for the 2022 election.

Vancouver Charter

- Removed restrictions to allow all eligible voters to vote by mail; and
- Removed 30-day residency requirement.

Local Elections Campaign Financing Act

- Established a pre-campaign period that increased the length of time election advertising is regulated from 29 days to 89 days;
- Limited sponsorship contributions to \$1,200 to match the provincial campaign contribution limit set in 2017;
- Required elector organizations to register with Elections BC; and
- Provided Elections BC with new investigative tools to support investigations and additional penalties to fine people who did not comply with the new campaign financing rules.

City of Vancouver Election By-law

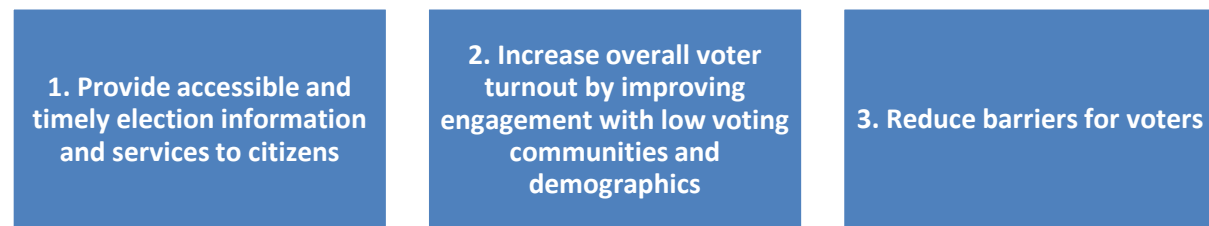
- Amended procedures to allow staff to process mail ballots earlier;
- Implemented adjudication process for mail ballots; and
- Introduced homebound voting.

3. 2022 Election Goals and Strategies

Planning for a municipal election in Vancouver commences at least two years prior to Election Day. Voting places need to be reviewed and secured, research completed, supplies ordered, legislation and by-law amendments prepared, 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 and begin research for the next election.

In late 2020, an internal Election working group and a steering committee made up of staff and leadership team members from several City departments was established to ensure that all aspects of the 2022 municipal election were planned in detail. This team was led by the Chief Election Officer.

Similar to 2018, staff identified the following three goals to improve voter engagement and participation.



RELATED GOAL	NEW INITIATIVE
1. Provide accessible and timely election information and services to citizens	<ul style="list-style-type: none"> a. Added more staffing and voting equipment at voting places to reduce wait times b. Increased advance voting opportunities c. Made information more accessible across all City communication channels: <ul style="list-style-type: none"> i. Website ii. Communications and social media
2. Increase overall voter turnout by improving engagement with low voting communities and demographics	<ul style="list-style-type: none"> a. Focused on outreach on low voting communities b. Delivered a Community Ambassador Program
3. Reduce barriers for voters	<ul style="list-style-type: none"> a. Provided accessible voting machines and piloting American Sign Language (ASL) on demand during advance voting b. Introduced Homebound Voting Pilot Program c. Expanded vote by mail program d. Added numbers in front of candidate names on the ballot

Measuring the success of the above strategies is challenging as many variables influence voting. 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 accessibility by reducing any obstacles that are within the control of the City. Improvements requiring amendments to the Election By-law or the Vancouver Charter take time and may not always be possible. In some instances, requests for improvements to the legislation require support from LMGA and UBCM.

4. Voter Engagement Strategies and New Initiatives for 2022

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

i. Reduce Wait Times and Add More Staffing at Voting Places

In 2022, the City continued with the vote anywhere model, which allows voters to vote at any City of Vancouver voting place. To support this model and ensure it provides convenience and accessibility to voters, staff must take additional efforts to manage unknown volumes on advance voting and Election Days.

In anticipation of a high number of candidates again for the 2022 election, and based on feedback regarding long wait times during the 2018 election, staff made the following efforts to reduce the impact that busy voting places have on voters:

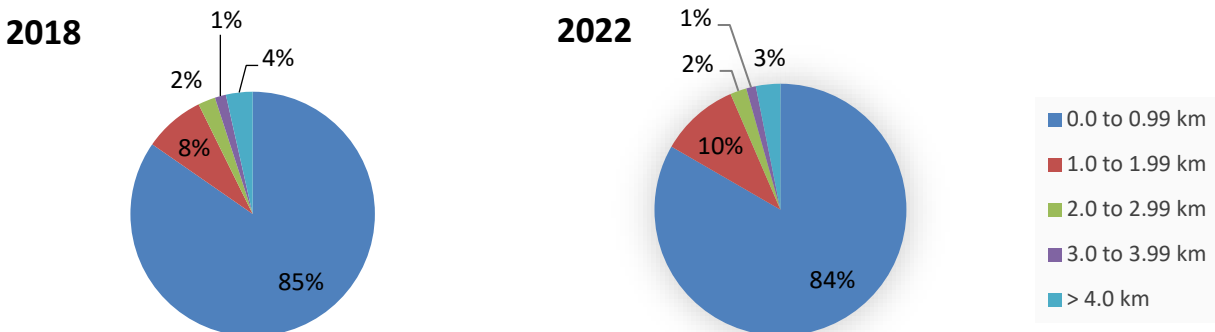
- Reviewed historical Vancouver voter turnout data.
- Selected voting places that were convenient, accessible and larger to accommodate social distancing, with 80¹ voting places available across the City.
- Established supercentres at 68 of the 80 voting places². These supercentres were provided with additional staff, laptops, voting booths, ballots and two or three ballot tabulators (instead of one).
- Hired more support staff in the field to run supplies and standby staff to voting places as needed.
- Used the electronic voters list, which tracks the number of voters being processed at each voting place in real-time, to feed real-time information to our online voting place lookup tool so that slower voting places appeared at the top of a voter's voting place search.
- Hired additional workers on standby at the Election Office ready to be deployed where needed on Election Day.

Although the above measures were taken, due to the length of the ballot with 137 candidates, and the time required for the ballot tabulator to read each ballot, there were still lineups to vote during

¹ Excludes the two University Endowment and University of BC Lands locations.

² Excludes the two UUL locations.

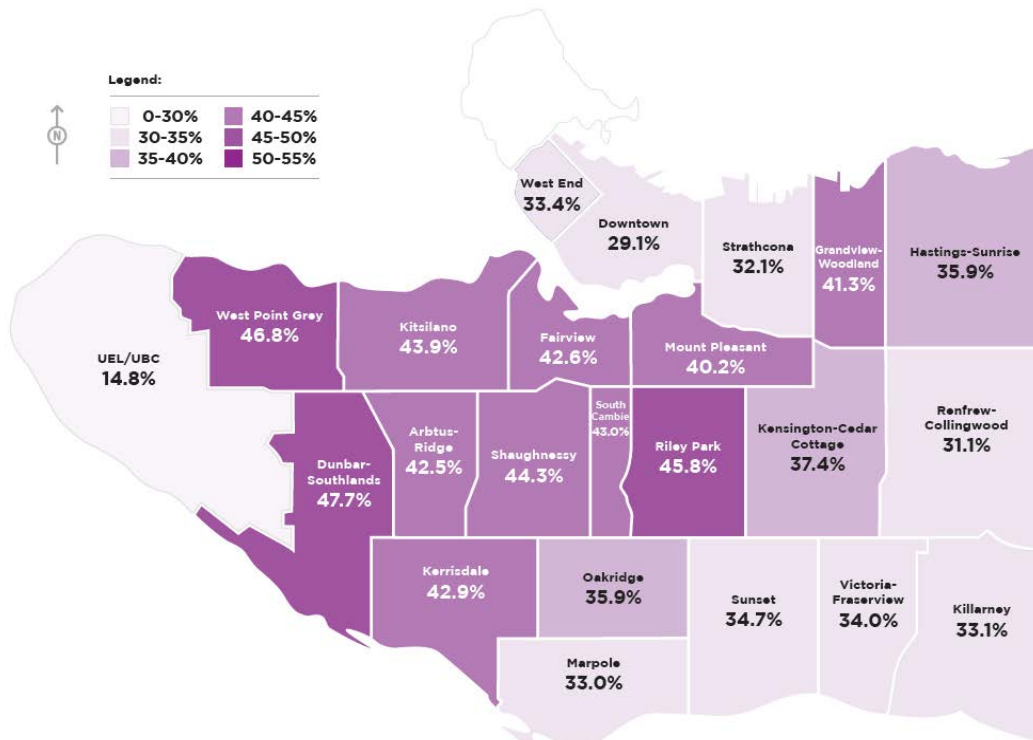
Advance Voting days and at some voting places on Election Day. The lineups however were shorter than in 2018, with measures put in place to mitigate lineups. Staff attempted to anticipate where voters would vote on Election Day using 2018 voting data and population growth, however, voting volumes per voting place did not remain the same between the two elections for all voting places. There were also instances where voting places did not remain the same for each election either due to seismic upgrades, renovations, historically low voter turnout, availability, social distancing requirements due to COVID or vote by mail volumes. The data shows that a very high percentage of voters vote within 1km of their residence.



In efforts to manage unknown volumes on Election Day and to manage social distancing due to the COVID pandemic, advance voting opportunities and vote by mail 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.

ii. Election Day Voting Data

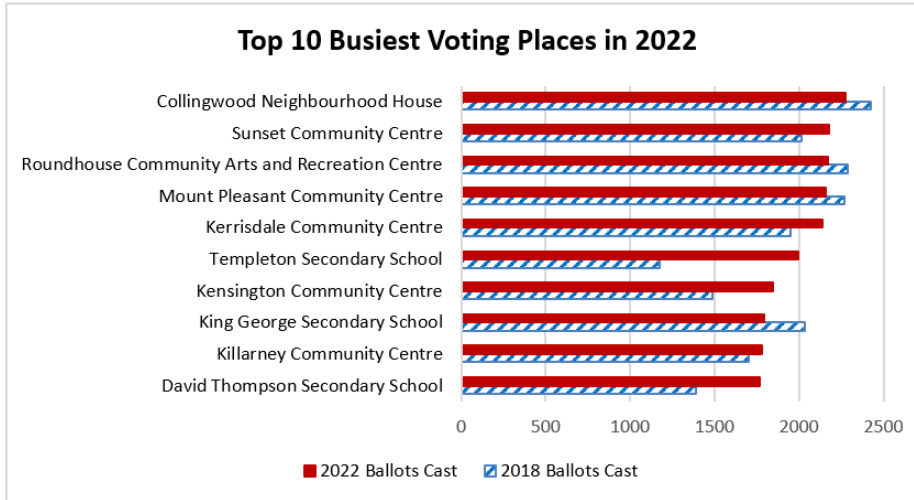
2022 Voter Turnout by Local Area



Note: Data is approximate as source of data is from City of Vancouver Electronic Voters list

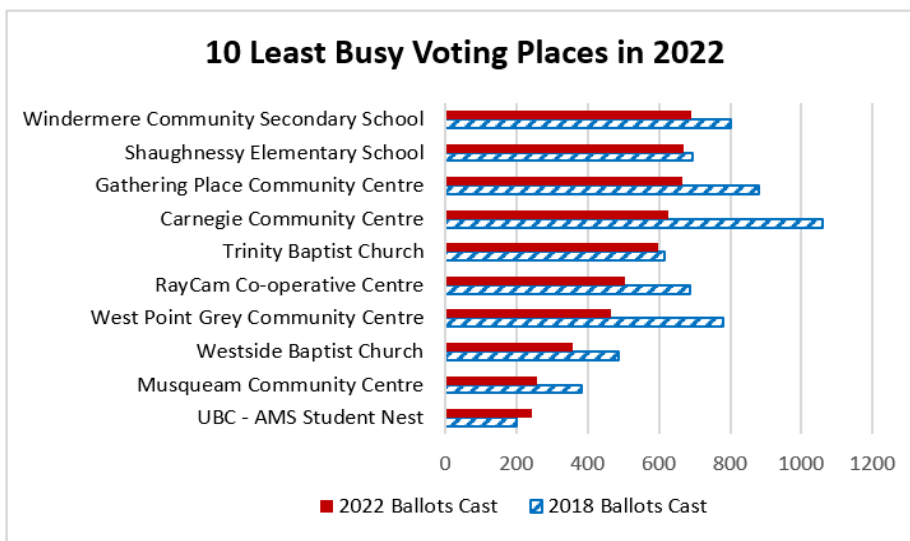
As anticipated, based on the data from 2018 election, the top 10 busiest voting places on Election Day were supercentres equipped with three ballot tabulators and additional staff. Of these voting places, five had over 2,000 voters on Election Day (see Figure 1).

Figure 1 - Top 10 Voting Places with Highest Number of Voters on Election Day



Voting places with low voting turnouts from 2018 were not used in 2022, with the exception of Westside Baptist Church, Musqueam Community Centre, and UBC AMS Student Nest to ensure voting places were available in all neighbourhoods. These three voting places continued to have low voting turnouts in 2022.

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



Overall, the ‘vote anywhere’ model presents challenges when planning for the election with some voting places having almost five times the number of voters as other voting places, but the ‘vote anywhere’ model provides the convenience to voters. With the additional voting data from 2022, staff will 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 continued success of supercenters, staff will be looking to implement more supercenters with additional ballot tabulators in future elections.

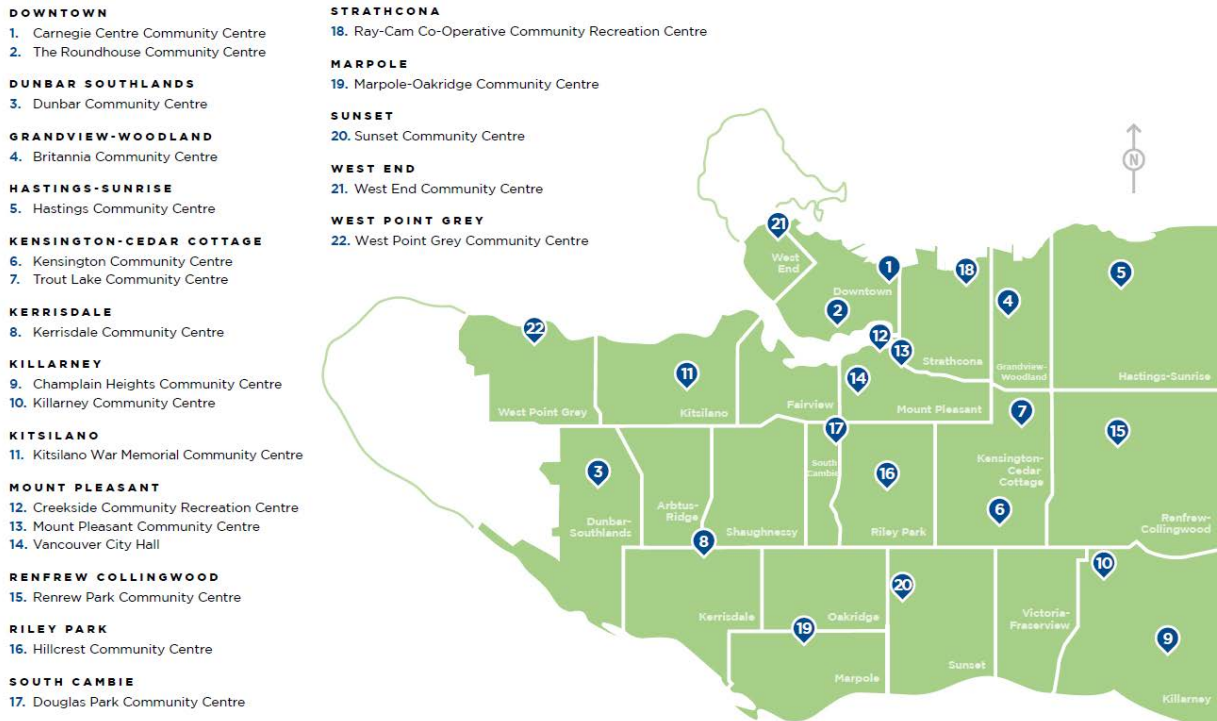
iii. Increase Advance Voting Opportunities

Advance voting places are secured over a year in advance of the election due to the advance notice for programming required by the facilities. There are a number of factors that staff consider when selecting advance voting places. These include but not limited to:

- location in the city (do the locations provide coverage across the city and equitable numbers between east and west, and north and south areas?);
- room size to accommodate social distancing and layout of voting booths and equipment;
- transportation access to the facility;
- physical access to the facility;
- advance and/or election day voter turnout at that facility in past elections;
- how busy the centre is on a day-to-day basis (low, moderate, high); and
- population density of the local area served.

Community centres³ 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 places. Community centres are regularly visited by citizens⁴ and are also well established in the community. It would be challenging and costly to secure similar private spaces from 7am-10pm for multiple days.

Figure 6 - 2022 Advance Voting Places



³ Note: not all City local areas (neighbourhood) have a City operated community centre located within it (for example, Victoria-Fraserview and Shaughnessy)

⁴ The term citizen is used as currently only Canadian citizens are eligible to vote, as per the Vancouver Charter.

Under provincial legislation, municipalities are required to provide two days of advance voting at one voting place 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 2022, staff decreased the number of advance voting days but increased the number of voting places to 22 (see Figure 7). Based on feedback from 2018, staff also included Carnegie Community Centre as one of the new 22 advance voting places. In previous elections, Carnegie Community Centre was used as a Special Voting Opportunities place in the Downtown Eastside. Given the need for community programming and the logistic challenges, staff will review the feasibility of using this facility in 2026.

Figure 7 - Comparison of Advance Voting Date Between 2011 - 2022

Advance Voting Opportunities	2011	2014	2018	2022
Number of voting days	8*	8	8	5
Number of places	5	8	12	22
Number of voting hours**	272	768	1,152	1,320
Number of ballots cast	19,484	38,556	48,994	65,127

* On four of the days, advance voting was offered at five voting places for 12 hours. On the remaining four days it was offered at one advance voting place for eight hours.

** Number of days, multiplied by number of voting places, multiplied by number of hours the polls are open (12 hours)

The increased in the number of voting places led to 65,127 votes being cast in advance voting during the period of October 1 to 13, which is 33% more than the 48,994 votes cast in advance voting in 2018.

Based on the popularity of and trends of advance voting in 2022, staff will likely continue with the same number of advance voting days in 2026 and have a similar number of advance voting places but increase the number of tabulators at each voting place to accommodate high voter turnout at historically busier voting places. An increase in the number of advance voting days also increases the election cost.

iv. Access to Make Election Information More Accessible Across All City Communication Channels

Election Website

The Election website was a critical tool in providing voters with information, such as candidate profiles, voter eligibility requirements and voting places 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). Building on the work from 2018, staff also implemented a number of new strategies and improvements to the website in 2022. These included:

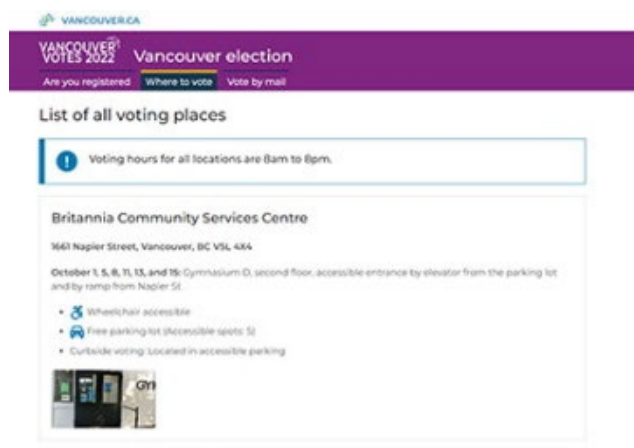
- Additional accessibility enhancements
 - On the list of all voting places page, each voting place listing included:
 - Most accessible entrance to building;

- Photo of accessible entrance (new feature);
 - Parking location and type;
 - Location of curbside voting;
 - Additional info if relevant (example: alternate accessible entrance); and
 - If there were any restrictions (example: no accessible parking or accessible washrooms).
- Election results were also available in both table and chart options, with the table view increasing accessibility.
 - The Voters' Guide was translated into 10 different languages (5 languages in 2018).
- **Vote by Mail Application Form.** This tool enabled voters to apply to vote by mail, including the ability to register as a new voter if required. Voters were able to submit their application through the online form and request to have it mailed if it was before the cut-off date or picked up at the Election Office. Due to the increase in eligibility of vote by mail, the vote by mail application tool saw an increase of 317.5% compared to 2018.
 - **Event Submission Form.** This tool enabled community members to submit election related events such as candidate forums to be listed on the City's website.

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. Registered voters increased by 5.43% for 2022 (472,665) compared to 2018 (448,332).
- **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, date of birth, 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' Tool.** Staff built upon the "Plan Your Vote" webpage, which gives users the chance to review the photo, top three priorities, platform, biography, and get contact info of candidates and select candidates of interest, a voting date and place. 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 to the website during this election included better usability and the ability to sort candidates in



number 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 place from a specific address or using a mobile device; voters could obtain directions from their current location on a mobile device to a particular voting place. A new online map of all of the voting places was also available so voters could visually find voting places near to them.
- **Live chat.** (supported by 3-1-1 Contact Centre agents) provided an easy way for citizens to ask questions or make comments while browsing the website without the need to phone, email or call 3-1-1. It was made available on election related webpages this year from January to October 2022.
- **Post-election data.** Anonymous ballot marking data was also added to the City’s online Open Data set post-election

Web Traffic Analysis

Over the 12-week period leading up to the election, the tools were well used by the public with:

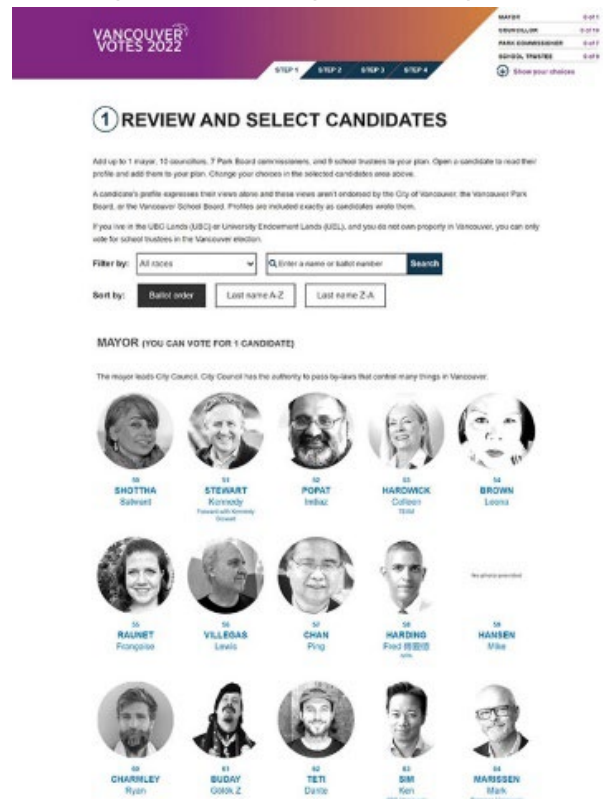
- 20,244 voter registration look-ups, down from 34,753 in 2018;
- 8,643 saved vote plans, compared to 12,745 in 2018;
- 114,434 voting place searches, up from 73,777 in 2018; and
- 23,359 vote by mail page views, up from 5,595 in 2018

Voter registration lookups may have decreased this election as all our communication to the public was driving voters to update and register with Elections BC prior to the adoption of the provincial Voters List in August.

A decrease in saved vote plans could be attributed to voters already having a clear idea of their voting plan. This conclusion is supported by the election results which saw one elector organization win a majority of the seats. Also, the introduction of the numbering system for candidates made it easier to look for and remember the candidates on the randomized ballot.

The vote by mail page views were up by 317.50% as a result of the legislation change enabling vote by mail for all registered voters.

During the 12-week period (July 23 – October 15, 2022) leading up to Election Day, the overall traffic on the election website was down by 12.10%. Lower overall traffic in 2022 and the increase in registered voters (5.43%) may have impacted why page views on the registration look up was down by 41.75%.



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

1. General election page
2. Mayor candidates
3. Election results
4. Councillor candidates
5. Voter's guide

On Election Day, the election results page was the most heavily visited with 102,076 visits (almost double of 2018). The highest concurrent users at any one point occurred around 10pm on Election night with 4,659 unique users on the City's website, 3,897 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.

Communications and Social Media

An in-depth communications strategy was created that included brand development, design and production of all election communication material, advertising, partnerships and collaborations, and social media communication. To guide the development of the communications strategy, a jurisdictional scan was conducted.

Based on this scan, as well as feedback from partner organizations and advisory committees, the 2022 communications strategy included several new initiatives and reactivating strategies from 2018 to engage voters this election. These included:

- Kids Vote program
- Candidate 101 sessions
- Voter's guide
- Voter's pamphlet
- Elections email newsletter (1,785 subscribers)
- Social media initiatives such as digital stickers, Instagram reels, and Facebook events

Kids Vote program

The Kids Vote program was offered during advance voting on the weekend (October 1 and 8) prior to Election Day and gave youth aged 17 and under the opportunity to participate in the voting process while their parents voted.

A special blue Kids Vote ballot with four multiple choice 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. Kids Vote was promoted during a special media event that was organized in partnership with the Vancouver School Board with a Grade 5 class at John Norquay Elementary School.

2022 Kids Vote
 Saturday, October 1 and Saturday, October 8
Instructions
 To vote, fill in the Circle to the left of your choice like this ●
 Fill in one circle for each question
 If you select other, write in your answer

Question 1
 How do you like to spend your time in Vancouver?
 Playing in parks and playgrounds
 Going to the library
 Attending classes at community centers
 Swimming at pools

Question 2
 In Vancouver, what is most important to you?
 Parks, pools, and community centres
 Fire, rescue services, and police
 Libraries, theatres, and local events
 City gardens and green space

Question 3
 What quality is most important in a good leader?
 Kindness
 Honesty
 Creativity
 Joy
 Other: _____

Question 4
 What would you like to learn more about in school?
 Science, technology, and mathematics
 Arts, literature, music, and film
 Health and physical activity
 Civics, history, and other cultures

Between the two voting days for kids, 473 ballots were cast. Six-year-olds were most likely to participate, followed by nine-year-olds.

Of the kids who voted, 45% (215) like to go swimming in pools in Vancouver, with playing in parks and playgrounds as the second most popular activity with 32% (152).

For Vancouver kids who voted, parks, pools, and community centres are most important to them (176 votes/37%), closely followed by fire, rescue services, and police (134 votes/28%) as the next most important.

Science, technology, and mathematics (208 votes/44%) topped the chart on what Vancouver kids would like to learn more about in school.

Finally, Vancouver kids who voted believed that kindness (168 votes/36%) is the most important quality in a leader.



Candidate 101 Sessions

Running for office can be intimidating for many individuals. In efforts to reduce barriers, staff expanded the Candidate 101 sessions from 2018 - providing four sessions instead of two. These sessions were revised from 2018 and provided information about the roles and responsibilities of different positions, the City's responsibilities, the nomination process, important deadlines, and what to expect if elected. In total, there were 169 online registrations and 47 in-person registrations for the Candidate 101 sessions.

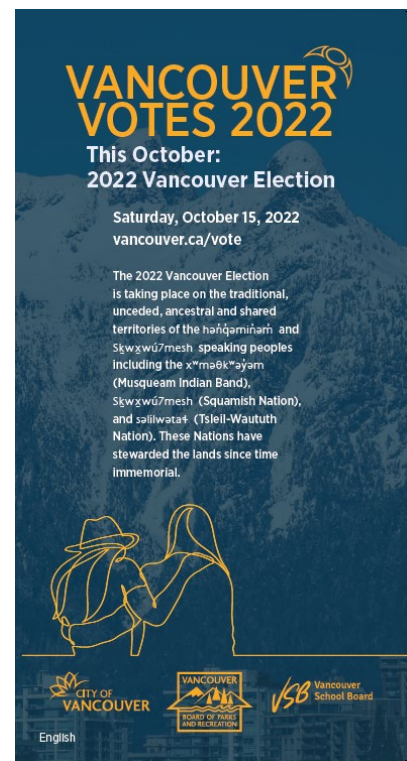
Voter's Pamphlet

Based on feedback from 2018, staff created the Voter's Pamphlet as a new informational resource. This document shared information about the election such as who was eligible to vote, what residents were voting on, and how individuals could vote.

The voter's pamphlet was translated into 11 languages (Traditional Chinese, Simplified Chinese, Punjabi, Tagalog, Korean, Japanese, Farsi, Spanish, French, Vietnamese, and braille).

The voter's pamphlet was handed out from July to late September, before the voter's guide became available. The pamphlet was handed out by the Outreach teams at events. Community partners were also able to request copies of the guide to hand out at their locations or events. Copies of the pamphlet were also available online.

The pamphlet was a useful outreach tool as it gave members of the public something tangible to remind them about the upcoming election and provide a succinct document with all relevant information before the Voter's Guide is available.

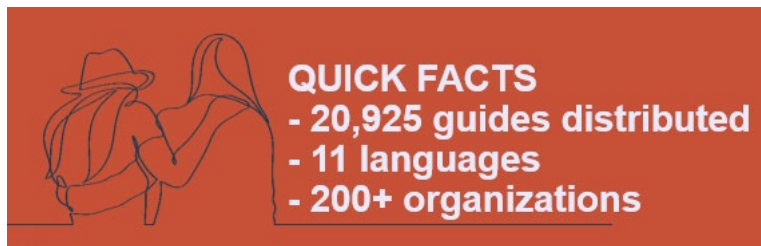
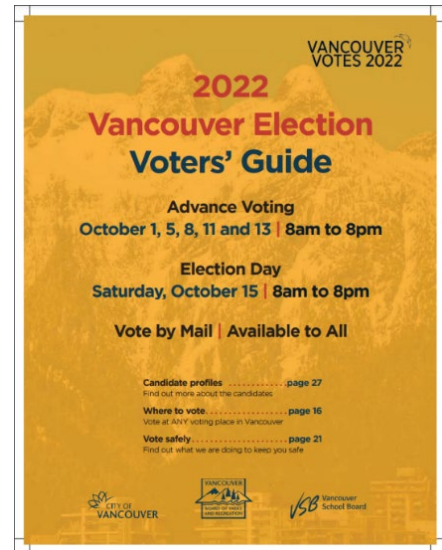


Voter's Guide

The voter's 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 candidate's name, photo, contact information and a short biography (if one is provided by the candidate).

In 2022, staff increased the accessibility of this information by translating the guide into 11 languages (Traditional Chinese, Simplified Chinese, Punjabi, Tagalog, Korean, Japanese, Farsi, Spanish, French, Vietnamese, and braille). There was also a large print English version available.

In 2022, the goal was to distribute the voter's guide in places where people often visit as a method of reducing barriers to voting. As such, the voter's guide was distributed to over 200 locations at outreach events and with partner organizations including libraries, neighbourhood houses, community centres, grocery stores, and doctors' offices.



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 1,785 subscribers (up from 2018: 1,210 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 50%-60%; this is more than double the benchmark open rate for government email newsletters (27%)⁵
- 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%)⁶

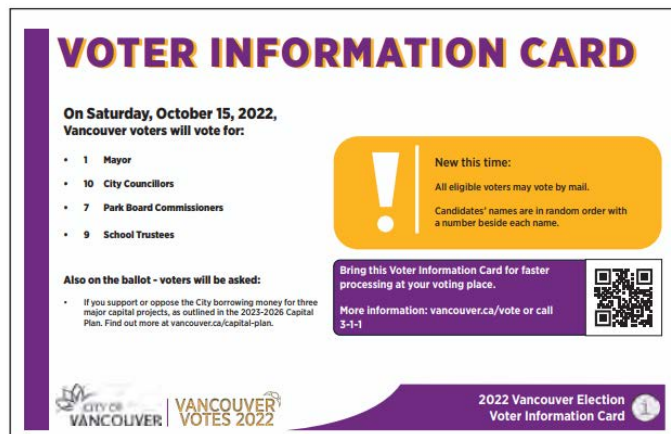
Staff will explore ways to expand subscription to this newsletter in future elections.

⁵ Mail Chimp, 2019 (<https://mailchimp.com/resources/email-marketing-benchmarks/>)

⁶ Ibid.

Voter Information Cards

Similar to previous elections, Voter Information Cards (VIC) were mailed directly to all registered voters in mid to late September in 2022. The VIC provides voters with information on the time, dates, and voting places for voting. While cards were mailed at the normal time, due to a complication with Canada Post, many voters received their VICs later than normal. This meant that many registered voters received their VICs after advance voting had started. Despite this, VICs remained the most effective communication tool for voters as shown in the post-election survey.



It is important to note that voters are not required to have their VICs in order to vote. These VICs are simply a service the Election Office provides as a reminder to vote and provided despite the high cost of producing and mailing them.

Social Media

Due to hiring challenges for a Social Media resource, a social media agency was contracted in mid-August to help create election content to focus on delivering engaging and educational election information through the City’s various social media channels. The 2022 data below would not be comparable to 2018 due to the difference in the length of time of the campaign. The social media campaigns ran for different lengths of time (41 weeks in 2018 and 6 weeks in 2022) and published different content.

Impressions by Channel			
	2014	2018	2022 ⁷
Twitter:	815,185	2,032,560	224,046
Facebook:	723,424	1,200,334	42,380
Instagram:	0	530,748	245,023
LinkedIn:	0	41,441	0
Total:	1,538,609	3,805,083	511,449

Other Communication Material/Initiatives

Similar to 2018, the Election team also developed many other materials that were placed in high traffic areas or disseminated by the Outreach teams such as posters, pamphlets, giveaway items (mugs, bags, etc.), in addition to more traditional advertisements in newspapers, bus shelters and on the radio.

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

The outreach strategy included dissemination of materials, targeted outreach programs in low turnout communities and events. In developing the outreach strategy, the Election Office reached out to advisory committees and community organizations for feedback and conducted research on successful campaigns in others jurisdictions. The strategy was designed to increase participation in historically low turnout communities while still providing sufficient information to individuals from historically high turnout communities.

⁷ 2022 impression analytics were organic only.

i. Direct Outreach via an Outreach Team

This year the Outreach team had three types of direct outreach:

- A booth at community festivals and events
- Street canvassing
- Information sessions hosted with community organizations, including schools



Due to challenges around COVID, direct outreach started in June, which was later than 2018 when outreach started in April. From June to September, outreach took a civic education focus helping people understand the broad range of City responsibilities and some of the ways to get involved. From September to October, the team focussed on election details and helped people prepare to vote.

The Community Event booth included a trivia game to help residents learn about the City's responsibilities and the election. By answering questions correctly, members of the public could win either a Vancouver Votes tote bag or a Vancouver Votes mug. The game was extremely popular and often resulted in a line up at the Election Booth. Street canvassing allowed the outreach team to set up at high traffic areas to share information about the election. Information sessions offered presentations to community groups to learn about local government and the voting process.



ii. Community Resource Hub

When consulting with advisory committees, many committees mentioned that the City should do more to support community groups that were interested in sharing information about the election. To achieve this, the Election Office launched a Community Resource Hub. The hub included information about the election, the Voter's Guide, an Election FAQ, advertising materials, posters in 10 languages, and voter tools, such as a copy of the plan your vote worksheet. The Resource Hub was advertised in the Election Email Newsletter to over 200 organizations. In total, there were 4,177 visits to the Community Resource Hub from September to October.

iii. Community Training Sessions

When promoting the Community Resource Hub, some community organizations expressed concerns that their staff were not equipped to answer questions about the election. As such, the Outreach team offered Community Training Sessions to organizations. The goal was to create election advocates at community organizations. In total, the Election Office hosted 23 Community Training sessions. Out of the 23 organizations, 11 organizations held their own election events resulting in 589 additional conversations. Out of the 11 organizations that held events, seven organizations completed post event surveys. The data we collected showed that 100% of participants said they were more likely to vote after the session and 90% of participants said their understanding of local government had improved as a result of attending a session.

The City Clerk's Office will continue to build relationships with community organizations during non-election years with the goal of increasing civic literacy through [Your City Hall](#) program.

iv. Targeted Outreach

Service Agreements with Community Partners

Funding was provided to organizations that were able to help target low turnout communities and increase election awareness. The focus was on communities that had the lowest turnout in 2018 including youth, residents of the Downtown Eastside, individuals making less than \$40,000 annually, and newcomers. In total, the targeted outreach campaign led to 1,711 conversations with individuals from low turnout communities (up from 372 in 2018).

MOSIAC

The City continued the partnership with MOSIAC to support outreach to new Canadians. MOSIAC hosted seven voter information sessions through August to October to help newcomers learn about local government and the democratic process in Canada. In total, MOSIAC reached 191 newcomers through their sessions.

Community Ambassador Program



The 2018 Post Election Survey made it clear that some communities face specific additional challenges when it comes to voting. Research from other jurisdictions as well as feedback from four of the City's Advisory Committees (Urban Indigenous Peoples, Women's, Children, Youth and Families, and Racial and Ethno Cultural Communities) led to the creation of a Community Ambassador Program. Through this program, the City provided funding to organizations that work with specific low turnout communities. These organizations then worked

with the City to recruit and train Community Ambassadors who shared information about the election with their community. As this was a pilot program, the City worked with three communities, including residents of the Downtown Eastside, youth, and individuals with lived experience in poverty. Ambassadors worked with the City to design targeted outreach campaigns and materials from July to October. In total, this program led to 1,520 targeted conversations with individuals in low turnout communities.

The Community Ambassadors felt that the City did a good job supporting them in their roles as Ambassadors and the robustness of our training program. Improvements to the program for future elections include more training days and additional planning time.

The DTES Ambassadors team provided the feedback around ID requirements and the need for improved communication and training for staff at voting places. This is an ongoing challenge as ID requirements for municipal is different from provincial and federal elections.

Student Vote

The City continued the partnership with Civix to run their Student Vote program in schools across Vancouver. Student Vote provides teachers at both the elementary and high school level with easy to use classroom resources and activities to learn about local government and the electoral process. The program cumulates with a mock election in which students get to vote for Mayor, Council, and School Board. In total 58 schools participated with 7,308 students voting. Other municipalities in the lower mainland also participated in Student Vote program delivered by Civix. It should be noted that the Park Board Commissioner's election was not included in the Student Vote program because this election is unique to Vancouver.



The goal of the program is to engage youth early in the democratic process and increase their familiarity with voting. In addition to the direct engagement with students, many of the activities encourage students to discuss the election with their families and communities thus increasing awareness about the election.

C. Reduce Barriers for Voters

i. Accessible Voting Machines and Piloting American Sign Language (ASL) on Demand During Advance Voting

Similar to 2018, the City provided accessible voting machines at two voting places during the advance voting period to reduce barriers for persons with disabilities and seniors. The machines are used to mark ballots only. Once marked, the ballots are fed into the ballot tabulator. Voters using the equipment could either: a) use the sip and puff system to mark their ballot, b) use the audio system to navigate through the ballot using a headset and mark the ballot using accessories attached, c) use the magnification system which made the ballot easier to read and mark the ballot using accessories attached.



To promote the use of the accessible voting machines, staff worked with the Seniors' and Persons with Disabilities advisory committees to introduce the availability of these machines, and inform 14 organizations who serve persons with disabilities or their caregivers about the machines. In response to a recommendation from the Persons with Disabilities Advisory Committee, the Election team created a video on how to use the accessible voting machines. Unfortunately, there was no recorded usage of the accessible voting machines in the 2022 election which is a decrease from 2018 where there were 2 recorded uses.

As a new initiative this election, staff also piloted American Sign Language (ASL) on demand at all 22 voting places during advance voting. The on-demand ASL interpretation had 10 usages with an average call time of 26 minutes.

Although the usage of the accessible voting machines was very low, staff recognize the benefit for this segment of the population to mark their ballot with independence and privacy. For future elections, staff may look at alternative means, such as vote by mail because voters in this

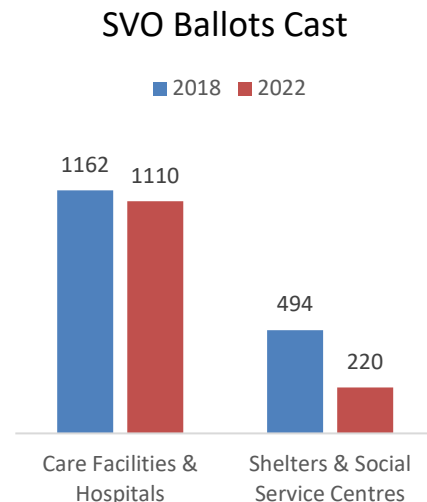
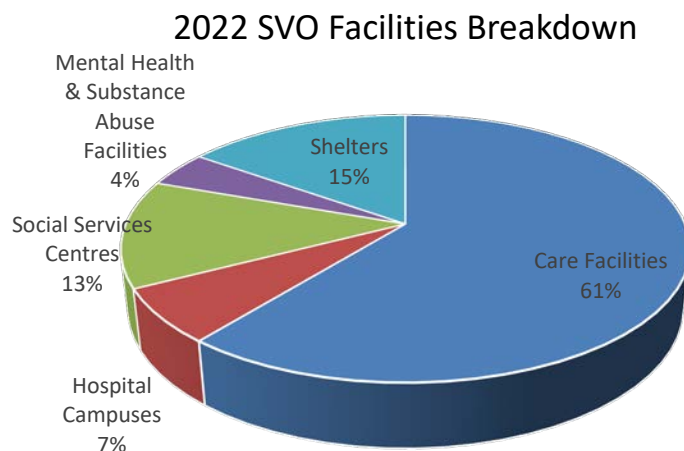
community may likely find it more accessible than using the accessible voting machines at a voting place.

ii. *Special Voting Opportunities and Introduction of Homebound Voting Pilot Program*

Special Voting Opportunities

In 2018, staff recommended amendments to the Election By-law that were approved by Council, to extend the Special Voting Opportunities (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.

SVO Facilities	2018	2022
Care Facilities: <i>assisted living, long term care, extended care, and private hospitals</i>	53	56
Hospital Campuses: <i>BC Women’s, BC Children’s, Mt. Saint Joseph, St. Paul’s Hospital, Vancouver General Hospital, and UBC Hospital</i>	7	6
Social Services Centres	15	12
Shelters	13	14
Mental Health & Substance Abuse Facilities	2	4
Total # of Facilities	90	92
Total # of Visits	99	97
Total # of Days	11	10
Total # of Ballots Cast	1,656	1,330



In residential care facilities and hospitals, there was a drop of 4.5% ballots cast compared to 2018. Three of the care facilities that qualified for a SVO visit declined the visit and opted to do vote by mail this year due to the increase number of COVID-19 cases in the Fall.

There was a 55.5% lower voter turnout at SVO facilities within the DTES for 2022. In 2018, 494 ballots were cast at shelters and social service centres compared to 220 ballots cast at shelters

and social service centres for 2022. It is believed that the lower turnout at SVO facilities was due to the fact that we offered an advance voting place in the DTES, Carnegie Community Centre, for the first time. During the five days of advance voting, Carnegie had a total of 975 ballots cast. Carnegie is in close proximity to Oppenheimer Park and The Dugout, which were two SVO facilities in 2018 that contributed to over 160 ballots cast in 2018.

On average, five or six SVO teams (made up of three to four staff) were deployed each day between September 28th and October 13th to conduct SVO voting. Over the ten days, staff processed an average of 133 voters per day and the number of voters who voted through the SVO program. In total, the SVO teams helped 1,330 voters cast their votes for the 2022 Election.

Introduction of Homebound Voting Pilot Program

Council approved the pilot project of Homebound Voting Program in April 2022 for the 2022 Election. The Homebound Voting program was introduced in order to increase accessibility for voters, feedback from the Persons with Disabilities Advisory Committee and a jurisdictional scan of the service offerings of other municipalities in Canada. The program was to provide electors who were unable to attend a voting place or vote by mail, without unreasonable difficulty due to illness, injury, disability or limited mobility. The pilot project had a limit of 100 participants plus resident caregivers - who were also allowed to use the proposed program.

Staff connected with Vancouver Coastal Health (VCH) and Persons with Disabilities Advisory Committee (PDAC) to help identify those who would best be supported by this pilot. The Regional Operations Director for Home Support and Community Services provided insight on how the Election team would be able to work with VCH to provide Homebound Voting options to its Vancouver clients. Initially, 450 hardcopy promotional flyers were printed in three languages (English, Chinese, and Punjabi) and distributed by community case health workers and GF Strong BC. PDAC also recommended Spinal Cord Injury BC, Disability Alliance of BC, Individual Funding Resource Centre and GF Strong BC as organization that benefited from this pilot. The Election team supported these efforts with communication and educational sessions for organizations recommended by PDAC and provided digital copies of resources for them to be distributed digitally. Given the low interest at the time, the Election team expanded the advertising through information bulletins and information on the City of Vancouver webpage. There was an increase in participation and it was attributed to the deadline for the mail out option for Vote by Mail registration.

The Homebound application was available between September 6th and October 11th. Interested participants applied online or called 3-1-1 to complete the application themselves or had someone do it on their behalf. After the application was received, the Election team reached out to conduct a brief questionnaire over the phone and schedule the homebound visit.

Teams of two election officials went to voter's residence and assist them with the voting process. Most of the election officials were By-law Officers seconded to the Election team to help with the Homebound Program. Most visits were completed within 30 minutes.

After the homebound visit, telephone surveys were conducted with participants. 30 of the 50 voters responded to the survey. All the participants were very satisfied with their experience with the program and would very likely be using the program again if it is available in the future. Here is some of the sample feedback received about the program:

I hope this will also be available for other elections. It is a great program especially for the aging population and the vulnerable community. Thank you to all Vancouver Election Staff.

Once the initial contact was made with an Election Official over the phone, my experience has been nothing but delightful. She was very empathetic and with the follow up phone calls from application to the visit was amazing. This really made me feel like they care.

I hope this system will be used in other elections. I had nothing but a flawless experience being handicapped and able to vote. This was truly a great project.

My experience was excellent and the women who came to visit were professional and waited to finish my ballot. I recently had chemotherapy, so they didn't enter my home and I was quite pleased that they were ok with waiting outside.

I would like to say that since I was not able to register for vote by mail and if this program was not possible, my husband and I would not vote this time. We are grateful that this program was available.

Very glad that this service was available. I applied for my sister who is handicapped. Our experience with the program was very positive and the ladies were very kind to assist with my sister with voting.

This was a god send. I have never missed a vote since I turned 18. I am grateful Vancouver has introduced this service and hopefully becomes universal. The young lady on the phone was very kind and the officials who came to visit me were very helpful.

The Homebound Voting term caused continuous confusion to voters because the terminology varied amongst the various organizations using it. The Election team view the term “homebound” as an individual who does not have the means to go a voting place, vote by mail or vote independently due to a disability, illness, or other constraints. However, many other organizations such as Health Authorities (Vancouver Coastal Health, Provincial Health Service Authority) have more of a palliative care approach. Changing the name would also provide inclusiveness to those who feel they are not associated with the term “homebound” but do require accessibility support to be able to vote.

In total, 50 electors (41 homebound voters and 9 residential caregivers) voted through the Homebound Program. With the introduction of small initiatives, such as the Homebound Voting pilot, the challenge was defining the appropriate advertisement and outreach to meet the pilot’s goal and not over promote which may lead to interested participants being turned away. Given the positive feedback from participants, staff recommends that the Homebound Voting program be offered in 2026 and the marketing be aligned with Vote by Mail program.

iii. Expanded Vote by Mail Program

The Province amended the requirements for mail ballots under the *Vancouver Charter* in 2021, and for the first time, all eligible voters may vote by mail. In previous elections, only persons with disabilities and out-of-town voters were able to vote by mail. As a result of this change and the ongoing COVID-19 pandemic, staff anticipated a much higher number of mail ballots being requested during the 2022 Vancouver election. In April 2022, Council approved amendments to the Election By-law to provide more time for election administrators to open and process mail ballots in anticipation of the high uptake and to ensure election results from vote by mail were not delayed.

In 2022, the Election Office received 10,523 applications for vote by mail, compared to 1,913 applications received in 2018. 10,423 mail ballots were issued in 2022, compared to 1,866 in 2018.

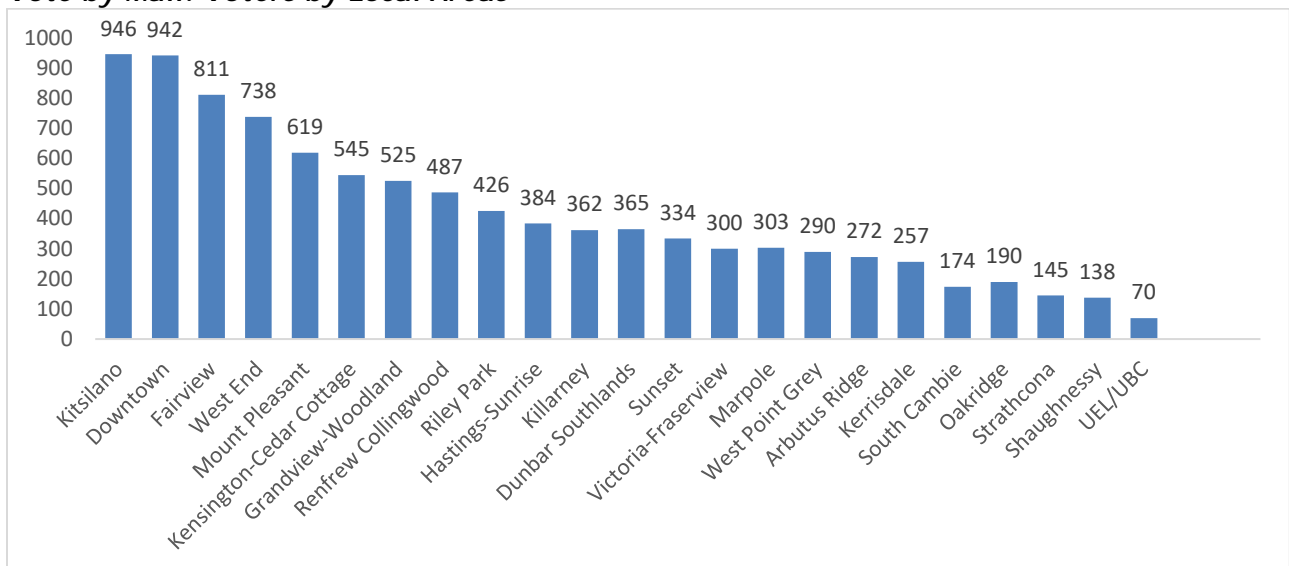
The majority of the mail ballots were requested for mail-out option and a relatively small amount for pick-up option (14.1%).

Packages Requested		
10,523	voters requested a vote by mail package	
method of package requested	92.7%	online
	6.0%	through 3-1-1
	0.8%	in person
	0.5%	through homebound voting program
of voters who requested a vote by mail package...		
82.6%	voted	
method electors voted	68.7%	voted by mail
	2.9%	voted at another opportunity instead
	11.0%	returned package after close of voting
	17.4%	did not vote
Packages Returns		
75.1%	returned by close of voting	
	5.2%	did not meet requirements
	69.9%	total vote-by-mail ballots considered

To reduce the cost of postage to mail out the vote by mail package and make it more convenient for voters to drop off their completed Vote by Mail packages, seven Vote by Mail drop boxes were distributed across the City. 2,628 packages (36.3%) were returned through these drop boxes (five selected community centres, City Hall, and the Election Office).

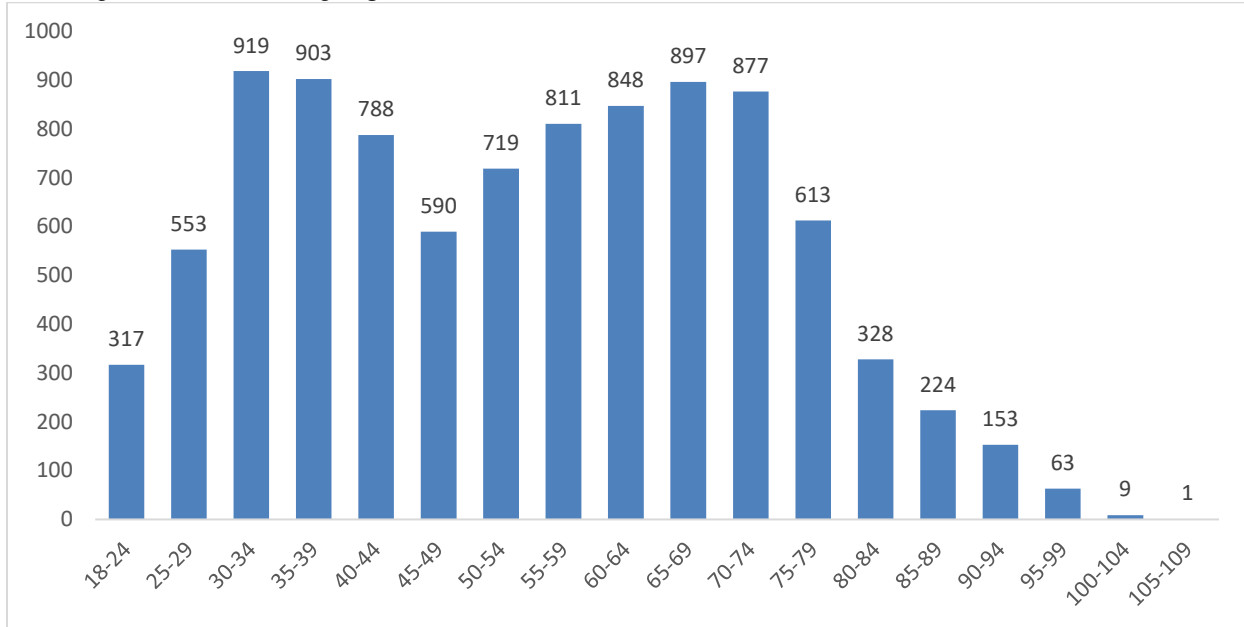
Similarly to 2018, in the 2022 election, Kitsilano (9.8%), Downtown (9.79%), Fairview (8.4%), West End (7.67%) and Mount Pleasant (6.4%) remained the top five local areas to request mail ballots.

Vote by Mail: Voters by Local Areas



The chart below shows a demographic breakdown of age categories of voters whose Vote by Mail applications were accepted. Contrary to the 2018 trend, when the most vote by mail ballots were requested by the 18-24 (11%) age category, in the 2022 Election, voters in age categories 30-34 (9.5%) and 35-39 (9.4%) were the top two to request vote by mail ballots, followed by voters in age groups 65-69 (9.3%) and 70-74 (9.2%), consistent with the 2018 Election.

Vote by Mail: Voters by Age



The Election Office issued 10,423 vote by mail packages – a tremendous increase compared to the 1,866 vote by mail packages issued in 2018. Overall, the Vote by Mail program being available to all eligible voters should be considered a successful pilot due to the uptake and simpler counting process compared to 2018. Staff will continue working with vendors to improve the Vote by Mail process by making it more user friendly and accessible to voters.

iv. Addition of Numbers In Front of Candidate Names on the Ballot

A random order ballot was used in both the 1993 Vancouver election and the 2018 election as directed by Council. In 2018, voters raised concerns regarding the additional time it took for them to find candidates on the ballot. To mitigate these concerns for the 2022 election, numbers were added in front of candidate names to provide the following benefits:

- Provide a ‘system’ or ‘pattern’ that would help voters find candidates on the ballot and reduce voter fatigue;
- Make it easier for individuals with language barriers; and
- Assist candidates in their campaign by providing voters with a simple number to look for on the ballot

5. 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.

The screenshot shows a Twitter thread. At the top is a URL: https://www.mayorsproject.ca/2018_vancouver_mayoral_candidates. The main tweet is from 'Ask Vancouver' and says: "Want to learn more about the election and how to vote? Visit the City of Vancouver's election page. It's really (!) good. The City's website includes detailed information about all candidates - photos, bios, top 3 priorities, platforms, and contact information - in a highly accessible. Frankly, if every municipality did this, we wouldn't need to be tracking mayoral races at the MayorsProject.ca! Well done, City of Vancouver, well done. #respect". Below this is a reply from 'Bonaventure Senior' (@livebonaventure) who says: "Thank you for providing such a tool to assist people in voting. We all appreciate it." To the right of the main tweet is another tweet from 'Bicycle Mansplain' (@mansplainmybike) who says: "Putting my choices into @CityofVancouver 'Plan my Vote' was a great way to organize names in ballot order. Then I just emailed the final list to myself. We're allowed to take phones into the voting booths, so I will be able to transfer names to the ballot easily." The tweet from Bicycle Mansplain has 1 reply, 13 retweets, and 22 likes.

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.

3-1-1 was an important partner and a strong contributor to the success of the 2022 election. Election and 3-1-1 staff began meeting in early 2022 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 2,754 election-related inquiries during the two-month period of September - October 2022. During the month of September, the most requested information from 3-1-1 was regarding vote by mail, while in October it was regarding voting places.

Other common inquiries during that period related to:

- general election inquiries
- voter registration
- voter eligibility
- candidates
- voter guide inquiries

The 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.

6. Election Costs

The cost to run the 2022 municipal election was \$4.41M with high level budget costs breakdowns noted below.

Cost Area	2022	2018	2017 (By-Election)	2014
Staffing (incl. training)	\$2,046,000	\$1,820,000	\$545,000	\$1,000,000
Communications (outreach + postage)	\$1,133,000	\$1,120,000	\$130,000	\$900,000
Technology (lease)*	\$978,000	\$1,003,000	\$730,000	\$800,000
Election Office, Supplies & Voting Facilities	\$253,000	\$171,000	\$130,000	\$200,000
Total	\$4,410,000	\$4,114,000**	\$1,535,000	\$2,900,000

*savings from partnership with Technology Services for laptops. Details under Technology Costs.

**increase in technology and staffing costs to support additional voting days and voting places compared to 2014.

Staffing Costs

The largest increases in costs in 2022 over 2018 relate to staffing.

In 2022, 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 program initiatives. These including new communication and outreach initiatives, vote by mail expansion, increase in elector worker wages to compete with neighbouring municipalities, new accessibility initiatives and the introduction of the homebound voting pilot program. Many of the initiatives were implemented as a result of recommendations made by the Advisory Committees, best practice research and feedback received during the 2018 election.

The addition of ten advance voting places across the city over five days of voting required an additional 294⁸ election workers over the advance period compared to 2018.

As the election becomes more complex with technology and potential legislative changes, election delivery should be considered to be an ongoing City program rather than a project. The research and planning start at least 2.5 years before the election year after the completion of post-election work. It is recommended that additional resources be allocated to an election program for future elections.

⁸ These workers also worked on Election Day.

Technology Costs

The addition of election workers, expansion of vote by mail and the increase of ballot tabulators at more advance voting and election day voting places also meant more ballot tabulators and laptops were required, which increased technology costs this election.

An opportunity was identified to leverage planned procurement of laptop devices by Technology Services for the purposes of its PC replacement program. The laptops were procured by Technology Services, temporarily deployed for election, before return to the City's PC fleet for usual and planned replacement cycle. By procuring new devices, to be re-deployed by the City, instead of short-term leasing of refurbished devices, the City was able to reduce costs by over \$400,000, reduce environmental impacts through reduced shipping needs and maximizing use of fleet devices with minimal impacts to Technology Services deployment plans.

In summary, increased election costs reflect more robust election services offered to the citizens of Vancouver in 2022. 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.

7. Review Summary

The 2022 Vancouver 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 2022. The partnerships developed were invaluable in identifying barriers to voting, getting the word out about the election and developing mutually beneficial and positive relationships.

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. Staff will continue to explore supercentres, in particular, on advance voting days given the significant uptake in voting early. Staff will continue to advocate for a legislation change to allow for an earlier nomination period that will allow voters to have more time to get to know their candidates.

Although overall voter turnout did not increase this election, staff felt 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. The results of the post-election survey indicated that overall Vancouver voters had a positive experience with the 2022 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 2022 including a review of advance voting places, outreach methods and opportunities to better engage marginalized members of the community. While the focus is on making voting accessible, the Chief Election Officer is also cognizant of the financial impact and will endeavor to deliver the election program effectively and efficiently. Planning for the 2026 election will begin later in 2023 and staff look forward to building on the successes from 2022 to best serve the citizens of Vancouver.

8. Post-Election Survey

Research Co. was contracted to conduct a post-election 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. The results are based on an online survey conducted from October 18 to November 10, 2022, among 3,055 adults in the City of Vancouver who voted in the 2022 municipal election. The data has been statistically weighted according to Canadian census figures for age, gender and region in the City of Vancouver.

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 randomized ballot and the newly expanded vote by mail program.

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 remains the single most effective City communication tool for the election.
4. Vancouverites feel informed about the election, and in particular how and when they can vote (with a significant drop from 50% feeling uninformed in 2018 to just 21% in 2022). Vancouverites also felt that in 2022 it was easier to find this information (with 46% of respondents saying it was very easy to get election information compared to 30% in 2018)
5. While Vancouverites understand how and when to vote, many feel uninformed about candidates and issues. Similar to 2018, the most common reason respondents gave for not voting was that they did not know enough about the candidates.
6. 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.



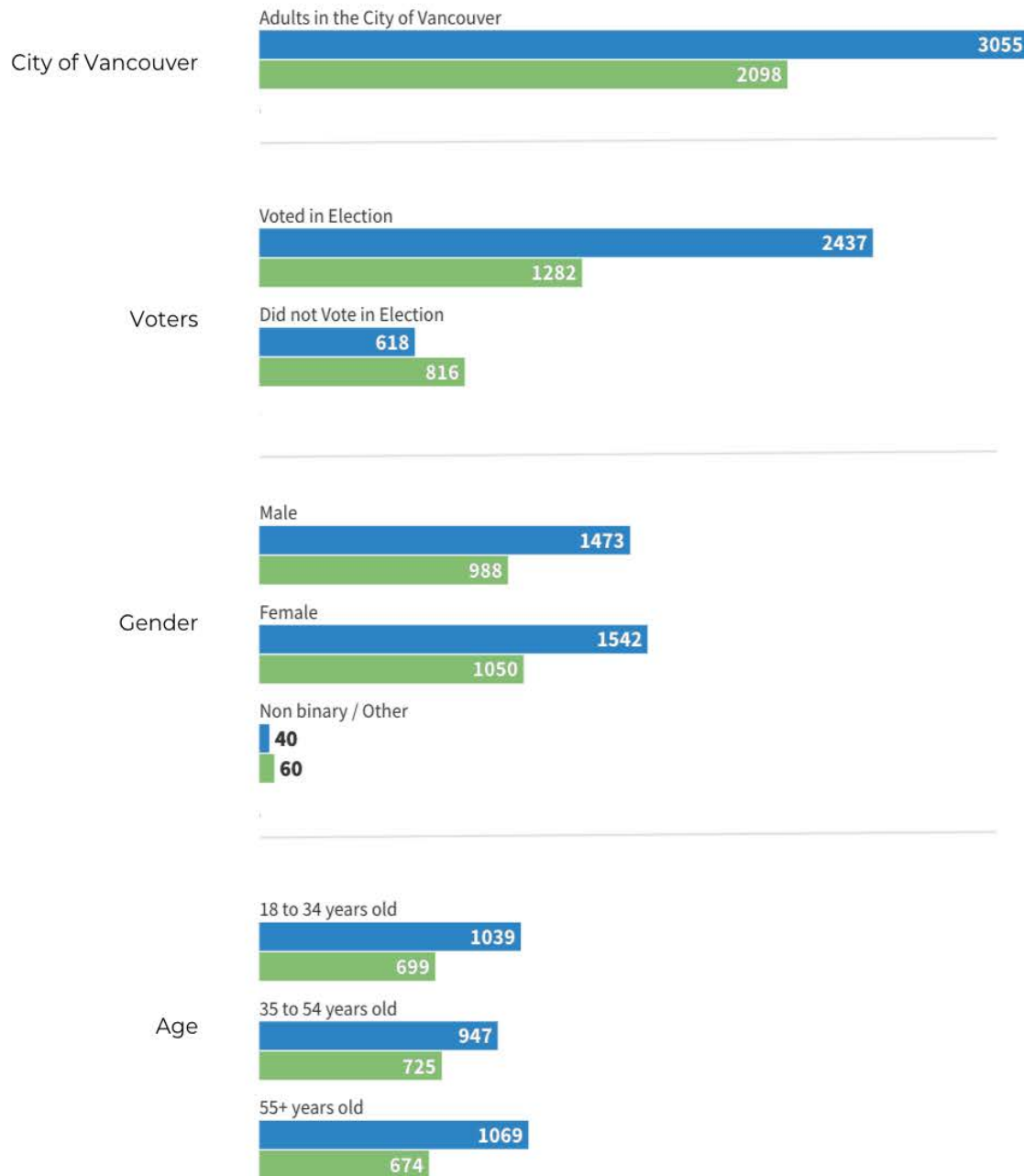
2022 POST-ELECTION VOTER EXPERIENCE
SURVEY REPORT • OCTOBER 2022

SURVEY CONDUCTED BY



Sample Demographics

2022 Sample 2018 Sample



METHODOLOGY

Based on a survey conducted from October 18 to November 10, 2022, among 3,055 adults in the City of Vancouver who voted in the 2022 municipal election. The survey was collected online, in person, and via phone.

The data has been statistically weighted according to Canadian census figures for age, gender and region in the City of Vancouver.

The margin of error—which measures sample variability—is +/- 1.8 percentage points, nineteen times out of twenty.



REVIEWING THE DATA

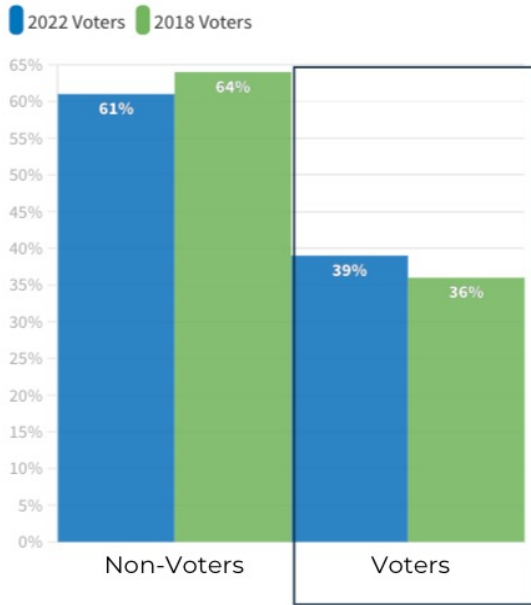
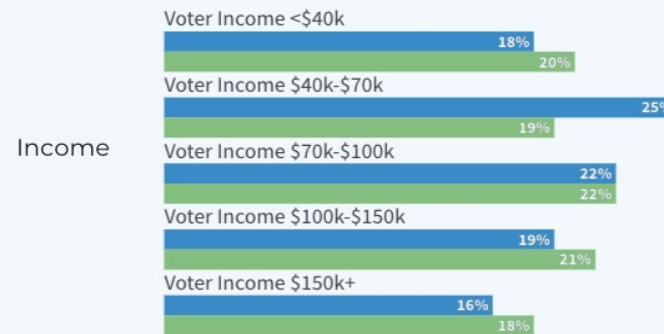
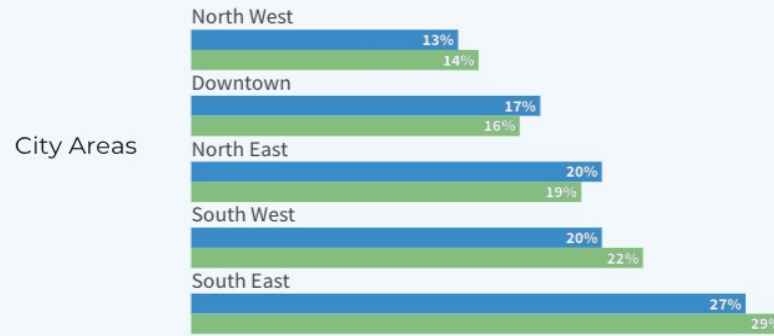
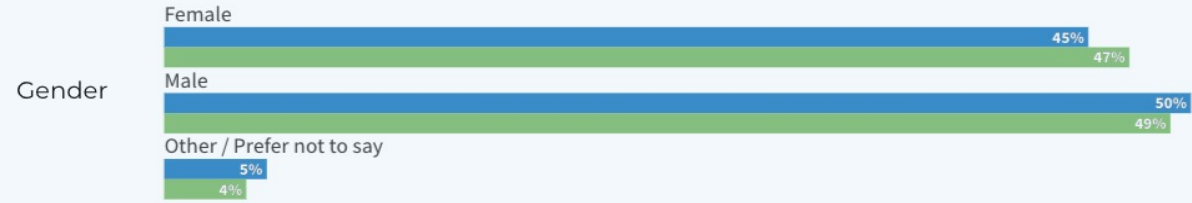
Each question can be sorted by various demographic information, including whether or not respondents voted, age group, and gender.

Answers can be sorted by selecting from the drop down list in the top left hand side under the question.

All questions are initially sorted by total respondents.

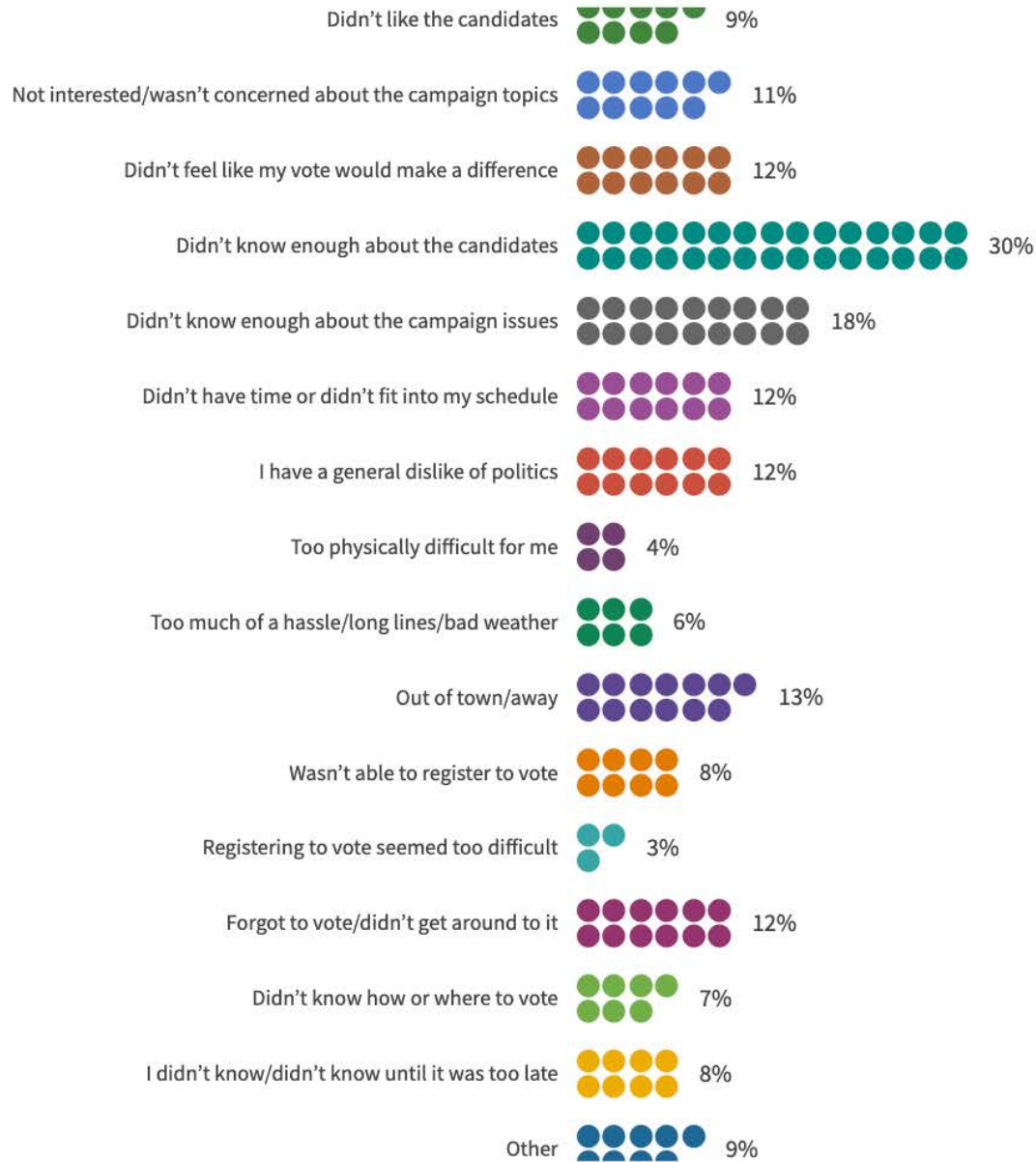
Voter Sample - Demographics

2022 Voters 2018 Voters



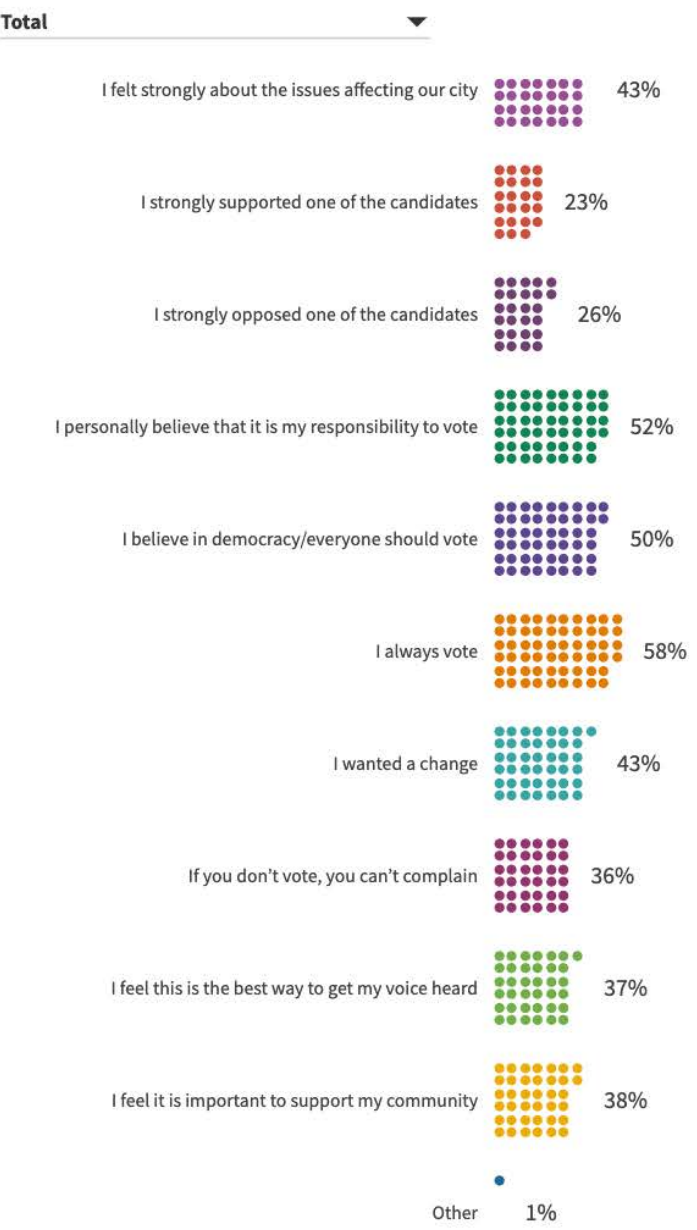
P2. Why did you not vote in the recent City of Vancouver municipal election?

Total

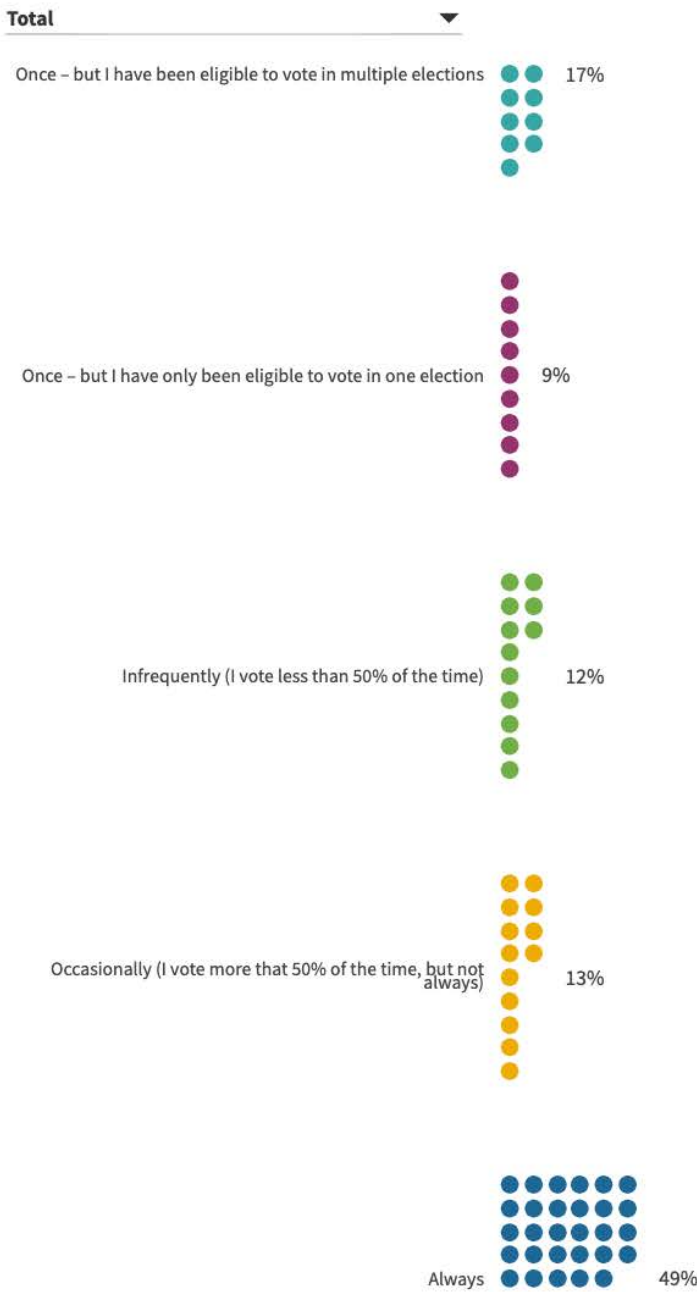


Three-in-ten non-voters (30%) say they didn't know enough about the candidates, while almost one-in-five (18%) say they didn't know enough about the campaign issues.

P3. Which of the following reasons motivated you to vote in the recent City of Vancouver municipal election?



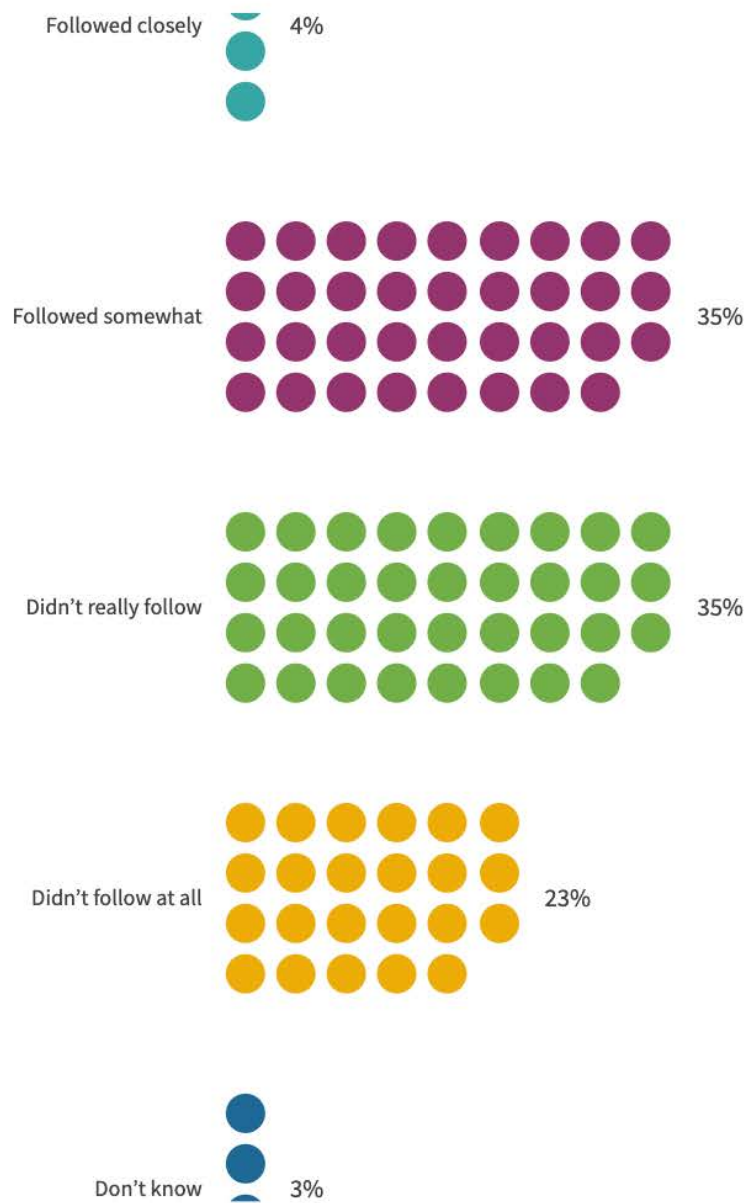
P4. How often do you vote in each of the following elections?



Nearly one in two voters vote in part to habit - saying I always vote.

P2a. To what extent did you follow the election in the news prior to the election date?

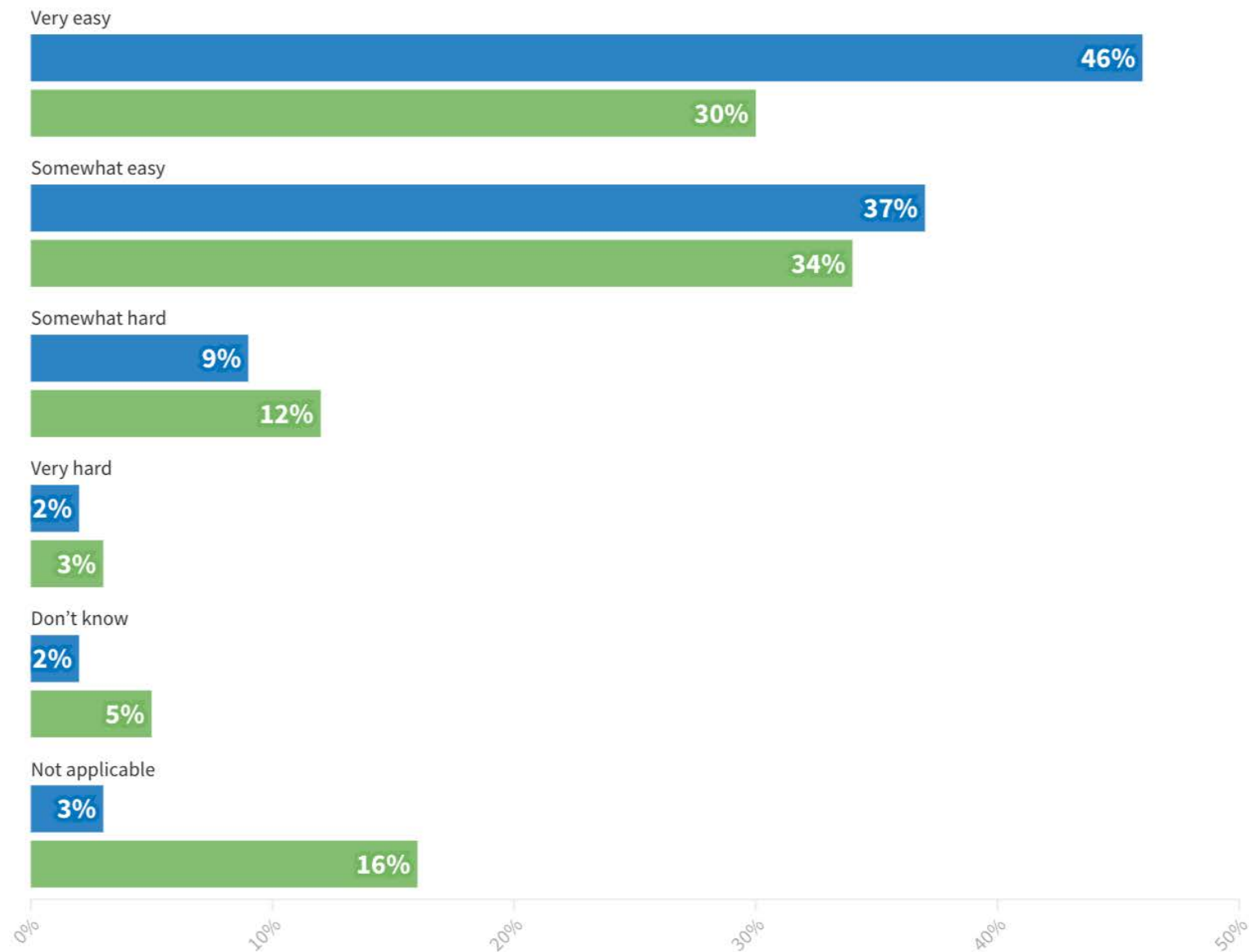
Total ▼



Only 39% of non-voters followed election news “closely” or “somewhat”, while a majority (57%) did not really follow election news or did not follow election news at all.

K1. How easy or hard was it to find information on voting, such as when, where, and how to vote?

■ 2022 Total ■ 2018 Total



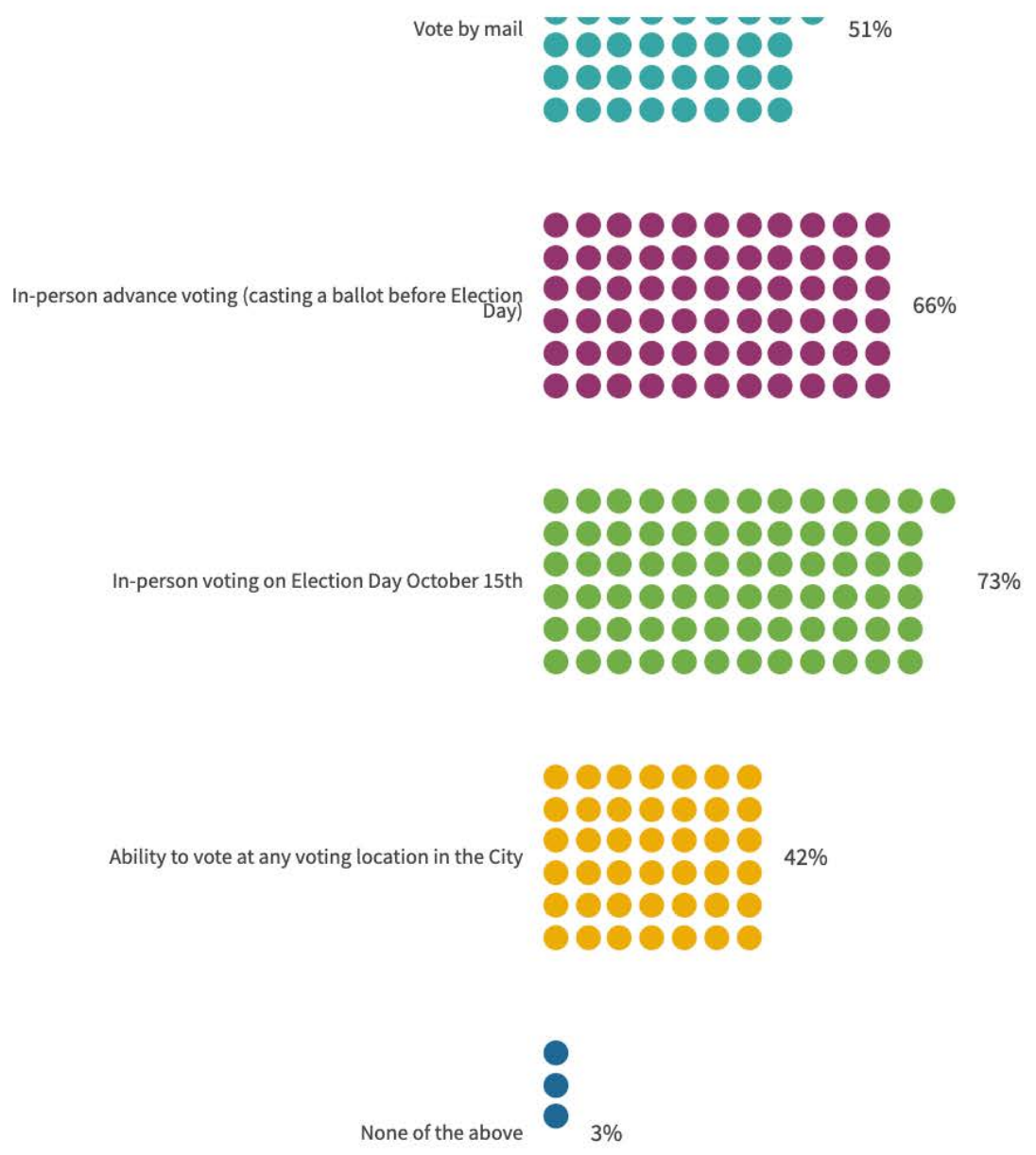
The percentage of people who found it very easy to get information on voting increased from 30% in 2018 to 46% in 2022



More than four-in-five respondents (83%) say it was "very easy" or "somewhat easy" to find information on voting.

K2: Before election day, which of the following voting options were you aware of?

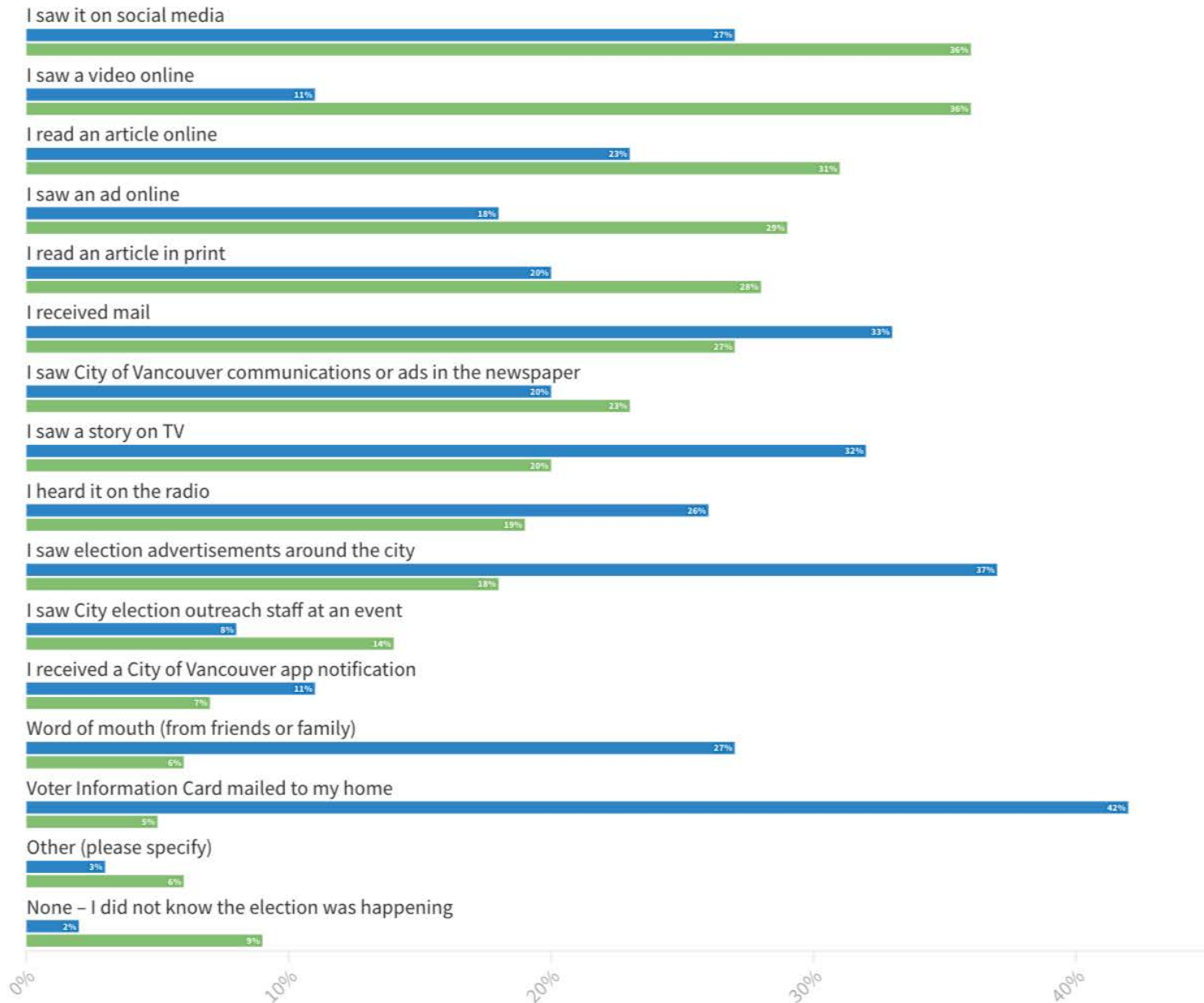
Total ▼



Sizeable majorities of respondents were aware of Election Day and advance voting options, but fewer knew about vote by mail and the ability to vote in any location in the City.

K3. How did you learn that the election was happening?

2022 Total 2018 Total



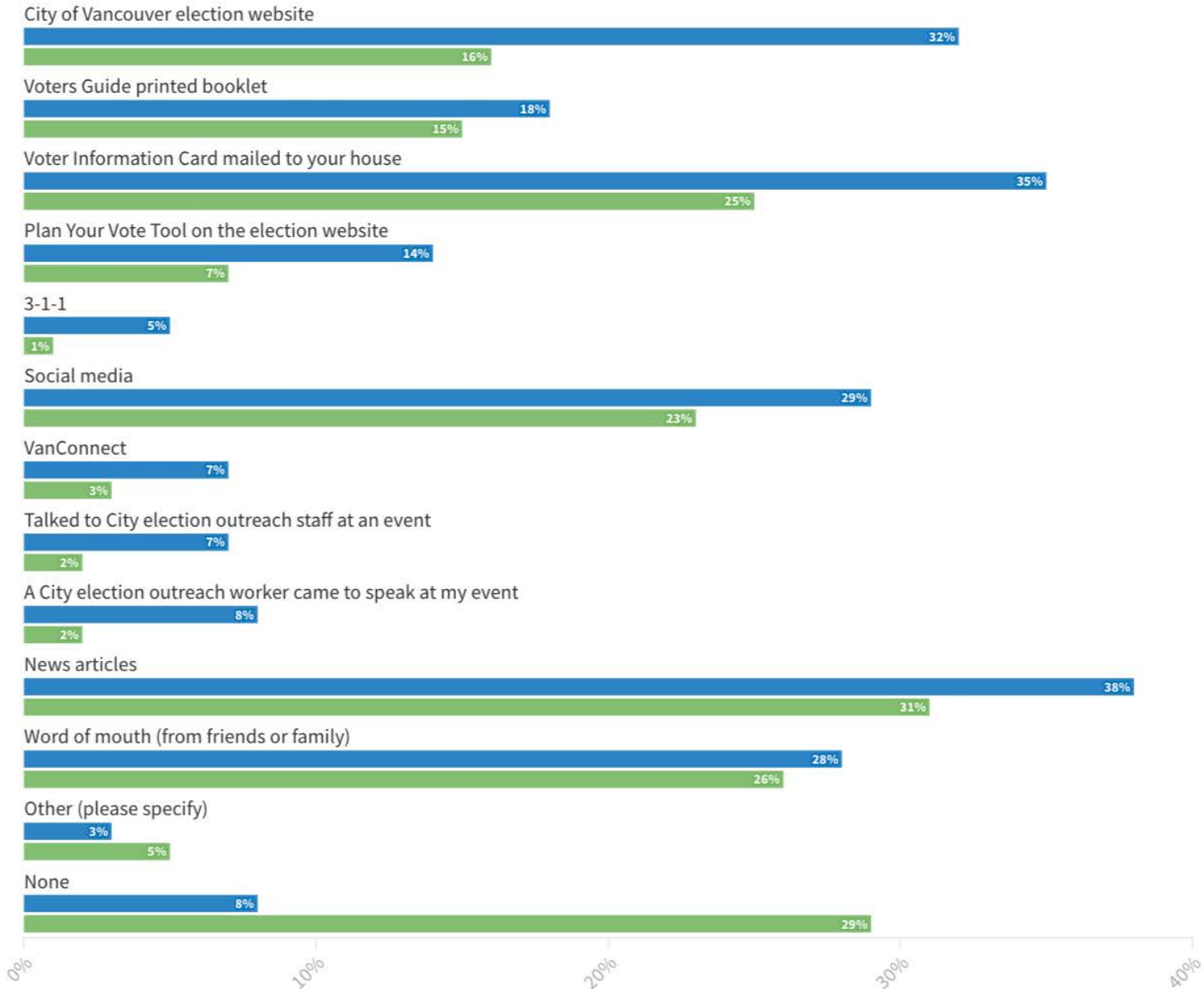
The most mentioned source to learn about the election is the Voter Information Card mailed to homes (42%), followed by election advertisements around the city (37%).



The methods of learning about the election changed significantly in 2022 with far more people learning from the Voter Information Card, seeing election advertisements around the city, and word of mouth.

K4. Which information resources did you use to learn about the election?

2022 Total 2018 Total



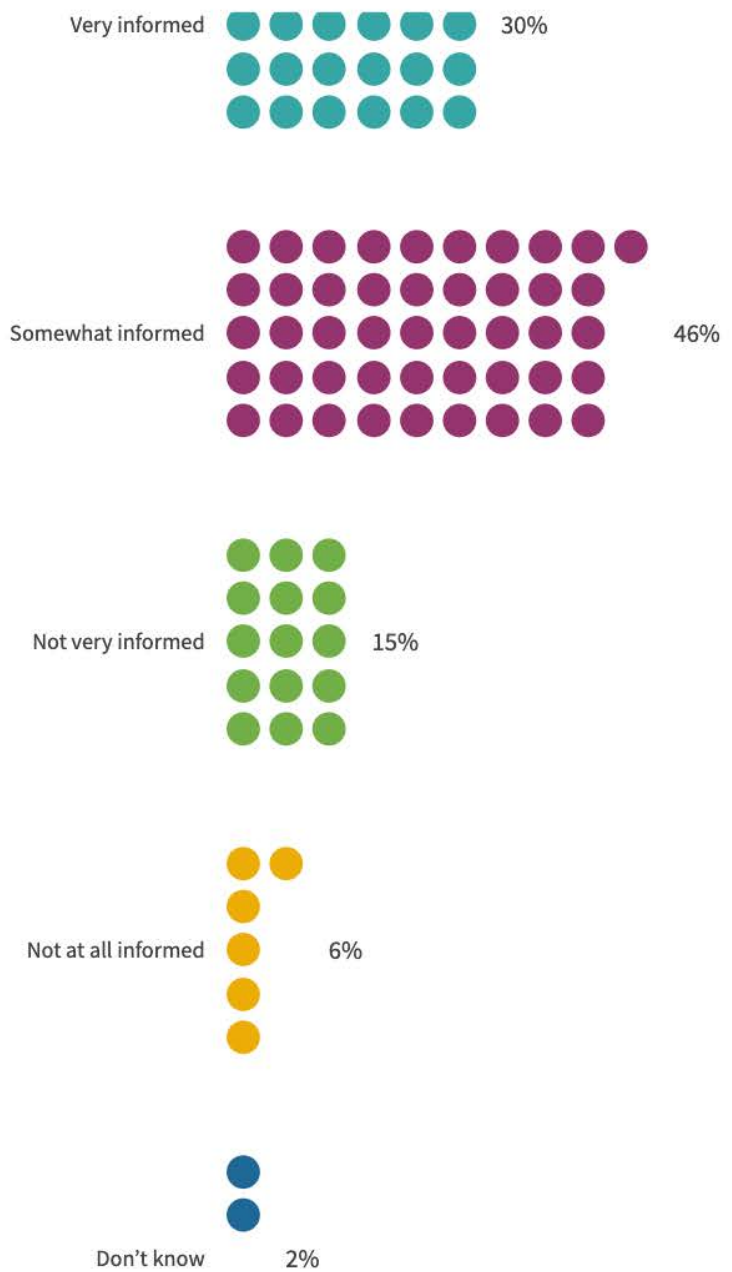
News articles (38%), the Voter Information Card (35%) and the City of Vancouver election website (32%) were the top resources for respondents.



Significantly more people used the City of Vancouver election website in 2022 than 2018 to learn about the election

K5. How informed did you feel about the election prior to Election Day?

Total ▼



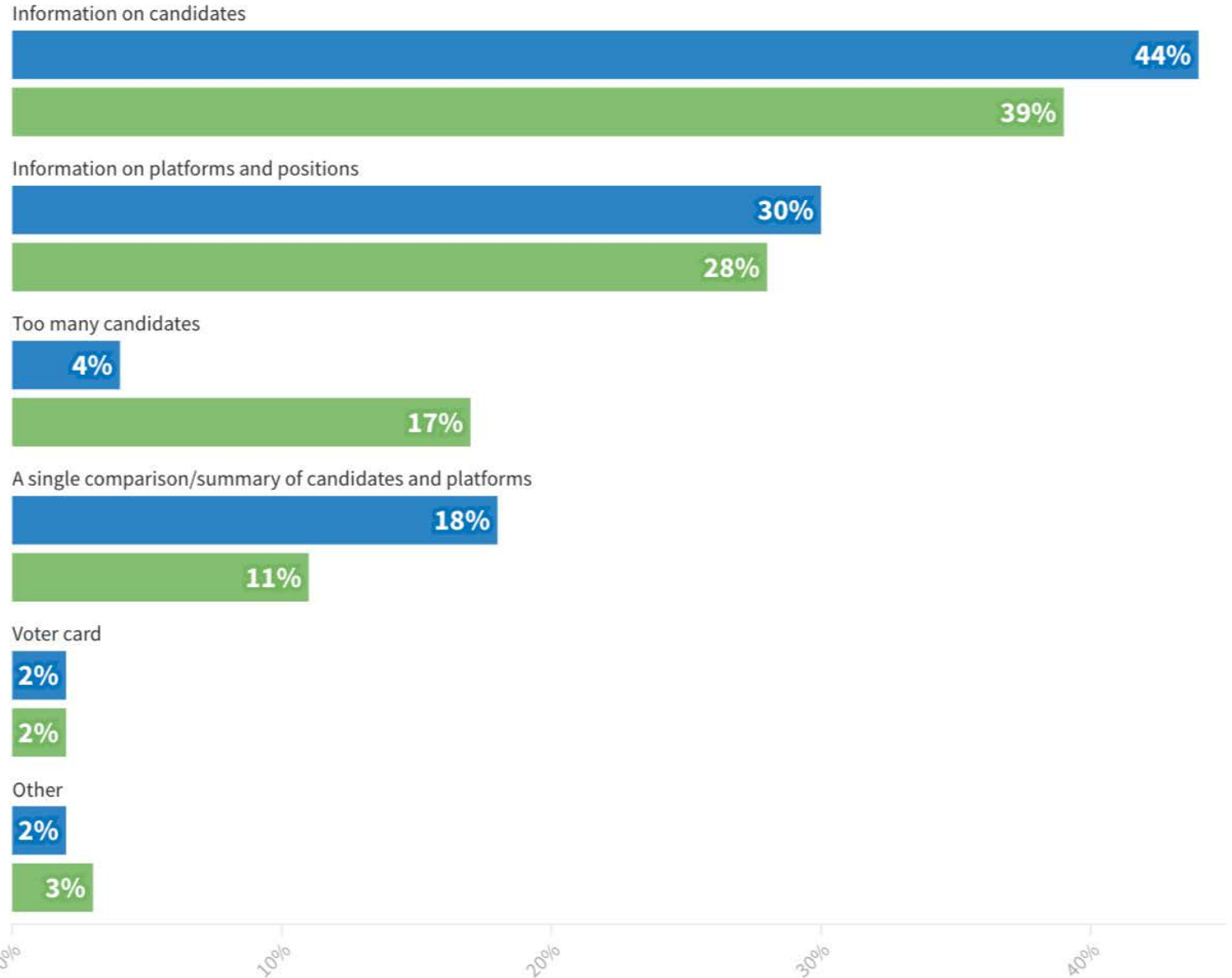
Only 21% of respondents feel they were not informed about the election prior to Election Day.



The proportion of Vancouverites who felt “uninformed” about the election fell from 50% in 2018 to 21% in 2022.

K6. What information did you not receive about the election that you would have liked to receive?

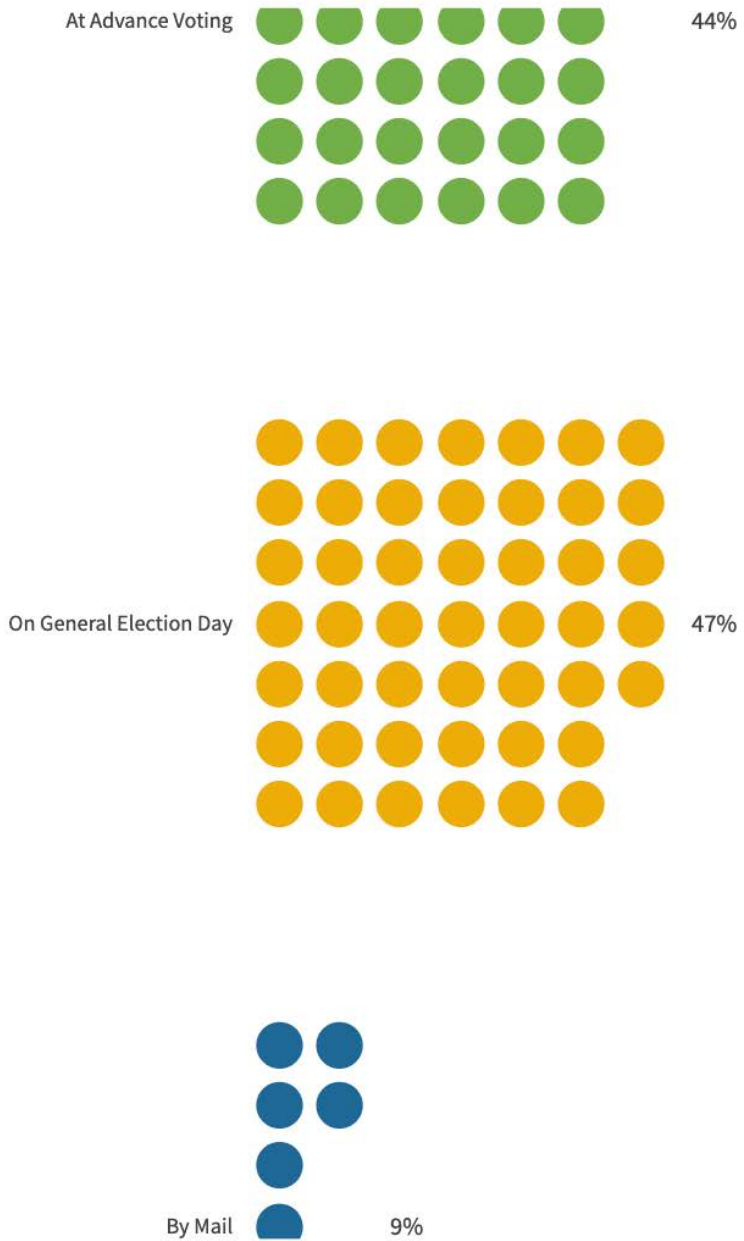
2022 Total 2018 Total



Information about candidates, platforms, and positions continues to be the top requested information in advance of the election

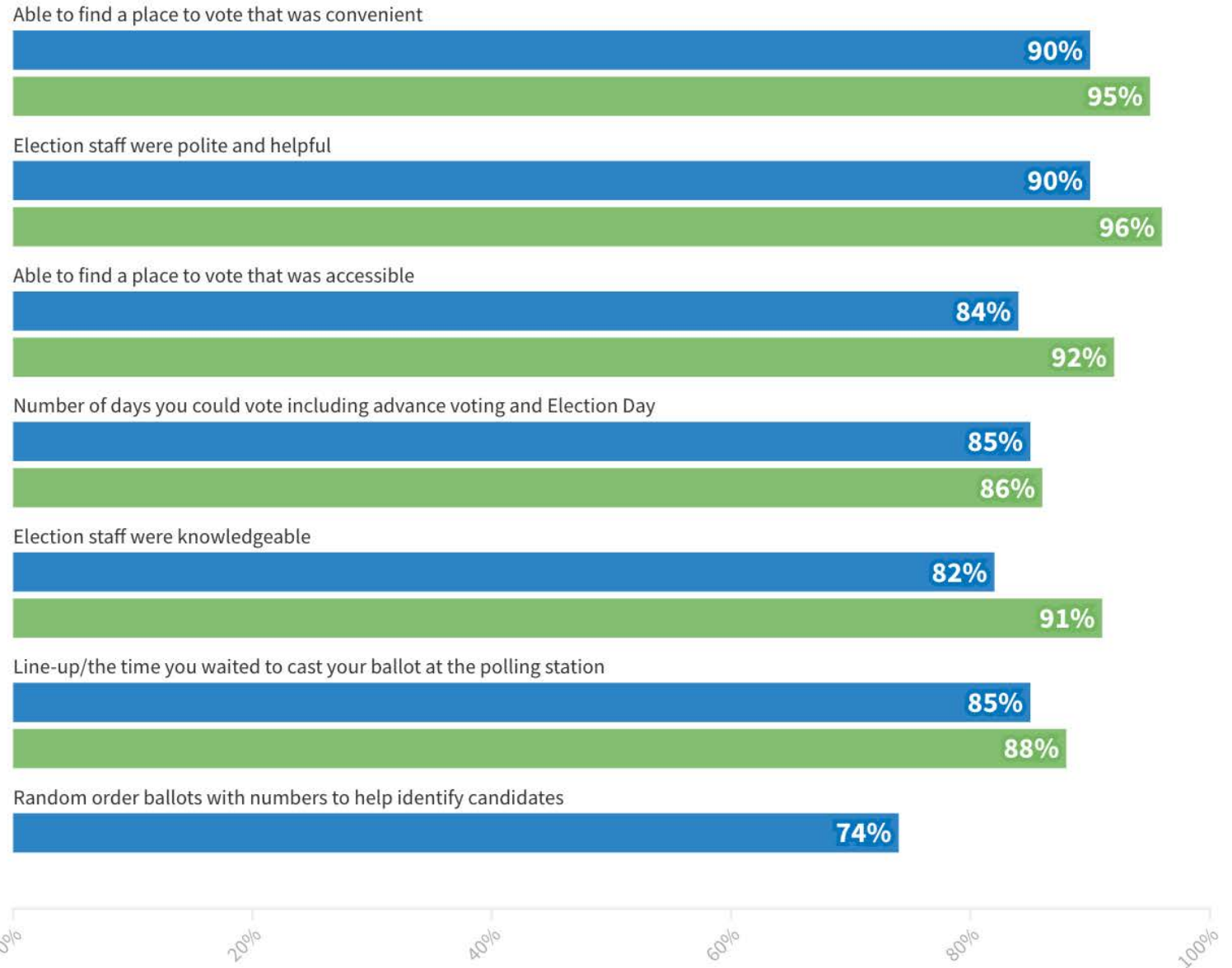
E1. How did you vote in the 2022 Vancouver election?

Total ▼



E2a to E2f. How satisfied were you with each of the following aspects of your voter experience?

2022 Total 2018 Total

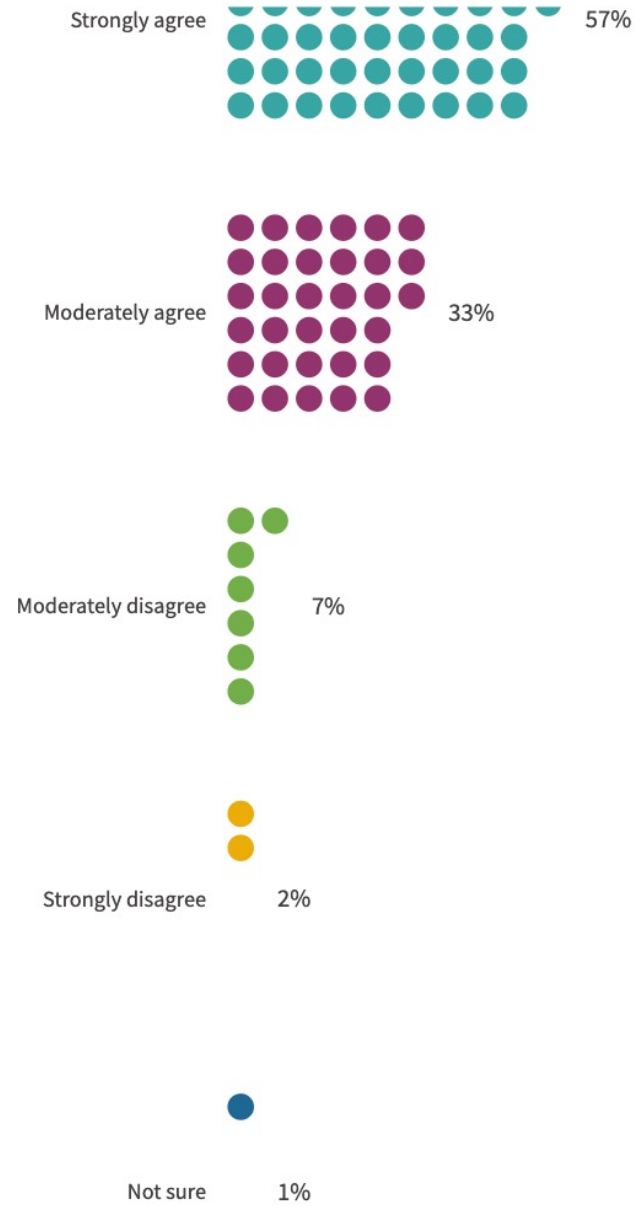


While the vast majority of residents remain satisfied with their voting experience, overall satisfaction did decrease slightly between 2018 and 2022

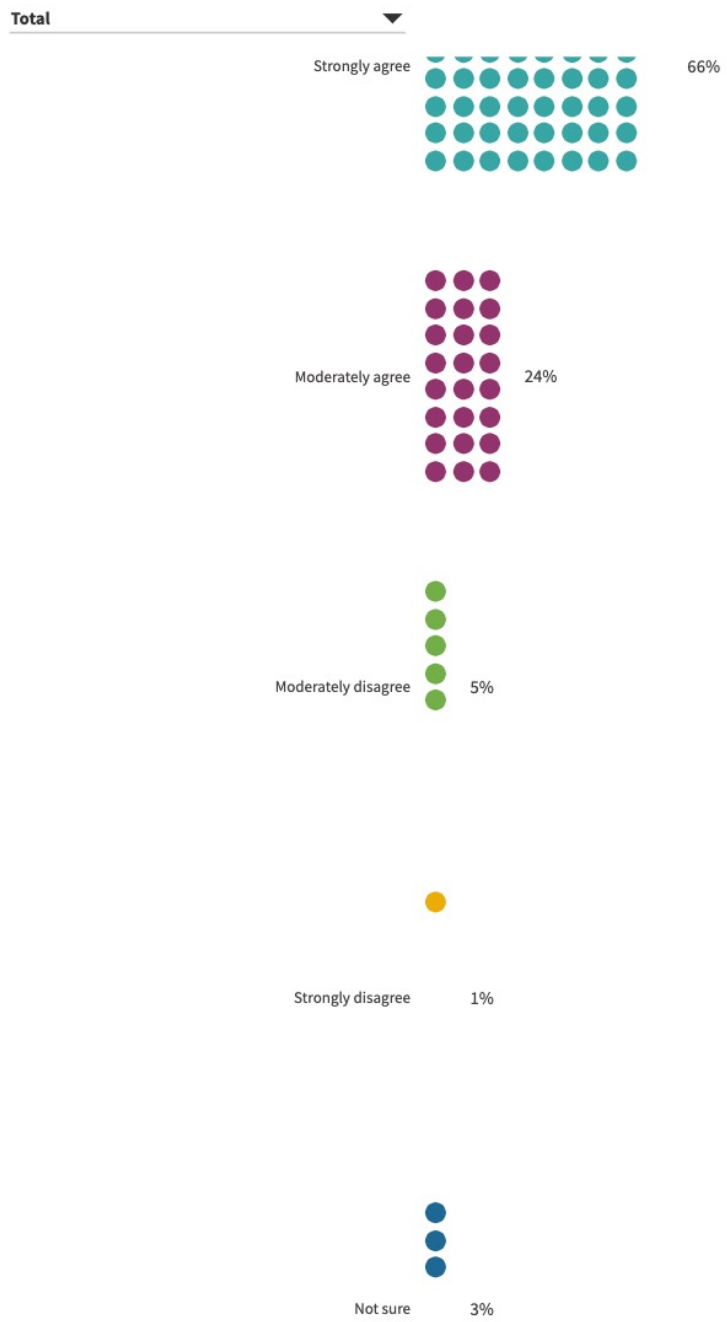
E3a: To what extent do you agree or disagree with the following statements about your voting experience.

The voting experience was easy to navigate

Total ▼



E3b: To what extent do you agree or disagree with the following statements about your voting experience.
I would recommend voting to my friends and family

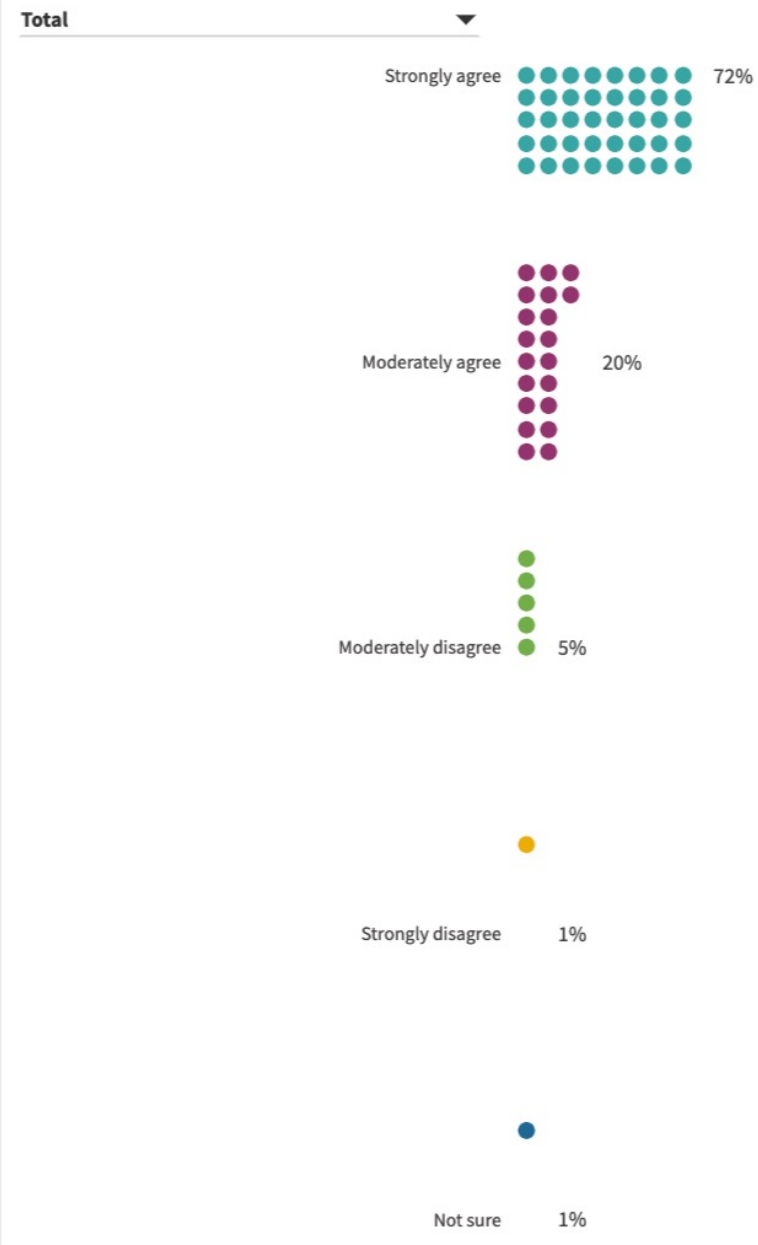


Over 90% of respondents are likely to vote in the future and would recommend voting to friends and family



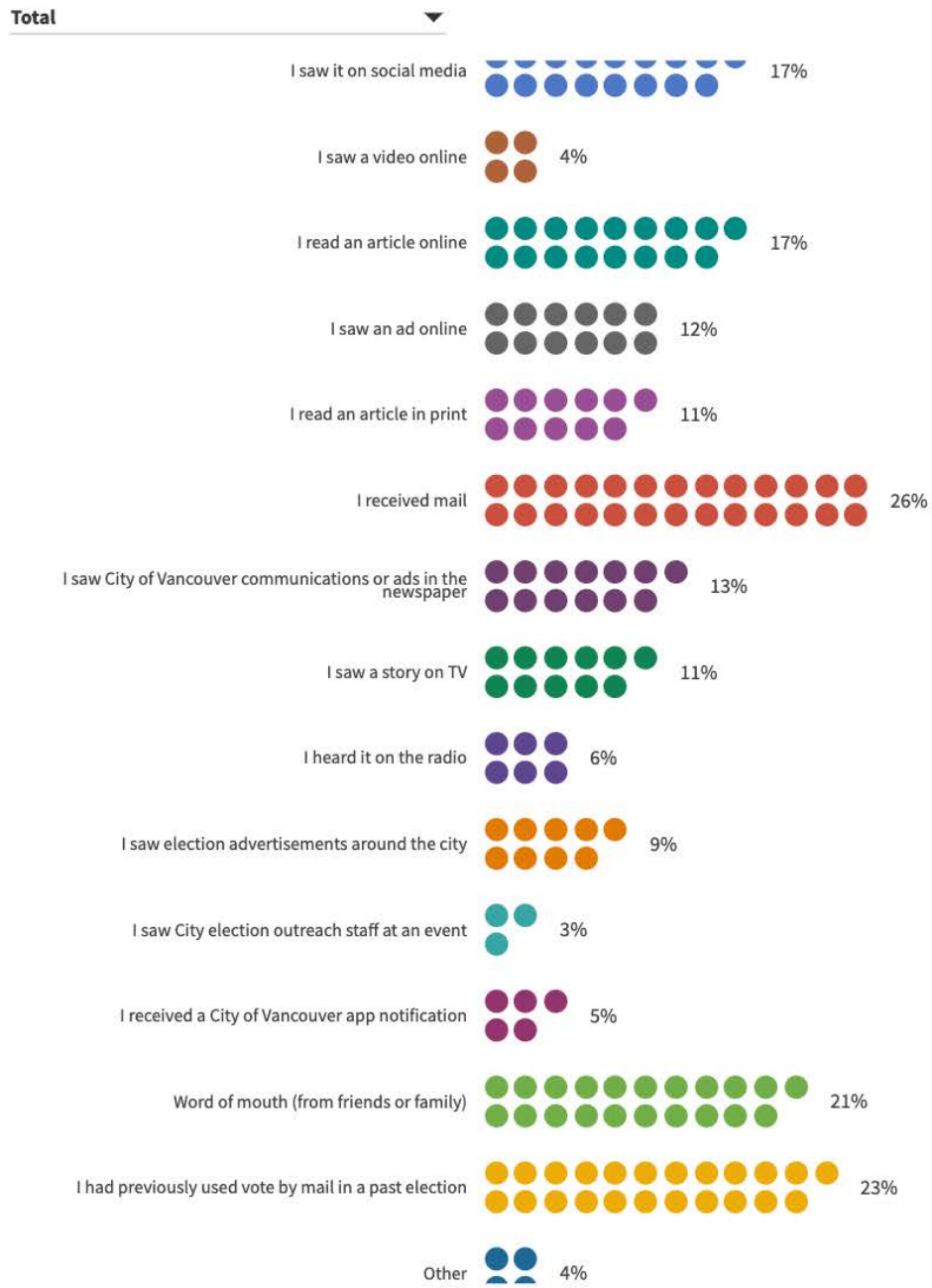
The number of people 18-34 who strongly agree that they are likely to vote or who would recommend voting to friends and family is statistically lower than the average (70% to 50%)

E3c: To what extent do you agree or disagree with the following statements about your voting experience.
I am likely to vote in future elections

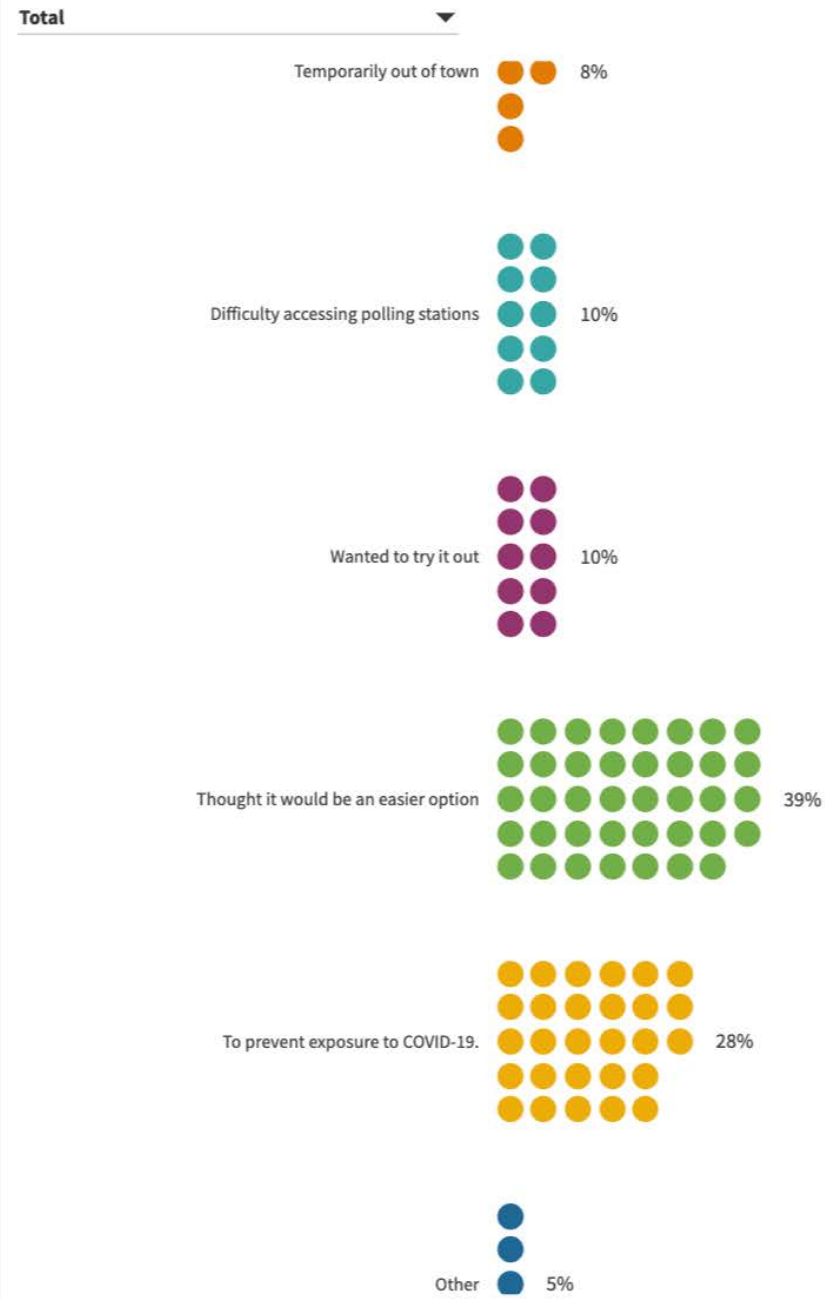


VOTE BY MAIL SUMMARY

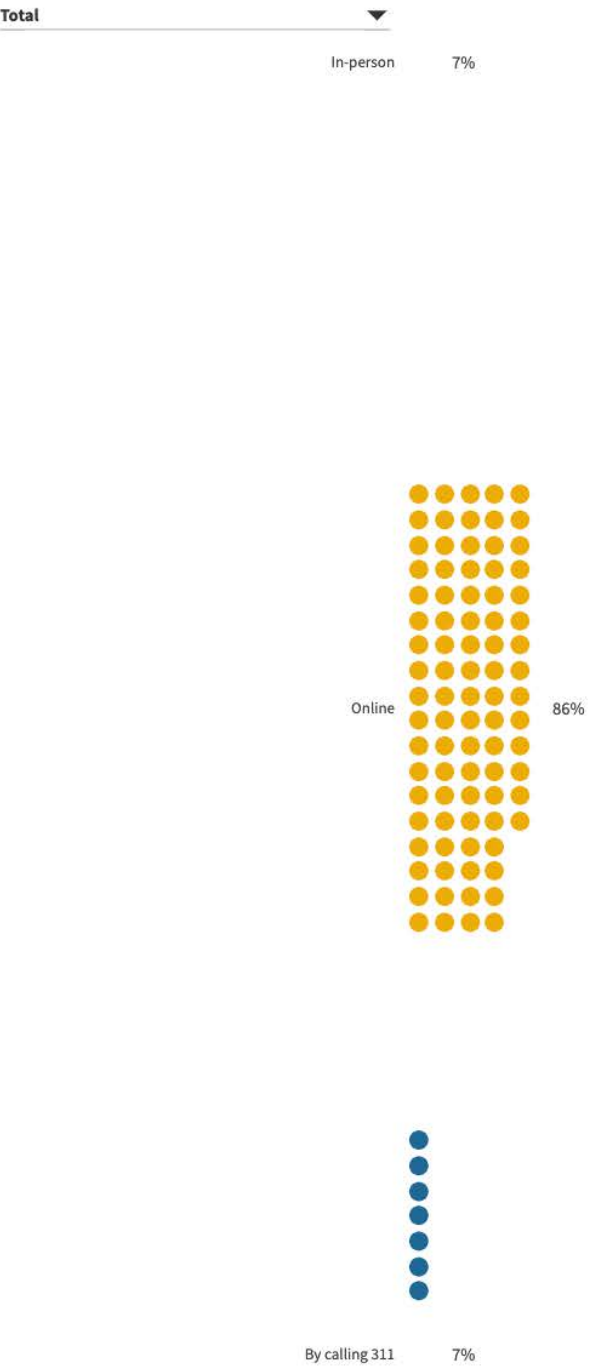
VM1: How did you hear about vote by mail?



VM2: Why did you apply to vote by mail?



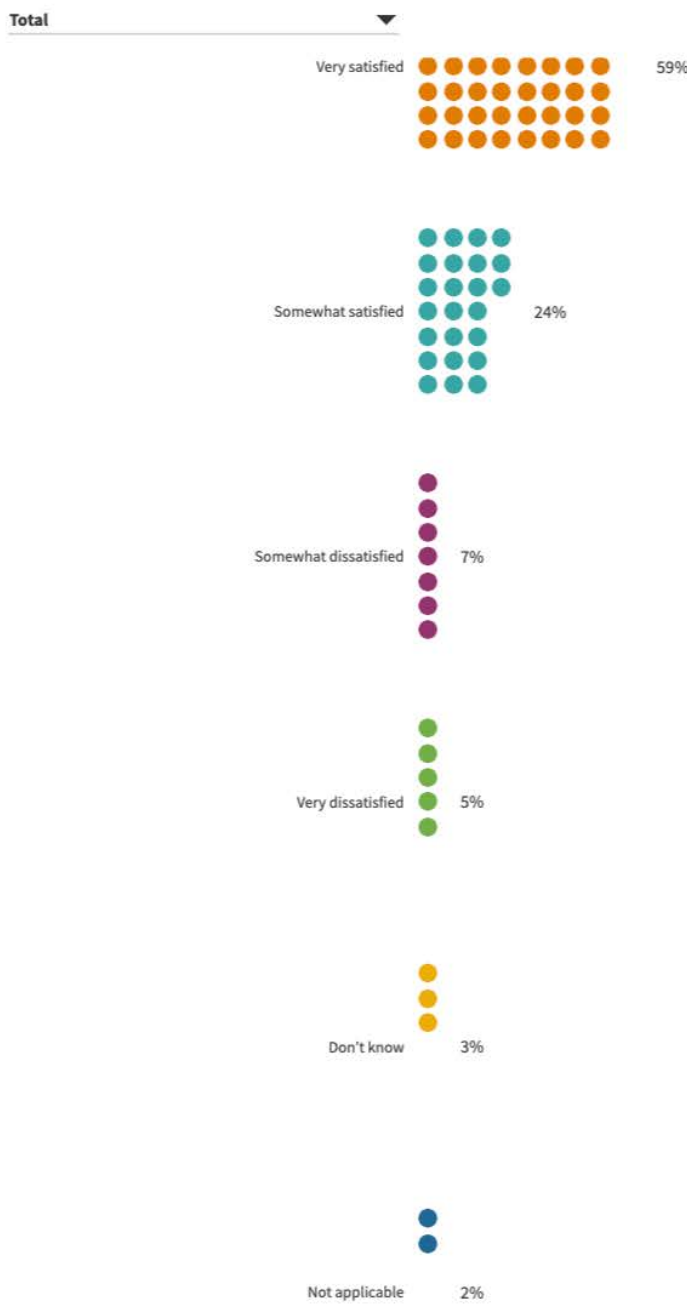
VM3. How did you apply to vote by mail?



VM4a. How satisfied are you with each of the following aspects of your vote by mail experience?
Process to apply for a vote my mail package



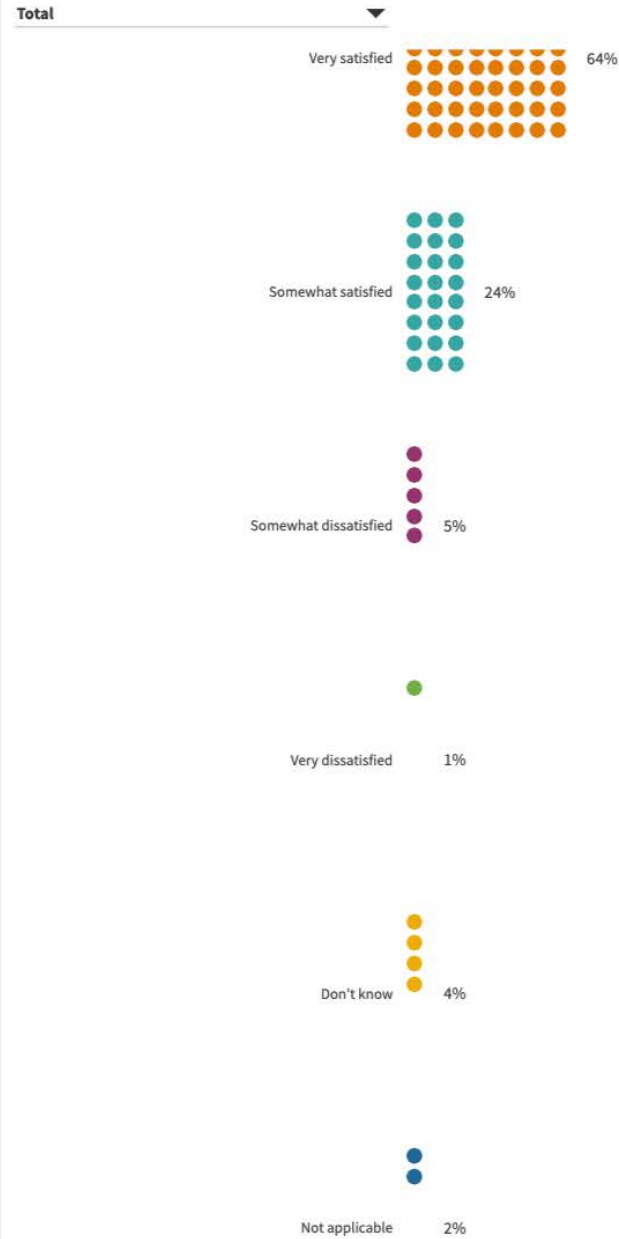
VM4b. How satisfied are you with each of the following aspects of your vote by mail experience?
Timeline to receive your vote by mail package



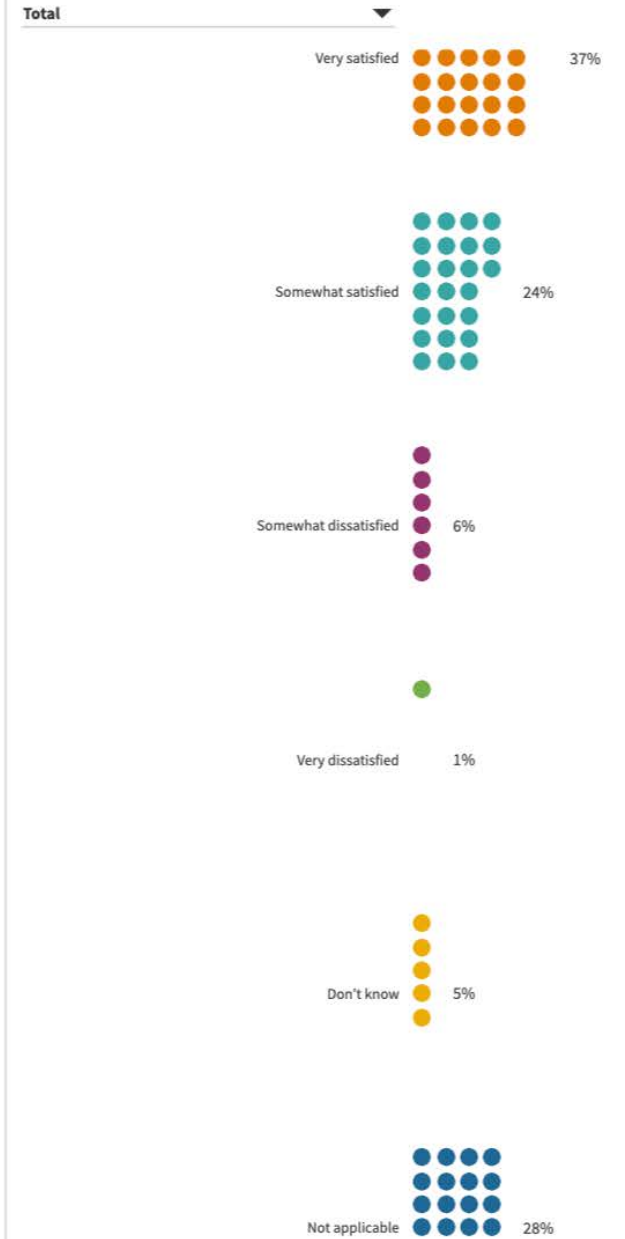
VM4c. How satisfied are you with each of the following aspects of your vote by mail experience?
Instructions to explain how to vote by mail



VM4d. How satisfied are you with each of the following aspects of your vote by mail experience?
Process to vote by mail

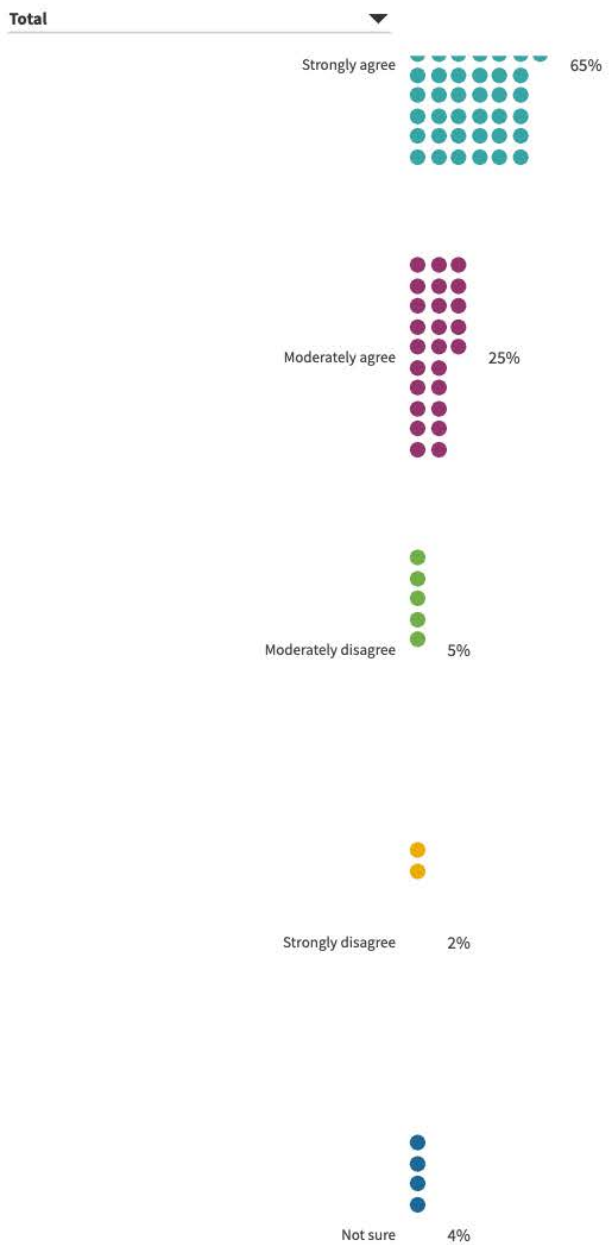


VM4e. How satisfied are you with each of the following aspects of your vote by mail experience?
Support from Election Office to understand vote by mail



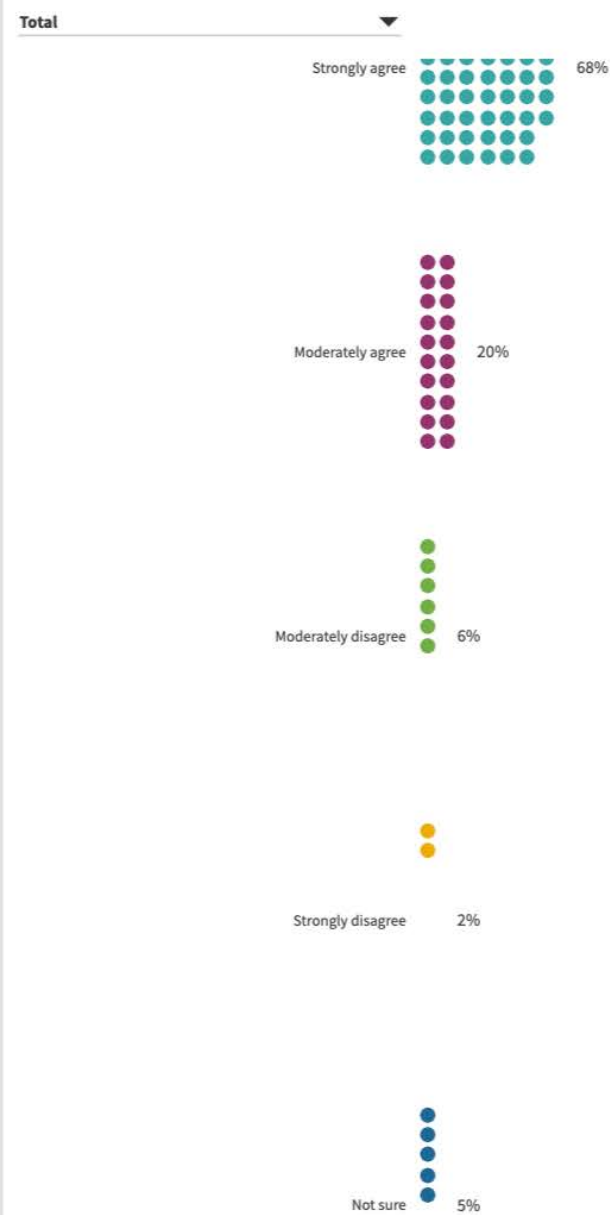
VM5a. To what extent do you agree or disagree with the following statements about your vote by mail experience.

The vote by mail experience was easy to navigate



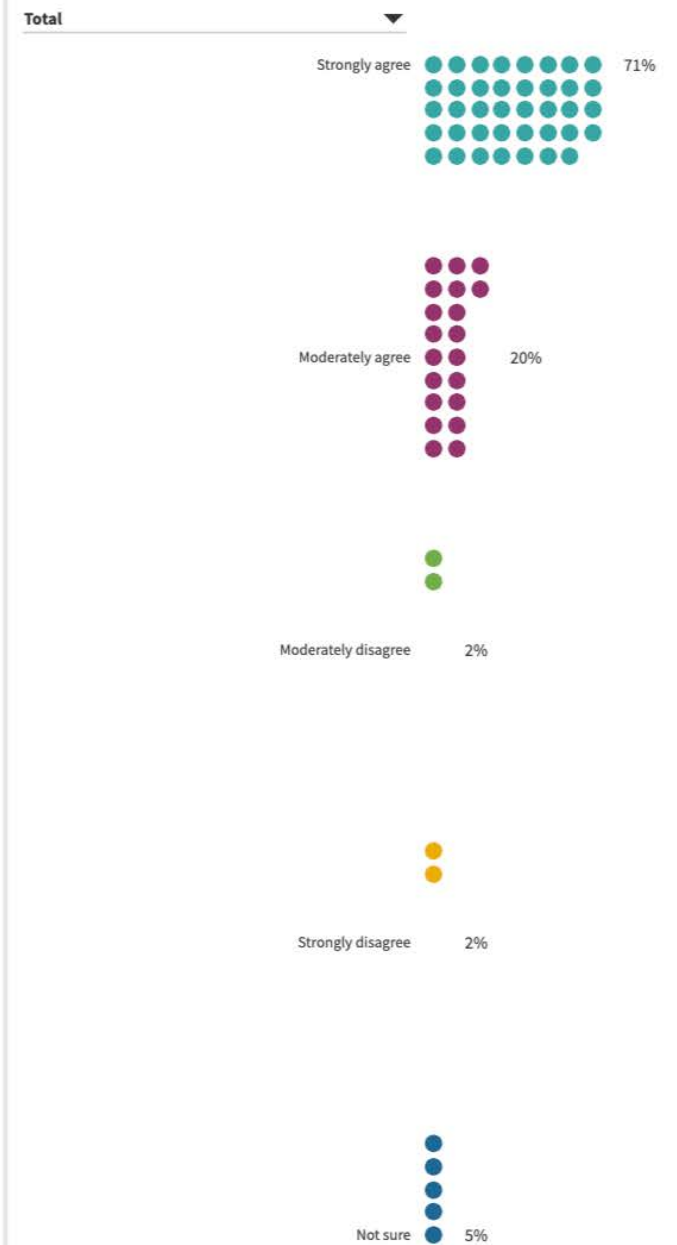
VM5b. To what extent do you agree or disagree with the following statements about your vote by mail experience.

I would recommend vote by mail to my friends and family



VM5c. To what extent do you agree or disagree with the following statements about your vote by mail experience.

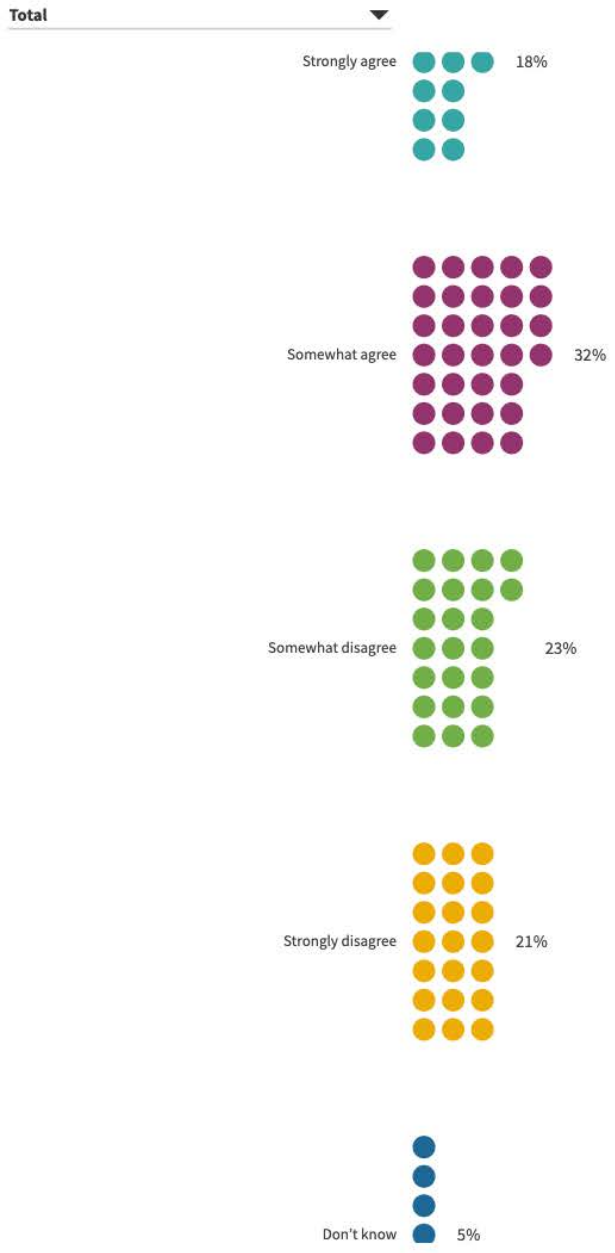
I am likely to apply for vote by mail in future elections



RANDOM BALLOT SUMMARY

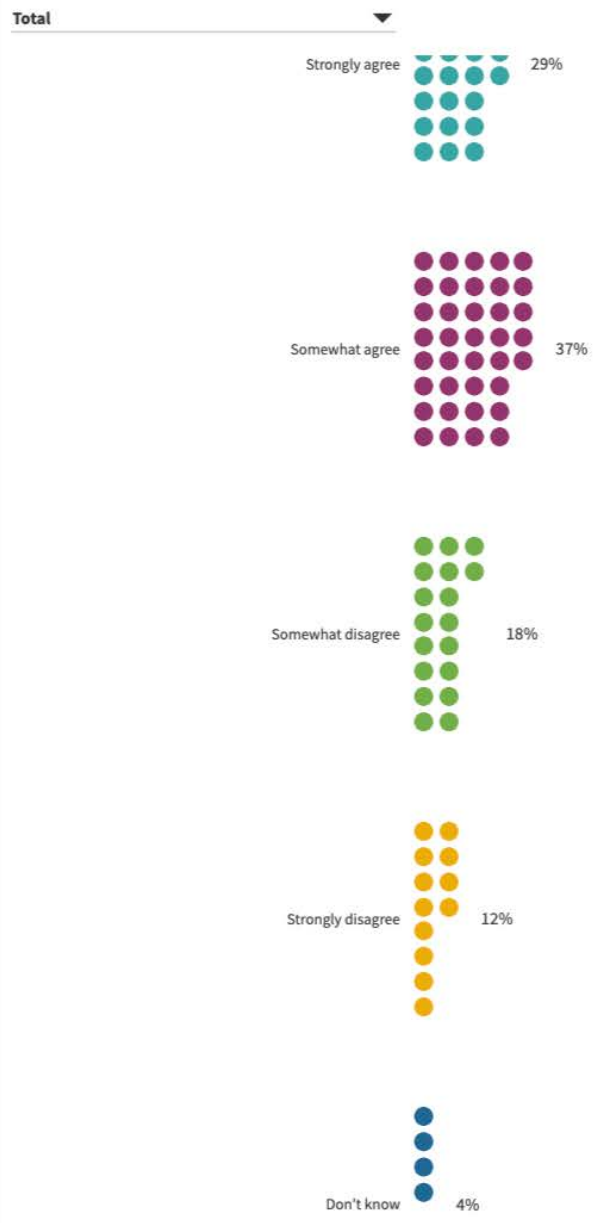
E3a: To what extent do you agree or disagree with the following statements about how random order ballots may have affected your voter experience.

The random order ballots were confusing for me



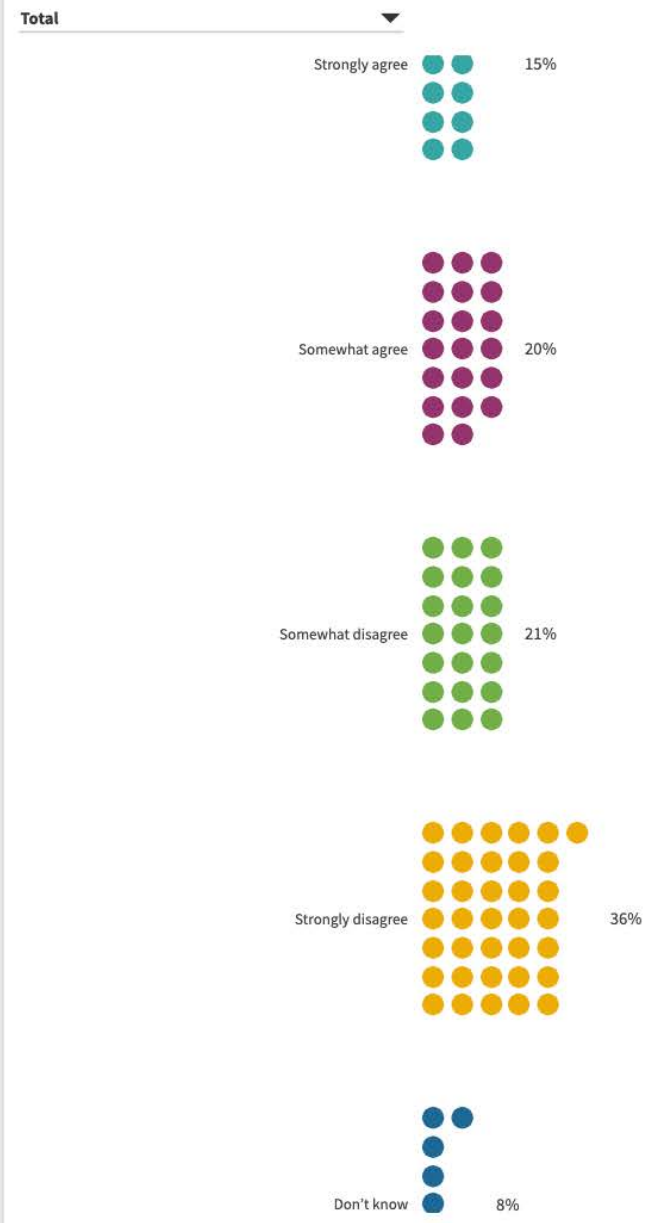
E3b: To what extent do you agree or disagree with the following statements about how random order ballots may have affected your voter experience.

The random order ballots made it take longer for me to find who I wanted to vote for



E3c: To what extent do you agree or disagree with the following statements about how random order ballots may have affected your voter experience.

I will be less likely to vote in any future elections that use random order ballots

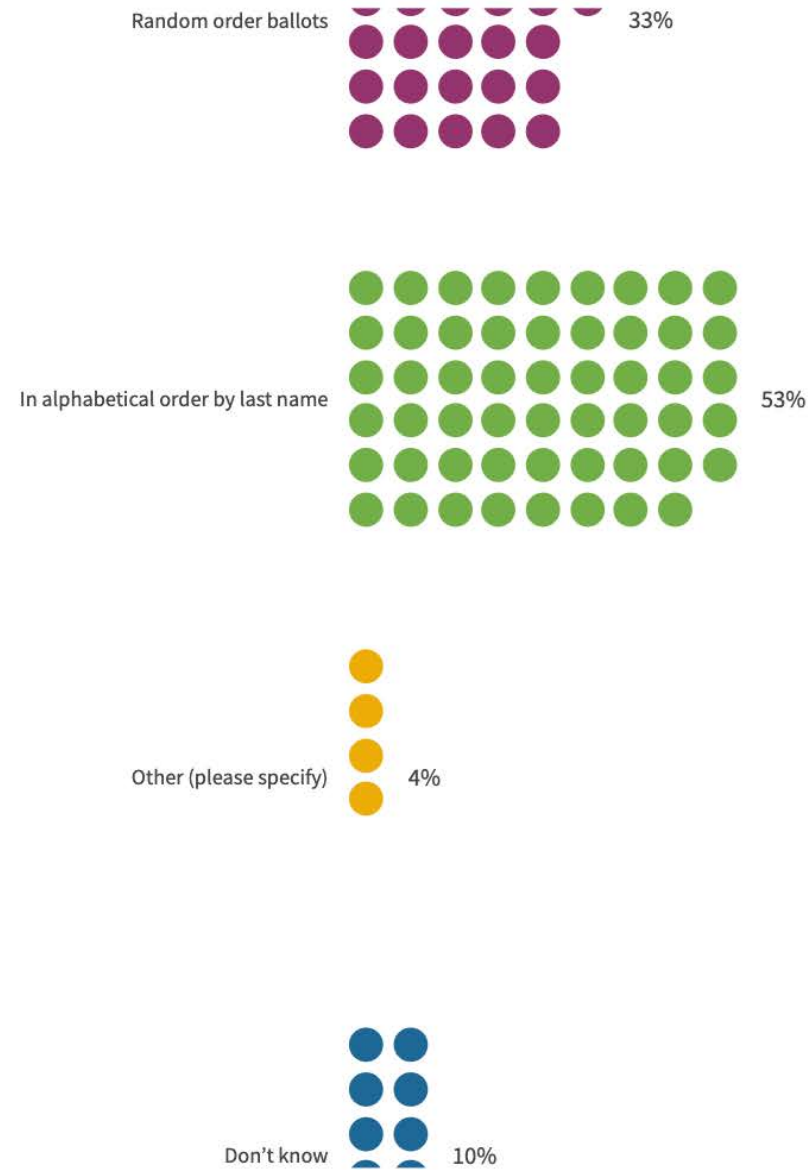


E4: In future elections, would you prefer candidates be listed in alphabetical order by last name or continue having random order ballots?

Total ▼



In general, around 50% of people find the randomized ballot confusing and would prefer to see names listed in alphabetical order. However, only 30% of people say the randomized ballot makes them less likely to vote in future elections



VOTING REGISTRATION AND VOTER INFORMATION CARD SUMMARY

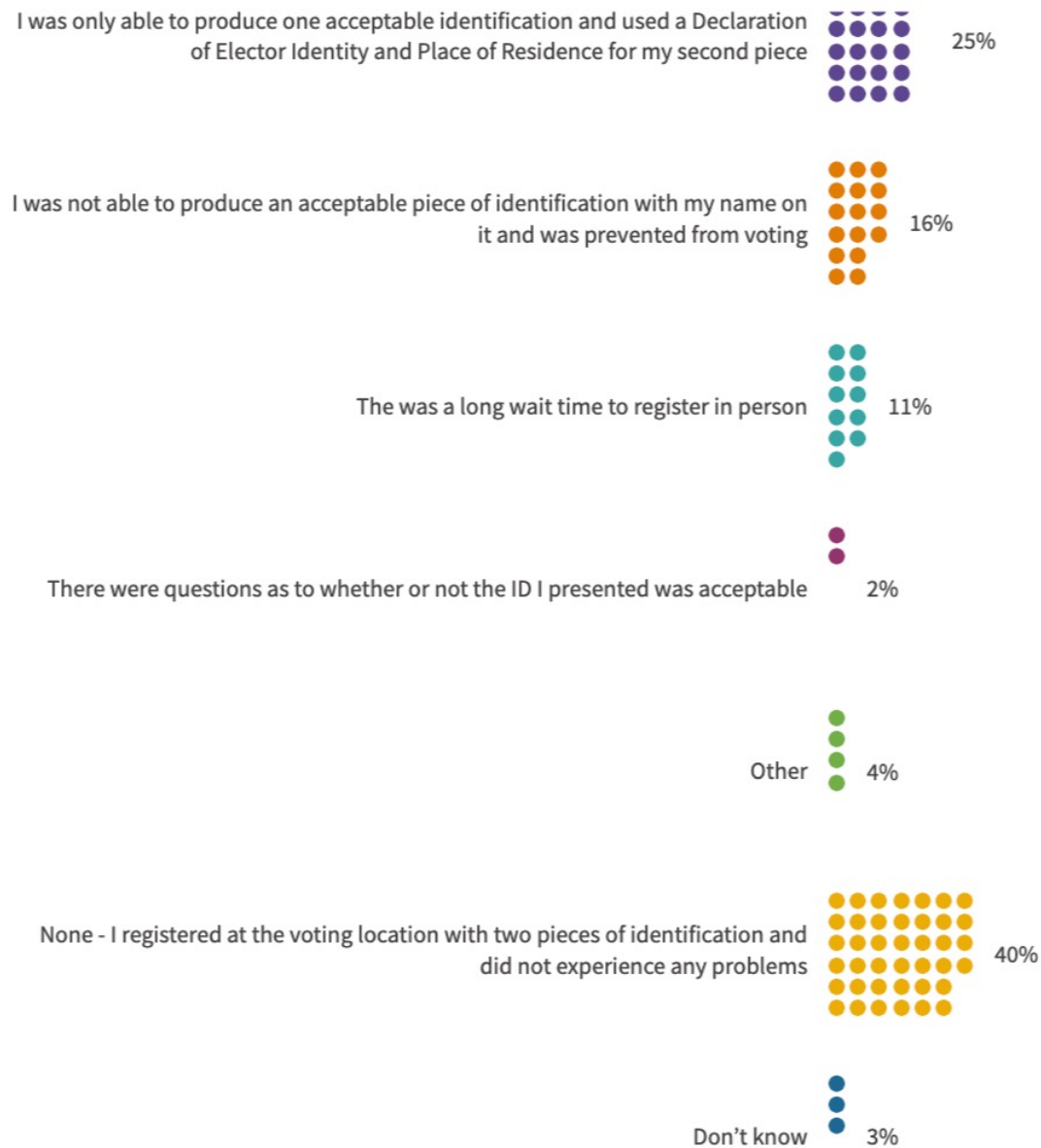
E5: Were you registered to vote prior to the recent municipal election?

Total

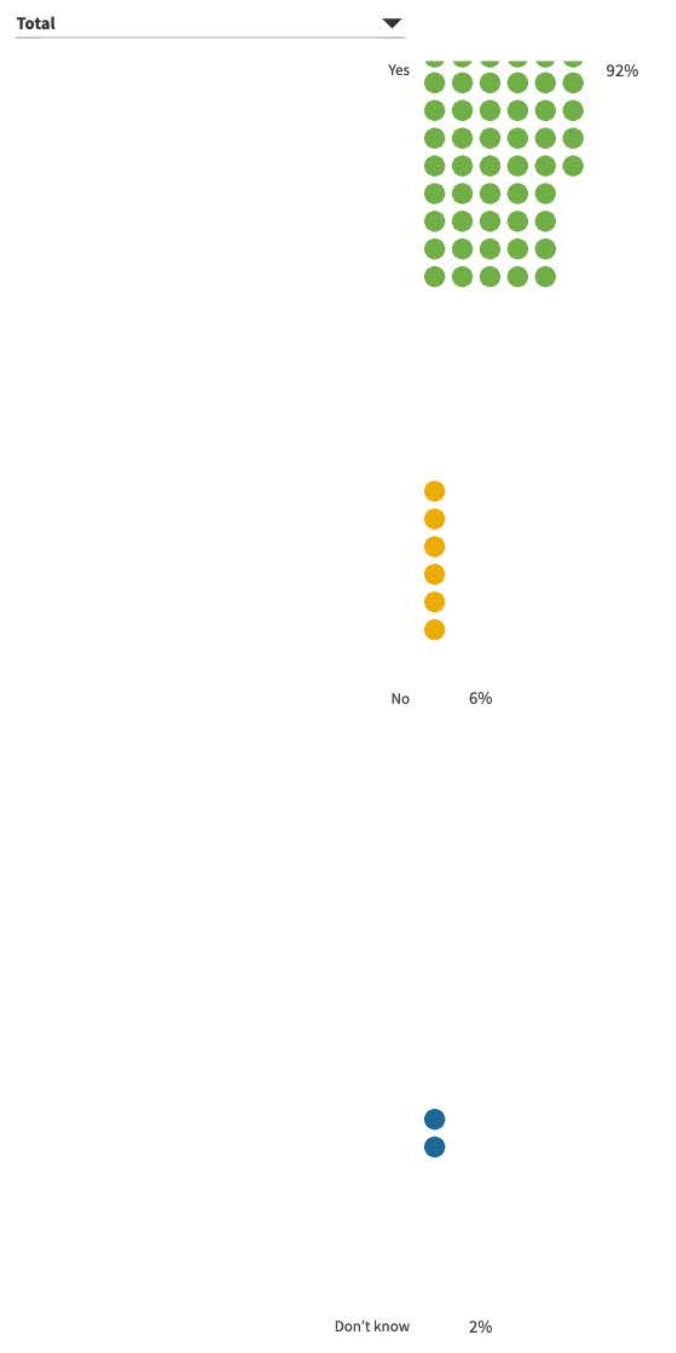


E9: Did you experience any problems registering to vote at the voting location for the 2022 Vancouver Election?

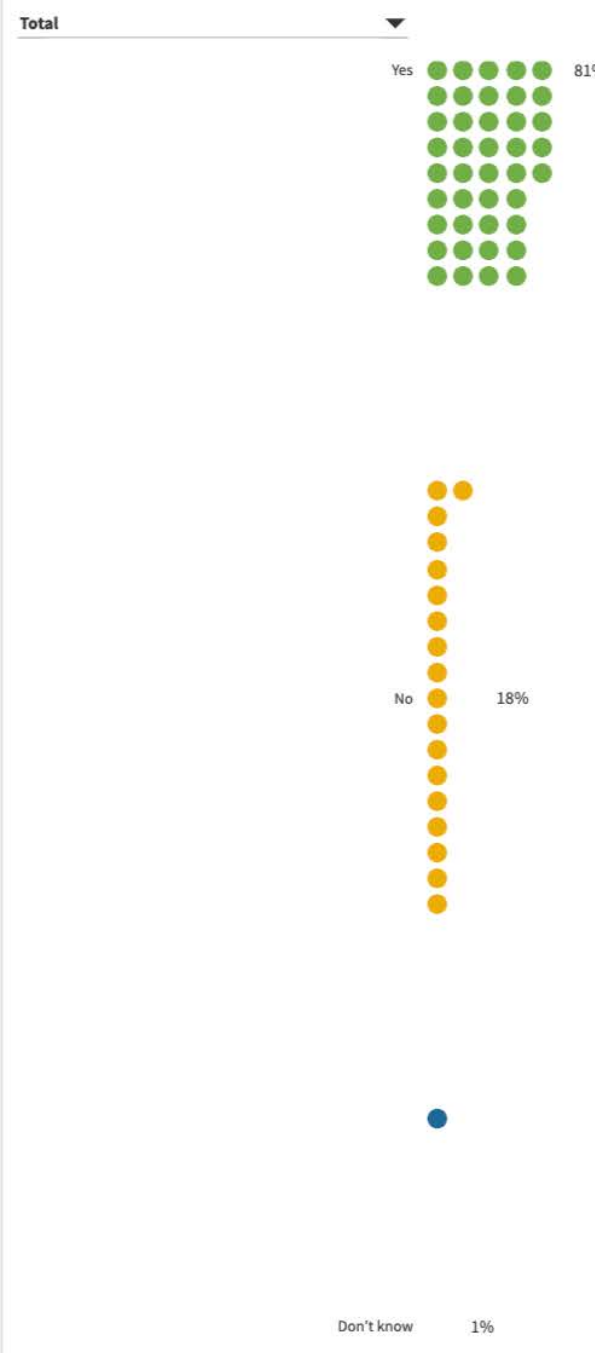
Total



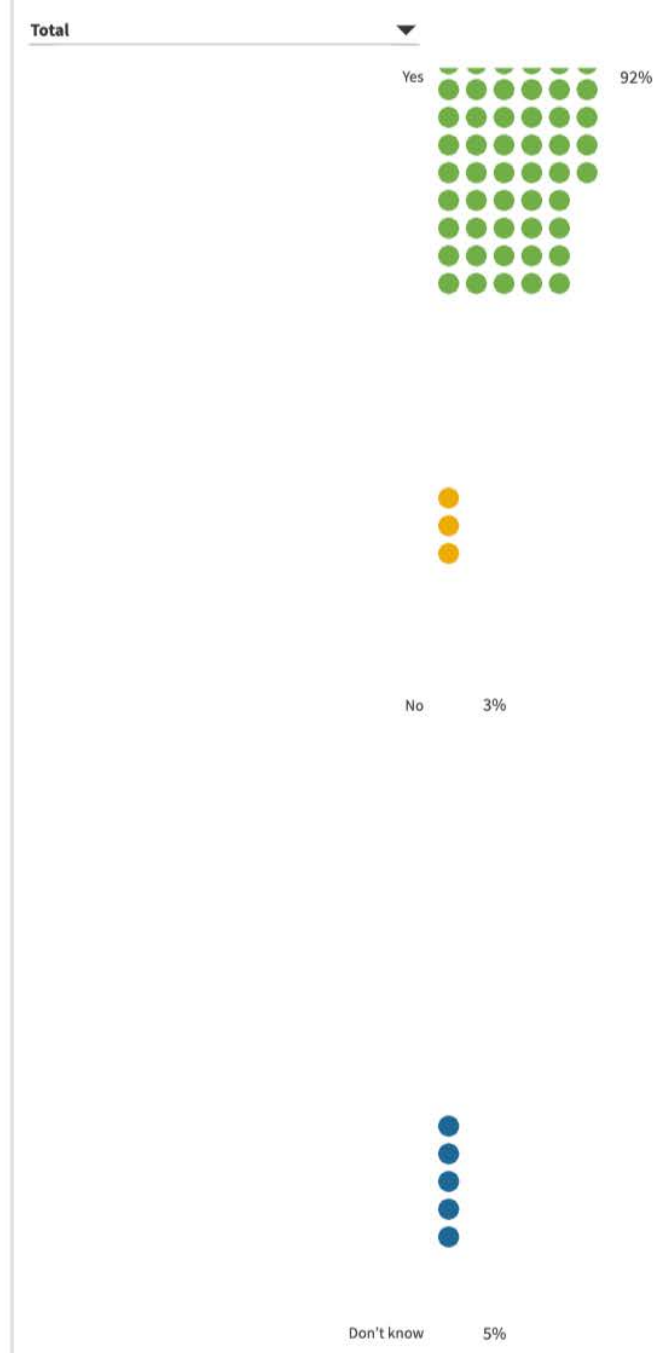
E6: Did you receive your Voter Information Card in the mail?



E7: Did you bring your Voter Information Card with you to vote?



E8: Was the information on your Voter Information Card correct?



ACCESSIBLE VOTING SUMMARY

E9a: Do you personally have a disability?

Total

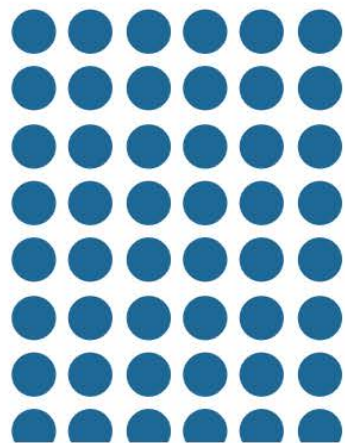


Yes



15%

No



85%

E9b: Which of the following types of disabilities do you personally have?

Total



Mobility



49%

Hearing



24%

Sight



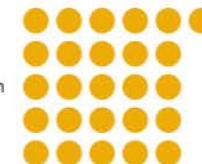
27%

Developmental



29%

Speech



26%

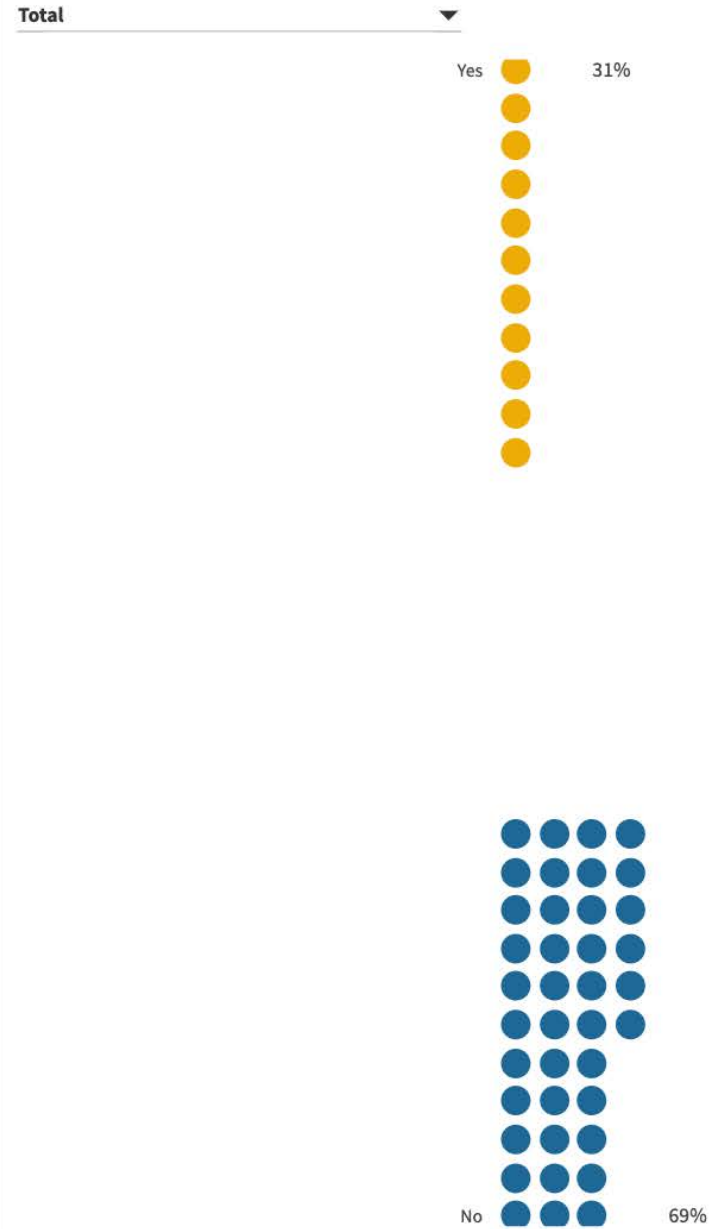
Other (please specify)



12%

E10a. Did you use any of the following accessible voting provisions?

Vote by mail



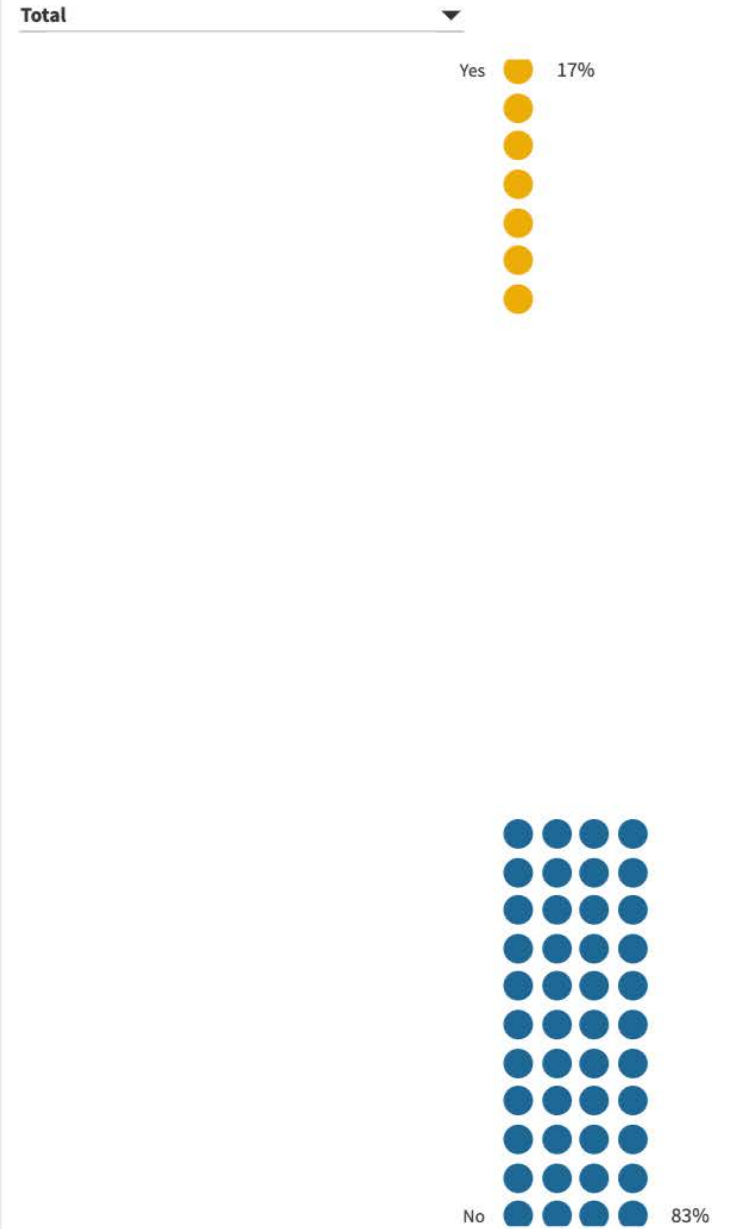
Vote by mail was the most popular accessible voting support for respondents



While some respondents said they used the accessible voting machine, there were no recorded votes using the machine at voting places

E10b. Did you use any of the following accessible voting provisions?

Curbside voting



E10c. Did you use any of the following accessible voting provisions?

Assistive ballot marking device available during advance voting



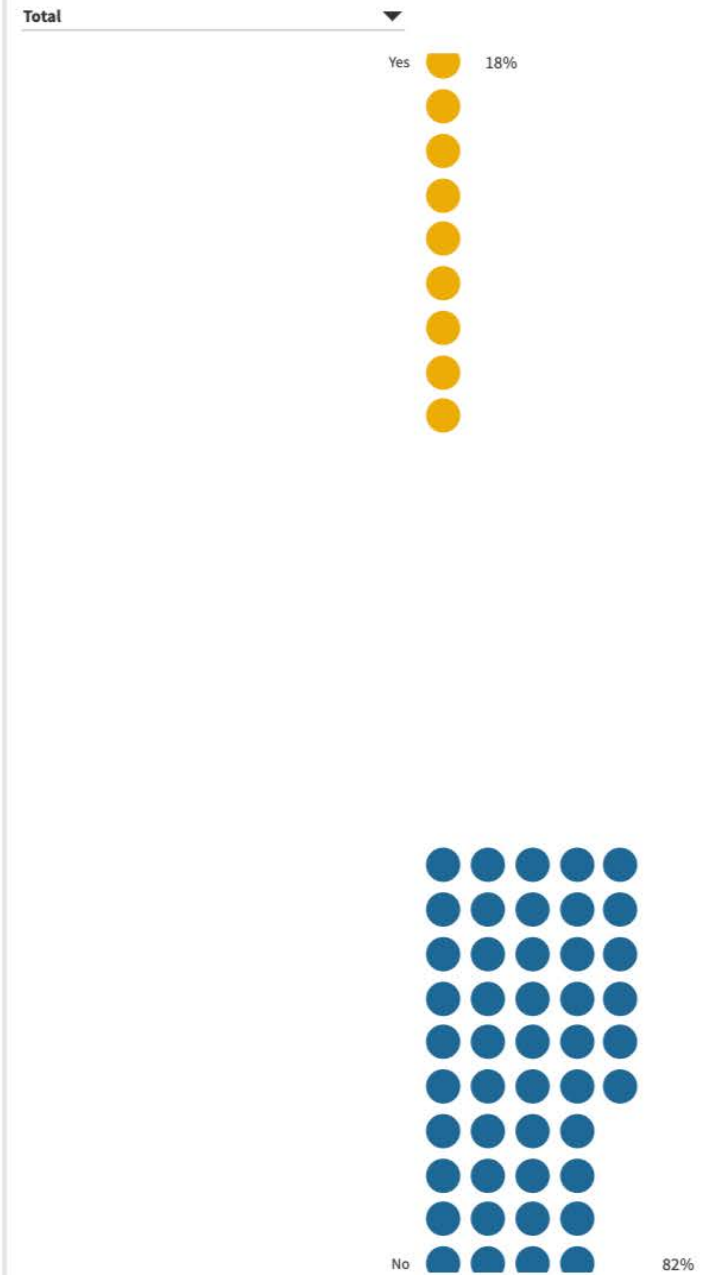
E10d. Did you use any of the following accessible voting provisions?

Receiving help from election staff to cast their ballot



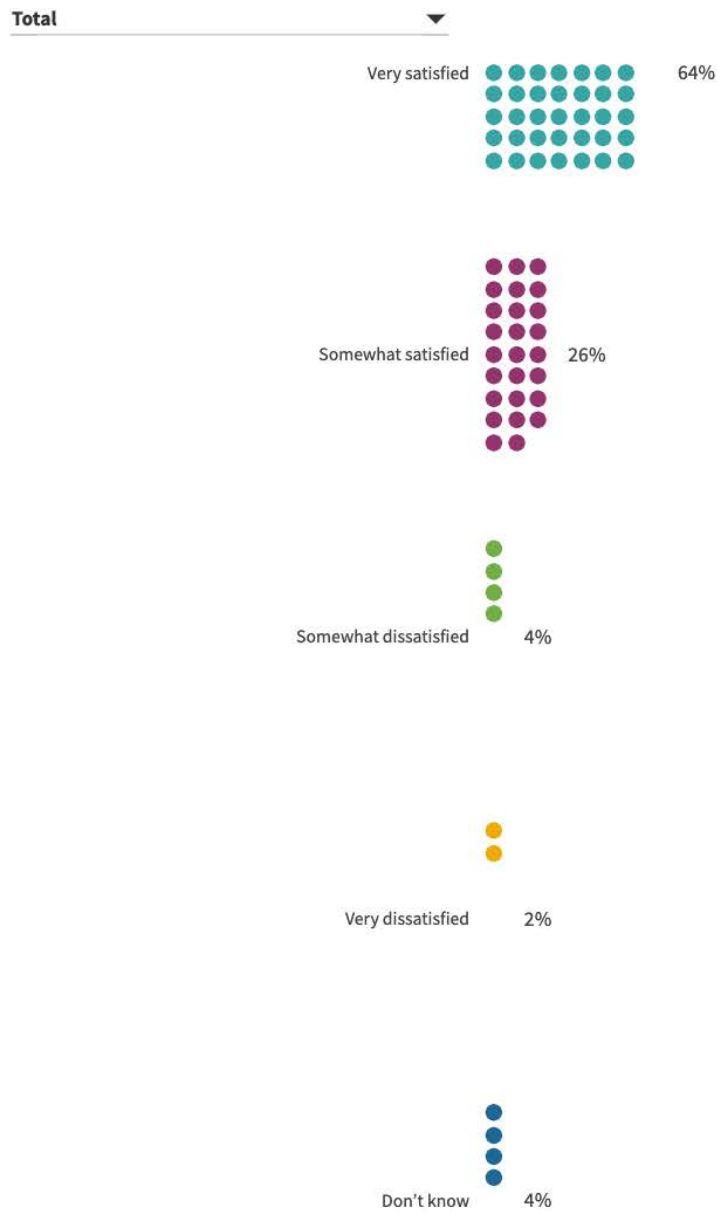
E10e. Did you use any of the following accessible voting provisions?

Bringing a support person to help cast your ballot



E11a. How satisfied were you with the accessible service?

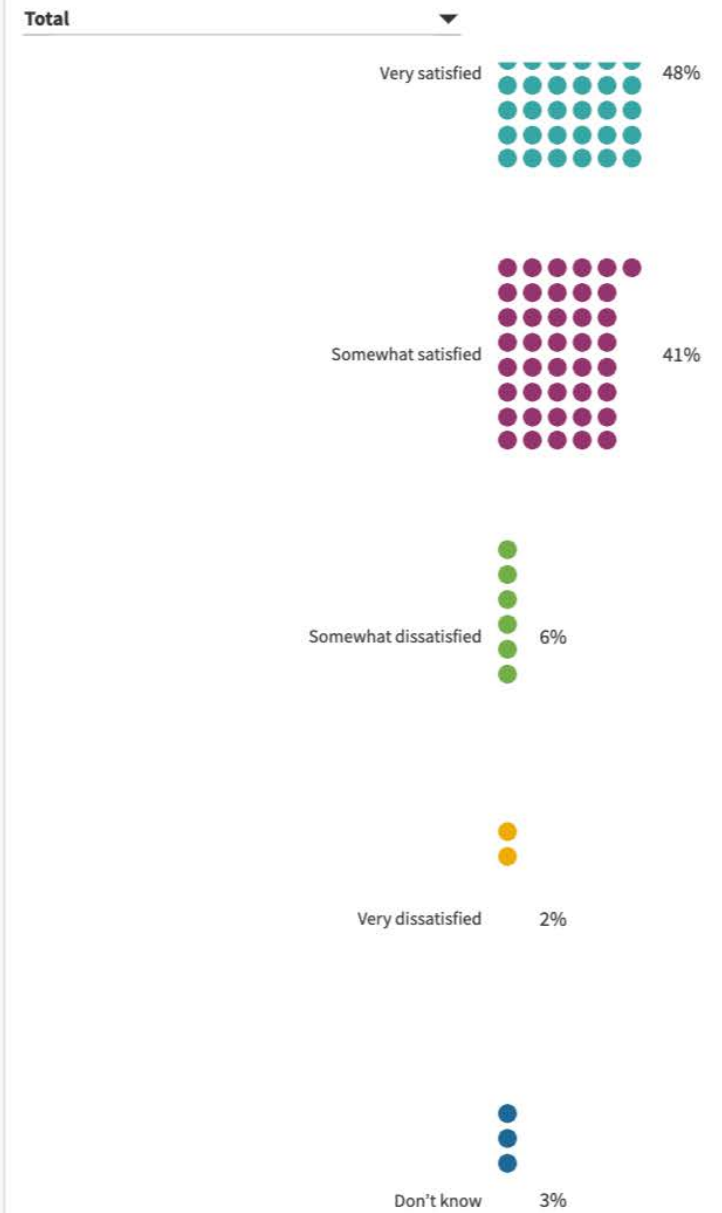
Vote by mail



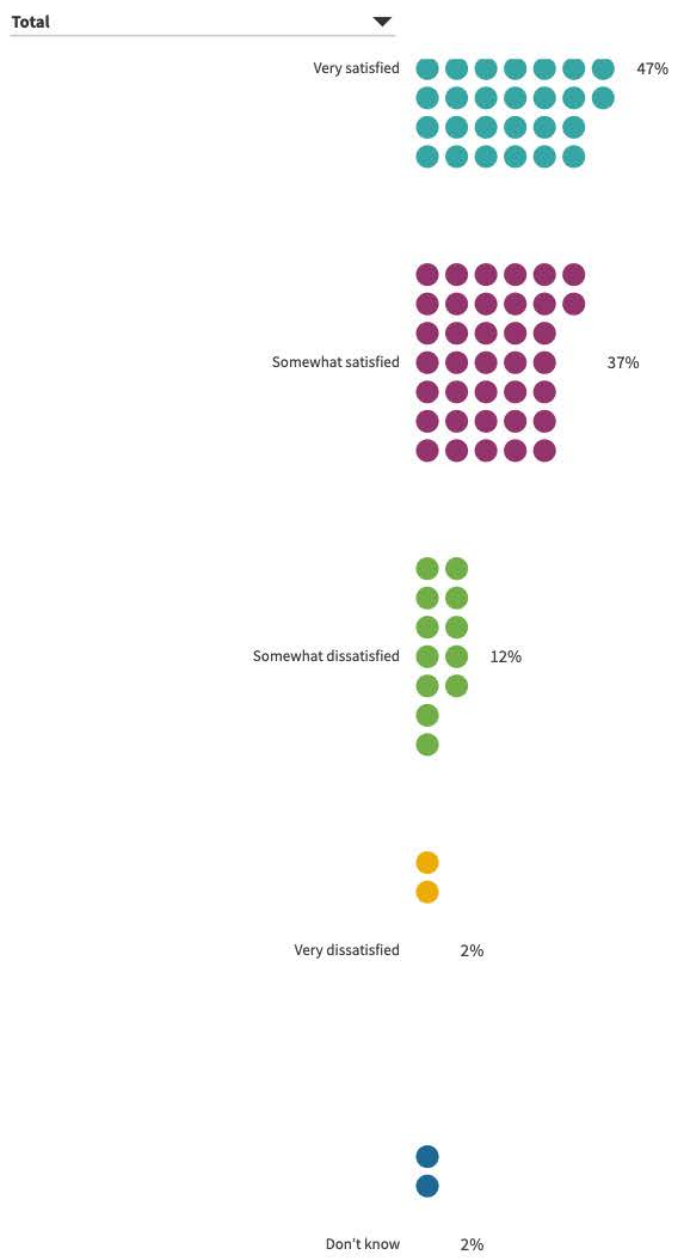
While there was high levels of satisfaction (80%+) across all the accessible voting options, vote by mail has the highest satisfaction levels with 90% of respondents reporting they were satisfied

E11b. How satisfied were you with the accessible service?

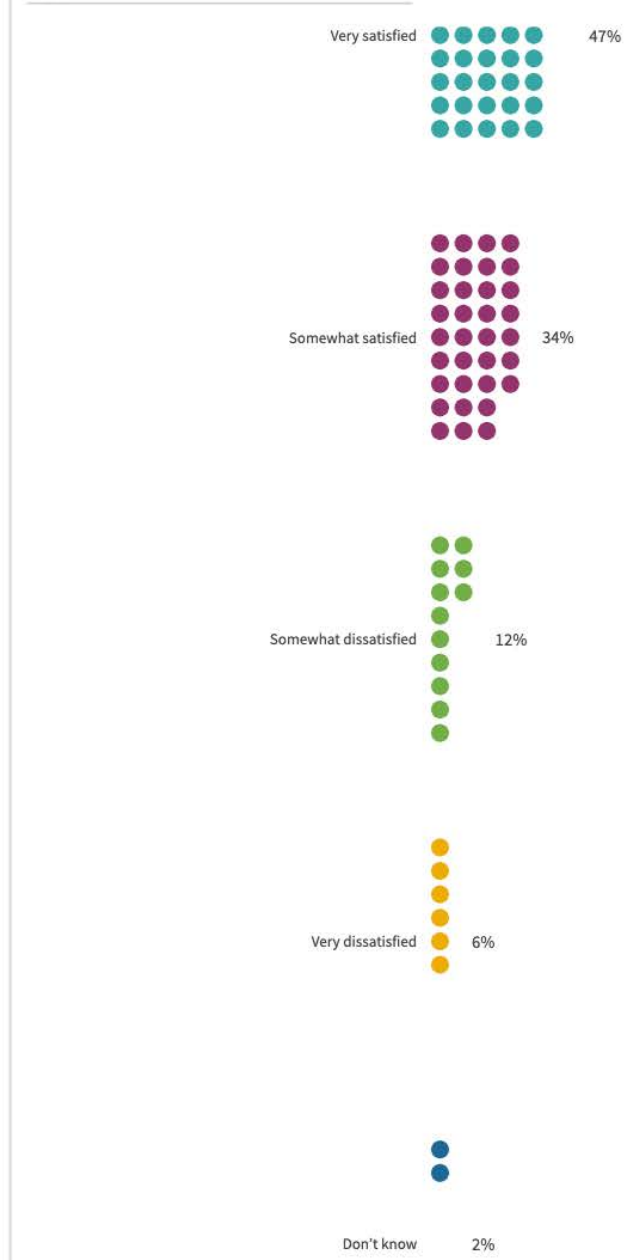
Curbside voting



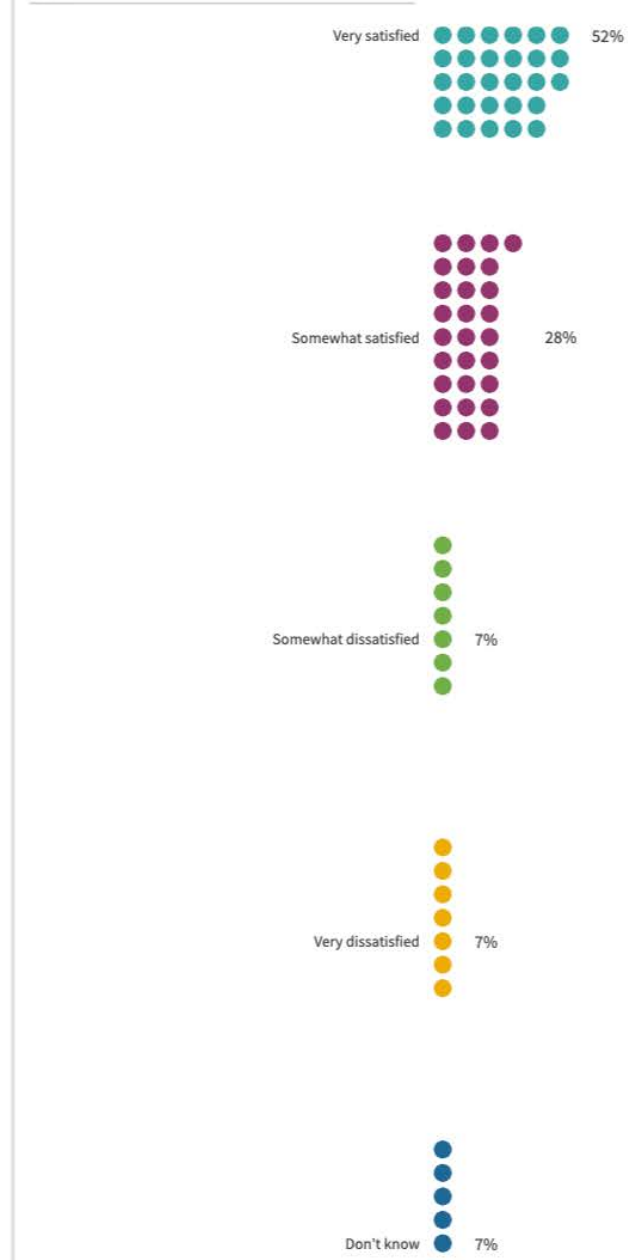
E11c. How satisfied were you with the accessible service?
Assistive ballot marking device available during advance voting



E11d. How satisfied were you with the accessible service?
Receiving help from election staff to cast their ballot



E11e. How satisfied were you with the accessible service?
Bringing a support person to help cast your ballot



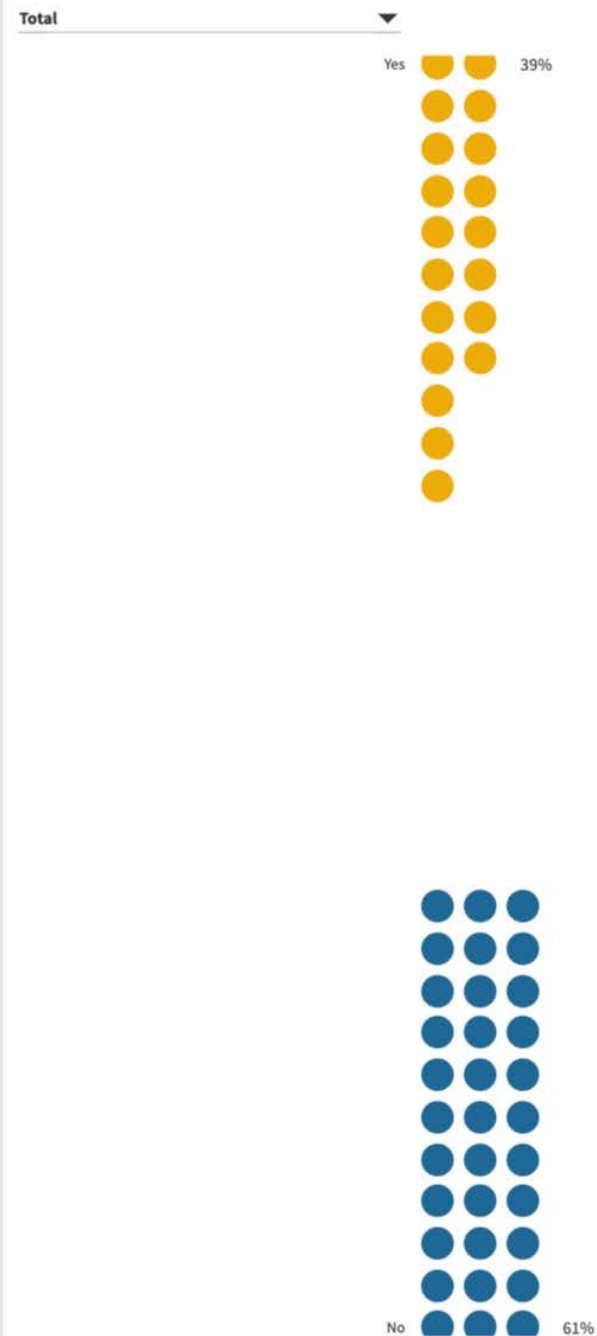
DEMOGRAPHICS SUMMARY

D2. The final few questions are for classification purposes to understand how different populations experience voting in this election. Which of the following best describes your current living situation?



Homeowners are more likely to be voters than renters

D3. Do you currently live alone?



D3a. Do you live with:

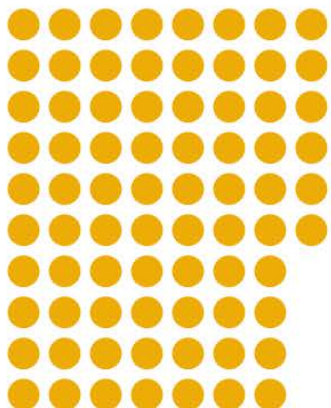
Total ▼

Roommates



16%

A partner



76%

A dependent

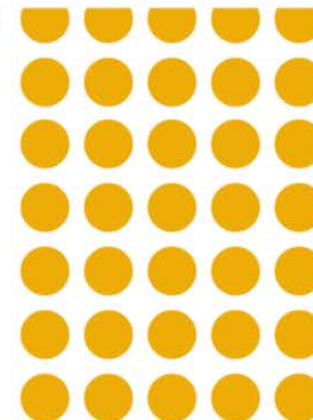


26%

D3b. Is your dependent:

Total ▼

A child



69%

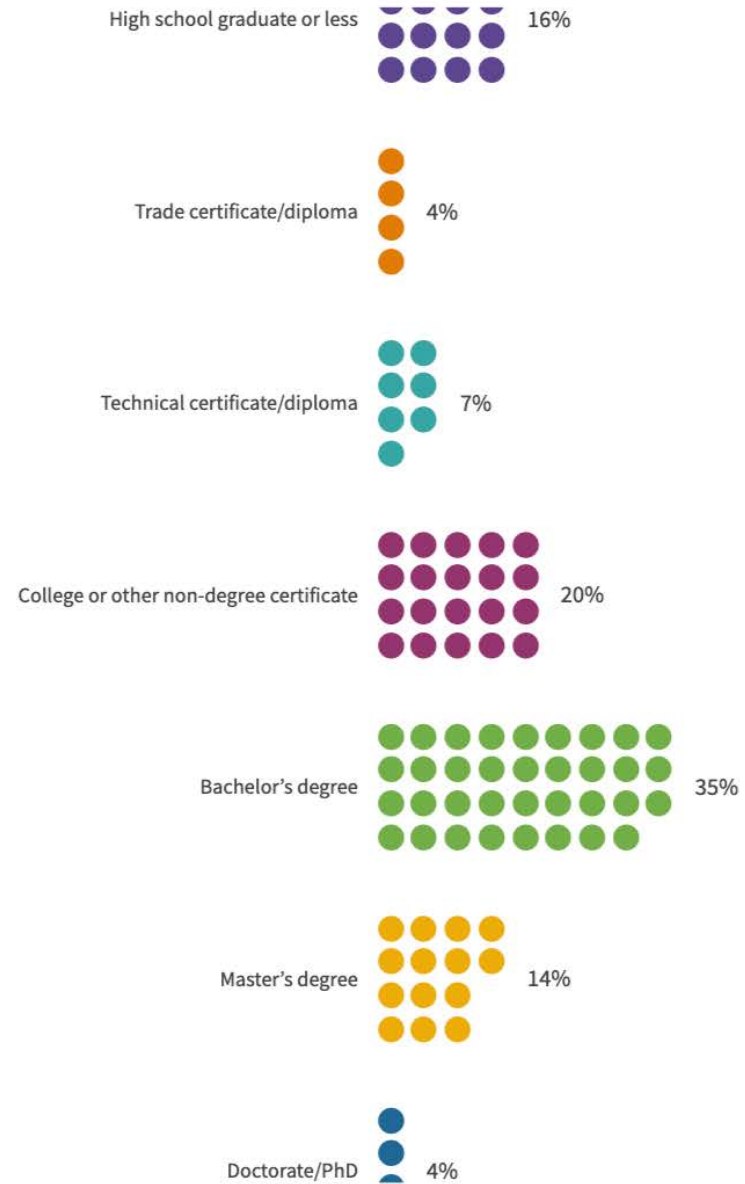
A parent or older adult



31%

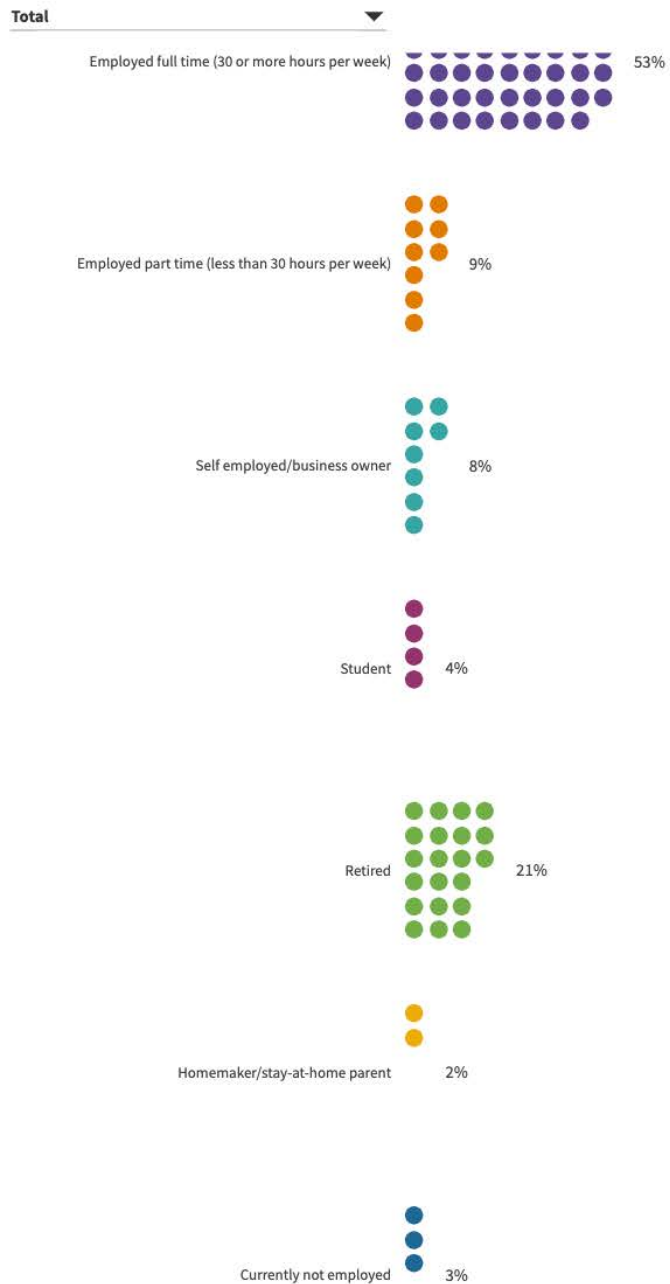
D4. What is the highest level of formal education that you have completed?

Total

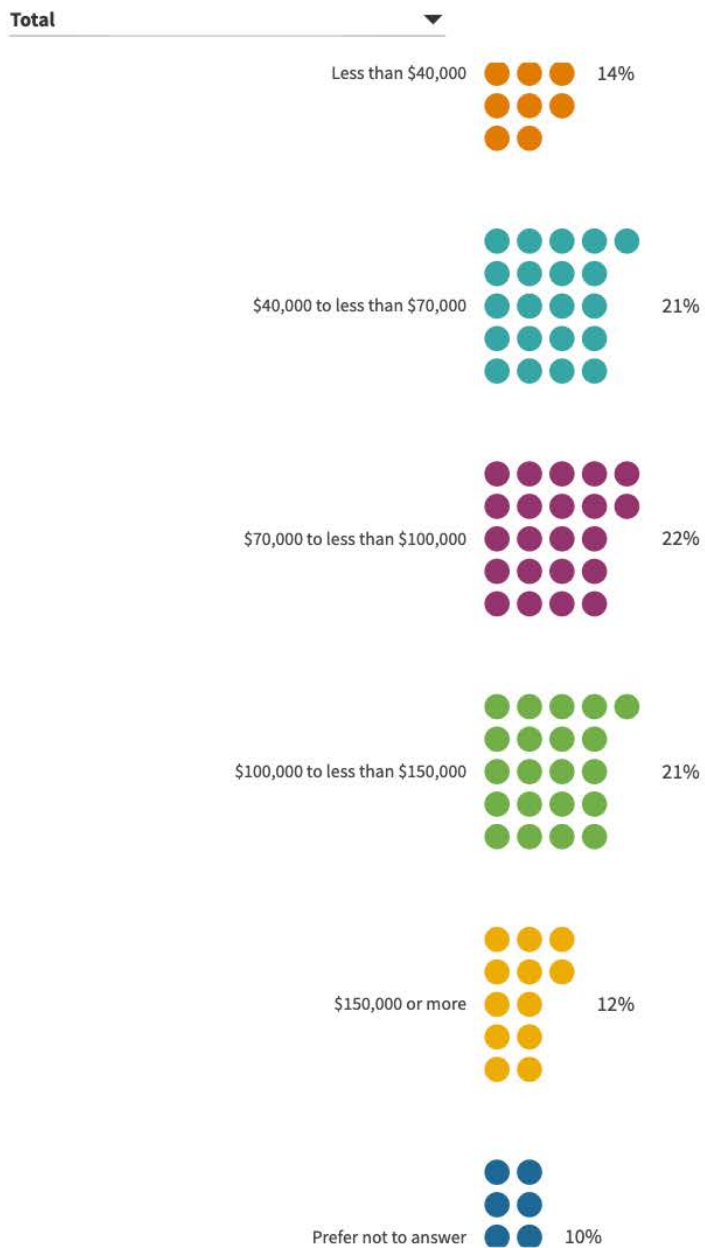


Individuals with a high school degree or less are less likely to vote than individuals with a bachelor's degree or higher

D5. Which one of the following best describes your current occupational status?

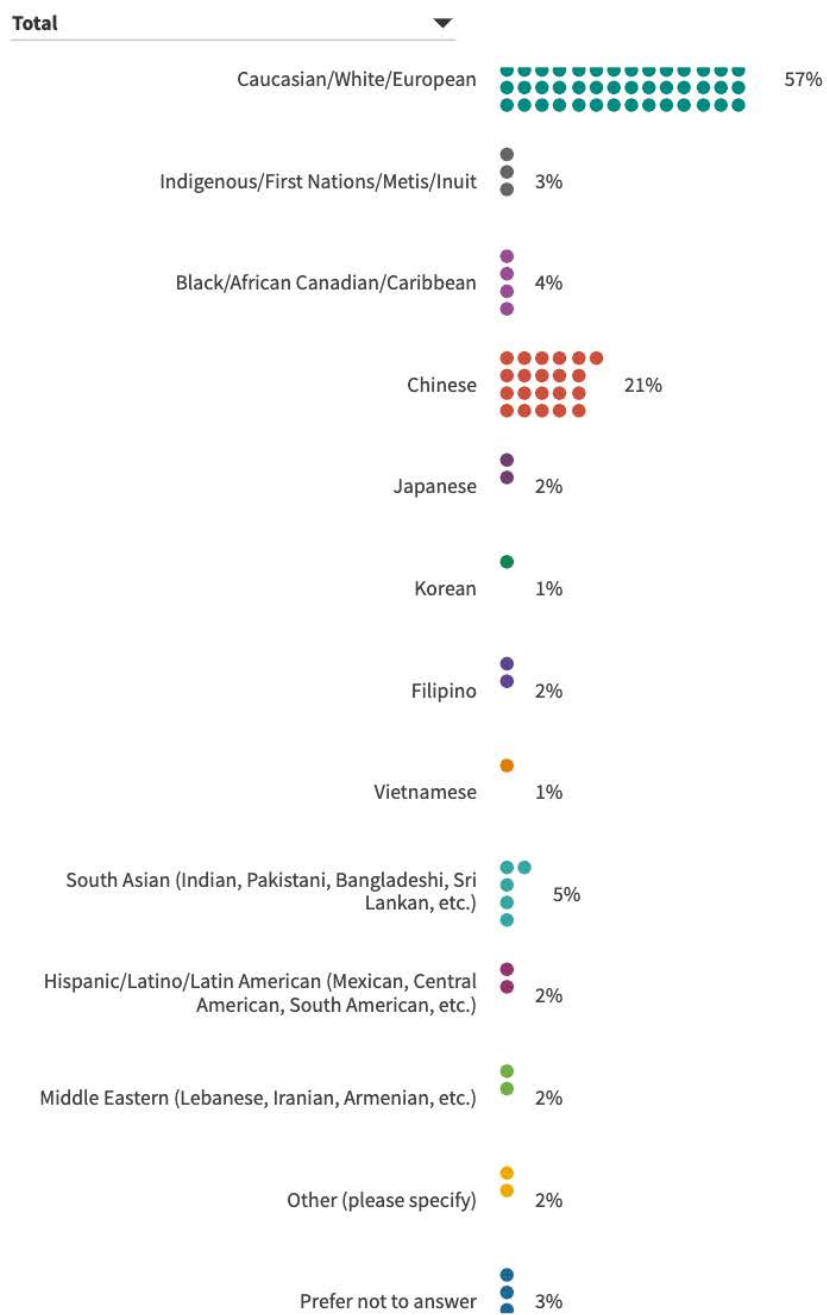


D6. Which of the following best describes your household income before taxes?



Individuals who are employed full time and have a higher annual income are more likely to be voters

D7. Which of the following describes your ethnicity?



D8. How would you describe your sense of belonging to your local community?

