

2017 Municipal Election **Voter Engagement**

Priorities Committee Meeting
March 14, 2017

VOTE
OCT 16
ELECTION **2017**



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Strathcona County General Municipal Election

Election Day is:

Monday, October 16, 2017

Electing the positions of:

Mayor, Councillor and School Board Trustee

Voter engagement trends

- Increasing voter turnout - a challenge in any electoral context
 - Fewer people are voting
 - Most significant drop - municipal elections
- Strathcona County's voter turnout has been stable
 - Ranges between 33 – 37% (2004 – 2013)
 - Ranking in top five Alberta municipalities (populations greater than 40,000)
- Many factors influence voter turnout
 - Research indicates encouraging people to make a plan to get out and vote increases the likelihood of a citizen voting
 - Controversial issues and competitive races tend to drive higher turnout

Voter engagement outcome

Voters are aware of where to vote, and encouraged to come out and vote.

Communications goals

- Build a high degree of awareness of when and where to vote, positions to elect, the process for voting, and final results
- Increase interest in the election
- Instill confidence in election process
- Ensure awareness of the election among Strathcona County employees

Previously used tools/activities

Similar to 2013, Election 2017 communications/engagement will include:

- “Where to vote” cards mailed to each household
- Online “Where to vote” search tool
- Advertising through various tools and channels
- County/school/community newsletters
- School phone systems and Chamber email fan-outs
- News releases/media coverage
- Web and social media
- Presence at the Chamber Trade Fair
- Youth voter outreach (Grade 6)



Enhancing voter engagement

“New” initiatives being explored or underway.

Education outreach and participation

- Voter engagement election kit
- Seeking involvement of Council advisory committees:
e.g., Community Living Advisory Committee, Youth Council
along with IVC and the Chamber of Commerce
- Election 2017 “education” advertising
- Social media: “Talk it up” Election 2017
 - “What’s your plan to get out and vote?”
 - “Bring a friend!”
- “People on the street” video
 - “Why do you plan to vote?...” “Because...”

Make a plan to vote!

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Enhancing voter engagement

“New” initiatives being explored or underway.

Education outreach and participation

- Presence in Strathcona County parades (Vote Floats!)
- Possibly webcast candidate forums
- Grade 12 information sessions
- Encourage students to work in the polls on Election Day

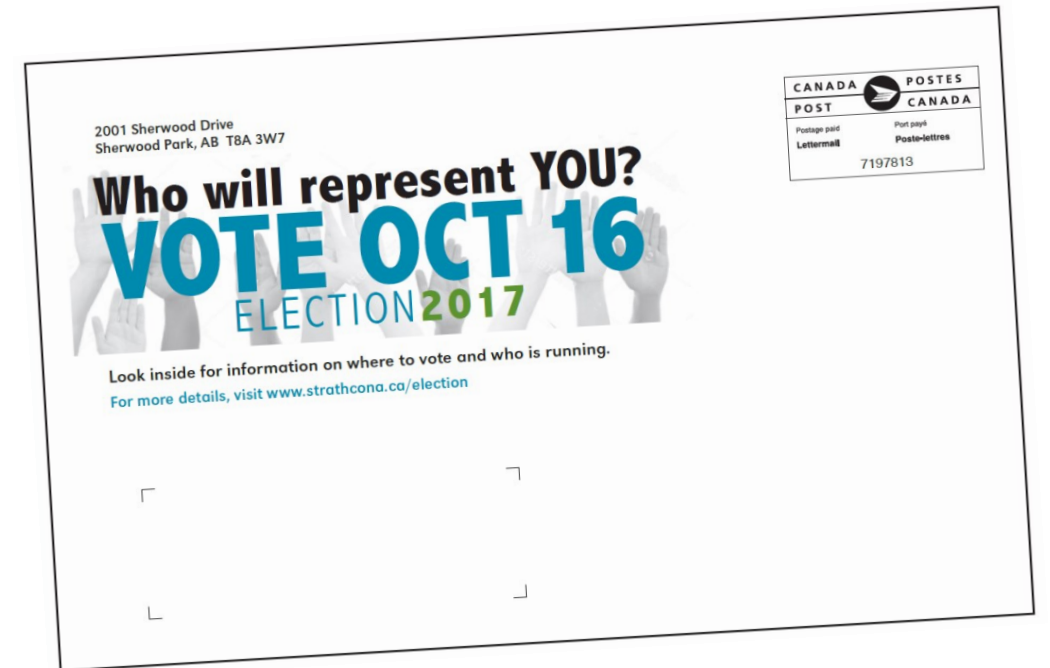
Make a plan to vote!

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Enhancing voter engagement

“New” Advance Vote opportunities and access

- Continuous advance voting - two weeks before the Election - central location
- Advance voting station locations (one or two days)
e.g., recreation centres, Bethel Transit Centre
- Possible free Transit on Election Day



Public engagement feedback

- 2017 Spring Public Survey
 - Asking if residents are planning to vote, if not, why not?
- An exit survey at the polling stations

Why is it important to vote in a municipal election?

Key message:

- The people we elect to represent us make important decisions on our behalf. Council's decisions touch our daily lives ... and shape our future.

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Who will represent YOU?
www.strathcona.ca/election


STRATHCONA
COUNTY



Key Milestones/Dates

Milestones

Candidates Guide released
Call for election workers
Special Ballots
Notice of Nomination Day
Nomination Day (September 18)
Candidates Declared
Notice of Advance Vote
“Where to Vote” card mailout
Notice of Election (as legislated)
Election results

Communications timing

April
June
Mid July
Early September
Mid September
Mid September
October
Early October
Mid October
Unofficial results: October 16
Official results: October 20

Who will represent YOU?

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