

NO: R091

COUNCIL DATE: May 27, 2019

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 22, 2019**

FROM: **General Manager, Corporate Services**

FILE: **4200-01**

SUBJECT: **2018 Election Summary and Amendments to Surrey Sign Bylaw, 1999, No. 13656**

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## RECOMMENDATION

The Corporate Services Department recommends that Council:

1. Receive this report for information;
2. Approve amendments to *Surrey Sign By-law, 1999, No. 13656*, as documented in Appendix “I” of this report, that prohibits elections signs from being placed on City property; and
3. Authorize the City Clerk to bring forward the necessary amendment bylaw for the required readings.

## INTENT

The purpose of this report is to provide Council with a broad overview of the administrative and operational efforts engaged towards the 2018 Local Government and School Trustee Election (the “Election”), provide a summary of the “Elections 2018 Final Summary” attached as Appendix “II”; and to seek Council’s approval to prohibit the placement of election signs on City property.

## BACKGROUND

In advance of the 2018 Election, the City created the 2018 Election project team (the “Project Team”). The Project Team was established in September 2017 and included staff primarily from the Corporate Services Department (Legislative Services, Legal Services and IT divisions), and the Parks Recreation and Culture Department (Marketing division). In addition, 7 auxiliary staff were hired in January 2018 to assist the Project Team.

Based on lessons learned from the 2014 Election, the following 4 key objectives were established for the 2018 Election:

1. Enhance the voter experience;
2. Reduce voter processing time;
3. Increase voter turnout focusing on advance voting opportunities; and
4. Bring awareness to the importance of voting in your city (Engagement Strategy).

## **DISCUSSION**

### **Voting Locations**

For the 2018 Election, the Project Team established 57 voting locations throughout Surrey, which were comprised of 10 City facilities, and 47 Surrey elementary and secondary schools. These voting locations represent an increase of 5 locations from the 2014 Election.

Seven of the voting locations were higher capacity facilities that featured two voting machines, a larger number of election workers and could accommodate a larger volume of voters. These locations are listed below:

1. Old Yale Road Elementary School;
2. Fleetwood Community Centre;
3. Panorama Ridge Secondary School;
4. Sullivan Heights Secondary School;
5. Cloverdale Recreation Centre;
6. Clayton Heights Secondary School; and
7. Morgan Elementary School.

A list of all voting locations can be found on pages 8 and 9 of Appendix "II".

### **Election Workers**

The Project Team processed 1,120 applications, conducted 825 interviews, and ultimately hired 679 election workers, of which 85% were Surrey residents.

Thirty-eight training sessions were held for all election workers between mid-September 2018 up until advance voting commenced on October 6, 2018.

Compared to the 2014 Election, training was enhanced through the development of 20 content specific videos, PowerPoint presentations, training manuals and access to an online document library. These additional steps to training election workers proved to be advantageous with respect to minimizing the number of issues throughout the advance voting period and on election day as well as ensuring quick responses to critical incidences to avoid impacts to voters.

### **Advance Voting Opportunities**

For the 2018 Election, advance voting opportunities were designed with the intent of maximizing and disbursing voter turnout in advance of the October 20, 2018 election day, thereby reducing congestion at voting locations on October 20, 2018.

Advance voting opportunities were communicated to voters through the Voter Card, Voter Guide, various advertising collateral and social media channels.

Advance voting was held on October 6, 10, 11 and 13, 2018 from 8:00 am to 8:00 pm at the following six locations:

1. Chuck Bailey Recreation Centre;
2. Guildford Recreation Centre;
3. Fleetwood Community Centre;
4. Newton Seniors Centre;
5. Cloverdale Recreation Centre; and
6. South Surrey Recreation & Arts Centre.

### **Objective 1: Enhance the Voter Experience**

One important objective that underpinned the election planning was to ensure that the average voting processing time was no longer than 5 minutes. This included the time from the voter's arrival at the Election Official desk, the name strike-off task, marking the ballot, casting the ballot and exiting the voting location. The Project Team successfully met its objective in this regard.

### **Objective 2: Reduce Voter Processing Time**

To measure voters' satisfaction with the election process, six electronic standing terminals were located at the six higher capacity voting locations during advance voting and on election day. Voters simply tapped on a choice of icons on the electronic display to denote their level of satisfaction with the voting process.

- 10,350 voters participated in the survey during the advance voting period where voter satisfaction was measured to be 91%.
- 7,000 voters participated in the survey on election day, and voter satisfaction was measured at 78%.

This was the first time that the City measured and baselined the voters' experience. Greater detail regarding these surveys is provided on pages 23-25 of Appendix "II".

### **Objective 3: Voter Turnout**

Many factors beyond improved communication, accessibility or voter experience determine voter turnout. As of July 2018, 322,000 Surrey citizens were registered with Elections BC, representing an increase of 32,000 voters since 2014. While 110,920 Surrey citizens voted in the 2018 Election (almost 6,000 more than in 2014), the overall percentage of eligible citizens that voted was 1.9% less than it was in 2014. The graph on page 15 of Appendix "II" provides historic voter turnout information for the City of Surrey up to and including the 2018 Election.

### Advance Voting

Advanced voting took place on October 6, 10, 11 and 13, 2018 from 8:00 am to 8:00 pm. The advance voting approach was improved in 2018 compared to 2014 as follows:

- The City substantially increased its daily hours of operation at voting locations from 134 hours in 2014 to 288 hours in 2018;

- The same voting locations were used for each of the advance voting days (versus the approach used in 2014 where different voting locations were used for each of the advance voting days); and
- Advertising collateral was increased.

As a result of the above changes, voter turnout during the advance voting period nearly doubled from 11,613 in 2014 to 22,179 in 2018.

### Demographics of 2018 Voters in Surrey

The graph contained on page 10 of Appendix “II” illustrates that while the majority of Surrey voters in the 2018 Election were between the ages of 30 to 70 years, there was an increase of 2,800 voters for the under 30 years old age group compared to the 2014 Election. Of the 6,000 additional voters in 2018, 48% were from a younger generation. Meanwhile, female voter turnout was 2% higher than male participation.

### **Objective 4: Engagement Strategy**

A number of approaches were engaged to promote the 2018 Election, including the following:

- Community outreach promoted citizens to apply for Election Workers positions;
- Presentations in Canadian Citizenship ceremonies provided information about municipal elections to new citizens eligible to vote;
- Advertisements in various mediums and collateral were provided to both educate and provide awareness of election information to Surrey citizens;
- The City of Surrey’s Election Website with new interactive features enhanced the user experience. The website included a voting locations wait-time map, a Voters List Online Lookup Tool, an email reminder and a countdown clock; and
- Social Media promoted recruitment, candidate nomination packages, and advance and election days voting opportunities.

### **Considerations for the 2022 Surrey Municipal Elections**

Following the 2018 Election the Project Team held a debriefing session and determined specific areas for consideration and implementation in advance of the 2022 Election cycle:

1. Communication and Engagement Planning
  - Explore an option of downloading a voter card to the voter’s smart phone device and/or personal computer;
  - Streamline translation/assistance processes;
2. Accessibility - Ensure 100% wheelchair accessibility in all voting locations;
3. Advance Voting Opportunities – Due to a significant increase in voters’ turnout during 2018, further extend 2022 advance voting opportunities to have a positive impact on overall voter turnout and Surrey residents voting experience;
4. Special Voting Opportunities – streamline special voting opportunities for voters who are not able to physically attend voting polls;

5. Traffic Management Planning – Traffic control personnel redirect traffic from busy locations to nearby locations that are experiencing lower volumes. This approach was successfully piloted during the 2018 election;
6. Election Signs – Amend *Surrey Sign By-law, 1999, No. 13656* to prohibit the placement of election signs on City property. This is discussed in greater detail in the subsequent section of this report.

## **Election Signs**

The City presently allows election signs to be placed on City property for municipal, provincial and federal elections. This is done via a Conditional Temporary Authorization which permits the temporary placement and installation of the election signs of confirmed candidates and elector organizations on medians, boulevards and on parks under the jurisdiction of the City. A number of restrictions apply in this regard and a letter is sent to candidates in advance of an election to ensure they are aware of the City's requirements. A copy of the letter provided to candidates of the 2018 Election is attached as Appendix "III".

Candidates are not permitted to place any election signs before the specified date as determined by Elections BC. In 2018, the earliest date to post signage was September 15, 2018. The City required all signs to be removed by the candidates by November 3, 2018 (no later than 14 days following the election). Penalties for non-compliance are levied against candidates that are in breach of the City's conditions.

Managing election signage was a challenging endeavour for the City. The sign removal, retrieval and disposal efforts were significant. Dealing with non-conforming election signs involved the following process:

- Taking a photo of the sign;
- Measuring the distance of the sign from curb to determine if it's illegal;
- Creating a Bylaw Sign file (upload pictures, notes, location);
- Removing the sign;
- Delivering the sign to the Operations Centre compound; and
- Dealing with candidate calls for removed signs.

Arranging for sign retrieval involved the following process:

- Phoning back candidates and explaining the process and fees;
- Checking the sign log to determine if the candidate's sign was retrieved (and the number of signs that were retrieved);
- Checking the sign compound to determine if the signs were there;
- Phoning back the candidate with the total number of signs and fee amount required, and scheduling a pick-up time;
- Meeting the candidate at reception, confirming payment has been received; and
- Meeting candidate at the pick-up location.

During the 2018 Election, 1,831 candidate signs were removed by City crews as they did not conform to the requirements set out by the City. Signs removed by the City could be retrieved by the candidates, if they chose, at a fee of \$25 per sign. All signs were stored in the City Operations Centre facility. Unclaimed signs were recycled by the Engineering Department.

The total fees collected in 2018 for removed election signs was \$8,600 which very nominally offsets the City's cost that amounted to approximately \$160,000 (\$42,300 for Engineering staff and \$117,700 for Bylaw Enforcement staff). This amount included labour, equipment, disposal and administration.

### **New Proposed Approach to Election Signs**

The proliferation of election signage that occurs during an election period is both distracting to motorists and places a significant burden on City resources, at the expense of taxpayers, to ensure compliance.

In general, local governments are authorized to regulate virtually all aspects of signs. There is no prohibition on municipal regulation of election signage in either the Election Act (British Columbia) or the Canada Elections Act. With this in mind, a number of municipalities in BC have effectively prohibited election signs on public property.

Based on the above, it is recommended that Council approve the draft *Surrey Sign Bylaw, 1999, No. 13656 Amending Bylaw, 2019, No. 19834*, attached as Appendix "I", which provides for the following:

- It removes political signs from Section 7 of the Sign Bylaw. Presently, signs listed in Section 7 are permitted on a highway. Removing political signs from Section 7 eliminates their allowance on any highway in Surrey;
- It adds a new Section 7.1 (1) and (2) to permit political signs on private property. The provision requires consent by the private property owner to have the sign erected on their property and includes the same restrictions as the existing bylaw regarding signage size, requirement for removal 14 days following an election, and the same stipulation that the sign cannot interfere with sightlines; and
- It adds a new Section 7.1 (3) to prohibit political signs on public lands.

### **SUSTAINABILITY CONSIDERATIONS**

The work of this report supports the objectives of the City's Sustainability Charter 2.0. In particular, the 2018 Election Summary report relates to Sustainability Charter 2.0 theme of Inclusion. Specifically, this report supports the following Desired Outcomes ("DO") and Strategic Directions ("SD"):

- Diversity and Accessibility DO6: Residents with disabilities are supported and able to participate fully in community life;
- Community Pride and Engagement DO21: All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life;

- Diversity and Accessibility SD3: Encourage and foster greater participation of people with disabilities in the social and economic fabric of the community; and
- Community Pride and Engagement SD16: Enhance the opportunities available for residents to be meaningfully engaged in civic issues.

## CONCLUSION

This report provides a high-level overview of the 2018 Election, outlines considerations for the 2022 Election, and seeks Council approval to amend the *Surrey Sign Bylaw 1999, No. 13656* to restrict the placement of election signs on City property.

Rob Costanzo  
General Manager, Corporate Services

FR/RAC:jhs

Appendix "I" Draft *Surrey Sign By-law, 1999, No. 13656, Amendment Bylaw, 2019, No. 19834*

Appendix "II" Elections 2018 Final Summary

Appendix "III" Letter to Candidates Regarding Placement of Election Signs

CITY OF SURREY

BYLAW NO. 19834

A bylaw to amend the provisions of "Surrey Sign By-law, 1999, No. 13656".

.....

The Council of the City of Surrey, ENACTS AS FOLLOWS:

1. "Surrey Sign By-law, 1999, No. 13656", as amended, is hereby further amended as follows:

- a. Part 1 is amended by deleting existing Section 7(3) in its entirety.
- b. Part 1 is amended by adding the following new Section 7.1 immediately after Section 7:

"7.1 *Political Signs*

(1) Neither a *sign* permit nor an inspection is required for a *political sign* located on private property provided that:

- (a) the *sign owner* obtains consent from the private property owner(s) to erect a political sign on the their property;
- (b) the *sign area* does not exceed 3 sq. m [32 sq. ft.];
- (c) the *sign* is removed within 14 (fourteen) days after the election; and
- (d) the *sign* does not restrict sightlines of vehicle drivers, bicycle riders and pedestrians in the vicinity of the *sign*.

(2) Notwithstanding Section 7.1(1), the *sign owner* and the *owner* of the *lot* or *premises* upon which the *sign* is located shall ensure that the *sign* is in compliance with all applicable provisions of this By-law.

(3) No *political signs* shall be erected or placed on any public property except as otherwise permitted in this By-law."



2. This Bylaw shall be cited for all purposes as "Surrey Sign Bylaw, 1999, No. 13656, Amendment Bylaw, 2019, No. 19834".

PASSED FIRST READING on the \_\_\_\_ day of \_\_\_\_\_, 2019.

PASSED SECOND READING on the \_\_\_\_ day of \_\_\_\_\_, 2019.

PASSED THIRD READING on the \_\_\_\_ day of \_\_\_\_\_, 2019.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the \_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_MAYOR

\_\_\_\_\_CLERK

2018 Surrey  
Municipal Election  
Voter Guide and  
Candidate Information

ELEC  
Saturday, Oct  
8am-8pm

APPENDIX "II"

ADVA  
October  
8am-8  
ELECTIO  
Saturday  
8am-8p

YOUR  
CITY.

YOUR

CITY OF  
SURREY

## Looking Back on 2018

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*The City of Surrey is in the midst of change and growth!*

Citizens now expect to receive election information through a myriad of mediums and platforms, both to stay informed and be engaged.

With the introduction of new and adapted technologies for enhanced election systems and expanded engagement initiatives, new concepts for the 2018 Municipal Election were developed.

This document highlights results, feedback, statistics and stories from 2018 as a precursor to planning the 2022 Municipal Election.

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# Elector Management System

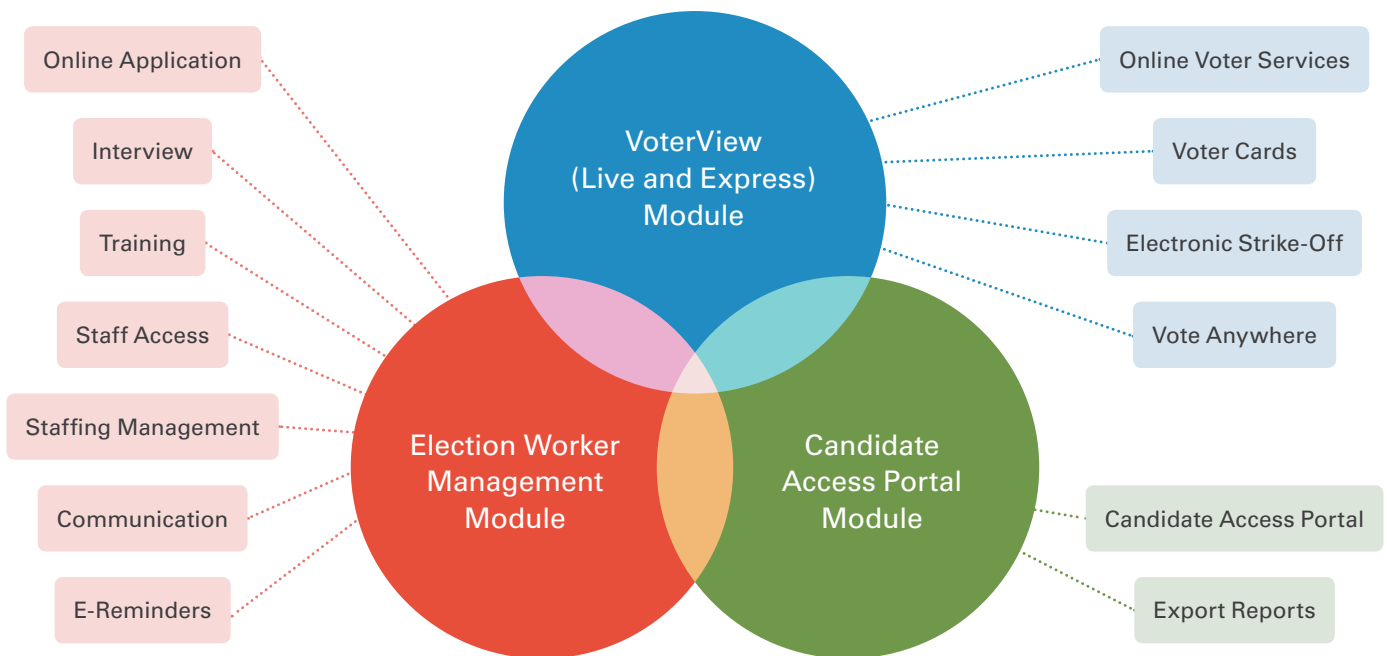
***VoterView was once again implemented as the elector management system for the 2018 municipal election.***

VoterView is an internet-based application designed to provide election officials with access to electoral information including the ability to make corrections to the voter list and to access various voter counts needed for electoral planning.

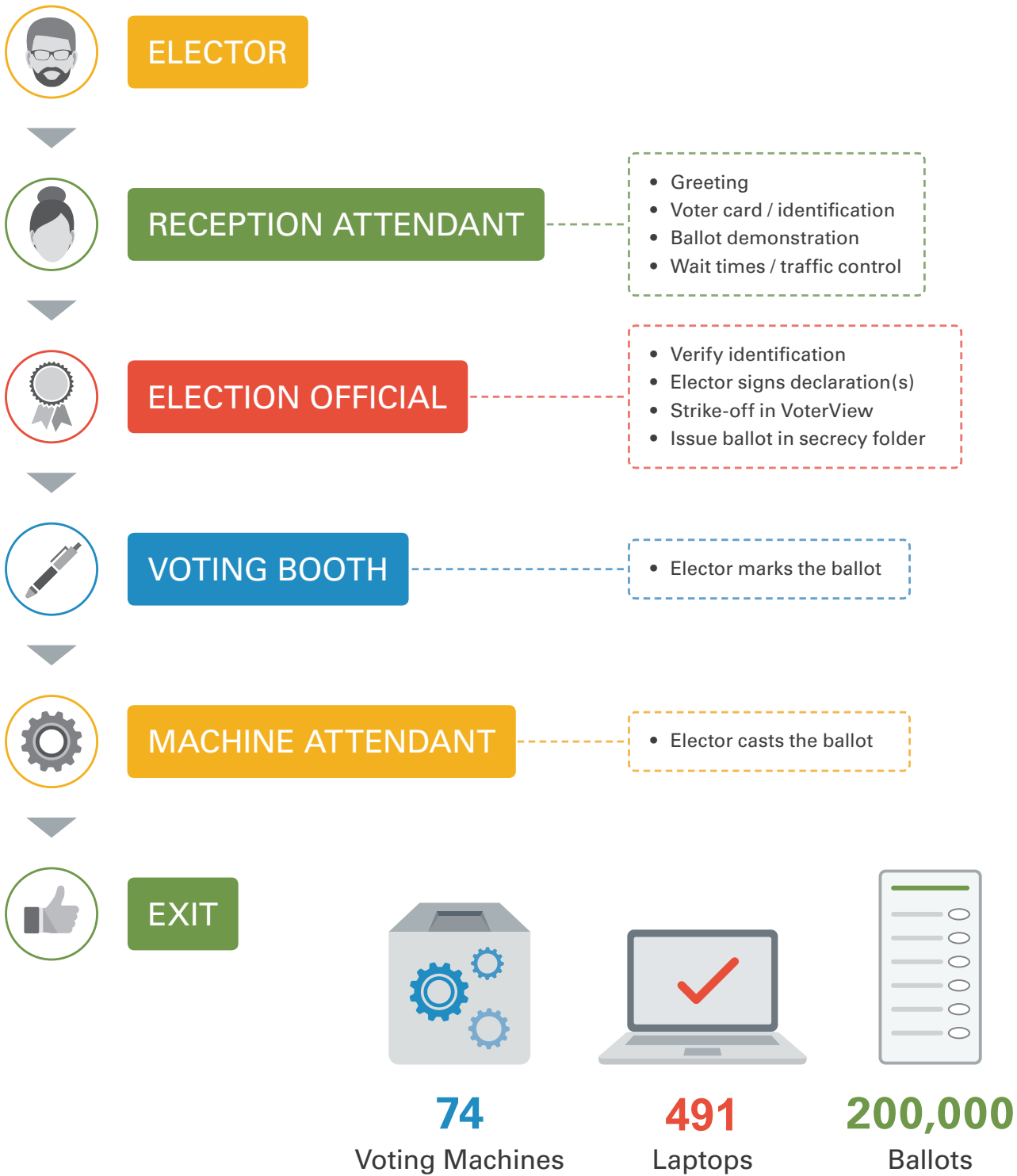
*VoterView Live* was implemented city-wide during the 2018 Election to deliver a streamlined operation while *VoterView Express* (Windows application) was installed as a backup to ensure a smooth transition in the event of temporary internet interruptions.

This application also delivered powerful functionality and increased efficiencies through three key modules: VoterView (Live and Express), Election Worker Management, and the Candidate Access Portal.

These tools in conjunction enhanced the election process for voters, workers and candidates.



# Voting Process at a Glance



# Advance Voting Opportunities

## Advance voter turnout nearly doubled in 2018!

In response to voter feedback, additional staff, voting machines, consistent voting locations and hours for advance voting opportunities were established. These six sites were convenient, accessible and centrally located over the same four days.

A key goal of election marketing was to increase advance voter turnout to take pressure off of Election day. A multi-faceted marketing campaign across print, digital and radio ran from September 1 to October 13.

### Advance Voting Turnout Comparison

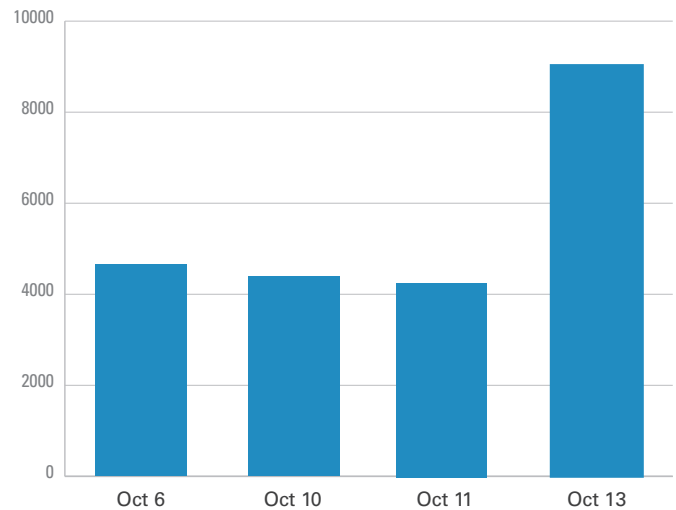


2018 Advance Voting Turnout



2014 Advance Voting Turnout

### Overall Advance Voting Turnout by Day



## Special Voting Opportunities

Special Voting Opportunities (SVO) were offered to residents at 106 care facilities along with patients at Surrey Memorial Hospital. In total 35 facilities participated in Election 2018. City staff continue to work with administrators at the care facilities to expand the program and develop best practices that will address the needs within assisted living and complex care facilities.

	2014	2018
<b>Total</b>	<b>513</b>	<b>614</b>
Hospitals	44	11
Care Facilities	339	428 ▲26%
Mail-In Ballots	120	149

# Vote Anywhere

**85**

% of people voted within the area that they live

*Surrey once again used this model in 2018 and is viewed as a leader in this approach.*

With the use of VoterView, eligible electors could select to vote at one of the 57 voting locations most convenient for them on Election Day.



60%

Schools



39.5%

City Facilities



0.5%

Care Facilities

Guildford Recreation Centre experienced the highest increase of voter turnout on Election Day. Turnout increased by 35% compared to 2014.

## Guildford Recreation Centre Comparison

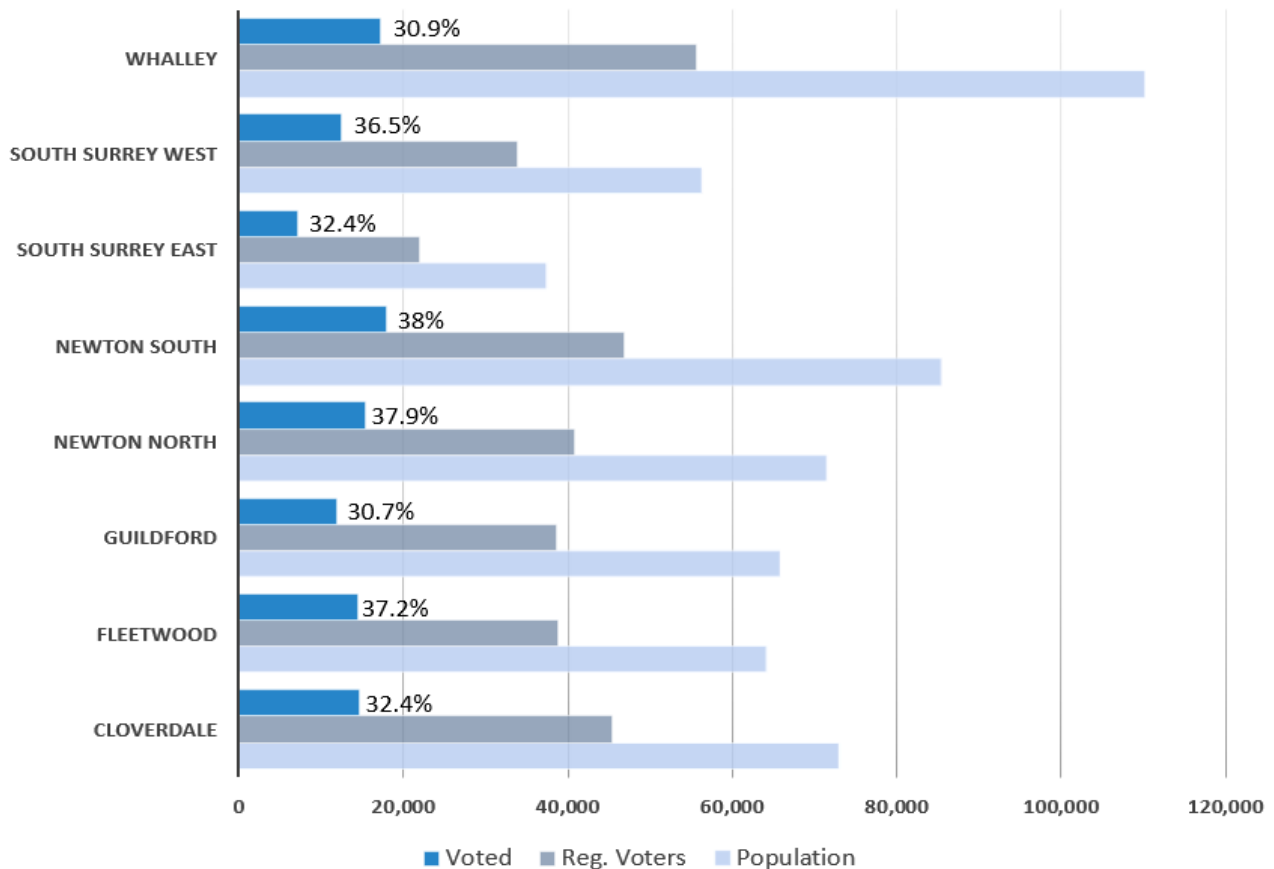


2018 Election Day Turnout

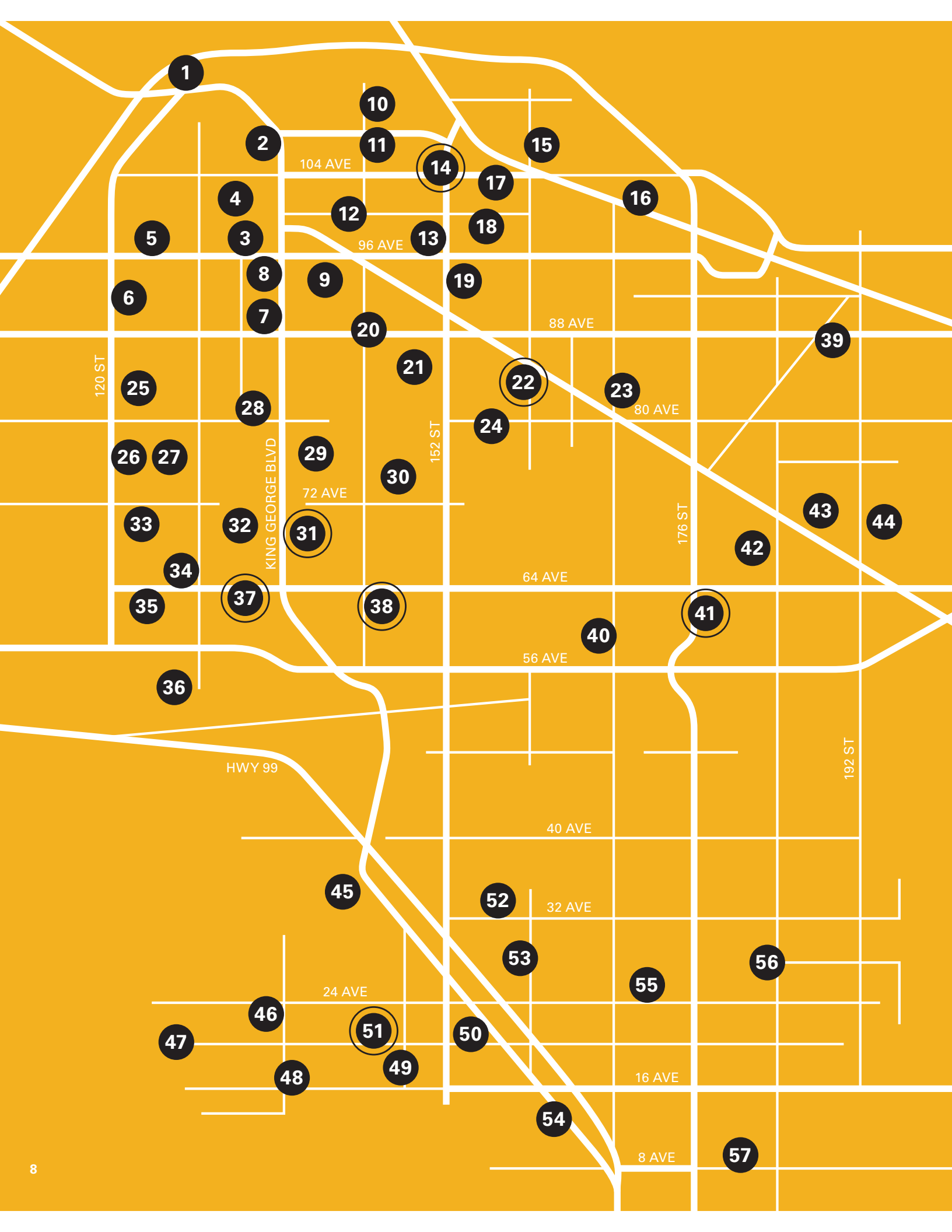


2014 Election Day Turnout

## 2018 Overall Voter Turnout by Town Centre







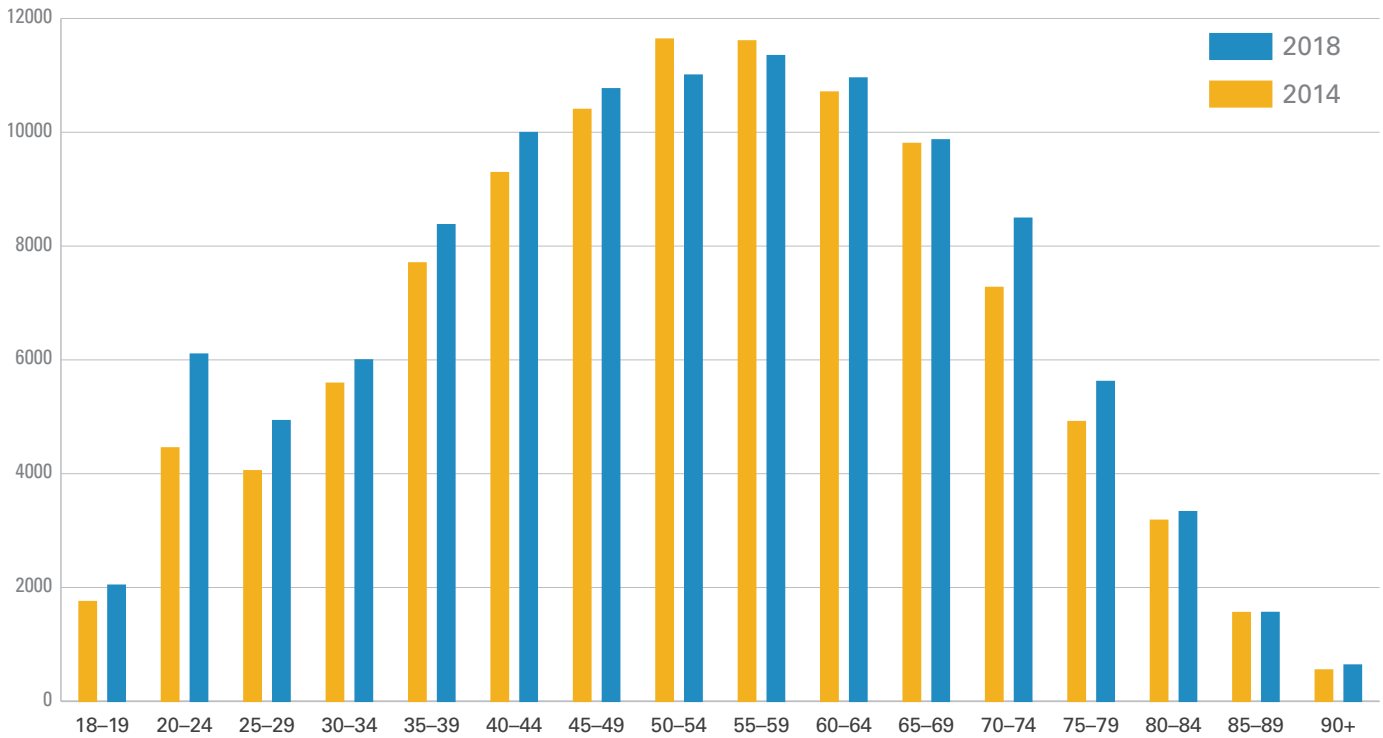
# Where did Citizens Vote?

1	Bridgeview Comm. Ctr.	603	—	32	W.E. Kinvig Elem.	1,276	—
2	<b>Chuck Bailey Rec. Ctr.</b>	<b>2,084</b>	—	33	Cougar Creek Elem.	1,220	—
	<b>Advance Voting</b>	<b>2,139</b>	—	34	Tamanawis Sec.	2,010	—
3	A.H.P Matthew Elem.	978	—	35	Boundary Park Elem.	1,598	—
4	Old Yale Road Elem.	1,499	—	36	Colebrook Elem.	1,240	—
5	Cedar Hills Elem.	1,904	—	37	<b>Panorama Ridge Sec.</b>	2,538	—
6	Kirkbride Elem.	1,832	—	38	<b>Sullivan Heights Sec.</b>	3,644	—
7	Cindrich Elem.	1,145	—	39	Port Kells Comm. Hall	549	—
8	Queen Elizabeth Sec.	860	—	40	Surrey Centre Elem.	1,765	—
9	Simon Cunningham Elem.	956	—	41	<b>Cloverdale Rec. Ctr.</b>	<b>4,589</b>	—
10	Ellendale Elem.	764	—		<b>Advance Voting</b>	<b>3,265</b>	—
11	Guildford Park Sec.	948	—	42	Adams Road Elem.	1,604	—
12	Lena Shaw Elem.	953	—	43	Clayton Heights Sec.	2,460	—
13	Bonaccord Elementary	941	—	44	Katzie Elem.	1,553	—
14	<b>Guildford Rec. Ctr.</b>	<b>3,091</b>	—	45	Elgin Hall	1,043	—
	<b>Advance Voting</b>	<b>3,205</b>	—	46	Elgin Park Sec.	959	—
15	Fraser Heights Rec. Ctr.	2,435	—	47	Ocean Cliff Elem.	1,533	—
16	Bothwell Elem.	692	—	48	Ray Shepherd Elem.	1,183	—
17	Harold Bishop Elem.	692	—	49	Semiahmoo Sec.	1,044	—
18	William F. Davidson Elem.	872	—	50	Jessie Lee Elem.	1,610	—
19	Berkshire Park Elem.	1,229	—	51	<b>South Surrey Rec. Arts Ctr.</b>	2,336	—
20	Green Timbers Elem.	1,919	—		<b>Advance Voting</b>	<b>3,668</b>	—
21	Maple Green Elem.	1,246	—	52	Morgan Elem.	1,989	—
22	<b>Fleetwood Comm. Ctr.</b>	<b>4,566</b>	—	53	Sunnyside Elem.	1,144	—
	<b>Advance Voting</b>	<b>3,965</b>	—	54	South Meridian Elem.	1,118	—
23	Coast Meridian Elem.	1,262	—	55	Pacific Heights Elem.	762	—
24	Fleetwood Park Sec.	1,603	—	56	East Kensington Elem.	364	—
25	Kennedy Trail Elem.	921	—	57	Hall's Prairie Elem.	791	—
26	Westerman Elem.	828	—	—	SVO Surrey Memorial Hospital	11	·
27	Strawberry Hill Elem.	1,517	—	—	SVO Care Facilities	428	—
28	Newton Elem.	1,271	—	—	SVO Mail-In Ballots	149	·
29	Frank Hurt Sec.	1,554	—	—	Barnston Island	9	·
30	Chimney Hill Elem.	2,296	—		<b>TOTAL</b>	<b>110,920</b>	
31	<b>Newton Seniors Ctr.</b>	<b>2,761</b>	—				
	<b>Advance Voting</b>	<b>5,937</b>	—				

**Bold locations indicate voter turnout over 2,500**

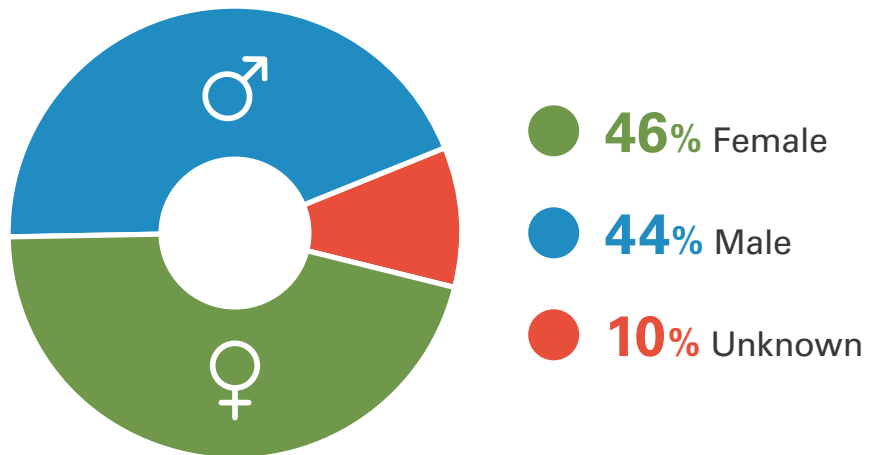
# Who Voted in Surrey?

Voter Turnout by Age Group: 2014 vs. 2018



Voter turnout for the age group under 30 **increased by 2,813** compared to 2014

Voter Gender Distribution



# Election Worker Management

***This Module provides functionality necessary to manage election workers.***

Primary functions of the Election Worker Management module include managing recruitment, staffing requirements plus automated email alerts to enhance communication critical to the project.

Other distinctive features include:

- Online application and testing
- Election worker profile
- Self-directed scheduling for interviews, training and rescheduling of both
- Access to training files and videos
- Work assignment(s) and updates
- Staffing issue report(s)
- Ability to send automatic mass emails, email reminders and more
- Payroll functionality

Election workers were provided with login access to a secure external website that communicated with a central database. Here they could review training materials, book their own training sessions and view their work schedules. In the past, these tasks were managed manually by election office staff. This upgraded functionality streamlined the process, increased efficiency, saved staff resources and enhanced the election worker experience. Using the Election Worker Portal each worker was able to directly perform the following:

- View application status
- Update personal information
- View, schedule and update interview and training schedules
- View and download all training materials (e-version of the training manuals)
- View training videos (20 training videos total)
- View work assignments
- Communicate with Election Office



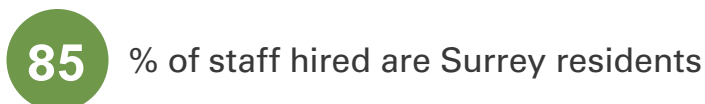
Applications Received



Interviews Conducted



Individuals Hired

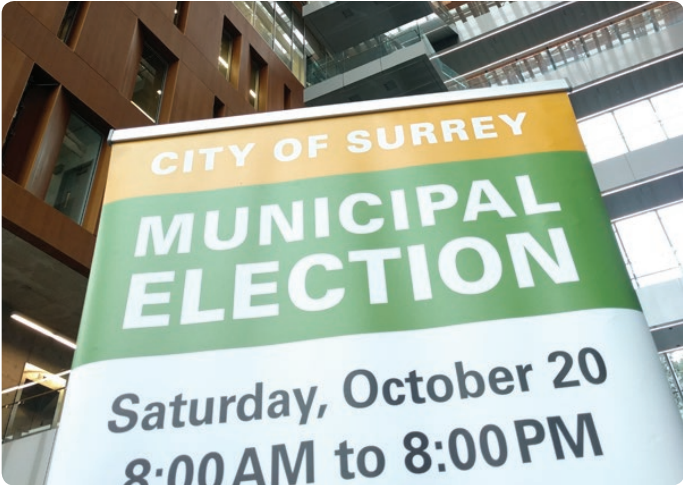


**34**  
Email  
Templates  
Created



**12,651**  
Emails Sent  
Through  
the Portal

# Recruitment and Training



## Recruitment Fairs

13 recruitment fairs were conducted at Election Headquarters, City Hall and four city facilities between July 14 to August 31. The election team touched down in communities across the city, including City Centre, Fleetwood (Fleetwood Community Centre), Guildford (Guildford Recreation Centre), Cloverdale (Cloverdale Recreation Centre), and South Surrey (South Surrey Recreation and Arts Centre).

## Training Sessions

A training program spanning 26 sessions was developed to prepare 679 election workers for four positions at 57 voting locations plus 24 advance voting opportunities. Using the Worker Management Portal, workers could login, choose their preferred training session(s) and confirm their attendance. A number of cancellations resulted in 12 additional classes being held at Election Headquarters between October 2 to 17.

### By the Numbers



Recruitment Fairs



Total Portal Logins



Portal Logins per User



Training Sessions



Election Workers



Voting Locations

# Candidates Access Portal

*The Candidate Access Portal Module offers controlled access for candidates to view relevant elector data.*

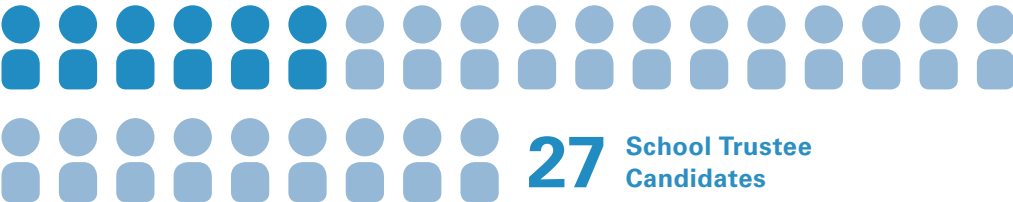
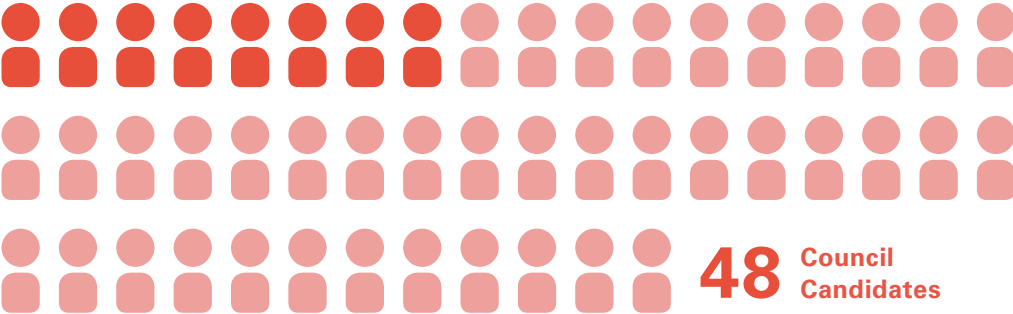
A total of 83 candidates ran for office in 2018.



**91**  
Portal Logins



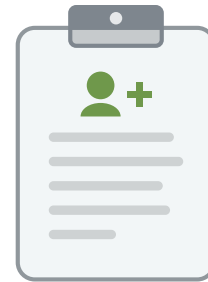
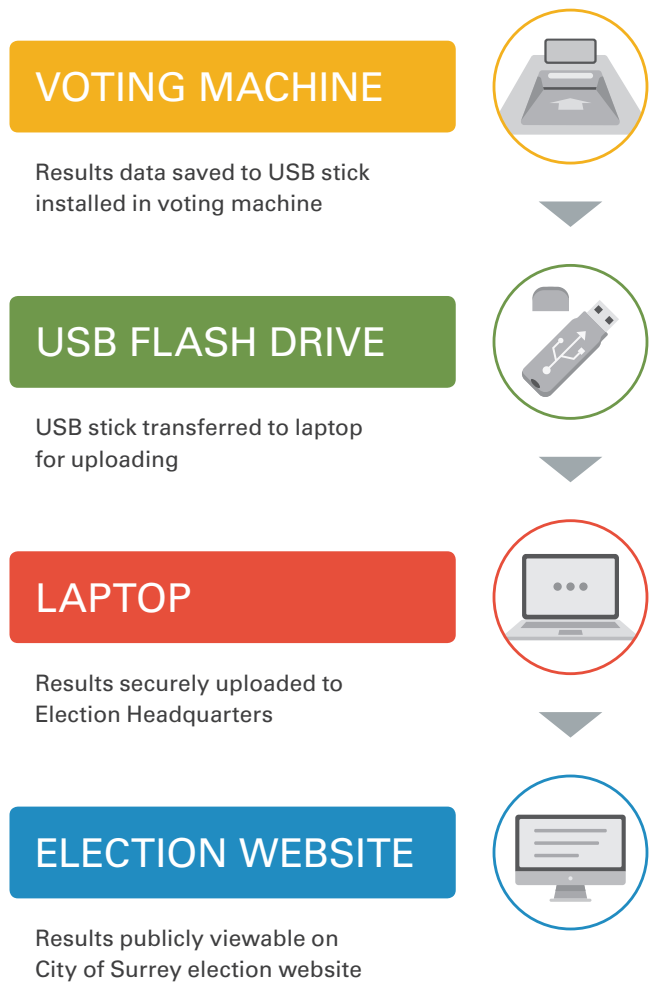
**111**  
Extracts  
Downloaded



# Election Results

## At the Close of Voting

Once the last elector had cast their ballot, election workers completed the *Close Poll* procedure. This process allowed for an encrypted, error-free and efficient delivery of the Preliminary Election Results for upload to the City of Surrey Election Website.



**4,695**

New Registered Voters in 2018

**2,435**  
Voter Addresses Updated

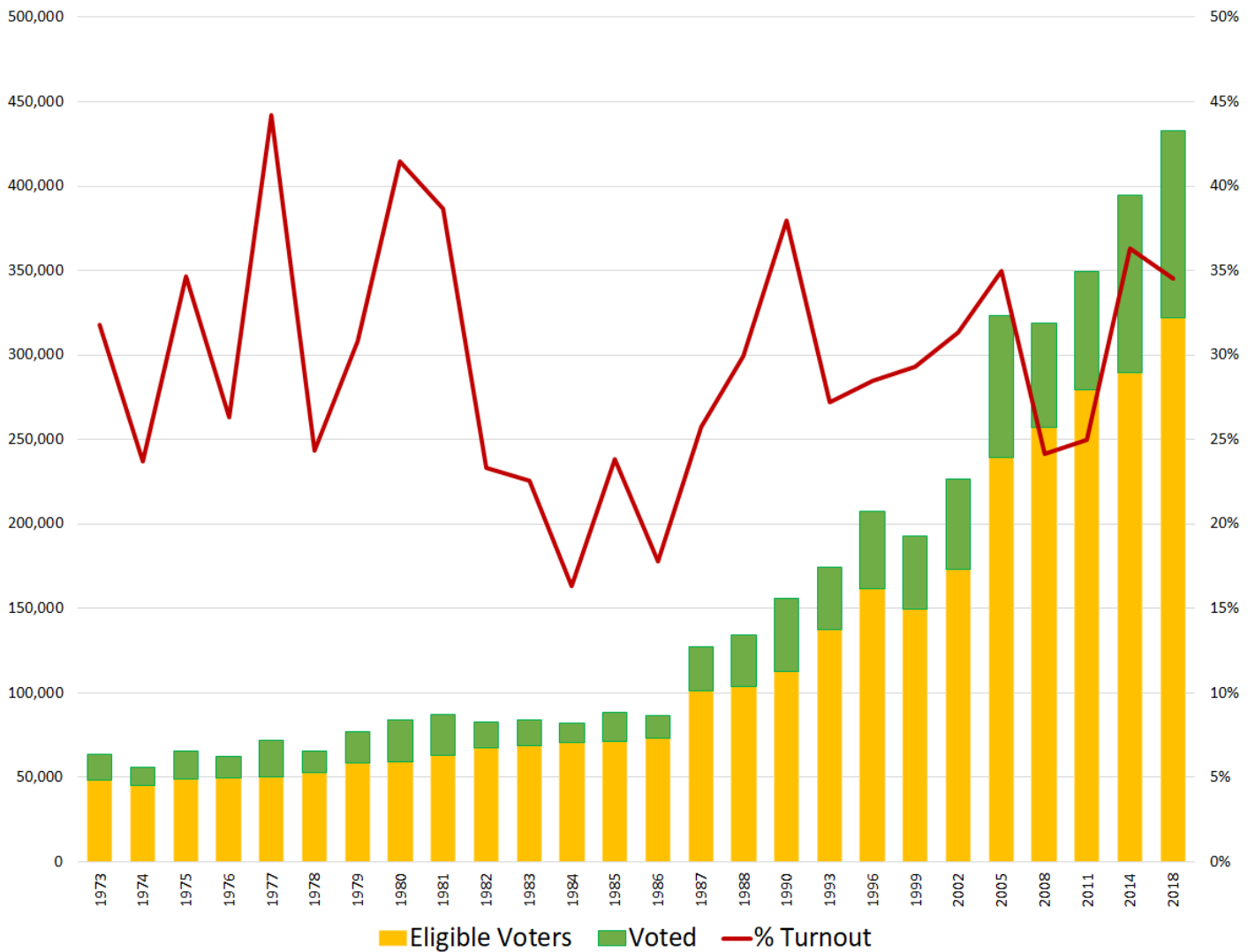
**14,375**  
Voters Info Updated

**345**  
Properties Added

**890**  
Properties Updated

# Historical Turnout

Registered Voters and Voter Turnout for 1973–2018



**34.4%**  
**Voter Turnout in**  
**2018**



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# How did we Engage?

*Engagement with voters, candidates, and election workers was the focus in developing and implementing the Marketing Strategy.*

A positive election experience was further enhanced through creating communication channels to inform, engage and educate voters, candidates and election workers.

## WEBSITE

- Clear communication
- Drive traffic to a user friendly election website to inform without being overwhelmed

## SOCIAL MEDIA

- Election Worker recruitment outreach via social media campaigns and marketing using video, digital ads on City assets and radio advertising
- Voter engagement via newspaper ads, radio spots, printed and digital Voter Guide and digital billboards
- Redirect voter traffic to visit less busy locations through social media channels

## ADVANCE VOTING OPPORTUNITIES

- Increase while streamlining dates, hours and locations
- Increase voter turnout through targetted marketing using print, digital, video and radio.

## ELECTION DAY

- Increase staffing level at all locations for a faster processing time
- Enhance the wait-time map to provide the busyness of each voting location
- Expand the tools used to measure final outcomes



# Election Website

Building on the 2014 Election, the 2018 Election website was restructured and expanded to effectively provide information to Surrey citizens, candidates and election workers.

## Website Traffic Highlights - Election Day

**264,000**

### Total Pageviews

40% increase over 2014

**40,000**

### Users

51% increase over 2014

**34,000**

### Unique Users

58% increase over 2014

## 80,000 Pageviews – Election Results

Most pageviews: 165% increase over 2014

## 15,000 Pageviews – Where to Vote

2nd most pageviews: 110% increase over 2014

## New and Improved Features

Notable features within the 2018 Election website include:

### For Voters

- Voters List Online Lookup Tool: 4,463 unique searches, 41% on the voters list and 59% are not. [Election BC Stats]
- Interactive Voting Location Map: Provided information about nearby voting locations, driving and transit instructions as well as voting location wait times on voting days. [GIS Stats]
- Email Reminders: 181 subscribers
- Videos for Voters:
  - 2018 Municipal Election (1,043 total views)
  - How to Vote (612 total views)
  - Am I Registered to Vote? (3,437 total views)
  - Advance Voting (609 total views)
  - Your Voter Card (273 total views)
- Digital Flipbook of the Voter Guide
- Countdown Clock

### For Election Workers

- Recruitment Video (9,100 total views)
- Online Application: 1,120 applications received
- Election Worker Portal: 4,870 total logins

### For Candidates

- Running for Office Video (1,246 total views)

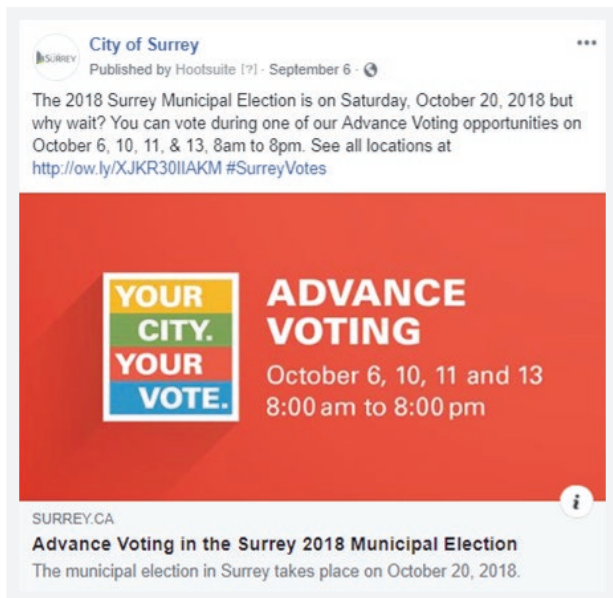
# Social Media

Channels used during the 2018 election included Facebook, Page Ads, Twitter, Instagram, YouTube and LinkedIn.



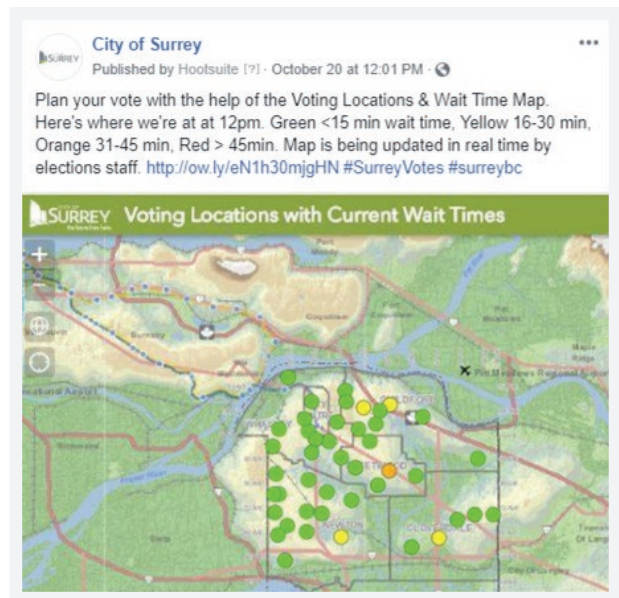
## Top Performing Organic Facebook Posts

### Pre-Election



People Reached: **2,135**

### Election Day



People Reached: **4,291**

Engagement: **260**

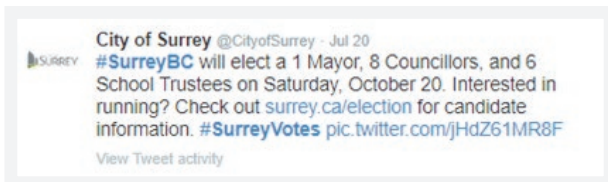
# Top Social Performers



People Reached: **44,521**  
Engagements: **1,114**



People Reached: **30,384**  
Engagements: **1,071**  
Video Views: **24,138**



People Reached: **14,939**



# Wear + Share



I Voted: Instagram had **428** uses of **#SurreyVotes**

# Videos

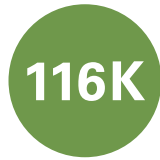
## By the Numbers



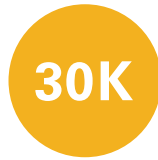
Short Videos Produced



Length of Longest Video



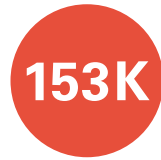
Views on Facebook and Instagram



Views on Twitter



Views on LinkedIn



Total Views on All Channels



Advance Voting



Am I Registered to Vote?

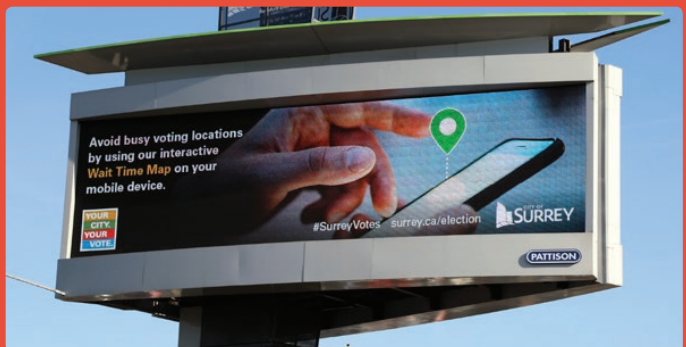
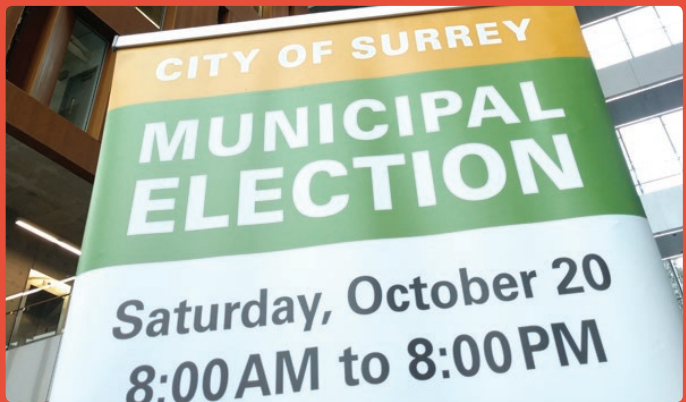
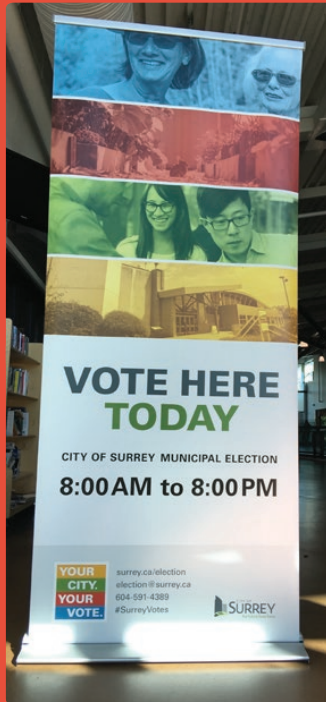


Election Day is October 20



How to Vote

# Engagement Collateral



# Election Day Voting Feedback

## HappyOrNot

HappyOrNot® Feedback Service

Participation Rate: **8%**

Satisfactory Index: **78/100**

Responses: **6,986**

Very Positive



**57%**

4,043 resp.

Positive



**27%**

1,865 resp.

Negative



**8%**

537 resp.

Very Negative



**8%**

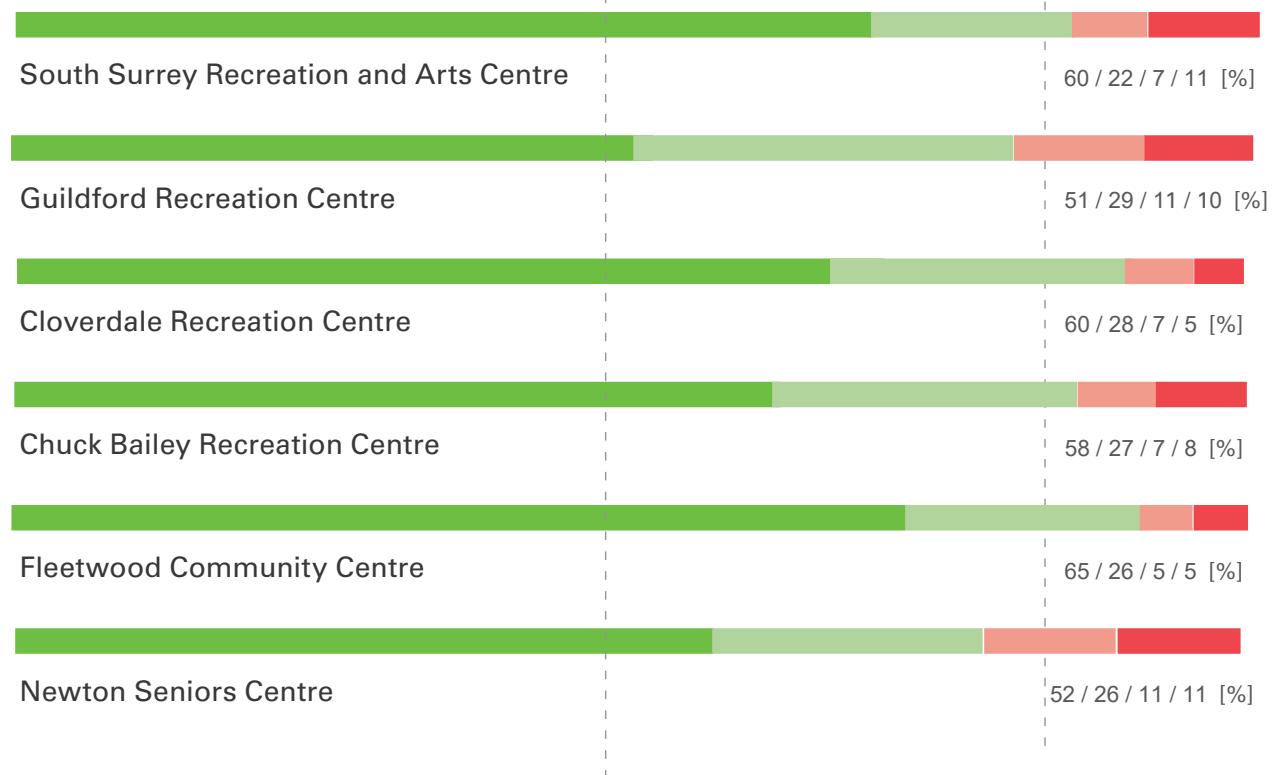
541 resp.



### General Election Day Voting Total – October 20

57 / 27 / 8 / 8 [%]

### Comparison by Location





# Advance Voting Feedback

## HappyOrNot

HappyOrNot® Feedback Service

Participation Rate: **47%**

Satisfactory Index: **91/100**

Responses: **10,350**

Very Positive



**79%**

8,101 resp.

Positive



**17%**

1,810 resp.

Negative



**2%**

226 resp.

Very Negative



**2%**

213 resp.



**Advance Voting Total – October 6, 10, 11 and 13**

79 / 17 / 2 / 2 [%]

## Comparison by Location



South Surrey Recreation and Arts Centre

82 / 15 / 2 / 1 [%]



Guildford Recreation Centre

80 / 18 / 1 / 1 [%]



Cloverdale Recreation Centre

79 / 17 / 3 / 1 [%]



Chuck Bailey Recreation Centre

79 / 18 / 2 / 1 [%]



Fleetwood Community Centre

79 / 18 / 2 / 1 [%]



Newton Seniors Centre

73 / 20 / 3 / 4 [%]

# Citizen Comments



**Brittany** @\_bumblebee · Oct 20 Twitter

Regardless of tonight's election outcomes, I am so proud of people in my city for getting out and voting for the change they wanted to see. #SurreyBC #SurreyVotes



**Amber Norris** Facebook

Yes!! Long line people actually care about what is happening in their city and want to be heard. Hopefully change is a coming!!!!



**Cindy Van** @CindyVanOosten · Oct 20 Twitter

It was amazingly efficient. I voted in Morgan creek elementary school at 10am and there was no line up and amazing ppl getting us voting quickly!



**Vaughan Chapman** Online Feedback

Dear all – Just wanted to say thanks for the great job on the 2018 Surrey Municipal Election Voter Guide and Candidate Information booklet. And for all the work on the election website! I can't imagine how many person hours went into both of these!! Much appreciated.



**Yvonne** Email Response

I would like to express my appreciation for the "Voter Guide and Candidate Guide" that was provided to the community. It was extremely helpful in the decision-making process as was your website, which included a taped comment from each of the candidates. The city of Surrey did its best to enable voters.



**M. Stephen C.** Online Feedback

I wish to compliment the City of Surrey on the 2018 Voter Guide and Candidate information booklet I received. The guide is precise, the information concise and the assorted candidate profiles short and to the point. This was a pleasant surprise and much preferable to the myriad of electoral signage which, in my view, are a blight on our in fact any community. I would suggest that in all future municipal elections the booklet should be the only allowable outlet for candidates thereby removing the assorted election signs. Job well done.



**chrisdavison** @chrisdavison · Oct 22 Twitter

Excellent. Extremely well organized and zero wait (We voted early, mind you)...



**Tracie Woodhams** Facebook

I realize that many of your locations are NOT set up for someone who has mobility issues. I have said it before and I will say it again, we all aren't capable of walking long distances and yet you continue to put polling places at the very back of buildings.



**Muneeb Alam** @MNBalam · Oct 19 Twitter

Too many choices in this municipal election #SurreyVotes



**Laney B** @unityinaction · Oct 20 Twitter

Love that there was a line in front of me when voting this morning! Come on, Surrey, let's vote! #SurreyVotes

# Election Worker Feedback

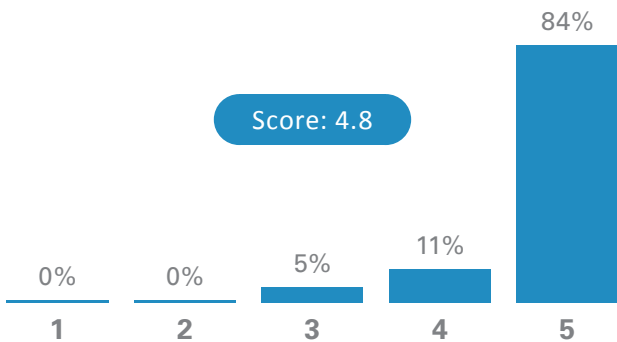
## Slido Live Feedback

The Slido audience interaction platform was used to obtain live feedback during training sessions. Here's an example from one session.

### Rate the overall training usefulness

44 responses

5 – definitely useful / 1 – not useful at all



### Did the activities and hands-on exercises aid your learning?

44 responses

Yes  100%

No  0%

### Use ONE word to describe your training experience

Helpful (7)	Good (2)	Thorough
Informative (6)	Welcoming	New
Useful (2)	Adventure	Friendly
Organized (2)	Nice	
Interesting (2)	Great	

## Words from Election Workers

Many of our election workers left us with great comments. Here is a selection of what they were saying about their experience.

Thank you for the for the organizing, training, delivery, pick up, and support on Election day. Everything for me and my staff went very smoothly which made our ability to serve the voters so much easier and enjoyable.

**Carl** PEO at Bothwell Elementary

Thank you! It was so nice to meet so many dedicate people to our City's Election! I have done this many times before, and this year was exceptionally organized. Thank you for all the effort that went into it!

**Jennifer** PEO at Adams Road Elementary

Thank you for the appreciation! It was my first time working at the Elections and it was a great experience indeed. What a great way to connect with the community. All of you make a great team who provided strong leadership. Everything worked out perfectly. Kudos to you on a job well done. I look forward to working with you again.

**Mel** Election Official at Ellendale Elementary

Thank you too for giving me a chance to participate again in this election. It maybe too tiring but it's worth knowing people went out and voted. I hope I can work again the next time. Thanks for all your support. It was such a wonderful experience working with fantastic.

**Maria** Election Assistant at Kirkbride Elementary

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# 2022: The Future Lives Here



In planning for the 2022 Surrey Municipal Election, further study of voter demographics, population growth, statistical reviews plus new emerging technologies within the city will be vital to determine the impact that expansion and development will have in the following area:

- Communication and engagement planning to further develop web based and social media platforms
- Optimal voting locations established to maximize efficiencies for voter turnout
- Target key advance voting opportunities to address the needs of voters
- Enhance special voting opportunities and research other opportunities to vote
- Traffic Management Planning to streamline traffic in busy locations

To support an efficient and sustainable election, staff will continue to collaborate and exchange best practices with partners and stakeholders to research new ways to engage, educate and improve the election process for the 2022 Surrey Municipal Election.

2018 Surrey  
Municipal Election  
Voter Guide and  
Candidate Information

ELECTION  
Saturday, Oct  
8am-8pm

ADVANCE  
October  
8am-8  
ELECTION  
Saturday  
8am-8

YOUR  
CITY.

YOUR

CITY OF  
SURREY

[surrey.ca](http://surrey.ca)





the future lives here.

August 2<sup>nd</sup>, 2018

Dear Candidate:

**Re: Conditional Temporary Authorization for Placement and Installation of Municipal Election Signs on Medians and Boulevards and on City of Surrey Parks**

The City of Surrey ("the City") understands the need for candidates to reach voters through signage during the election campaign. The temporary placement and installation of election signs is regulated by the City under its Bylaws.

This letter serves to provide Conditional Temporary Authorization to all candidates confirmed by the City's Chief Election to be running for the Office of Mayor, Councillor, or School Trustee, including Elector Organizations supporting the candidate(s).

Please be advised that this Conditional Temporary Authorization is limited and permits the temporary placement and installation of the election signs of confirmed candidates and elector organizations on medians, boulevards and on parks under the jurisdiction of the City **during the period of September 15<sup>th</sup> to November 3<sup>rd</sup>, 2018 only** with the following conditions:

**CONDITIONS**

**Election Signs on Medians and Boulevards and on Parks Under Jurisdiction of the City of Surrey**

1. Election Signs may only be placed or installed in permitted areas **starting at 12:00 am September 15<sup>th</sup>, 2018 and must be removed by the candidate within 14 days following General Voting Day of October 20<sup>th</sup>, 2018 (no later than 11:59 pm November 3<sup>rd</sup>, 2018)**. Failure to comply will result in financial penalties and the signs will be immediately removed by the City. Please refer to the "Penalties for Non-Compliance" section of this correspondence.
2. On Medians Election Signs must meet the following requirements:
  - Only small ground level election signs that do not exceed dimensions of 60 cm x 60 cm (2 ft. x 2 ft.) are permitted. In addition, the signs must not stand higher than 70 cm (3 ft.) from the base.
3. Election Signs must not be placed or installed within 25.0 metres from an intersection.
4. Election Signs must not be placed or installed in a manner that may create a safety hazard or driving distraction or that may impair the visibility of highway signs as assessed by the City at its sole discretion.

5. Election Signs must not restrict sightlines of vehicles, drivers, bicycle riders and pedestrians in the vicinity of the sign or in any way pose a traffic or safety hazard.
6. Election Signs must be placed or installed at a distance farther away from the road edge than existing permanent traffic signs.
7. Election Signs must not obstruct, simulate or be attached to any structure, telephone or hydro pole, traffic control device or other infrastructure (example, signs, sign posts or traffic signal posts).
8. Election Signs must not be placed or installed on bridges, overpasses, or other highway structures and must not interfere with highway use.
9. Election Signs must not interfere with park use and must not present a hazard to public safety and must not cause damage to park infrastructure, or block park paths, park roadways, or park information signs.
10. Election Signs must not be placed or installed within a 100-meter radius of a voting location.
11. This Conditional Temporary Authorization may be revoked in whole or in part, without notice at any time and may be further supplemented or superseded with additional conditions or replacement conditions.
12. This Conditional Temporary Authorization does not apply to highways/road right of ways, including medians and boulevards, or to other property owned or under the jurisdiction of the Province of British Columbia.
13. This Conditional Temporary Authorization does not relieve the candidates or elector organizations from complying with City bylaws.

For the purposes of this Conditional Temporary Authorization, the terms “Boulevard” and “Roadway” have the meaning ascribed to them under City Bylaw 13007:

- “Boulevard” means all those portions of a highway not occupied by roadway;
- “Roadway” means the portion of a highway between the edges of the travelled surface, excluding sidewalks and walkways, including medians, curbs and shoulders, where applicable;

### **Penalties for Non-Compliance**

It is the sole responsibility of each Candidate and/or their Elector Organization to comply with the above noted Conditional Temporary Authorization including City bylaws. The City of Surrey reserves the right to remove any signs that do not comply with this Conditional Temporary Authorization. Please be advised that should the City exercise its right to remove a non-compliant election sign, the Candidate and/or their respective Elector Organization will not be notified that their sign has been removed.

Signs that have been removed by the City for breach of any of the above conditions may be stored by the City at its Operations Centre located at 6651 – 148 Street in Surrey BC for a maximum of 72 hours. Subsequently, the signs will be disposed of by the City. Please be advised that the City is not obligated to store any signs it retrieves nor is it responsible for maintaining an inventory of election signs it retrieves, or otherwise.

Candidates/Elector Organizations wishing to retrieve their signs within the 72-hour period will be charged a minimal retrieval fee of \$25 per sign by the City to recover its costs.

Any election sign that is not removed by 11:59 pm on November 3<sup>rd</sup>, 2018 (14 days following the October 20, 2018 election) will be removed by the City and promptly disposed of. The City's full costs associated with sign removal and disposal in this regard will be charged to the Candidate and/or to their Elector Organization.

### **Removal of Signs Following the Election**

We thank you in advance for the quick removal and clean-up of election signs within the City.

As noted above, all election signs must be removed within 14 days following the October 20<sup>th</sup>, 2018 General Voting Day (no later than November 3<sup>rd</sup>, 2018 at 11:59 pm).

The City supports the recycling of election sign materials, and as such will provide recycling bins following the completion of the election. Separate bins will be provided for the various components of the signs including wood, plastic (including coroplast), and metals at the City of Surrey Satellite Yard located at 6596 – 144 Street.

The drop off bins will be accessible from October 21<sup>st</sup> 2018 to November 3<sup>rd</sup>, 2018 inclusive during the following hours:

- Weekdays: 8:30a.m. to 5:00p.m.
- Weekends: 10:00a.m. to 4:00p.m.

### **City Contacts**

If you have questions regarding the above, please contact the following:

- For temporary election signs within medians and boulevards, please contact Kenneth Lee at 604-598-7910.
- For temporary election signs within City Parks, please contact Hugh Norris at 604-501-5172.



- For recycling of your election signs, please contact Harry Janda at 604-590-7208.

Yours truly,



Fraser Smith, P.Eng., MBA  
General Manager,  
Engineering



Laurie Cavan  
General Manager,  
Parks, Recreation and Culture

- c.c. - City Manager
- Manager, Parks, Recreation & Culture
  - Park Operations Manager
  - Manager, Transportation
  - Manager, Bylaw Enforcement & Licensing
  - Manager, Operations
  - Kristen Tiede, Engineering Dept.