

HAVE YOUR SAY.
LOG ON TODAY.

Declared Candidates Communication Toolkit
March 31, 2014

Contents

- Purpose 3
- Key Messages..... 4
- Written Material 5
- User Guide 7
- Q&A..... 8

Purpose

The purpose of this document is to provide our municipal partners with the materials they need to assist MPAC in promoting voterlookup.ca province-wide. One of our major goals at MPAC is to improve the products and services we offer our stakeholders through greater innovation and cost-saving initiatives.

With your help and support, we can develop a system that improves current electoral processes; delivers real cost savings to all Ontarians and most importantly, better serves all Ontarians.

This new online system will create a platform for shared responsibility that allows Ontarians to take an active role in maintaining accurate and up-to-date electoral lists.

The following messaging and marketing information will hopefully assist you in promoting voterlookup.ca to members of your community so they may confirm and/or update their electoral eligibility.

Key Messages

Key messages are the core messages you want your target audiences to hear and remember. The following key messages provide strong statements about voterlookup.ca; the benefits of the site and why people need to log on to make sure they are on the list of voters for municipal and school board elections.

- It is the responsibility of every elector to make sure they are eligible to vote. voterlookup.ca is the easiest and most efficient way for electors to confirm they are on the Preliminary List of Electors for the upcoming municipal and school board elections.
- voterlookup.ca will provide municipalities with accurate and up-to-date information for preparing the final Voters' List used on election day, making it easier and more efficient when electors head to the polls.
- voterlookup.ca was designed with privacy and security in mind, and was built in accordance with the Privacy by Design principles.
- Similar online systems are already in place and working well in other electoral jurisdictions.
- voterlookup.ca establishes a platform of shared responsibility that enables electors to take an active role in maintaining accurate and up-to-date elector information for the purposes of municipal and school board elections

Written Materials for use by Declared Candidates

The following material can be used to promote voterlookup.ca on various traditional media and social media channels that you may have access to.

Facebook – posts

voterlookup.ca is a new online service available to eligible electors. Using this service, electors can ensure that their information is correctly reflected for the upcoming municipal and school board elections. Have your say. Log on today!

Planning to vote in the upcoming municipal election? Visit voterlookup.ca to make sure your elector information is accurate and up-to-date.

How many electors do you think are confirmed as eligible for the upcoming municipal election? Are you? Find out at voterlookup.ca. Have your say. Log on today.

If you've moved in the last several years, you may need to update your information on voterlookup.ca to ensure you are eligible to vote in the municipal election in which you now own/occupy property.

Twitter update (tweets) - #haveyoursay

Want to vote in the 2014 municipal election? Find out if you're confirmed as an eligible elector, visit: voterlookup.ca

Are you a new resident in [municipality]? Make sure your electoral information is confirmed/updated. voterlookup.ca

Looking forward to municipal election? Have your say. Log on today. voterlookup.ca

Do you want to have a say in the municipal election? Confirm/update your electoral information at voterlookup.ca

Website copy

Short form: Eligible to vote? Visit voterlookup.ca to confirm your elector eligibility for the upcoming municipal election. Have your say. Log on today.

Medium form: Are you recorded as an eligible elector for the upcoming municipal election?

voterlookup.ca allows electors to confirm whether they are on the Preliminary List of Electors, used to prepare the Voters' List for election day. Visit voterlookup.ca to confirm and update your elector details. Have your say. Log on today.

For more information, please contact (municipality info) or MPAC at 1 866 296-6722.

Long form: Are you recorded as an eligible elector for the upcoming municipal and school board elections?

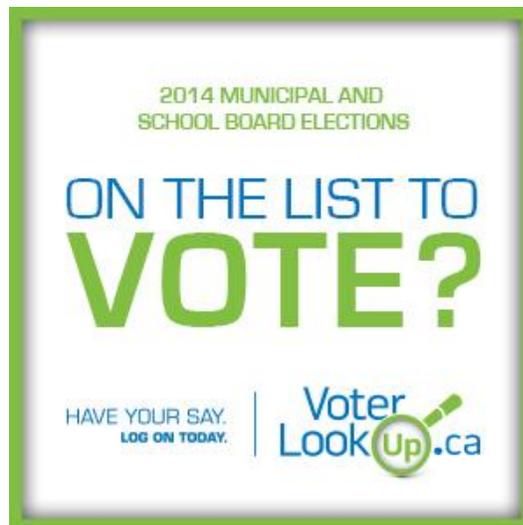
Potential electors can visit voterlookup.ca to confirm and/or update their electoral information in a few easy steps. You can also change/update your school support for electoral purposes and add names to your property address.

Updating this information will help to ensure that Voters' Lists, prepared by the municipality, are accurate and up-to-date in preparation for municipal and school board elections occurring this fall.

Find out ahead of time if you are an eligible elector. Visit voterlookup.ca or call 1-866-296-6722. Have your say. Log on today.

Website button/widgets

You have access to four widgets/buttons in portrait, landscape and square formats. They are included with this package in a web-ready format. You may wish to use them with the above website text or on a specific area of your website.



Copy to accompany widget

- *Confirm your elector eligibility for the municipal and school board elections this fall - Click on the button or call 1-866-296-6722 to learn more.*
- *Click on the button to ensure your information is confirmed/updated for this year's municipal and school board elections at voterlookup.ca or call 1-866-296-6722.*

User Guide

The following user guide explains how simple it is to log on to voterlookup.ca to confirm/update your information. You may wish to add this to material that will be issued to members of your community or post it on your social media/web site.

voterlookup.ca is the easiest way to ensure you are on the Preliminary List of Electors for the upcoming municipal elections. Using voterlookuUp.ca is as easy as 1-2-3.

1. Go to www.voterlookup.ca.
2. You will need to have the following on hand: your property address or assessment roll number and your full name and date of birth.
3. Enter either your personal information or your assessment roll number. Click **Next**. You may be asked to confirm additional information. Simply follow the prompts that appear.
You're done!

Frequently Asked Questions

The following Q&As will help you answer any question you may receive from members of your community or other interested parties.

What is voterlookup.ca ?

voterlookup.ca is an online service available to electors. Using voterlookup.ca, electors can confirm and update their electoral information for the purposes of the Preliminary List of Electors for the upcoming municipal and school board elections.

Who administers voterlookup.ca?

The Municipal Property Assessment Corporation (MPAC) administers voterlookup.ca. MPAC is a not-for-profit corporation mandated by the Government of Ontario to conduct property assessments for tax purposes on behalf of municipalities, and is legislated to provide municipalities with a Preliminary List of Electors in a municipal election year. This list is used by Municipal Clerks to produce the final Voters' List used for the election.

What is enumeration?

Enumeration is another word for compiling a list. Information confirmed and collected through voterlookup.ca will be used to compile information for the purposes of preparing the Preliminary List of Electors that MPAC is legislated to provide in support of municipal and school board elections.

Why should I use voterlookup.ca?

The information confirmed and collected through voterlookup.ca will be used to compile the Preliminary List of Electors that MPAC is legislated to provide in support of municipal and school board elections. The Municipal Clerk uses this list to create the final Voters' List. Confirming your elector eligibility now will make for an easier process when it is time to vote.

Can I still vote in the upcoming municipal election if I don't register at voterlookup.ca?

Yes, although you will have to bring required proof as you may be asked to provide this. Contact your Municipal Clerk's office for more information on what is required.

Is voterlookup.ca available in French?

All the features of voterlookup.ca are available in French.

What information do I need to provide to register at voterlookup.ca?

You will need to provide the name of your city/town/village, full name, date of birth and either your property address and; or assessment roll number.

What do I do if voterlookup.ca tells me my information is not registered in the system or I have concerns/disagree with the information provided?

Double-check the information you have entered to ensure it is correct. If you have questions/concerns or prefer to speak with someone by phone, call 1-866-296-6722.

Do I have to register on voterlookup.ca?

There is no legal requirement to confirm your elector eligibility using voterlookup.ca.

Why has a new system been introduced to compile the information used to create the final Voters' List?

voterlookup.ca enables electors to actively participate in ensuring that their electoral information is accurate and up-to-date for the upcoming municipal and school board elections through the flexibility of an online service. voterlookup.ca is replacing the traditional Municipal Enumeration Form mail-in system that was less efficient and less effective in gathering information.

Is this project related with voting in the upcoming provincial election?

No. voterlookup.ca is an online service used to compile information for the Preliminary List of Electors that MPAC provides to support municipal and school board elections that will occur this fall.

Will my information be secure online?

voterlookup.ca was created harnessing the latest technology and designed using the Information and Privacy Commissioner of Ontario Privacy by Design principles. The site has been thoroughly reviewed by MPAC's legal counsel and our Freedom of Information Manager to ensure it meets the requirements in the *Municipal Freedom of Information and Protection of Privacy Act*.

How does voterlookup.ca differ from the MEF mail out?

voterlookup.ca is a more efficient method of collecting voter information, replacing the previous paper-driven process. The site features a declaration component which requires the user to verify that the information is 'true and accurate'. This approach is no different than other data collection methods employed in the past including, door-to-door visits, telephone calls or the MEF mail-out.

Is voterlookup.ca affected by the HeartBleed bug?

voterlookup.ca is not impacted by the HeartBleed internet bug (OpenSSL bug).

Will my personal information be shared or sold?

Information from voterlookup.ca is provided to municipalities in the Preliminary List of Electors for the sole use of the upcoming municipal and school board elections. MPAC takes privacy seriously. *Municipal Freedom of Information and Protection of Privacy Act* requirements state that information shared with MPAC for electoral purposes may only be shared with other electoral agencies.

