October 16, 2015

To: All Heads of Council

From: Dan Mathieson, Chair, MPAC Board of Directors

Subject: 2014 Enumeration Process – Final Results

As an elected official who understands the significance of the municipal and school board election processes and an unwavering commitment to represent everyone in the community you serve, I wanted to share with you the final results of the Municipal Property Assessment Corporation’s (MPAC) 2014 Enumeration process. The results include the work completed to build the Preliminary List of Electors (PLE) and processing of Voters’ List revisions submitted to MPAC following the October 27 municipal election.

In support of the Corporation’s 2013-2016 Strategic Plan, MPAC took a more streamlined approach to collecting owner and occupant information and identifying eligible municipal and school board electors. While MPAC is not an elections agency, we recognize the need to utilize all available information to ensure that the PLE is as up-to-date and accurate as possible. As part of the enumeration process, MPAC made use of a number of third party data sources, including Elections Canada (National Register of Electors), Elections Ontario (including revisions from the June 12, 2014 provincial election) and the Ministry of Government Services (names of deceased persons).

In addition, MPAC introduced voterlookup.ca, a self-serve online application that enabled potential electors to confirm and/or update their personal information to ensure they would appear on the 2014 PLE.

There are two infographics we have created to capture the final results of the 2014 Enumeration which I encourage you to examine. The first is a high level provincial look at the roles and actions of the three phases in the process: Preliminary List of Electors, Voters’ List, and Post-Election Processing. Among these results is the provincial PLE accuracy rate for 2014, which I am pleased to report is 87%. This is comparable to the 2010 result of 90% and was accomplished at less than a third of the cost.

The second infographic I believe will be of particular interest to you and your Council members. It is a high level snapshot of the results specific to your respective municipality including the number of potential electors identified, voterlookup.ca activity, the effects of using third party data sources and other data cleansing initiatives. Please refer to the attached consolidated results package for your municipality.
While we consider 2014 an overall success, it is important to recognize that MPAC is an assessment authority, not an elections agency. Therefore, as part of the current review of the Municipal Elections Act, 1996 conducted by the Ministry of Municipal Affairs and Housing, and in collaboration with AMCTO and key government bodies such as Elections Ontario and the Ministry of Finance, we continue to explore available options for transitioning enumeration activities, including preparation of the Preliminary List of Electors, to another entity. This direction is fully supported by MPAC’s Board of Directors and Executive Management Group.

This initiative aligns with the results of a 2013 MPAC sponsored IPSOS survey of public perceptions concerning municipal elections. The results were quite clear. When asked who respondents would most likely contact to confirm if they were on the Voters’ List, only 1% identified MPAC as the responsible body. The most common choice was Elections Ontario at 27%, while 24% selected their local Municipal Office and another 18% identified Elections Canada.

As a result of membership surveys and their own deliberations, the AMCTO is strongly advocating that an electoral agency would be better positioned to provide the PLE for municipal elections.

I encourage all Heads of Council to contact me directly to discuss this issue and/or to provide additional ideas or proposals.

If you have any questions or comments, and/or would like to request a presentation for an upcoming Council meeting, please contact enumeration@mpac.ca.

Yours truly,

Dan Mathieson
Chair, MPAC Board of Directors

Attachment

Copy Municipal Clerks
Elections Ontario
Ministry of Finance
Ministry of Municipal Affairs and Housing
AMCTO
2014 Enumeration Team, MPAC
Executive Management Group, MPAC
MPAC Board of Directors
Antoni Wisniowski, President and Chief Administrative Officer, MPAC
Understanding the importance of MPAC’s legislated mandate to identify all potential electors for municipal, school board and District Social Services Administration Board elections, the two objectives for 2014 were to:

- Seek out opportunities to streamline the enumeration process
- Help create convenient tools that allowed electors to self-enumerate

The Preliminary List of Electors (PLE) is created primarily from MPAC’s property assessment database, and to the extent possible, contains the names and addresses of owners/tenants/boarders of all property in Ontario. While MPAC is not an elections agency, our role is to use the resources available to us to create a preliminary list – one element of a process that allows municipalities to create the final voters’ lists for Election Day.

The Association of Municipal Managers, Clerks and Treasurers of Ontario’s (AMCTO) 2010 post-election survey, MPAC’s 2010 post-enumeration survey and AMCTO’s Voter’s List Discussion Paper all indicated that improvements to the process were required. In the spirit of collaboration and partnership, the 2012 Voters’ List Forum gathered those involved in the process to identify desired outcomes and actions.

These discussions produced the following recommendations:

- Elector initiated registration
- Technology enabled elections
- Centralized elector data repository
- Real real-time data sharing and exchange

It was also important to consider changes electors favoured. For example, according to an IPSOS survey, 75% of respondents said they would use an online elector elections process. Seeing that the desires of those involved in the elections registration process were actually in line with the desires of electors, MPAC launched voterlookup.ca - a platform of shared responsibility that enabled electors to take an active role in maintaining accurate and up-to-date elector information. This site mirrored municipal efforts and those undertaken by other electoral jurisdictions to provide technology enabled elections.

In pursuit of a centralized elector data repository, names data from MPAC’s assessment database were used to create a separate Names Database. The database was the source for all 2014 election-related products/outputs and was vital in identifying over 9.4 million eligible electors for the 2014 PLE. In addition, the Names Database enabled new data management capabilities and improved data sharing. MPAC entered into an agreement with the provincial government that allows for the identification of deceased persons from Vital Statistics records as far back as January 2007. The National Register of Electors, maintained by Elections Canada, was also a critical data source including revisions returned from the 2014 Provincial election. The database also enabled revision processing to be completed five months earlier at half the cost. Products for by-elections have already been generated for several municipalities from the Names Database which includes all 2014 revision updates.

While there were challenges that came with the implemented changes, the accuracy of the data in 2014 was comparable to years past. In 2010, the PLE was 90% accurate, while in 2014 it was 87% accurate.

*Commissioned by MPAC
OUR ROLES in the 2014 Voters' List

Phase 1

Preliminary List of Electors

- MPAC owner/tenant changes since 2010
  3,639,197

- Data

Verified Changes*

1,231,959

182,542

39,568

Preliminary List of Electors

1,250,127 (Sept 5 or Sept 26)

Revisions from Provincial Election

Verified Changes* changes processed since PLE delivery (Exceptions files)

National Register of Electors

Ministry of Government Services

voterlookup.ca

Phase 2

Voters' List

MUNICIPAL DATA

Verified by Municipal Clerks using municipal data

Preliminary List of Electors is given to Municipal staff on one of these dates

2014

Provincial Election

2015

Election Day

Phase 3

Post Election

Revisions

1,200,944

MPAC Records Updated

* Changes made to MPAC data when verified against data sources.
<table>
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<tr>
<th></th>
<th>Total</th>
<th>Non-owners (tenants/boarders)</th>
<th>Owners</th>
<th>Names on Preliminary List of Electors (PLE)</th>
<th>Revisions</th>
<th>% of PLE</th>
<th>PLE Accuracy</th>
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<td>9,450,351</td>
<td>3,802,181</td>
<td>5,648,170</td>
<td>406,658</td>
<td>1,200,994*</td>
<td>7.20%</td>
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*Does not include 3,418 invalid revisions
# MUNICIPALITY OF OLIVER PAipoongE

## Building the 2014 Preliminary List of Electors

### SUMMARY

| Potential Electors Identified | 4,982 |

### Phase 1

- **VOTERLOOKUP.CA Activity**
  - Active Searches: 48
  - Total changes to names data: 15

- **UPDATES from National Register of Electors data**
  - Total changes to names data: 486

### Phase 2

- **EXCEPTIONS FILES**
  - Total changes to names data: 54
  - Includes changes/updates from provincial election

### Phase 3

- **POST-ELECTION DATA CLEANSE**
  - Added: 44
  - Deleted: 76
  - Updated: 959
  - Moved: 8
  - Total changes to names data: 1,087

*Under 18, Corporations and Estates, Electors who already have their vote somewhere else in the municipality, Not Canadian, Unconfirmed Citizenship Status.*
Key Learnings and Opportunities: The Role of Strategic Partnerships

Last year brought many changes to a fairly stagnant process. Some of the challenges MPAC encountered with these changes were unexpected, while others were issues that are recurrent. Examples are:

Canada Post Issues
In January 2014, Canada Post Corporation announced a new program to remove the "rural route" designations from mailing addresses that contained a civic address without releasing schedules for when this change would take place. This unfortunately caused some confusion on the local level.

Challenges Gathering Information on Tenants
Analysis of post-election revisions revealed a notable difference in PLE quality for property owners versus tenants/boardees - PLE accuracy for owners was almost 93%, while tenants/boardee PLE accuracy fell short at 79%. Because reaching tenants/boardees is particularly challenging, PLE accuracy for this group generally suffers. In addition, almost 64% of changes to owner data were simply updates. Because it is not mandatory for owners or tenants to advise MPAC of address changes, birth dates or citizenship status, capturing this information for the PLE is a significant challenge.

Elector Criteria: Municipal vs Provincial/Federal
Ontario municipal election eligibility criteria are more complex than municipal elections anywhere else in Canada on every level. In Ontario:

- Electors are found in 414 municipalities versus 107/106 provincial/federal ridings.
- Individuals have a right to vote once in every municipality where they own and/or occupy property.
- MPAC must track an elector’s school board preference, 24 electing school boards, and 10 agricultural electors. District Social Services Administration Boards jurisdictions and property type (school board election eligibility differs for residential vs commercial property ownership).

Challenges with Voter Apathy
Elector do not vote for a variety of reasons. According to an IPSOS survey, the majority of electors (72%), cite apathy as the main reason for not voting in an election. When asked for more detail in a follow-up question, almost 20% of apathetic electors did not vote because they were unfamiliar with candidates or hadn’t decided who to vote for. Another 16% of respondents cited busy schedules as being the major challenge to voting. Voter Information Cards did not contribute to the lack of elector participation. Nearly all of those (99%) who received a Voter Information Card reported that the information on it, including their name, street address and voting location, was correct. Only 2% mention that not receiving a voting card was the main reason they did not vote.

Conclusion
While new methodology can be challenging in the upfront, MPAC’s experiences in 2014 suggests that additional advancements to the system would greatly benefit all parties involved in the long run. But the introduction of tools like voterlookup.ca will not create a perfect PLE on its own. Pre-enumeration IPSOS survey results showed that less than 1% of the public associated MPAC with the identification of municipal electors. Of those polled, 24% associated this activity with local municipalities and 27% said they would contact Elections Ontario with this information. At the end of the survey, after respondents were informed of MPAC’s role, 67% still did not indicate they would contact MPAC to update their information for municipal elections. For this reason, municipalities, because of their access to constituents, can play a significant role in improving the accuracy of the preliminary list of electors. A more accurate PLE would assist municipal clerks as they finalize the Voters’ List.

Significant improvements were undertaken to prepare the 2014 PLE by embracing the recommendations brought forward at the 2012 Voters’ List Forum and aligning with the outcomes outlined in our 2013-2016 Strategic Plan. Despite these efforts, we recognize that there is more work to be done. Collectively, our continued partnership efforts, coupled with taking full advantage of the Internet’s reach and promoting the active participation of electors, enhancements to the province’s municipal and school board election processes is well within reach.