

**THE CORPORATION OF THE TOWNSHIP OF LAKE OF BAYS  
REPORT**

**TO:** Mayor Peake and Members of Council  
**FROM:** Michelle Percival, Municipal Clerk  
**DATE:** December 8, 2009  
**RE:** Elections 2010

**RECOMMENDATION:**

Be it resolved that the Township of Lake of Bays adopt the following by-laws for the upcoming 2010 municipal election:

By-law 09-150 to authorize the electors to use an alternative method of voting that does not require electors to attend at a voting place in order to vote and being a by-law to provide for a continuous advance vote for the Corporation of the Township of Lake of Bays; and

By-law 09-151 to authorize the use of optical scanning vote tabulators for the purpose of counting votes for the municipal election 2010

**BACKGROUND:**

Wow! How fast 3 years has gone by and we're now coming up to the 4<sup>th</sup> year in the term of Council and an election is on the horizon.

In 2006, I reported on the following areas that needed to be addressed for the 2010 election to operate an efficient, organized and secured election. The major change is the development of the kits which includes the declaration forms, etc. After conversing with our 2006 supplier, DataFix, and having a discussion at the AMCTO Zone 5 meeting with the CAO/Clerk Treasurer of Wollaston, it appears that the issues have been tested and rectified. Noted below are the issues for 2006 and changes that will take place for 2010 to address the issues:

**2006 Issues**

- (a) Election team to be more accessible in other parts of the municipality to accommodate:
- Dropping off of ballots;
  - Add or amend the voters list; or
  - Pick up new mail-in kit.
- (b) The development of the kits, which includes the declaration form etc, will be reviewed in more detail with the supplier.

**2010 Changes**

- (a) Increase municipal access by setting up information centers in Dorset and Hillside, in addition to our regular sites, Baysville and Dwight prior to election day.
- (b) DataFix surveyed their "Mail-In Voting Customers" and has identified four key objectives for improving the performance of the kit:

i) **Simplified Instructions**

Comprehensive kit design that incorporates the following:

- Coloured highlights on the Declaration and Instruction sheet
- Simplified language for improved reading comprehension
- Improved checklist on the back of the yellow return envelope
- Labeled Declaration form

ii) **Improved Return Envelope**



DataFix worked closely with Canada Post to introduce a completely new double-window yellow return envelope. The elector will immediately notice if they have forgotten to include the declaration form or if it's in the secrecy envelope.

In addition, the mailing address and business reply (double window) are printed on both sides of the Declaration form.

iii) **Process Improvements**

Blank Mail-In Voting kits will be mailed to the Township before the regular kits are sent through Canada Post. This will enable us to respond immediately to electors who advise that they have not received a kit.

iv) **Focus Testing**

Datafix evaluated a number of focus testing options for the new Mail-In Voting Kit in a controlled environment until January 2008. The Town of Fort Frances and the Township of Wollaston used the new kits for their municipalities' by-elections. The results from the election were overwhelmingly positive, with Wollaston reporting a spoiled ballot percentage of less than 1 percent; in addition, the turnout in Wollaston was actually higher for the by-law election than for the 2006 municipal election.

The following are quotes from Wollaston Township and Town of Fort Frances:

1. "Thank you for allowing us to be a pilot project for the new (kit). The mail-in vote for our recent by-election was successful thanks to the changes you made to the (kit).

We also received very positive feedback from voters regarding the simplicity of the process.

All in all we were very pleased with the process and I've enjoyed working with (Datafix)."

Marilyn Brickles  
CAO/Clerk Treasurer  
Wollaston Township

2. "I have reviewed the various reasons for the spoiled/rejected ballots that could not be counted in the last by-election. None of the spoiled/rejected ballots can be attributed to any deficiency or weakness in the voter kits prepared by DataFix.

Once again, it has been a pleasure having the staff of DataFix as a resource and MVV as a working tool in our election process."

Glenn W. Treftlin, A.M.C.T.  
Town Clerk  
Town of Fort Frances

The Township of Lake of Bays has used Vote By Mail-In Ballot (VBM) over a number of years and utilized the Optical Scan Tabulators for the first time in 2006. The combination of the process proved to be very successful and the election ran efficiently and accurately while maintaining integrity and security of the voter. The VBM is still very popular amongst the different municipalities in Ontario. The VBM process has advantages and disadvantages as show in Table "A" below. With that said, it is recommended that for the 2010 election to continue to use the alternate voting method of Vote By Mail along with the tabulators.

**Table "A"**  
**Mail-in Ballot Voting with Optical Scan Tabulating**

<b>Advantages</b>	<b>Disadvantages</b>
Accurate count	Unsupervised voting
No voting locations, therefore reduced staffing requirements	Voting kit maybe stolen and get into another person's hand-mail fraud.
Elector may drop off ballot to central location	Canada Post must ensure mail out, with ballot, was accurate and that the return ballots are received through system on time (Election Day)
Anytime, anywhere voting during the voting period	The ballot must be marked with a pen/pencil that the tabulator will read
Eliminates traditional advance voting	
No proxies	
Audit trail/provision for recount	
Feed ballots into machines as they are received during the election period- tabulation in central location, but no totals	
Results within 10 to 20 minutes on Election Day after 8 p.m.	
Longer voting period	

**Alternatives**

A variety of "alternative" voting methods have been deployed by many municipalities in Ontario. The reasons for this are strongly based on improved convenience, greater accessibility and the opportunity for increased voter turnout.

The following are the different alternatives:

- a. Traditional method – paper ballot
- b. Vote by mail in ballot
- c. Internet voting
- d. Touch screens
- e. Voting by telephone

While we continue to use Vote By Mail because of our resident and non resident based population, in the 2014 election to would be advantageous to review other alternatives such as "internet voting" or "voting by telephone". Of course there will be advantages and disadvantages for all methods; the future is ours to discover.

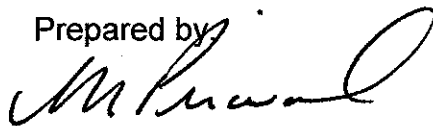
**Financial Impact**

Table "B" is an approximate break down of election expenses for 2010:

**Table "B"  
Election Expenses (approx)**

Description	\$
<b>Contribution from Reserve</b>	<b>30,000.</b>
Ballots, Bar-coding, Municipal Voter View	12,000.
Postage	6,000.
Training	2,000.
Tabulators (2 plus 1 backup)	5,000.
Supplies	1,500.
Advertising	1,500.
Staff	5,000.
Legal	1,000.
Inaugural	1,000.
Contingency @ 20%	7,000.
<b>Total</b>	<b>42,000.</b>
<b>Net Levy</b>	<b>12,000.</b>

Prepared by,



Michelle Percival, CMM III  
Municipal Clerk

Reviewed by,



Don H. Chevalier  
CAO/Treasurer

## References

1. Election Training – AMCTO Municipal Elections Manual 2010
2. AMCTO Zone 5 meeting – notes
3. Election report – author Michelle Percival, dated January 30, 2007
4. Marilyn Brickles, CAO/Clerk Treasurer, Wollaston Township
5. Glenn W. Treftlin, A.M.C.T., Town Clerk, Town of Fort Frances
6. DataFix (supplier), Jim Stewart, Director – Election Services