



TOWN OF NEWMARKET
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March 27, 2014

CORPORATE SERVICES – LEGISLATIVE SERVICES REPORT – 2014-10

TO: Mayor Van Bynen and Members of Council
ORIGIN: Lisa Lyons, Deputy Clerk
SUBJECT: Advance Voting Opportunities Additional Information

RECOMMENDATIONS

THAT Corporate Services Report – Legislative Services 2014-10 dated March 27, 2014 regarding “Advance Voting Opportunities Additional Information” be received.

COMMENTS

The purpose of this report is to provide Council with additional information related to the Advanced Voting Opportunities model outlined in Corporate Services – Legislative Services Report – 2014-06, which was deferred for staff to investigate the potential for a “Voting Week”, with consistent time of voting periods at set locations.

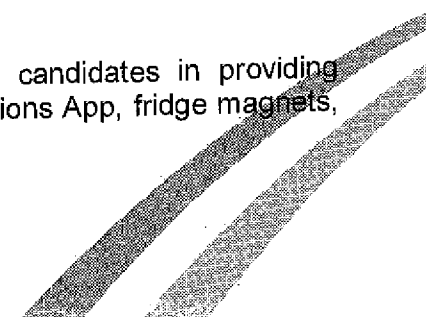
Proposed Advance Voting Model

The advance voting opportunities model being proposed for the 2014 Municipal Election provides eligible Newmarket voters a variety of dates and times to cast their ballot at one of three convenient and accessible early voting locations. This model utilizes a real-time, live electronic voters list allowing for voters to cast their ballot at any location regardless of the ward in which they reside, and has been designed by staff around the principle of bringing the voting experience closer to the people.

Advanced voting will be offered inside the Magna Centre, the Newmarket Community Centre and Lions Hall, and the Ray Twinney Recreation Complex. In developing a strategy around selecting the advance voting opportunities, staff examined:

- past voter turnout related to number of voters at locations and times;
- past voter feedback and feedback from staff;
- accessibility of voting locations;
- other advance voting opportunities scheduled in York Region;
- community programs/events coinciding with proposed advanced voting locations to offer greater convenience; and
- budget and resources required to administer the advance voting opportunities model and Voting Day.

A communications plan has been developed that includes tactics to assist candidates in providing information about advance voting opportunities to the electors, such as an Elections App, fridge magnets, postcards and brochures to name a few.



Voting Week Model

Staff have examined whether a voting week model could be implemented for the 2014 Municipal Election.

Although the voting week model offers opportunities for communicating a consistent date/time/location for voting the week immediately prior to and including Voting Day, it also presents some challenges in the area of logistics and resources. It is the Clerk's responsibility to develop and administer an election within the resources available in accordance with the Municipal Elections Act. A voting week model would require additional resources based on the need to increase staffing and equipment to support the model. Additionally, contracts for tabulator voting equipment and supplies have already been substantially completed at this point in time.

Staff will examine the possibility of a voting week model for implementation in the 2018 Municipal Election.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This initiative supports the Town's Vision, Mission and Community Strategic Plan goal of being well-equipped and managed by implementing policies and processes that reflect sound and accountable governance and fiscal responsibility in achieving service excellence.

HUMAN RESOURCE CONSIDERATIONS

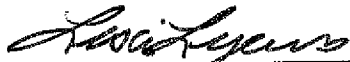
There are no human resource considerations associated with this report.

BUDGET IMPACT

All costs associated with Advance Voting can be accommodated within the election budget of the Legislative Services department.

CONTACT

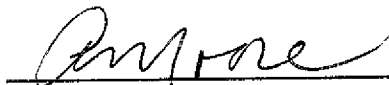
For more information on this report, contact Lisa Lyons, Deputy Clerk (ext. 2203, llyons@newmarket.ca).



Lisa Lyons, Deputy Clerk



Andrew Brouwer, Director,
Legislative Services/Town Clerk



Anita Moore, Commissioner,
Corporate Services