



TOWN OF NEWMARKET
395 Mulock Drive
P.O. Box 328
Newmarket, ON L3Y 4X7

www.newmarket.ca
info@newmarket.ca
905.895.5193

December 20, 2013

**CORPORATE SERVICES – LEGISLATIVE SERVICES
INFORMATION REPORT – 2013-49**

TO: Mayor Van Bynen and Members of Council

COPY: SLT, OLT
Lisa Lyons, Deputy Clerk
Liz Robinson, Communications Specialist

ORIGIN: Andrew Brouwer, Director, Legislative Services/Town Clerk
Wanda Bennett, Director, Corporate Communications

SUBJECT: Public Input Opportunities: Voting Method Options

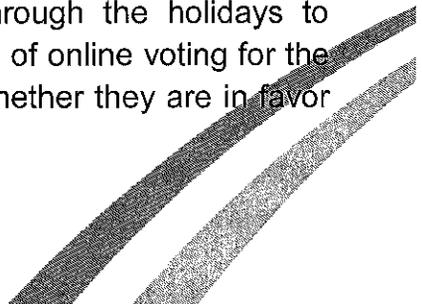
COMMENTS

The purpose of this information report is to outline public input opportunities related to the discussion of voting method options in advance of Council's discussion of the matter at the January 13, 2014 Committee of the Whole and January 20, 2014 Council meetings.

Objectives:

- Advise and engage Newmarket voters on voting method options currently being considered by Council for the 2014 municipal election;
- Advise Newmarket voters how to learn more and how to provide feedback on the voting method options in advance of Council's decision;
- Obtain feedback on the voting method options from the Accessibility Advisory Committee;
- Provide information and advice on and representatives of the Senior's Centre and Senior's Centre staff; and,
- Identify a representative sample of Newmarket voters' voting method option preference in advance of Council's decision.

Tactics:

- Happy or Not kiosks. One feedback kiosk will be set up at each of following facilities: Magna Centre, Municipal Office and Seniors' Meeting Place through the holidays to January 8, 2014 asking the question: "are you in favor of the option of online voting for the upcoming 2014 municipal election?" Newmarket voters indicate whether they are in favor
- 

of this option by pressing one of four buttons representing a spectrum of preferences, from in favor to not in favor, symbolized by happy to sad face icons as understood by the user.

Kiosks will be monitored by staff and a ten second delay exists between each registered response to deter an individual from attempting to provide their feedback more than once. All three kiosks will be set up at the Magna Centre for the First Night event on December 31, 2013. Kiosks are a helpful way to raise awareness and provide a forum for feedback, but cumulative results may not be considered scientific or representative (although analytics around time and location are available). Results are similar to a general call for feedback the Town undertakes on other matters before Council.

- Accessibility Advisory Committee feedback. A meeting of the Accessibility Advisory Committee has been scheduled for January 9, 2014 to further outline the options considered in the Joint Legislative Services and Information Technology Services Report 2013-43 dated November 29, 2013 regarding "Voting Method Options, 2014 Municipal Election". The Committee had discussed the matter previously, but did not have the benefit of the staff report outlining further details on options and key considerations.
- Seniors' Meeting Place feedback. Representatives of the Seniors' Meeting Place, including the "CyberSeniors" Club and Seniors' Meeting Place staff will be contacted to outline and invite their input on the voting method options being considered by Council. The intent is to gauge their preference on the voting method options and identify educational and support measures which would assist in the transition to online voting, should Council adopt this method. Feedback from the Seniors' Meeting Place representatives will be considered in the same manner as a demographic focus group. Results may not be considered scientific or representative.
- Representative telephone survey. A representative telephone survey of 800 Newmarket voters will be administered on January 7 and 8, 2014, with respondents from across each Ward throughout the Town. The survey will gauge preference on voting method options, including preference on the timing of introducing online voting as requested by Council.
- Web survey. In addition to the telephone survey, a web survey option will also be available by December 23, 2013 through to January 9, 2014. The same questions asked in the representative telephone survey will be asked in the online survey. The landing page will include links to the staff report and video presentation of the Clerk from the December 9 Special Committee of the Whole meeting.
- Public Information Centre. A Public Information Centre has been scheduled January 9, 2014 at 7 p.m. in the Council Chambers. Legislative Services staff will give a presentation on the voting method options and provide an opportunity for feedback and a question/answer period by the attendees.

A media release will be issued December 23, 2013 outlining public input opportunities. Notice will also be provided in the Town page, on the Town's website and through the Town's Twitter account.

All public input will be summarized in an addendum presentation to the January 13, 2014 Committee of the Whole meeting. The same presentation will address matters raised by Council at the December 16, 2013 Council meeting regarding Joint Legislative Services and Information Technology Services Report 2013-43 dated November 29, 2013 regarding "Voting Method Options, 2014 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 the communications tactics outlined in this report have been accommodated within the budgets of the Legislative Services and Corporate Communications departments.

CONTACT

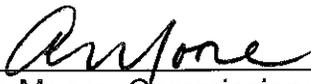
For more information on this report, contact Andrew Brouwer, Director, Legislative Services/Town Clerk (ext. 2211, abrouwer@newmarket.ca).



Andrew Brouwer, Director, Legislative Services/
Town Clerk



Wanda Bennett, Director, Corporate
Communications



Anita Moore, Commissioner, Corporate Services