

The Corporation of the Town of Ajax

## GENERAL GOVERNMENT COMMITTEE



Thursday, January 22, 2015

**Open Meeting at 2:00 p.m.**

River Plate Room, Town Hall

65 Harwood Avenue South

### PRESENTATIONS

*Alternative formats available upon request by contacting:*

*[sarah.moore@ajax.ca](mailto:sarah.moore@ajax.ca) or 905-619-2529 ext. 3347*

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Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To manoeuver back to the agenda page use the **Ctrl + Home** keys simultaneously

#### 5. Presentations / Discussion

- 4.6 **2014 Social Infrastructure Fund**, T. Vaughan-Barrett, Director of Recreation Services / C. Da Silva, Community Development Coordinator
- 5.1 **2014 Municipal Election: Debrief & Assessment**, M. de Rond, Director of Legislative & Information Services/ Town Clerk / N. Wellsbury, Manager of Legislative Services / Deputy Clerk

The left side of the slide features a decorative design. It includes a vertical bar with a fine grid pattern, several thin vertical lines in different shades of gray, and a cluster of five dark blue circles of varying sizes. The largest circle is at the top, with others arranged in a descending, staggered pattern below it.

# SOCIAL INFRASTRUCTURE FUND 2014 PROJECTS

Cayla S. Da Silva  
Recreation & Culture  
January 22, 2015

# SOCIAL INFRASTRUCTURE FUND

## Streams:

- Community Organizations (not-for-profit)
- Connecting Neighbours (SNS)

## Categories:

- Child and youth engagement
- Neighbourhood development and capacity building
- Engagement of communities of interest (i.e. cultural groups, LGBTQ, seniors, low income populations) to have greater access to community programs and service



# SIF (2014) FINANCIAL INVESTMENTS

	<b>Community Organizations</b>	<b>Neighbourhoods</b>	<b>Neighbourhood Materials</b>	<b>Totals</b>
Cash	\$27,132	\$11,816.73	\$1,417.53	\$40,366.26
In-kind	\$747.51	\$4,241.74	N/A	\$4,989.25
Totals	\$27,879.51	\$16,058.47	\$1,417.53	<b>\$45,355.51</b>



## COMMUNITY ORGANIZATIONS

- **Girls Incorporated of Durham**  
Mind+Body Active Families and Nutrition Workshops - \$7,500
- **Community Justice Alternatives of Durham Region**  
C.A.L.M.: Conflict, Anger, Learning Communication & Meditation - \$9,080
- **Boys & Girls Club of Durham**  
Community Recreational Excursion Opportunity - \$3,552
- **Pak Canadian Society of Durham**  
Sufi Tunes – The Music of Peace - \$2,000
- **Pickering Community Concert Band**  
Building Cultural Musical Capacity - \$5,000



## NEIGHBOURHOODS

- **Audley North**

Community Socials (2) & Neighbourhood Watch Celebration - \$4,015.76

- **Lakeside**

Summer Family Fest & Bumblebee Park Social - \$2,400

- **Applecroft**

Funstival - \$1,500

- **Salem Heights**

Holiday Meet and Greet - \$400

- **Westney Heights**

Street Gathering - \$1,500



# REBRANDING

- **IMPACT** Ajax Fund
- Testimonial Video
- Application Launch: **Monday, February 2, 2015**
- Information Session:

Wednesday, February 11, 2015

Council Chambers

6:00 PM – Neighbourhoods

7:00PM – Community Organizations

- Application Deadline: **Friday, March 20, 2015**



# IMPACT AJAX FUND

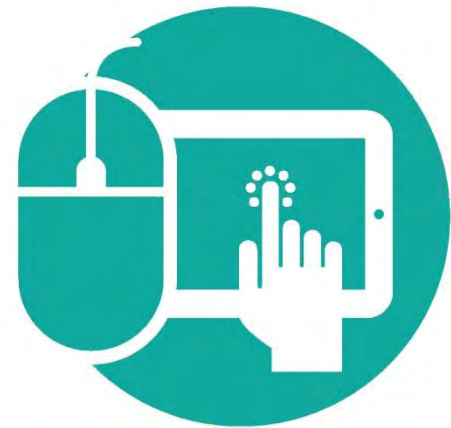
- Questions?





# POST-ELECTION ASSESSMENT

GGC – JAN 22, 2014



# Agenda

- Refresher on the Ajax Election model
- Post-Election Accessibility Report
- Voting Statistics (voting patterns, voter behavior, turnout, etc.)
- Voter Satisfaction & Survey results
- Areas for Improvement & the future of Ajax Elections



# “The Ajax Model”

- 8 Days of Voting – October 20-27, 2014
- Internet & Telephone options
- Advance & Special Polls
- 10 Election Day polls with e-voting kiosks

October 20-27, 2014						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
19	20 <b>VOTE!</b> Starting at 10 a.m. Vote by phone & online 24 h/day <b>Town Hall</b> 65 Harwood Ave. S. Council Chambers 10 a.m. to 4 p.m.	21 <b>VOTE!</b> Vote by phone & online 24 h/day <b>Town Hall</b> 65 Harwood Ave. S. Council Chambers 10 a.m. to 4 p.m.	22 <b>VOTE!</b> Vote by phone & online 24 h/day <b>Town Hall</b> 65 Harwood Ave. S. Council Chambers 10 a.m. to 4 p.m. <b>Ajax Community Centre</b> 75 Centennial Rd. HMS Room 4 p.m. to 8 p.m.	23 <b>VOTE!</b> Vote by phone & online 24 h/day <b>McLean Community Centre</b> 95 Magill Dr. Banquet Hall 4 p.m. to 8 p.m.	24 <b>VOTE!</b> Vote by phone & online 24 h/day	25 <b>VOTE!</b> Vote by phone & online 24 h/day <b>McLean Community Centre</b> 95 Magill Dr. Banquet Hall 4 p.m. to 8 p.m.
26 <b>VOTE!</b> Vote by phone & online 24 h/day <b>Ajax Community Centre</b> 75 Centennial Rd. HMS Room 10 a.m. to 4 p.m.	27 <b>VOTE!</b> <b>Election Day</b> All polls are open 10 a.m. to 8 p.m. Vote anywhere! For all 10 voting locations visit <a href="http://ajaxvotes2014.ca">ajaxvotes2014.ca</a> or refer to your Voter Information Letter. Vote by phone & online until 8 p.m.	<b>REVISION CENTRES</b> Visit one of six Revision Centres being held in September to ensure you're on the voters list. Visit <a href="http://ajaxvotes2014.ca">ajaxvotes2014.ca</a> for dates and locations.				

**BRING ON THE VOTE**

Oct. 20 to 27, 2014  
905-619-2529, ext VOTE (8683)  
[ajaxvotes2014.ca](http://ajaxvotes2014.ca)

online

phone

polls

Town of **Ajax**  
By the Lake

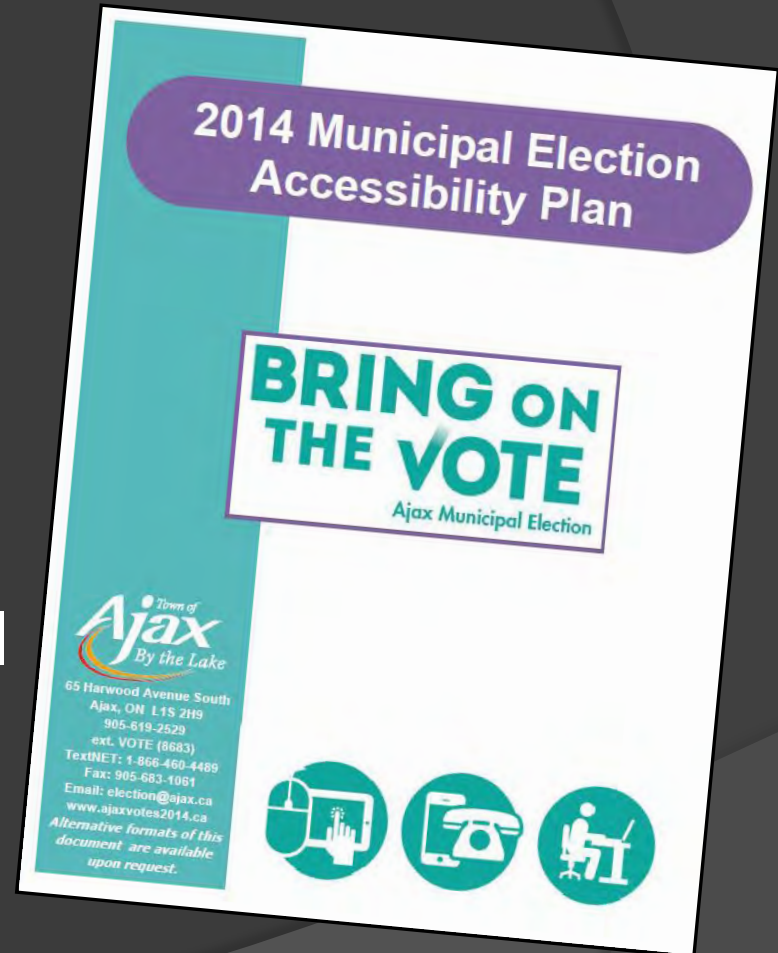
# Election Accessibility Planning

## Municipal Elections Act:

- Have regard for the needs of persons with disabilities
- Accessible voting places
- Post-election accessibility report submitted to Council

## Proactive effort:

- Election Accessibility Plan



# Accessibility Initiatives

- ◉ Voting methods
  - ✓ Online, telephone, in person
- ◉ Voting place locations
  - ✓ 10 sites
  - ✓ Vote-anywhere
- ◉ Voter Assistance
  - ✓ Special polls
- ◉ Elections Officers
  - ✓ Accommodations
  - ✓ Accessible customer service
- ◉ Communications
  - ✓ Multi-media
  - ✓ Community outreach





# Post-Election Accessibility Report



## Opportunities for Improvement:

- Physical set-up of voting place
- Multiple site audits of voting places
- Parking
- User-interface of online/phone voting
- Touch-screen kiosks
- Additional outreach / special polling opportunities
- Election officers
- Alternative formats



# Election Statistics

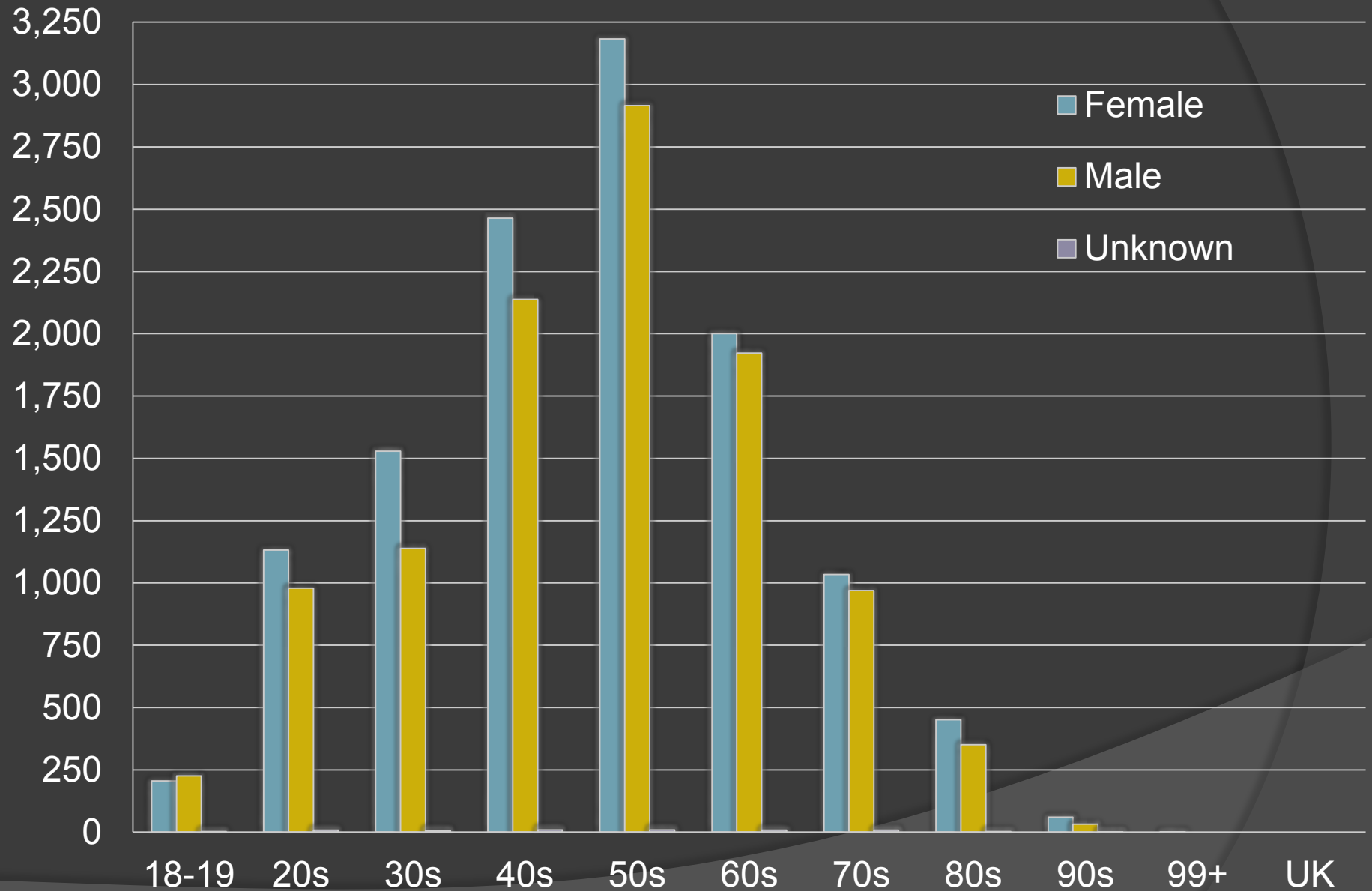


# Voter Turnout – 2010 vs. 2014

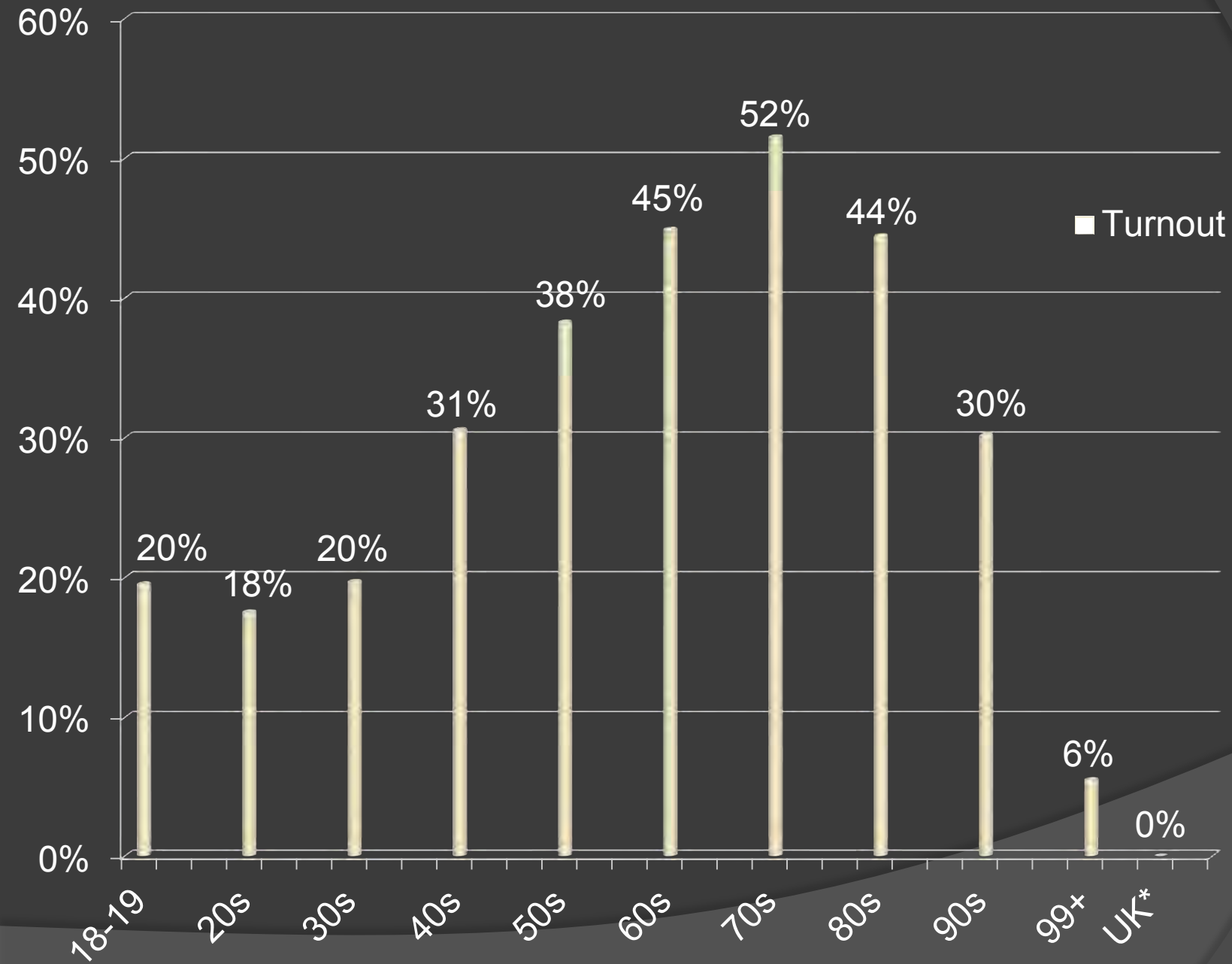




# Participated Voters by Age and Gender

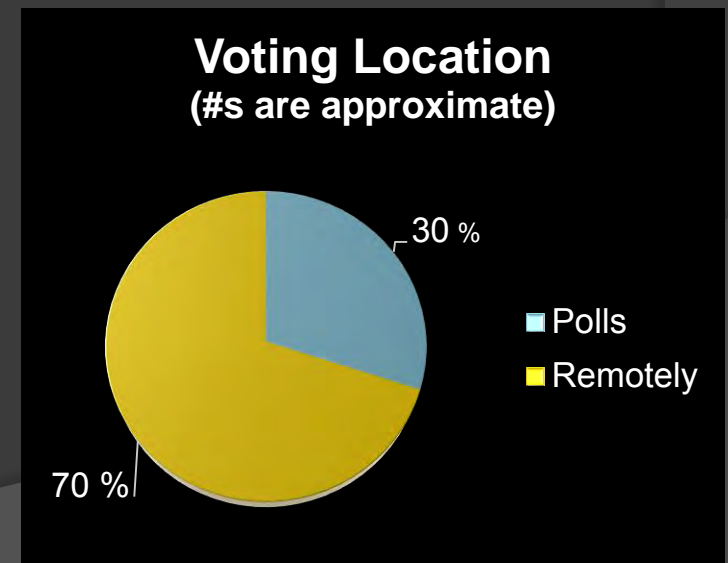
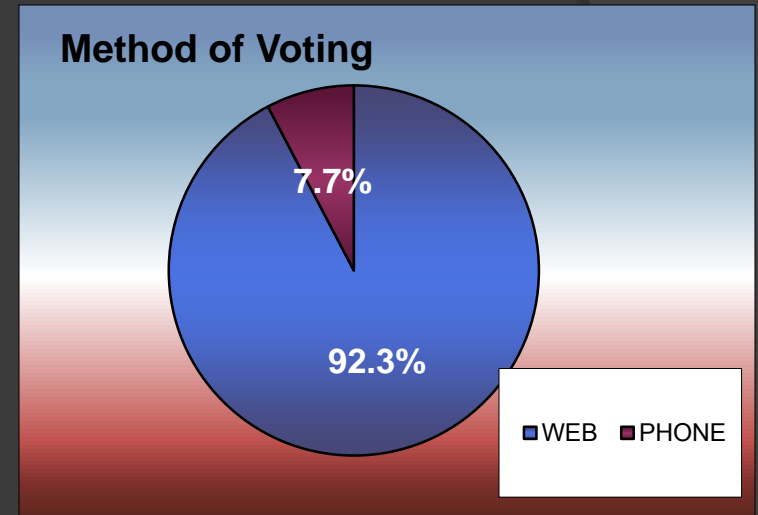


# % Turnout by Age Category

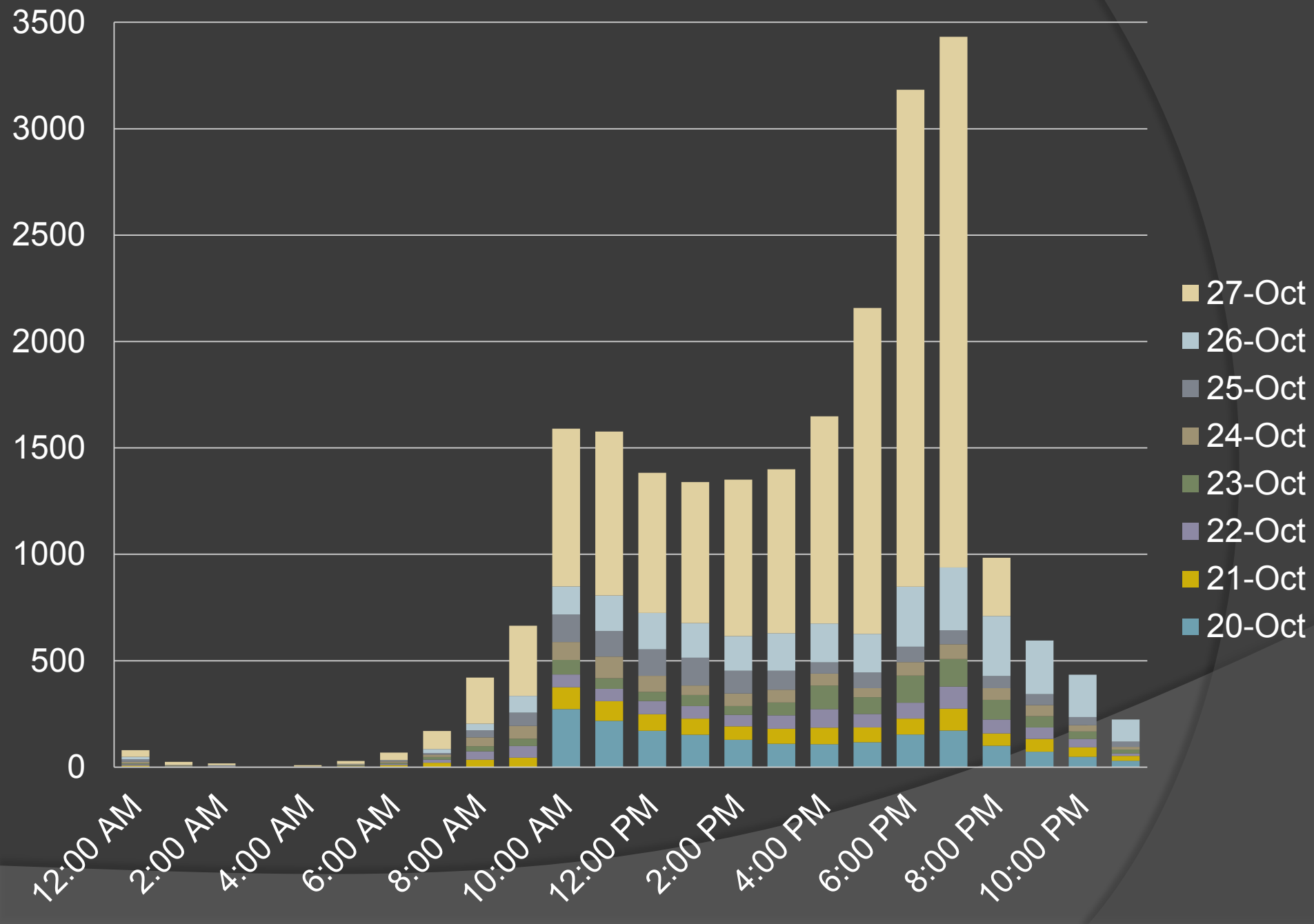


# Voting by Method & Device

Device	Operating System	Voter Sessions	%
Computer	Linux	88	87%
	Macintosh	1,716	
	Windows 7	12,734	
	Windows 98	1	
	Windows NT	2,395	
	Windows Vista	739	
	Windows XP	1,441	
Smart Phone	Android	614	5%
	Blackberry	49	
	iPhone	330	
	Windows	6	
Tablet	Blackberry Playbook	16	8%
	HP	5	
	iPad	1,829	
Other	iPod	4	<1%



## Voter Sessions by Time



# Voter Satisfaction & Survey Results



MUNK  
SCHOOL  
OF  
GLOBAL  
AFFAIRS



UNIVERSITY OF  
TORONTO

# Online Voter Satisfaction Rate: 97.8%

How satisfied were you with the online voting process?



# Twitter Activity



- “I just did my civic duty! Thanks @townofajax for making it so easy!! #AjaxVotes #online voting”
- “Best voting experience ever!! Thank you #TownofAjax for allowing your residents to vote online”
- “@townofajax getting my 72 year old mom on the voting list. She wanted to experience online voting.”
- “I was pleasantly surprised how easy and quick online voting was. Hope it comes to Prov and Fed elections too. Great job!”
- “Just voted online. In my pyjamas. Quick, easy, fantastic. Thanks @townofajax.  
#WorkingMomNoTime

# Twitter Activity, cont'd



- “Easiest 10 mins spent today? Voting online for municipal elections! Yup! Online Voting! Benefit of living in the @townofajax! Go Vote!
- “Oh hey Toronto. I voted on Saturday night at home in my PJs while watching the game. Have fun today in the line. #AjaxVotes #21stCenturyVoting
- @CP24 I just spent the last 3 minutes voting online... with my feet up... eating lunch outside. @townofajax #avoidthepolls
- “It’s a brave new world. Cast my municipal ballot online while making dinner. Embrace technology. @town of ajax #ajaxpoli14 #technology






# Impact on turnout??

## Q4 - If you didn't have the option to vote online, would you still have voted?

Definitely no		83	2.45%
Probably no		367	10.85%
Probably yes		674	19.92%
Definitely yes		2189	64.69%
Dont Know		71	2.10%
<b>Total</b>		<b>3384</b>	<b>100.00%</b>

## Q3 - What is the main reason you chose to vote online in the 2014 Municipal Election?

Convenience		2639	77.98%
Accessibility		197	5.82%
Wanted to try something new/ Interest		284	8.39%
Suggestion from a Friend(s) or Family member(s)		32	0.95%
Suggestion from a Candidate		12	0.35%
Positive past experience with voting online		7	0.21%
Privacy		18	0.53%
Internet and telephone voting were my only choices		57	1.68%
Other (please specify) :		92	2.72%
It was the only method of voting offered in my municipality		46	1.36%
<b>Total</b>		<b>3384</b>	<b>100.00%</b>

# Ajacians Online

- 90% of respondents agreed or strongly agreed with the statement, “I feel I have a pretty good knowledge of computers and the internet.”
- 98% of Ajax respondents indicated that they access the internet with great regularity.



# Communicating internet voting to electors



## Q1 - How did you hear about Internet voting for the 2014 Municipal Election?

Voter Information Package	2174	63.57%
Local newspaper notices	745	21.78%
Municipal website	379	11.08%
Municipal social media (Facebook page or Twitter)	134	3.92%
Other website(s)	27	0.79%
Newspaper, TV or radio news article	690	20.18%
Promotional poster or flyer	354	10.35%
Community centre news board	146	4.27%
Candidate(s)	244	7.13%
Friend(s) or Family member(s)	367	10.73%
Word of mouth	279	8.16%
Internet Voting Vendor	50	1.46%
Other (please specify) :	156	4.56%
<b>Total</b>	<b>3420</b>	<b>100.00%</b>

# Areas for Improvement & the Future of Ajax Elections

# Priority 1: Improve in-person Voting

- ⦿ Fewer polling locations with many more resources
- ⦿ Better technology (high-end computers and touch-screens, faster internet connections)
- ⦿ Better setup (more spacious kiosks, greater privacy, fewer visible cords)



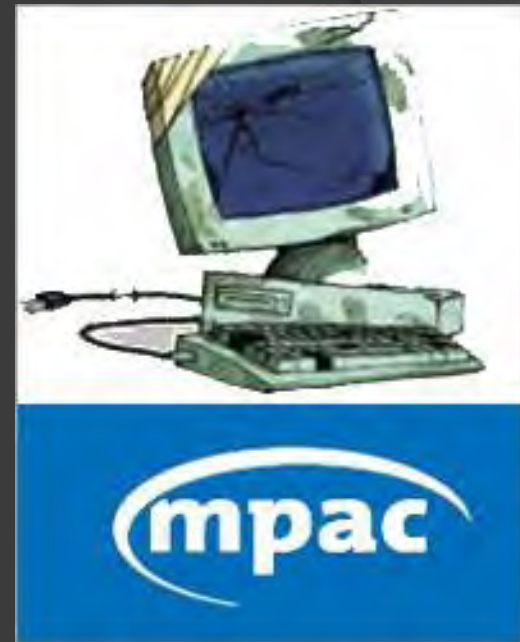
# Priority 2: Change Voter Behavior

- ◉ Strongly encourage remote/independent voting and Early Voting
- ◉ Promote telephone option for those who don't use computers
- ◉ Emphasize that polls are for persons requiring assistance
- ◉ Do more to ensure that Revisions to the list are processed in advance of the voting period



# Priority 3: Improve voter data

- Continue to pressure MPAC to improve enumeration practices and list accuracy
- To the extent that privacy considerations allow, scrub and cross-reference data with existing databases (VTAX, Amanda, Customer feedback, Class, Library data, etc.)
- Considering conducting our own enumeration



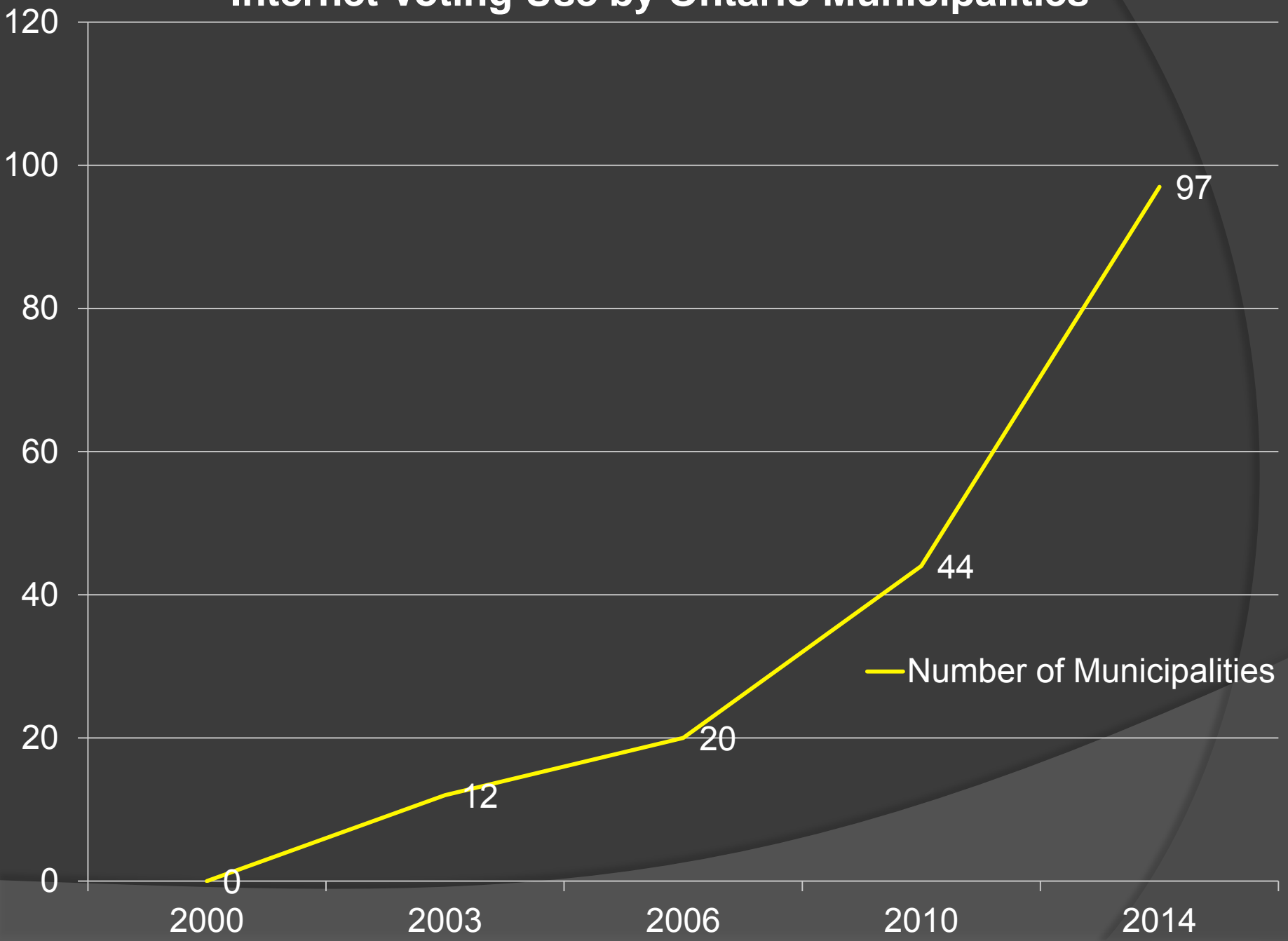


# Other

- ⦿ Improve results release
- ⦿ Improve voting website
- ⦿ Expand special polls to include more locations (e.g. Hubbard Station, Post Hill)
- ⦿ Staff Voter Help Line during additional hours leading up to Election



# Internet Voting Use by Ontario Municipalities



# Next Steps

- February 2015 – Use of Corporate Resources for Election Purposes Policy
- Spring/Summer 2015 – Temporary Sign By-law
- Spring 2016 – Candidate Contribution Rebate program
- Spring 2017 – Voting Methods for the 2018 Municipal Election
- *TBD* – Ward Boundary Review (pending Regional Council composition review)

Questions?