



Item
Meeting2018 August 27

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2018 August 21

FROM: CITY CLERK & CHIEF ELECTION OFFICER **FILE:** 45000
Reference: 2018 Election

SUBJECT: 2018 ELECTION VOTING LOCATION UPDATES

PURPOSE: To provide Council with an update on voting locations and accompanying communication plans for the 2018 Local Government Election.

RECOMMENDATION:

- 1. THAT Council receive this report for information.

REPORT

1.0 INTRODUCTION

The purpose of this report is to update Council on voting locations and accompanying communications plans for the 2018 Local Government Election. General Election Day is 2018 October 20 combined with advance voting opportunities which will be provided on 2018 October 06, 10 and 13.

2.0 POLICY

The City of Burnaby's *Corporate Strategic Plan* supports the following goals and sub-goals:

- An Inclusive Community
 - Serve a diverse community – “ensure City services fully meet the needs of our dynamic community”
- A ‘Thriving Organization’
 - Communication – “practice open and transparent communication among staff, Council and the community”
 - Reliable service, technology and information – “protect the integrity and security of City information, services and assets”
 - Technology and Innovation – “support technology development and innovation to empower staff to advance community objectives”

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- A 'Connected Community'
 - Digital Connection – “provide online access to core City services and information”
 - Partnership – “work collaboratively with businesses, educational institutions, associations, other communities and governments”

3.0 VOTING LOCATIONS

The City of Burnaby will offer 35 convenient voting locations throughout the community on General Election Day. The voting locations were selected after reviewing voter location data and feedback received regarding the 2014 election, voter experience and accessibility. In addition, the Election Office, has worked in conjunction with the Engineering Department, Parks Department, Access Advisory Group, and other stakeholders, and evaluated each voting location to ensure optimum accessibility during voting days.

For Council’s information, Brentwood Mall will be utilized once again as a voting location for both advance voting days and general election day. The previously anticipated construction activities around the mall site have been rescheduled allowing us to utilize this popular location.

The Cameron Recreation Complex will replace Lougheed Mall due to ongoing construction activities. The Cameron Recreation Complex will be available for voting on advance and general election days. Upon the completion of development, Lougheed Mall will once again be considered as a voting location for future elections.

As outlined in the 2018 June 11 report to Council, due to low voter turnout and parking challenges, the Shadbolt Centre for the Arts (Shadbolt Centre) will be replaced by the Bill Copeland Sports Complex for advance voting and general election days. Burnaby Central Secondary School will also be utilized to augment voting locations on general election day. To ensure residents are aware of the change in voting locations, electronic signs will be placed at key intersections nearby the Shadbolt Centre, Bill Copeland Sports Complex and Burnaby Central Secondary School from 2018 October 1 to 20, directing voters to the new voting locations.

In consultation with the Access Advisory Group, as well as feedback from 2014 voters, several schools were identified as posing accessibility challenges. In two cases, alternate locations were identified; Kitchener Elementary School will be replaced by the Willingdon Community Centre, and Inman Elementary School will be replaced by Moscrop Secondary School. As a suitable alternate to Suncrest Elementary School is not available, staffing for Election Day has been increased at both South Slope Elementary School and Nelson Elementary School to accommodate the possible increase in voters.

Please see Appendix A for a full list of 2018 voting locations.

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4.0 ADVANCE VOTING OPPORTUNITIES

The City will offer advance voting on 2018 October 06, 10 and 13 from 8:00 am to 8:00 pm. Council, at the 2018 June 25 Open meeting, adopted the Burnaby Advance Voting Opportunities, Bylaw 13907 delegating authority to the Chief Election Officer to designate the advance voting locations.

Election staff has secured six (6) advance voting locations over the three (3) day period, providing voters with a total of 18 advance voting opportunities. The following locations will be utilized: Brentwood Mall, Metropolis at Metrotown, Bonsor Recreation Complex (Metro Club), Edmonds Community Centre, Cameron Recreation Complex and Bill Copeland Sports Complex.

In summary, the Election Office will provide an additional four (4) advance voting opportunities in 2018 in response to the 100% increase in advance voter turnout in 2014.

5.0 COMMUNICATIONS AND ENGAGEMENT PLAN

The Corporate Marketing and Communications Department and the Election Office have developed a *Communication and Engagement Plan* to inform Burnaby residents of the 2018 voting locations. These communication strategies include community outreach at civic events, the use of online election resources, digital and social media tools and print materials.

In partnership with the Burnaby Public Library and Burnaby recreation centres, *My Vote Counts* materials are available to the residents at all civic facilities. These include bookmarks, an abbreviated voter guide and a Frequently Asked Questions information sheet that has been translated to nine (9) languages. In September, further information and 'Vote Here' displays will be implemented at civic facilities being utilized as voting locations.

Digital and social media campaigns will communicate important election information on voting days, including where eligible voters may vote, and voting location anticipated wait times. New monitoring technology will provide the Election Office with real time data from each voting location. Corporate Marketing and Communications, through social media, will also be able to inform residents of the locations with the shortest wait times as well as any voting location diversions arising due unforeseen incidents such as traffic accident or police incident. In addition, social media will be monitored throughout the day to respond to any election related questions from the community.

Other communications initiatives include:

- Legislated ads will be placed in the local newspaper with information regarding the Call for Nomination and General Election Day.
- In mid-September 'Voter Cards' will be mailed to 73,000 registered elector households, and 'Voter Guides' will be distributed to approximately 86,500

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households through unaddressed mail; both of these print materials will include a list of voting locations, as well as other relevant voter information.

- Information to encourage residents to vote in printed civic publications such as InfoBurnaby and facility newsletters as well as electronic eNewsletters.
- City's website is updated regularly with information for voters, candidates and staff working at the election. Unofficial election results will be posted to the website on Election Day.


The Election Office will continue to work collaboratively with the Corporate Communications Department to ensure communication and engagement plans align with the City of Burnaby's *Social Sustainability Strategy* and *Corporate Strategic Plan* to encourage awareness and participation of Burnaby Citizens in the local government election.

6.0 CONCLUSION

The Election Office is continuing to work closely with a variety of City departments to ensure an engaging, transparent, secure and procedurally sound election. This report outlines changes to 2018 voting locations and addresses communication plans that will be implemented.



Kate O'Connell
CITY CLERK



Eva Prior
CHIEF ELECTION OFFICER

Attachments

- Cc: City Manager
 Director of Corporate Services
 Director Engineering
 Director Finance
 Director Parks Recreation and Cultural Services
 Director Planning and Building
 Director Public Safety and Community Services
 Chief Information Officer
 City Solicitor

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Appendix A - 2018 Voting Locations

	Voting Locations	Address
1	Gilmore Avenue School	50 Gilmore Avenue
2	Rosser School	4375 Pandora Street
3	Capitol Hill School	350 Holdom Avenue
4	Willingdon Community Centre	1491 Carleton Avenue
5	Brentwood Mall	4567 Lougheed Highway
6	Alpha School	4600 Parker Street
7	Burnaby North School	851 Kensington Avenue
8	Westridge School	510 Duncan Avenue
9	Lochdale School	6990 Aubrey Street
10	Parkcrest School	6055 Halifax Street
11	Sperling School	2200 Sperling Avenue
12	Bill Copeland Sports Centre	3676 Kensington Avenue
13	Seaforth School	7881 Government Road
14	Forest Grove School	8525 Forest Grove Drive
15	University Highlands School	9388 Tower Road
16	Stoney Creek School	2740 Beaverbrook Crescent
17	Cameron Recreation Complex	9523 Cameron Street
18	Cascade Heights School	4343 Smith Avenue
19	Moscrop School	4433 Moscrop Street
20	Burnaby Central School	6011 Deer Lake Parkway
21	Chaffey-Burke School	4404 Sardis Street
22	Marlborough School	6060 Marlborough Avenue
23	Metropolis at Metrotown	4700 Kingsway
24	Bonsor Recreation Complex	6550 Bonsor Avenue
25	South Slope School	4446 Watling Street
26	Nelson School	4850 Irmin Street
27	Clinton School	5858 Clinton Street
28	Windsor School	6166 Imperial Street
29	Taylor Park School	7590 Mission Avenue
30	Edmonds Community Centre	7433 Edmonds Street
31	Morley School	7355 Morley Street
32	Lakeview School	7777 Mayfield Street
33	Second Street School	7502 Second Street
34	Armstrong School	8757 Armstrong Avenue

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