2018 Markham Municipal Election
Post-Election Review

November 4, 2019

Presentation Outline

1) Municipal Elections in Ontario

2) Markham's 2018 Election Model

3) Risk Mitigation

4) Results

5) Looking Ahead

Municipal Elections in Ontario

Municipal Elections in Ontario

Governed by:

- *Municipal Elections Act, 1996*
- Principles of the *Act*
  - ➢ Secrecy and confidentiality of the vote
  - ➢ Unbiased and accessible to all voters
  - ➢ Integrity of the process
  - ➢ Certainty of results
  - ➢ Fair and consistent treatment of voters and candidates
- Clerk's discretion
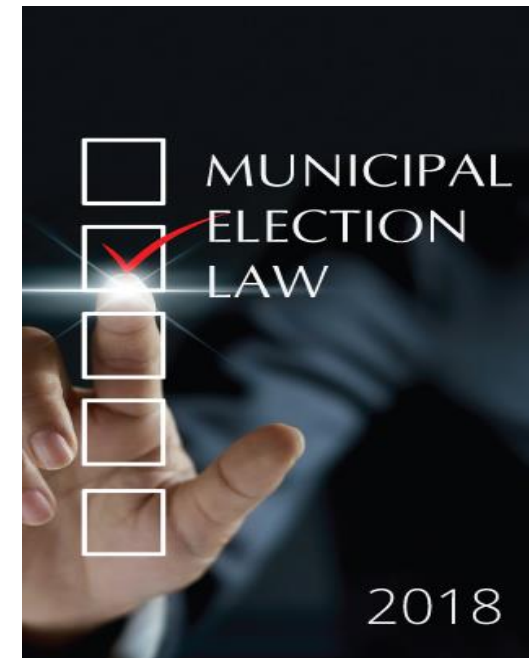
Role of the Clerk

- Returning Officer for municipal elections and by-elections within the City

- **Areas of responsibility:**

  - Budget
  - Alternative voting
  - Voting places
  - Advance vote

  - Accessibility
  - Election officials
  - Voters' List revisions
  - Review of financial contributions to candidates

  - Contribution rebate programs

*The Clerk has independent legislative authority over all matters related to the conduct of municipal elections and by-elections.

Markham's 2018 Election Model

Background, Overview & Key Changes

Online Voting in Markham

- Introduced in 2003 Municipal Election
- Successfully deployed in five consecutive binding Markham municipal elections (2003-2018)
- Why vote online?
  - Convenience
  - Accessibility
  - Sustainability
  - Digital leadership

2018 Election Model: Guiding Factors

Markham's 2018 Election model was informed and supported by:

- *Building Markham's Future Together: 2015-2019 Strategic Plan* and supporting corporate strategies (*Digital Markham, Greenprint* and *Everyone Welcome: Diversity Action Plan*)
- Academic and professional research
- Independent risk assessments of online voting (2005, 2010)
- User experience surveys of online voters (2003-2014)
- Lessons learned and best practices
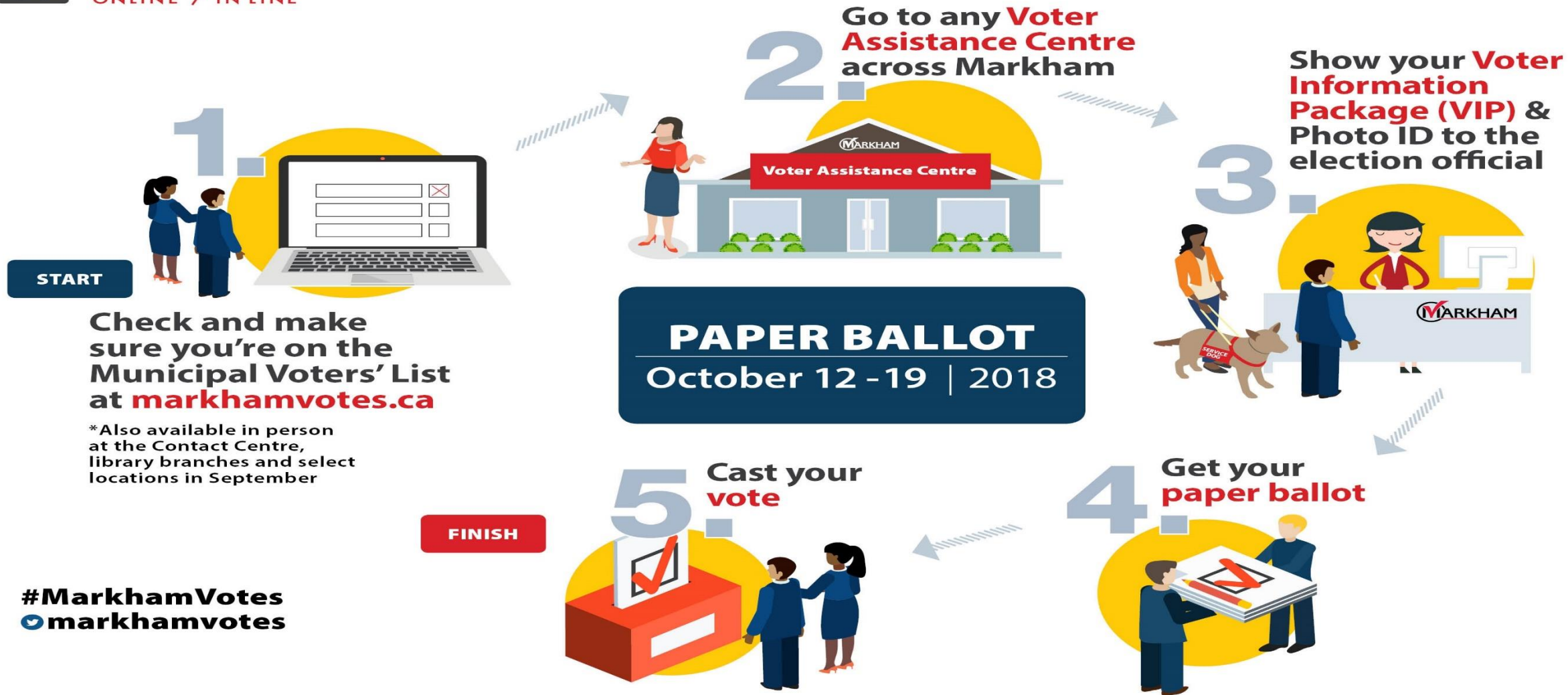- *Municipal Elections Act* principles

2018 Election Model: Overview

- 11 consecutive *Voting Days* (October 12 – 22)
  - ➤ 250 consecutive hours of online voting
  - ➤ 76 hours of in-person paper ballot voting

- ***Vote Anywhere!***
  - ➤ Online from a personal computer, tablet, or mobile device (October 12-22)
  - ➤ In-person with a paper ballot at any of 7 Early Voting places (October 12-19)
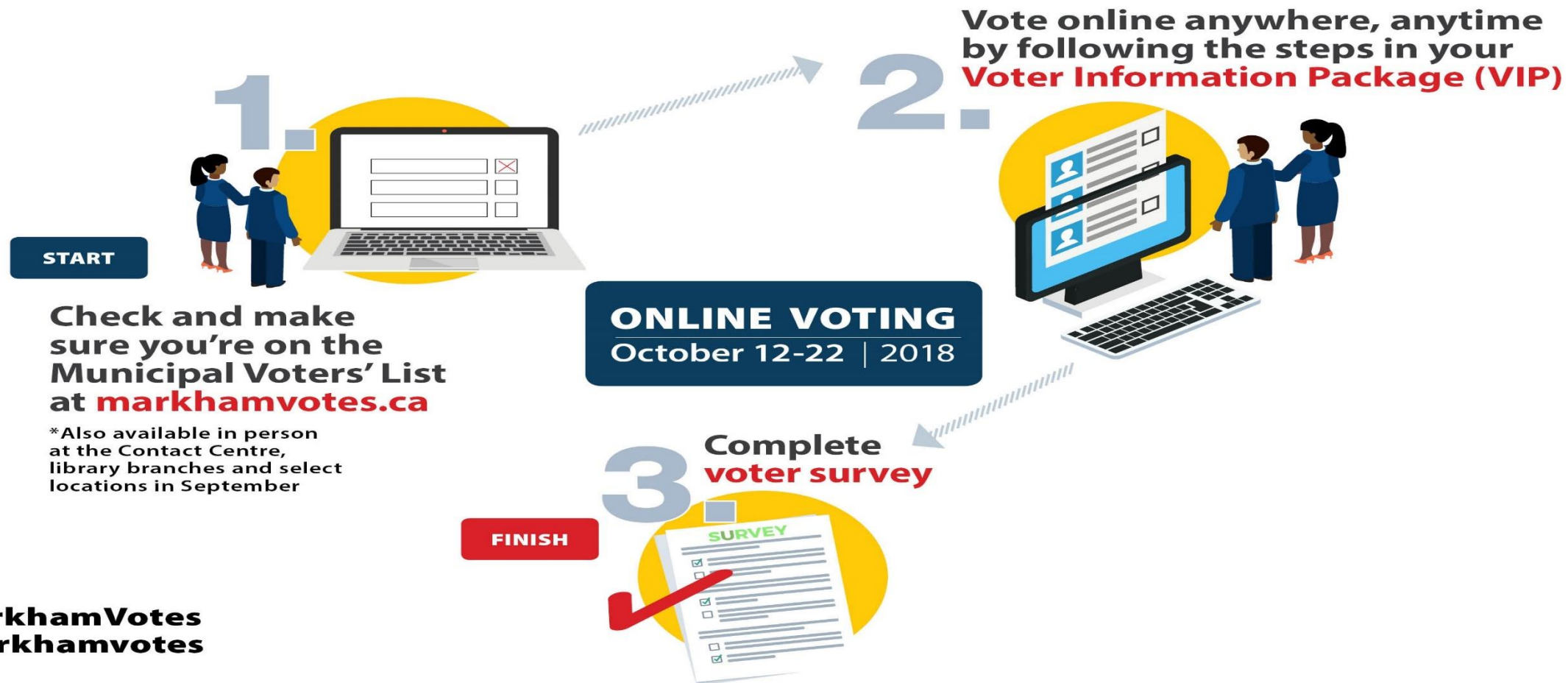 - ➤ In-person from an Online Voting Kiosk any of 12 Voter Assistance Centres (October 22)

VOTE ONLINE
Anywhere, Anytime.
October 12-22

markham votes
ONLINE / IN LINE

1.

Check and make sure you're on the Municipal Voters' List at **markhamvotes.ca**

*Also available in person at the Contact Centre, library branches and select locations in September

#MarkhamVotes
markhamvotes

2.

Go to any **Voter Assistance Centre** across Markham

Voter Assistance Centre

PAPER BALLOT
October 12 -19 | 2018

3.

Show your **Voter Information Package (VIP)** & Photo ID to the election official

5.

Cast your **vote**

4.

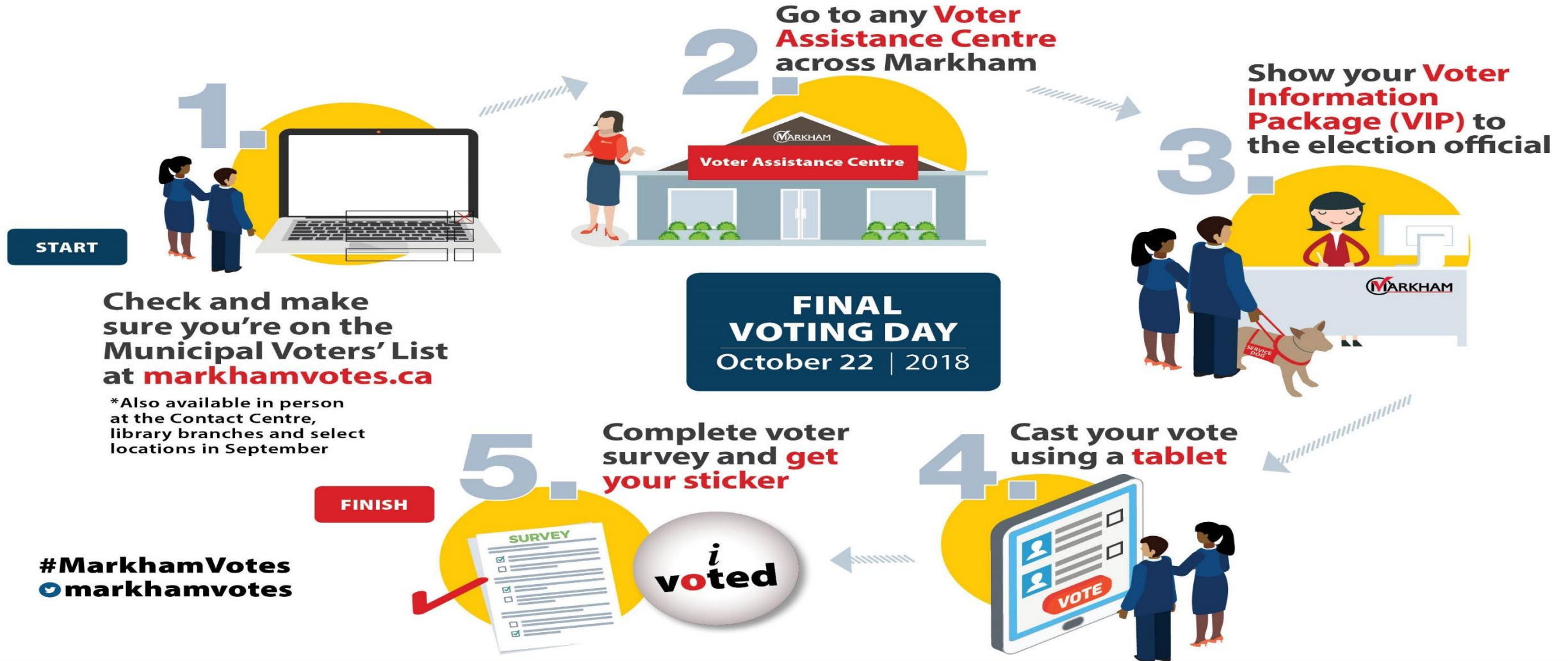Get your **paper ballot**

NOTES:
- 7 Voting Places • Eligible voters could vote at any of these voting places • 76 hours of paper ballot voting offered
- 6,719 eligible voters voted by paper ballot at a voting place • 8.67% of overall voter turnout

markham VOTES
ONLINE / IN LINE

1.

START

Check and make sure you're on the Municipal Voters' List at markhamvotes.ca

*Also available in person at the Contact Centre, library branches and select locations in September

2.

Vote online anywhere, anytime by following the steps in your Voter Information Package (VIP)

ONLINE VOTING
October 12-22 | 2018

3

FINISH

Complete voter survey

SURVEY

#MarkhamVotes
markhamvotes

NOTES:
- Voting platform available 24/7 for 10 days up to Oct 21 and for 18 hours on Oct 22 (for a total of 250 hours)
- 63,872 eligible voters voted online remotely from Oct 12-22 • 82.41% of overall voter turnout

markham VOTES
ONLINE / IN LINE

2018 Election Model: In-Person Voting on Voting Day (October 22, 2018)

1.

START

Check and make sure you're on the Municipal Voters' List at markhamvotes.ca

*Also available in person at the Contact Centre, library branches and select locations in September

#MarkhamVotes
markhamvotes

2. Go to any **Voter Assistance Centre** across Markham

MARKHAM
Voter Assistance Centre

FINAL VOTING DAY
October 22 | 2018

3. Show your **Voter Information Package (VIP)** to the election official

MARKHAM

SERVICE DOG

5. **FINISH** Complete voter survey and **get your sticker**

SURVEY

*i* voted

4. Cast your vote using a **tablet**

VOTE

NOTES:
- 12 Voter Assistance Centres (VACs)   • Eligible voters could vote at any one of the VACs in-person
- 10 hours of voting offered   • 6,912 eligible voters attended a VAC to vote in-person   • 8.92% of overall voter turnout

2018 Election Model: Key Changes

Key Changes in 2018:

1) Online voting up to and including Final Voting Day

2) No pre-registration to vote online

3) Online voting only on Final Voting Day
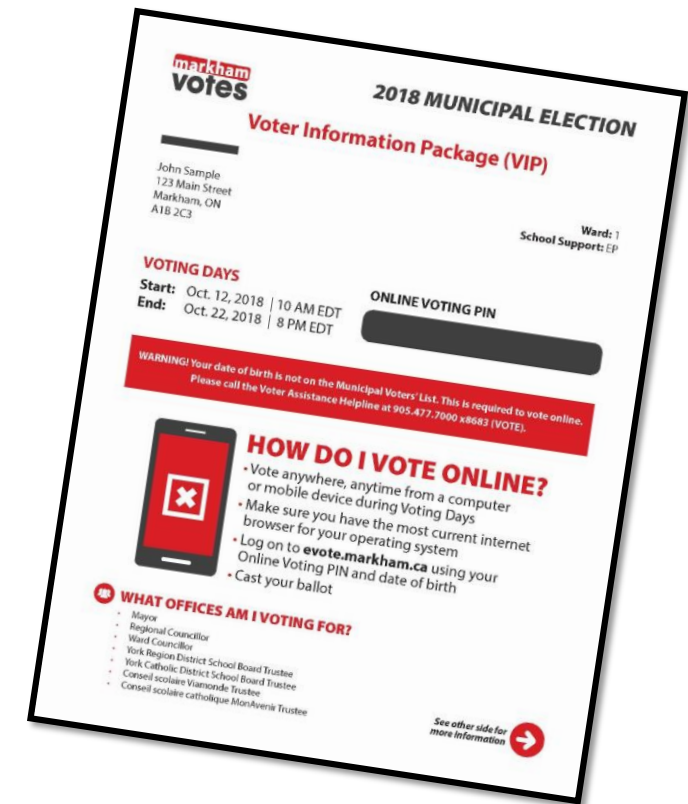
Communications & Community Engagement

- Multiple award-winning strategy

- **Campaign Timeline:** June – October

- **Goals:** *Educate* and *inform* eligible voters with a focus on online voting

- **Two phases:**
  1. Voter Awareness, Education & Engagement
  2. Vote Now

Communications & Community Engagement

- Mix of new/digital and traditional tactics

- Integrated, multi-channel communications and marketing

- Informed by Census and 2014 post-vote survey

- Clear, simple language

- Key voter information translated

# Communications & Community Engagement

- Leveraging key partnerships

- Election Street Team attended **60+** events, workshops, places of worship, etc.

- Record-breaking voter turnout

- Measurable results and key learnings to inform future strategies

- Knowledge-sharing with other municipalities and professionals

Risk Mitigation

Risk Mitigation

- All election models have inherent risks

- **Risks in 2018:**
  - Skepticism around internet security, ballot secrecy, and potential voter fraud
  - Population divide in digital literacy and access
  - Voter confusion
  - Quality of the Voters' List
  - Dependence on stable network connections and electricity

Identify

Evaluate

Manage
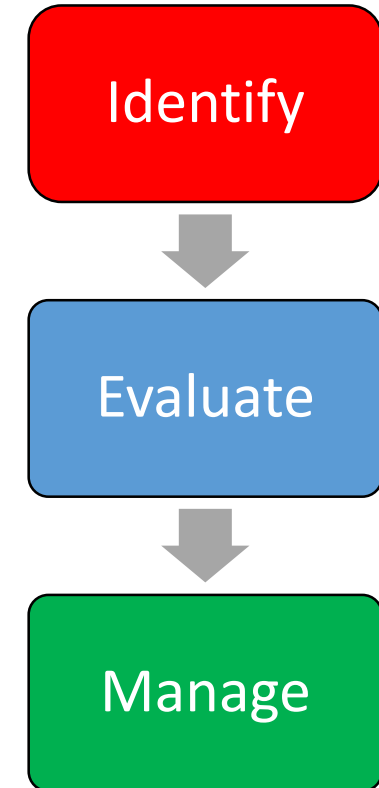
Online Voting Security

Risk:

Hacker-orchestrated viruses, denial of service attacks, phishing, server penetrations

Mitigation Strategies:

- Vendor selection
- Independent audit of voting platform
- Internal testing and monitoring
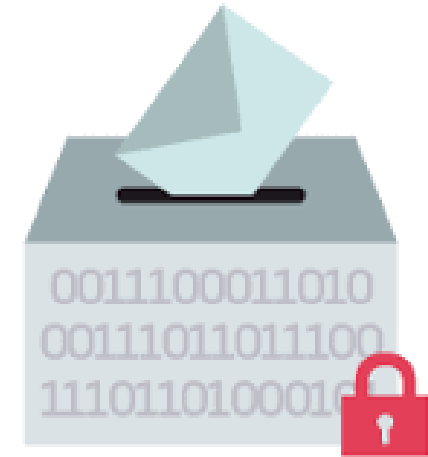- Segregated network for Online Voting Kiosks

Ballot Secrecy

Risk:

Skepticism over confidentiality of votes cast over the Internet

Mitigation Strategies:

- Fully encrypted voting platform
- Electoral Board

Voter Fraud

Risk:

Opportunities for personation, coercion, and manipulation of votes by third parties

Mitigation Strategies:

- Voter registration controls
- Multi-factor authentication
- System protocols to detect suspicious activity
- Communications and outreach on voter responsibilities and electoral fraud penalties

Digital Literacy & Access

Risk:

"Digital divide" in literacy and access among the voting population

Mitigation Strategies:

- Voter Assistance Centres
- Voting stations at Markham Public Libraries
- Extended Early Voting Period with paper ballot voting opportunities
- Special Voting Locations
- In-home assistance

Voter Confusion

Risk:

Voter confusion resulting from change in voting methodology

Mitigation Strategies:

- Translation of key voter information
- Demo ballot and "How to Vote Online" video
- Civic-themed library programming and voter education services
- Strong community presence leading up to the election

Voters' List

Risk:

Missing electors and errors in elector information

Mitigation Strategies:

- Online revisions
  - ➤ MPAC Voterlookup (May-August)
  - ➤ Online Voter Registration (September-October)
- In-person revisions at Markham Public Libraries
- Revision Days

Check and make sure you're on the Municipal Voters' List

Incident Response Plan

Risk:

Cybersecurity, network, or electrical issues requiring temporary or permanent suspension of online voting

Mitigation Strategies:

- Uninterrupted power supply
- Wi-Fi hotspots
- Reserve paper ballots and tabulators for Final Voting Day
- Voter Assistance Centres staffed at double capacity on Final Voting Day
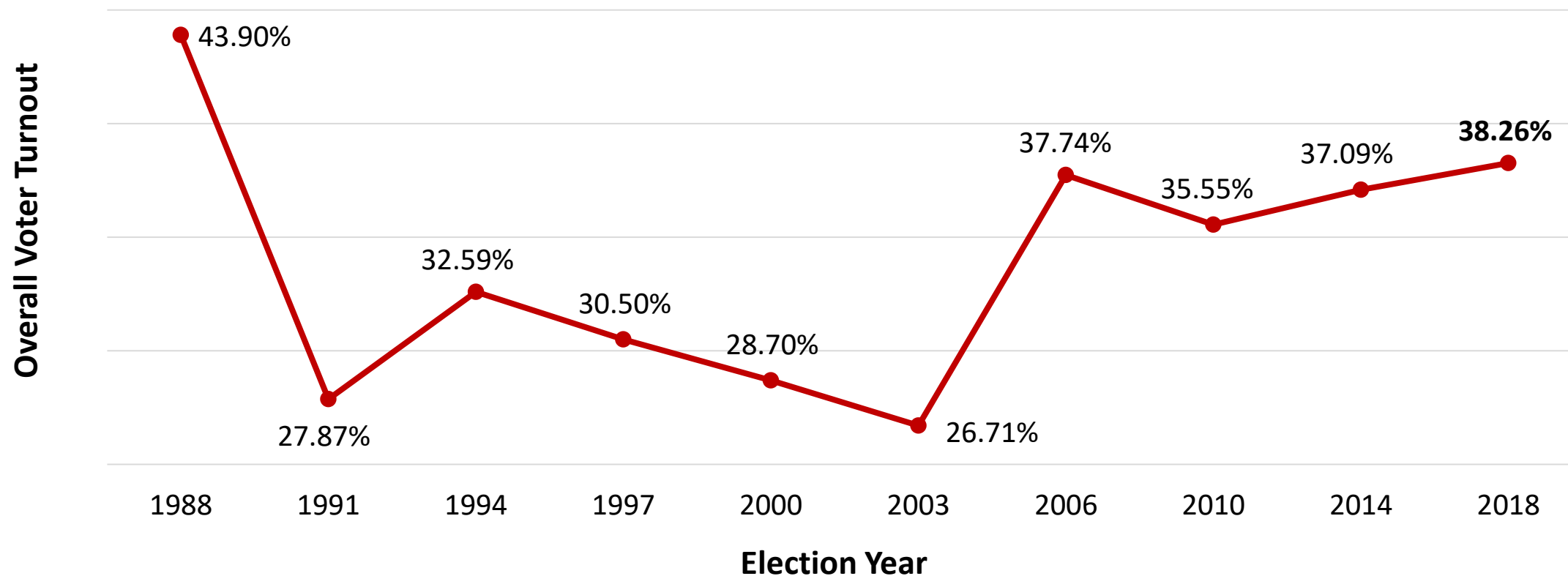 - Election workers cross-trained in paper ballot and online voting procedures

Results

Key Findings

Overall Voter Turnout

Overall Voter Turnout in Markham Municipal Elections

43.90%
32.59%
30.50%
28.70%
37.74%
35.55%
37.09%
38.26%
27.87%
26.71%

1988   1991   1994   1997   2000   2003   2006   2010   2014   2018

Election Year

Overall Voter Turnout

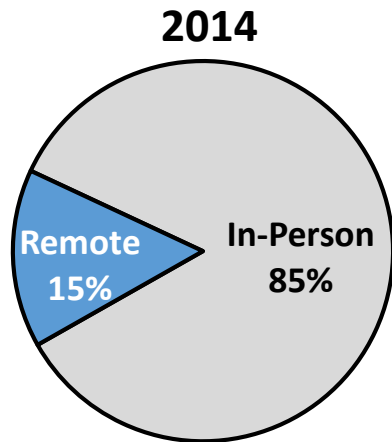# Voting Trends
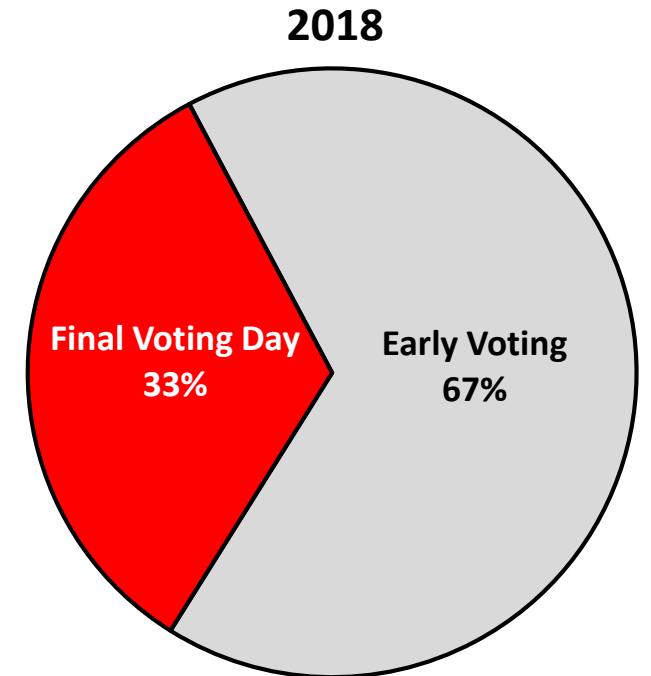
In-Person vs. Remote Turnout

In-Person: paper ballot or online from an Online Voting Kiosk

Remote: online from a personal computer, tablet or mobile device

2014

Remote 15%

In-Person 85%

2018

Remote 82%
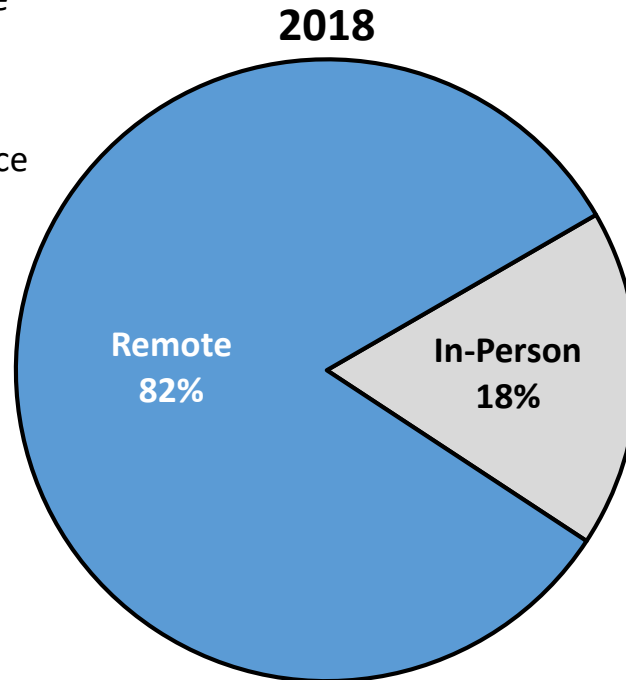
In-Person 18%

Early Voting vs. Final Voting Day Turnout

2014

Final Voting Day 74%

Early Voting 26%

2018

Final Voting Day 33%

Early Voting 67%
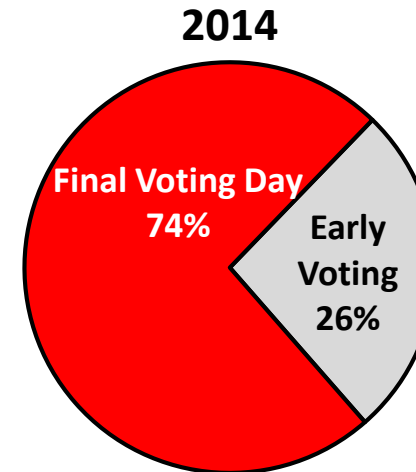
Convenience and Accessibility

24%
of ballots cast outside in-person voting hours

29%
of ballots cast outside Markham

15%
of ballots cast outside York Region

2.2%
of ballots cast outside Ontario

Ballots cast from:

1.2%
of ballots cast outside Canada

8
Canadian provinces

30
US states

50
Countries worldwide

83%
of survey respondents cited convenience and accessibility as their reason for voting online

Voter Feedback

Rebecca Davids @rebecca_davids · 22 Oct 2018
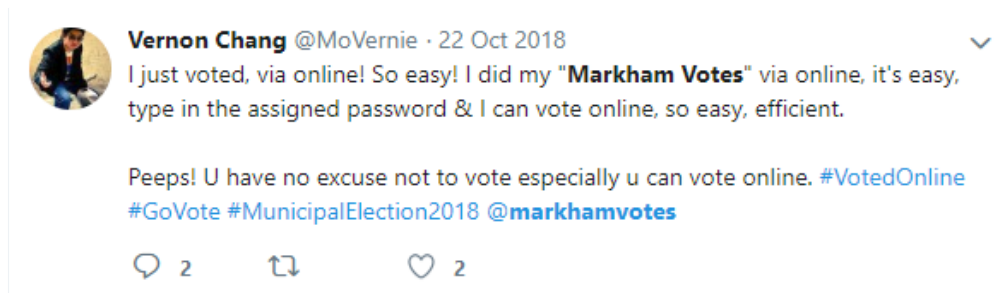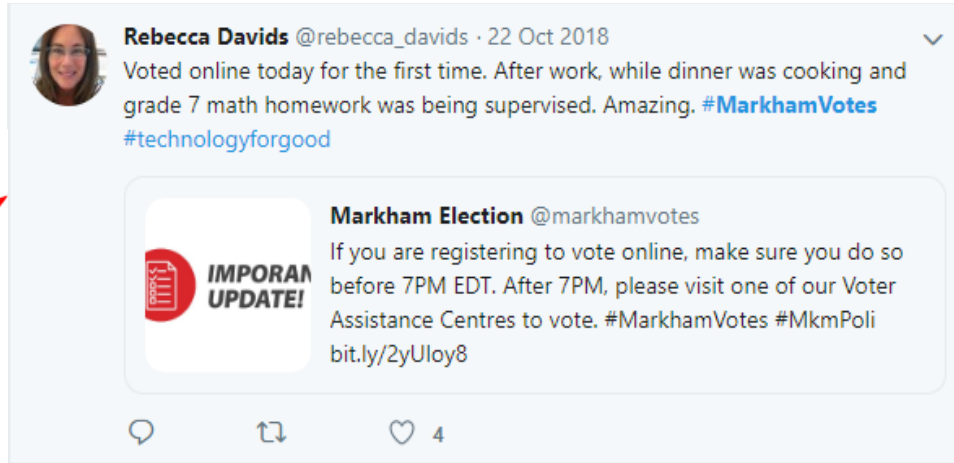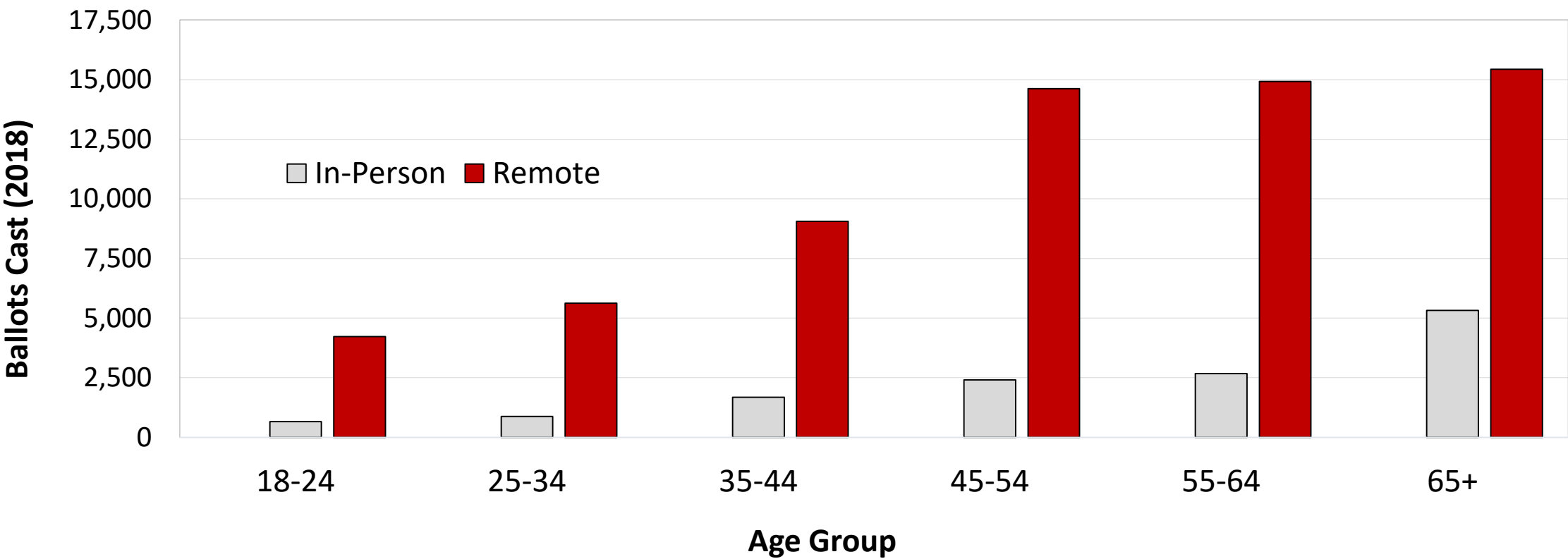Voted online today for the first time. After work, while dinner was cooking and grade 7 math homework was being supervised. Amazing. #MarkhamVotes #technologyforgood

> **Markham Election** @markhamvotes
> IMPORAN[...] UPDATE!
> If you are registering to vote online, make sure you do so before 7PM EDT. After 7PM, please visit one of our Voter Assistance Centres to vote. #MarkhamVotes #MkmPoli
> bit.ly/2yUIoy8

💬   🔁   ♡ 4

Vernon Chang @MoVernie · 22 Oct 2018
I just voted, via online! So easy! I did my "**Markham Votes**" via online, it's easy, type in the assigned password & I can vote online, so easy, efficient.

Peeps! U have no excuse not to vote especially u can vote online. #VotedOnline #GoVote #MunicipalElection2018 @markhamvotes

💬 2   🔁   ♡ 2

monica rzepecki ♡ @MonicaRzepecki · 22 Oct 2018
Thank you @cityofmarkham and @markhamvotes for having an online voting option. Super easy and painless. #MkmPoli #VotingDay

💬 1   🔁   ♡ 7

Kristin Walcott-Dass ✨ @nitsirk_ · 22 Oct 2018
I was literally up 2:30am this morning to vote. You don't have an excuse when you can vote online. #MunicipalElections2018 #MarkhamVotes

💬 1   🔁   ♡ 7

Taleen @taldeee · 22 Oct 2018
Just voted! The online voting option made voting so much easier. Vote vote vote! #MarkhamVotes #MkmPoli #MunicipalElections2018

💬 1   🔁   ♡ 2

Voters by Age

Voters' List Revisions

Revision period: September 1 – October 22, 2018

7,802 Total Revisions

4,748 Voters Added

2,900 Voters Updated

21,487 Online Voter Lookups
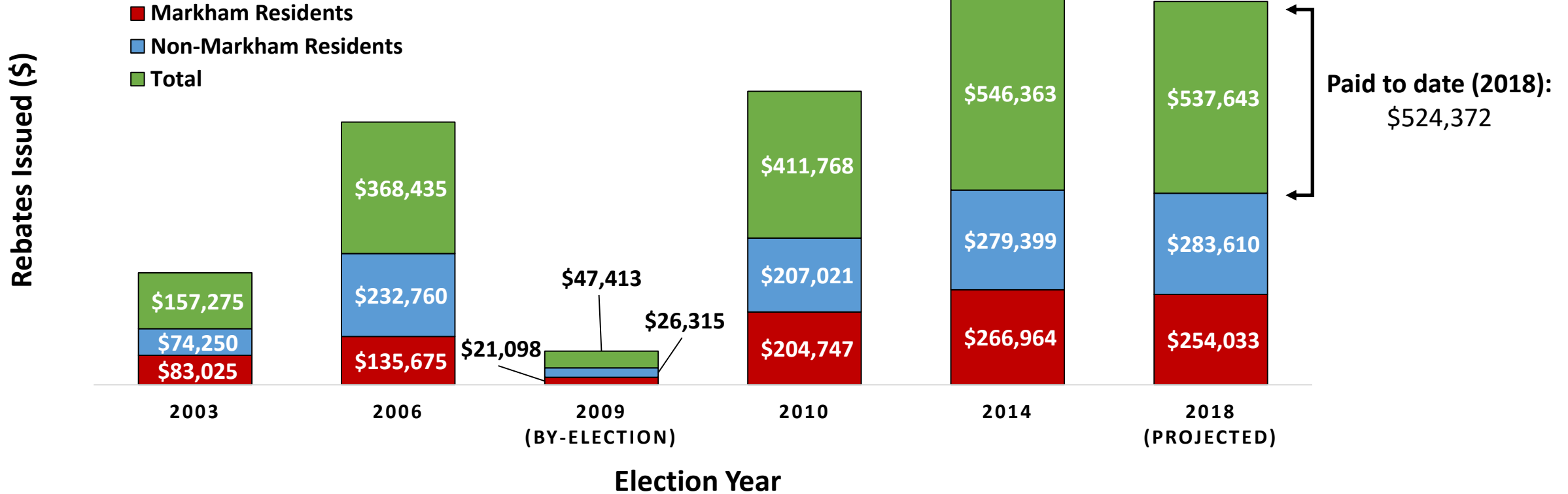
1,866 Online Revisions

Election Budget

- Under the *Municipal Elections Act,* all costs incurred in conducting an election are to be paid by the municipality

- 2018 Municipal Election Budget: $1.2 million

- Election Reserve fund maintained annually to cover the costs of an election

- Budget allocation has remained constant in each of the previous two Markham municipal Elections

Candidate Contribution Rebate Program

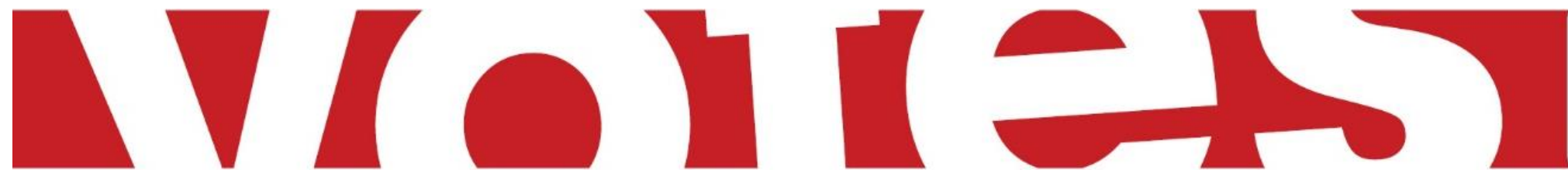## Contribution Rebates Issued in Markham Municipal Elections
(2003 – 2018)

Legend:
- ■ Markham Residents (red)
- ■ Non-Markham Residents (blue)
- ■ Total (green)

Y-axis: Rebates Issued ($)
X-axis: Election Year

2003
- Total: $157,275
- Non-Markham Residents: $74,250
- Markham Residents: $83,025

2006
- Total: $368,435
- Non-Markham Residents: $232,760
- Markham Residents: $135,675

2009 (BY-ELECTION)
- Total: $47,413
- Non-Markham Residents: $26,315
- Markham Residents: $21,098

2010
- Total: $411,768
- Non-Markham Residents: $207,021
- Markham Residents: $204,747

2014
- Total: $546,363
- Non-Markham Residents: $279,399
- Markham Residents: $266,964

2018 (PROJECTED)
- Total: $537,643
- Non-Markham Residents: $283,610
- Markham Residents: $254,033

Paid to date (2018): $524,372

Looking Ahead

2022 & Beyond

Key Concerns Raised

- Quality of the Voters' List

- Candidate misconduct
  - Allegations of electoral fraud (VIP collection, "assisted" voting)
  - Misuse of corporate resources for campaign purposes
  - Misuse of the Voters' List / voter harassment

- Timing of unofficial results

Next Steps

- Updated independent risk assessment of online voting

- Continue to advocate for legislative reform
  - ➢ Voters' List
  - ➢ Oversight of electoral offences
  - ➢ Legal, technical, and operational standards and guidelines for online voting

Thank You