## Report to Committee

| To: | General Purposes Committee | Date: | March 3, 2014 |
| :--- | :--- | :--- | :--- |
| From: | David Weber | File: | 12-8125-70-01/Nol 01 |
|  | Director, City Clerk's Office |  |  |
| Re: | Options for the 2014 General Local Election |  |  |

## Staff Recommendation

## That:

(1) based on the option selected, staff be authorized to take all necessary steps to conduct and make arrangements for the 2014 General Local Election;
(2) staff bring forward any appropriate bylaw amendments, as required, pertaining to the 2014 General Local Election; and
(3) one-time additional funding be approved from the General Contingency Account, in the amount corresponding to the option selected.


David Weber
Director, City Clerk's Office
(604-276-4098)

| REPORT CONCURRENCE |  |
| :--- | :--- |
| CONCURRENCE OF GENERAL MANAGER |  |
| REVIEWED BY STAFF REPORT / |  |
| AGENDA REVIEW SUBCOMMITTEE | INTIALs: |

## Staff Report

## Origin

For the 2011 General Local Election, a number of new initiatives were introduced which were aimed at providing improved information to the voting public and removing barriers to voting. These new initiatives were funded on a one-time additional level basis and were not necessarily intended to become a permanent part of the election program, but were meant to be implemented on a trial basis (a general description and overview of the Richmond Election Program is included as Attachment 1). One of the main initiatives was the "vote anywhere" initiative, which introduced an at-large approach to voting - a departure from the previous divisional voting model.

On November 4, 2013, the General Purposes Committee considered a report on the election program and adopted the following referral motion:

That the staff report titled "2014 General Local and School Election Program and Budget" be referred back to staff for further analysis on:
(1) The Vote Anywhere approach regarding the Surrey experience and others that should be considered;
(2) Mall voting;
(3) Restructuring the polls with more voting places; and
(4) Strategies for the use of social media.

Information in response to this referral, which provides background information for this report, is detailed in Attachment 2.

The purpose of this report is to present options for the overall format for the 2014 civic election. Divisional voting and at-large voting options are presented for consideration representing different election formats and different levels of service. A proposed budget is included for each of the following options:

| Options |  | Budget |
| :--- | :--- | ---: |
| 1 | Divisional Voting Model - Basic (Same approach as 2008) | $\$ 463,500$ |
| 2 | Voting At-Large Model - "Vote Anywhere" but using the established Voting Places | $\$ 516,000$ |
| 3 | Voting At-Large Model - 2011 "Vote Anywhere" approach | $\$ 557,000$ |
|  | Additional Program Components (Extra program features which can be added to <br> any of the 3 options) | $+\$ 66,000$ <br> (in addition to <br> the base <br> budget for <br> chosen option) |

## Analysis

## Option 1: Divisional Voting Model - Basic (Same approach as 2008)

This option reflects a "back to basics" approach to the election, using the model used for many years prior to 2011. With this model, Richmond is divided into 34 voting divisions with one designated voting place per division. With very few exceptions, the same divisional boundaries and voting places were used for every election from the time that the automated vote counting machines were first implemented in 1993. Maps of the established voting divisions are shown in Attachment 3.

Divisional voting must be established by bylaw and under this model, electors may only vote on General Voting Day at their designated voting place, which is based on the location of their residence. Under the divisional voting model, there are no legal exceptions that would allow voters to vote outside of their designated voting places. Electors who arrive at the wrong voting place on General Voting Day must be directed to their correct designated voting place in order to vote.

Pros / advantages:

- Straight-forward and well-understood by the public
- A proven, stable model with a long history in Richmond
- Less costly to implement than voting at-large
- Simpler to administer and organize as distribution of electors per voting places is more predictable


## Cons / disadvantages:

- The established divisions may not reflect changes in population distribution
- Does not provide electors with the choice to vote outside of their immediate neighbourhood; voters are restricted to a single voting place


## Option 2: Voting At-Large Model - "Vote Anywhere" but using the Established Voting Places

This option is similar to the approach used in 2011, in that voters would be legally permitted to vote at any of the voting places on General Voting Day, except that under this proposed option, only the established voting places would be utilized (see Attachment 4 for a list of established voting places). Locations such as malls, community centres, colleges, and sport facilities would not be used for voting places. Voters could choose to vote at their usual neighbourhood voting place or they could choose to vote at any of the other established neighbourhood voting places.

## Pros / advantages:

- Provides familiarity in terms of voting place locations
- Provides greater choice and convenience to the voting public


## Cons / disadvantages:

- Less predictable in terms of staffing and supplying the voting places
- Less predictable in terms of voter turnout at any particular voting place
- More costly than the divisional voting model in terms of technology, staffing and training
- Impact on voter turnout is mixed. While this approach may provide a more convenient voting opportunity for some voters, the benefit of this approach is mainly the increased convenience for those who already intend to vote, with perhaps only a slight impact on voter turnout.


## Option 3: Voting At-Large Model - the 2011 "Vote Anywhere" approach

In 2011, the election was conducted using an at-large voting model, which was also referred to as the "vote anywhere" approach. Under this model, electors did not have designated voting places and were permitted to vote at any voting place either close to home in their neighborhoods or when they were in the general community. By removing designated voting divisions, voting places could be located in a mix of conventional locations and non-conventional / higher-traffic locations such as community centres and shopping malls. An average of $41 \%$ of voters who voted in 2011 chose to vote at a voting place other than the one that would have been their designated neighbourhood voting place under a divisional voting model. A very modest increase in voter turnout was observed in 2011 ( $23.74 \%$ ) in comparison to the previous election ( $22.1 \%$ ).

In 2011, Surrey, Coquitlam and Richmond used the voting at-large model. Burnaby and Vancouver ran pilot projects to test the process and the technology in 2011 and plan to fully implement the at-large voting approach for this coming election. Surrey and Coquitlam are planning to continue with the at-large voting model in 2014.

## Pros / advantages:

- Provides greater choice and convenience to the voting public in terms of voting locations


## Cons / disadvantages:

- Less predictable in terms of staffing and supplying the voting places
- Somewhat less predictable in terms of voter turnout at any particular voting place
- Most costly of the 3 options presented in terms of technology, staffing and training
- Can present challenges in terms of locating voting places in non-conventional locations such as malls. Increased costs result due to administrative complexity and increased coordination requirements for non-conventional locations
- Impact on voter turnout is mixed. While this approach may provide a more convenient voting opportunity for voters, the benefit of this approach is mainly the increased convenience, with perhaps only a slight impact on voter turnout

Additional Program Components (The following extra program features can be added to any of the 3 Options)

Most of the additional election program features listed below were first implemented in 2011 on a one-time additional funding basis.

## (1) The publication of candidate profiles $(\$ 16,000)$

For many election cycles, the City Election Office has mailed a Voters Guide to every household in Richmond outlining basic information for voters (for example, a map showing the location of voting places, basic eligibility and identification requirements, hours of voting, etc.).

For the 2011 election, the Voters Guide included, for the first time, brief candidate profiles in addition to the regular election information. The profile statements and photographs were submitted by the candidates as part of the nomination process. To ensure consistency and fairness, candidates were required to follow strict submission guidelines.

In 2011, one-time funding in the amount of $\$ 16,000$ was approved to cover incremental costs for the printing and additional postage required for the expanded 2011 Voters Guide. To continue to provide this in 2014 would require additional one-time funding in the amount of $\$ 16,000$.

## (2) Additional Advance Voting Opportunities (\$20,000)

Advance voting is becoming more and more popular with each election. A total of 4,448 or $14.3 \%$ of all ballots cast in 2011were cast at advance voting opportunities. In comparison, in 2008, 2,942 ballots were cast in advance or $10.6 \%$ of all ballots cast.

In 2011, the City offered 9 advance voting opportunities on 5 separate days, which included 3 advance voting opportunities at City Hall and 6 advance voting opportunities at locations out in different areas of the community. This was the first time that advance voting was offered outside of City Hall. Advance voting was offered in Steveston (McMath School), East Richmond (Cambie Community Centre), City Centre (the Library/Cultural Centre, the Richmond Olympic Oval and Kwantlen College) and the South Arm area (McRoberts School).

Prior to the last election, the City typically only offered up to 5 advance voting opportunities. In order to continue to offer an increased number of advance voting opportunities as was done in 2011, including opportunities out in the community, an additional one-time funding amount of $\$ 5,000$ per additional voting opportunity beyond 5 would be appropriate. Additional one-time funding in the amount of $\$ 20,000$ would cover costs for up to 9 advance voting opportunities.

## (3) Social Media \& Election "App" $(\$ 18,000)$

During the last election, the Election Office established a Facebook page in addition to the information and look-up tools available on the City website. For 2014, staff are also exploring the possibility of a downloadable "app" for mobile devices which would provide basic election information on voting opportunities, locations, hours and candidate profiles.

## (4) Discretionary / additional advertising ( $\mathbf{\$ 1 2 , 0 0 0 )}$

Discretionary advertising would include any advertising that is beyond what is required as a minimum by statute. During the 2011 election period, additional advertising such as newspaper wraps, informal election ads and bus shelter posters were used to reach out to the general public in addition to the minimum required statutory advertisements.

All together, the additional election program components outlined above total $\$ 66,000$ in additional one-time costs that do not currently exist in the base election budget.

In terms of the commonalities and difference between the proposed budgets outlined below, certain base election costs are relatively consistent across the board, regardless of the election model that is chosen (for example, statutory advertising, ballot printing, signage printing, supplies, vote counting machine maintenance and programming, voters list management, voter cards and postage, moving and deliveries, and the Voters Guide would all cost the same irrespective of whether the election followed a divisional voting model or an at-large voting model).

Where the main cost variations would be seen, between the different options, is primarily in the staffing levels, training and technology costs. Under the at-large voting approach, as the number of potential voters attending each voting place is much less predictable than under the divisional voting model, it is important to increase staffing levels in order to adequately respond to unexpected crowds. In addition, as there are many more logistical and technology planning activities under the at-large model, election office staffing levels must also be higher.

Where non-conventional voting place locations are used, an even greater level of logistical and administrative coordination is required, increasing those costs even further. Also, under the atlarge model, there is an increase to technology requirements at the voting places, which leads to greater computer equipment costs, data/internet connectivity costs, and IT support costs. Finally, because of the greater use of technology under the at-large voting approach, more election day staff must be trained in the proper use of that technology to ensure smooth election day operations.

Other differences in the proposed budgets are due to the inclusion of the additional program components as a potential additional cost on top of each option, namely, the inclusion of the candidate profiles in the Voter's Guide ( $\$ 16,000$ ), the continuation of the additional advance voting opportunities ( $\$ 20,000$ ), the creation of an election "app" for mobile devices and other social media efforts $(\$ 18,000)$, and the continuation of an expanded discretionary advertising campaign $(\$ 12,000)$. The total projected cost of the additional program components would be $\$ 66,000$.

## Financial Impact

| Election Program Costs | Option 1 | Option 2 | Option 3 |
| :---: | :---: | :---: | :---: |
|  | Divisional Voting | Voting At-Large | Voting At-Large |
|  | SAME AS 2008 BASIC | "ESTABLISHED" VOTING PLACES | SAME AS 2011 <br> (With NonConventional Voting Places) |
| Base Election Costs |  |  |  |
| - Statutory Ads | 18,000 | 18,000 | 18,000 |
| - Ballot Printing | 24,000 | 24,000 | 24,000 |
| - Printing and supplies | 20,000 | 20,000 | 20,000 |
| - Vote counting machines (maintenance and programming services) | 32,000 | 32,000 | 32,000 |
| - Voters List system, Voter cards, Postage | 105,000 | 105,000 | 105,000 |
| - Moving, deliveries, general | 12,000 | 12,000 | 12,000 |
| - Voter's Guide (Basic guide without candidate profiles) | 15,000 | 15,000 | 15,000 |
| - Voting Day staff | 93,500 | 105,000 | 126,000 |
| - Training | 12,000 | 25,000 | 25,000 |
| - Election Office staff (includes staffing contingency) | 120,000 | 130,000 | 150,000 |
| - Computer equipment/technology | 12,000 | 30,000 | 30,000 |
| TOTAL | \$ 463,500 | \$ 516,000 | \$ 557,000 |


| Additional Program <br> Components | Option 1 <br> Plus Additional <br> Components | Option 2 <br> Plus Additional <br> Components | Option 3 <br> Plus Additional <br> Components |
| :--- | ---: | ---: | ---: |
| • Base Option Cost | 463,500 | 516,000 | 557,000 |
| • Candidate Profiles in Voter's <br> Guide | 16,000 | 16,000 | 16,000 |
| • Additional Advance Voting (4) | 20,000 | 20,000 | 20,000 |
| - Social Media / Election App. | 18,000 | 18,000 | 18,000 |
| • Discretionary/additional ads | 12,000 | 12,000 | 12,000 |
|  |  |  |  |
| TOTAL with Additional <br> Program Components | $\mathbf{\$ 5 2 9 , 5 0 0}$ | $\mathbf{\$ 5 8 2 , 0 0 0}$ | $\mathbf{\$ 6 2 3 , 0 0 0}$ |

The amount currently available in the base election budget is $\$ 347,000$. The amount of additional funding required for each proposed option is detailed in the table below. The source of additional one-time funding may come from the General Contingency Account.

| Options |  | Proposed <br> Budget | Available <br> Budget | One-Time <br> Funding <br> Required <br> (=Proposed minus <br> available budget) |
| :--- | :--- | ---: | ---: | ---: |
| Option 1 | Divisional Voting - Basic (2008 approach) | $\$ 463,500$ | $\$ 347,000$ | $\mathbf{\$ 1 1 6 , 5 0 0}$ |
| Option 1 Plus | Divisional Voting - Basic Plus | $\$ 529,500$ | $\$ 347,000$ | $\mathbf{\$ 1 8 2 , 5 0 0}$ |
| Option 2 | Voting At-Large - At Established Places | $\$ 516,000$ | $\$ 347,000$ | $\mathbf{\$ 1 6 9 , 0 0 0}$ |
| Option 2 Plus | Voting At-Large - Established Places Plus | $\$ 582,000$ | $\$ 347,000$ | $\mathbf{\$ 2 3 5 , 0 0 0}$ |
| Option 3 | Voting At-Large -2011 approach | $\$ 557,000$ | $\$ 347,000$ | $\mathbf{\$ 2 1 0 , 0 0 0}$ |
| Option 3 Plus | Voting At-Large-2011 approach Plus | $\$ 623,000$ | $\$ 347,000$ | $\mathbf{\$ 2 7 6 , 0 0 0}$ |

## Conclusion

Local government elections can be structured in different ways, and varying levels of service can be offered from community to community. One of the most basic differences in approach is divisional voting versus at-large voting. Both approaches have been used in Richmond, with the at-large voting model used in 2011 and the divisional voting model used in 2008 as well as in many years prior. Each approach has advantages and disadvantages as outlined.

For consideration for the 2014 election, options have been presented for both divisional and atlarge voting, with and without additional program components. Depending on the fundamental model desired, additional one-time funding will be required with the amount depending on the corresponding level of service. Appropriate bylaw amendments will be brought forward in due course, as required, to implement the option chosen.


David Weber
Director, City Clerk's Office
(604-276-4098)
Attachment 1 - The City of Richmond Election Program
Attachment 2 - Response to GP Referral of November 4, 2013
Attachment 3 - Map of Established Voting Divisions
Attachment 4 - Voting Places for General Local Election (Used for 2008 Election)

## The City of Richmond Election Program

## Governing Legislation and Mandate

Under the City of Richmond election program, the Director, City Clerk's Office (Corporate Officer) is also designated by bylaw as the City's Chief Election Officer and is therefore responsible for the administration of elections and by-elections for the City of Richmond. Under current legislation, a General Local and School Election must be held on the third Saturday in November every three years for the Offices of Mayor, Councillor, and School Trustee. The next election will be held on November 15, 2014.

In February 2014, the Provincial Government introduced legislation that, once enacted, would extend the term of office to 4 years and change the date of the civic election to the third Saturday in October. If this amendment becomes law as anticipated, then the next general civic election after 2014 would take place in October 2018 and candidates that are elected in 2014 would serve in office for 3 years and 11 months.

The Richmond General Local and School Election is administered in accordance with the provisions of:

- The Local Government Act (Part 3 and 4),
- The Community Charter (Part 4),
- The School Act (Part 4),
- The Civic Election Administration and Procedure Bylaw No.7244, and
- The Election and Political Signs Bylaw No. 8713.

For the 2014 election, the BC Provincial Government has proposed and introduced additional new legislation relating to campaign financing.

## Electors

For the last local election in 2011, Richmond had 131,082 registered electors. The City, by bylaw, adopts the Provincial Voters List (the Richmond portion) as the Richmond List of Electors, which is the common practice for municipalities across BC. The Provincial Voters List is maintained by Elections BC and draws from numerous federal and provincial government sources to ensure accuracy as much as possible. The City supplements the list by taking advance voter registrations in the period leading up to local elections as well as by providing elector registration opportunities at the time of voting (as required by the Local Government Act).

## Voting Opportunities

In 2011, Richmond had 32 voting places open on General Voting Day (from 8:00 am to 8:00 pm ), provided 9 advance voting opportunities, 8 "mobile polls" at local care facilities as well as opportunities for mail-in ballots for travellers and people with limited mobility. In total, 31,126 ballots were cast at all voting opportunities combined and the results were counted and tabulated using automated vote counting machines. The automated vote counting technology has been in use in Richmond for 20 years and is a well accepted and efficient technology. Final election
results were broadcast live to the City website following the close of the polls at $8: 00 \mathrm{pm}$, with all results available on-line by $8: 45 \mathrm{pm}$.

## Election Staffing and Training

In order to staff the various voting places, advance voting opportunities and mobile polls, the City Clerk's Office hires and trains approximately 250-275 temporary front-line election staff every election cycle (to fill approximately 350 positions). Many of the most senior temporary election staff (those in charge of the voting places) have extensive experience working elections in Richmond. A rigorous mandatory training program is provided to temporary election staff which includes:

- Elector registration training sessions,
- Vote-counting machine orientations (hands-on training),
- Computer training as appropriate, and
- A "mock election" night used to demonstrate and review election procedures.

In addition to the in-person training sessions, all election staff are provided with detailed election training manuals and are provided access to customized on-line training videos which cover a range of election procedures and processes.

In addition to the approximately 350 front-line election positions, the City Clerk's Office hires several temporary full-time election staff during the election year and opens a public Election Office within City Hall. In addition to the dedicated Election Office staff, a considerable amount of election-related work is undertaken by other staff in the City Clerk's Office with technical support for the election being provided by the IT Division.

## Public Awareness / Advertising / Public Access Tools

Numerous statutorily-required advertisements must be placed in local newspapers at specific points in time leading up to the election in order to notify and inform the public about advance voter registration, the opening of nominations, voting opportunities, and other basic election information. In addition to the statutory advertising, the City Election Office usually places additional advertising and key messaging in local papers, in the form of "newspaper wraps" and other less formal and more visually accessible ads, such as bus stop shelter posters.

In addition to print media, the City Election Office prepares and mails to every Richmond household a Voters Guide which includes all the pertinent information needed by voters to find the voting places, to understand the eligibility and identification requirements, how to obtain assistance in advance or at the time of voting, and to find out who is running in the election. For the first time in 2011, the Voters Guide also included candidate profiles and candidate photographs, which were submitted by candidates along with their nomination papers. The Voters Guide is also available on-line in English, French, Chinese and Punjabi.

All manner of election-related information is also available on the City Website election pages and for the first time in 2011 on the City Election Office Facebook Page. The City website included several electronic database tools to assist voters to find voting places and to check
whether they were registered on the voters list. On General Voting Day, the public could view live election results on the City website as the results are reported from the various voting places. In total in 2011, the election pages on the City website had $\mathbf{6 7 , 3 6 5}$ public page views with $\mathbf{1 6 , 7 4 4}$ of those page views occurring on General Voting Day.

## Election Day Operations

On General Voting Day and during advance voting opportunities, voters are able to register to vote if necessary immediately before casting a ballot. Voting place election staff, who have received training in election day procedures arrive early at each voting place to set-up equipment and materials and to prepare to receive electors. Each voting place team is supported by City staff stationed at an election call centre at City Hall. The call centre is available for general inquiries by election staff and the public.

If technical problems present themselves at the voting places during voting hours, technical support staff are available and can be dispatched to any voting location to provide assistance. Additional ballots, supplies and other equipment are also available and ready for distribution to the voting places as required. At the end of the evening, when the polls close, memory cards from the automated vote counting machines are transported to election headquarters where the results are downloaded, compiled and published live to the City website.

## Reponse to GP Referral of November 4, 2013

On November 4, 2013, General Purposes Committee considered a report on the election program and adopted the following referral motion:

## That the staff report titled "2014 General Local and School Election Program and Budget" be referred back to staff for further analysis on:

(1) The Vote Anywhere approach regarding the Surrey experience and others that should be considered;
(2) Mall voting;
(3) Restructuring the polls with more voting places; and
(4) Strategies for the use of social media.

The following information is offered in response to the referral.

## (1) The Vote Anywhere approach regarding the Surrey experience and others that should be considered

In 2011, Surrey, Coquitlam and Richmond implemented an at-large voting model while Burnaby and Vancouver ran pilot projects to test the process and the technology. For 2014, Surrey and Coquitlam plan to continue with the at-large voting model and Burnaby and Vancouver are planning to fully implement at-large voting for the first time.

Surrey took a somewhat different approach to the implementation of the "vote anywhere" model in 2011 in that they reduced the number of voting places in Surrey from 74 to 52 voting places. In making that reduction, Surrey staff report that they did not receive a significant number of public complaints. They report that the efficiency and accessibility of the at-large model was generally well received by the public. While they are looking to make some small adjustments to the voting place locations based on what they learned in 2011, they are not planning to increase the overall number of voting places above the number used in 2011.

## (2) Mall voting

In Richmond in 2011, 2 voting places were located in malls (Lansdowne Centre and Aberdeen Centre). Lansdowne mall was the busiest voting place with 1,772 ballots cast ( $5.7 \%$ of total ballots cast) and Aberdeen Centre was the $8^{\text {th }}$ busiest voting place with 1,115 ballots cast ( $3.6 \%$ of total ballots cast).

Given the unique location of these voting places, there were many special and challenging logistical arrangements that had to be made, in particular with regard to:

- Hours of operation - The shopping mall hours were not the same as the hours of voting, therefore, special arrangements had to be made for the mall buildings to open early and remain open late with special access and way-finding provided to guide people to the voting areas within the mall;
- Parking - Special reserved parking arrangements had to be made so that election staff who were delivering supplies and ballots during the day would have ready access to the voting place, especially at Aberdeen Centre where finding nearby parking can be very challenging.
- Security - Because the voting places in the malls were anticipated to be very busy and were located in very high traffic areas, additional voting place security personnel (Commissionaires) were hired at additional cost to provide assistance and general security at the shopping mall voting places.
- Way-finding signage - The malls have strict policies on the use of signage at the mall entrances and within the mall, which limited the type of way-finding signage that would normally be utilized by the Election Office to direct voters to the voting place.
- Political signage - There were some challenges with regard to political signage at malls in that mall management was concerned that they had to attend to improperly placed political signage on mall property during the election campaign. In addition, the size and high traffic activity at the malls made it challenging to monitor and enforce the statutory prohibition on political signage and political materials located within 100 metres of the voting place at the time of voting.
- Available space - Not all shopping malls have vacant spaces large enough to house a voting place, so it can be challenging or impossible to secure an appropriately-sized space within a shopping mall that would guarantee an adequate voting environment


## (3) Restructuring the polls with more voting places

When vote counting machines were first used in 1993, the largest voting division had just over 2,600 registered electors whereas the smallest divisions had just over 1,100 registered electors. By 2008, the number of registered electors in the largest voting division had grown to over 8,600 while the smaller divisions still only ranged from a maximum of 1,700 to 2,100 registered electors. In other words, the number of registered electors in some voting divisions had increased at a much greater rate than others, to the point where the difference between the smallest to the largest divisions had grown by over 4.5 times.

This in itself does not necessarily warrant the creation of new voting divisions. Most of the time, increases in the number of registered electors served with a voting division can be handled by increasing the staff complement at the voting place. However, if the number of ballots cast in a day is beyond what can comfortably be handled by one election team, even one that has additional staff, then it may be worth examining divisional boundaries to create additional divisions and voting places.

Experience has shown that once the number of ballots cast at a given voting place starts to tip over the 1,000 mark, we begin to experience a significant amount of activity at the voting place, especially where there are many new registrants to process or where voters require assistance with translation. Based on 2008 figures, the following 4 Voting Places are beginning to consistently exceed the upper limit in terms of comfortable numbers of voters in a given day:

- RC01 Thompson Elementary - $178 \%$ increase in the number of registered electors between 1993 and 2008 (from 1,918 to 5,335) with 1,093 ballots cast in 2008;
- RS05 Homma Elementary - 140\% increase in the number of registered electors between 1993 and 2008 (from 2,397 to 5,750) with 1,382 ballots cast in 2008;
- RE06 Kate McNeely School - $245 \%$ increase in the number of registered electors between 1993 and 2008 (from 2,137 to 7,368) with 1,052 ballots cast in 2008; and
- RE01 General Currie School - 276\% increase in the number of registered electors between 1993 and 2008 (from 2,297 to 8,628) with 1,248 ballots cast in 2008.

If Council is inclined to stay with the same voting divisions and voting places under the divisional model as was discussed at the November 4, 2013 GP meeting, then it is quite possible to manage these larger voting places by increasing the staffing levels and by turning those voting places into "super-poll" sized voting places. However, if there is some appetite for change, these voting divisions could be re-examined when the new 2014 voters list data becomes available to see whether there is an advantage to re-defining divisional boundaries in these neighbourhoods.

## (4) Strategies for the use of social media

In 2011, a Facebook page was created for the election which was used to distribute key messages and to advertise specific key milestones and events.

For 2014, staff are exploring the possibility of creating a downloadable "app" which would provide general election event information, voting place location look-up tools, and candidate profile information on smartphones and mobile devices.

The Election Office will work closely with Communications staff to capitalize on any appropriate opportunities to promote the election through social media and traditional media.

## Civic Voting Divisions - Richmond Centre





## Voting Places for General Local and School Election

## (Used for 2008 Election)

## RICHMOND - CENTRE (RC)

RC01 Thompson Elementary School
RC02 Quilchena Elementary School
RC03 Gilmore Elementary School
RC04 Grauer Elementary School
RC05 Blair Elementary School
RC06 McKay Elementary School
RC07 Brighouse Elementary School
RC08 Minoru Place Seniors Centre
RC09 Richmond Secondary School
RC10 Talmey Elementary School
RC11 Tomsett Elementary School
RC12 Cook Elementary School
RC13 Sea Island Elementary School
RICHMOND - EAST (RE)

RE01 General Currie Elementary School
RE02 Palmer Secondary School
RE03 Walter Lee Elementary School
RE04 Bridge Elementary School
RE05 Tait Elementary School
RE06 Kate McNeely Elementary School
RE07 Kingswood Elementary School
RE08 Whiteside Elementary School
RE09 McNair Secondary School
RE10 Woodward Elementary School
RE11 Hamilton Elementary School

8220 General Currie Road 8160 St. Albans Road
9491 Ash Street
10400 Leonard Road
10071 Finlayson Drive 12440 Woodhead Road
11511 King Road
9282 Williams Road 9500 No. 4 Road 10300 Seacote Road 5180 Smith Drive

## RICHMOND - STEVESTON (RS)

RS01 Dixon Elementary School
RS02 Manoah Steves Elementary School
RS03 Lord Byng Elementary School
RS04 Diefenbaker Elementary School
RS05 T.K. Homma Elementary School
RS06 Wowk Elementary School
RS07 Steveston-London Secondary School
RS08 Westwind Elementary School
RS09 Blundell Elementary School
RS10 Maple Lane Elementary School

6211 Forsyth Crescent 3760 Moresby Drive 8380 Elsmore Road 4440 Blundell Road 6551 Lynas Lane 7360 Lombard Road 6800 Azure Road 7660 Minoru Gate 7171 Minoru Boulevard 9500 Kilby Drive 9671 Odlin Road 8600 Cook Road 1891 Wellington Crescent

