CORPORATE REPORT

REGULAR COUNCIL

TO:	**Mayor & Council**	DATE:	**June 1, 2023**
FROM:	**General Manager, Corporate Services**	FILE:	**4200-01**
SUBJECT:	**2022 Election Summary**		

RECOMMENDATION

The Corporate Services Department recommends that Council receive this report for information.

INTENT

The purpose of this report is to provide Council with a broad overview of the administrative and operational efforts engaged towards the 2022 Local Government and School Trustee Election (the "Election") and provide the "Election 2022 Final Summary" attached as Appendix "I".

BACKGROUND

In 2021, the City established the 2022 Election Project Team ("The Project Team") comprised of staff primarily from the Corporate Services Department as well as staff from the PRC Department.

A range of strategies were implemented for the 2022 Election, designed to enhance the voting experience and increase the efficiency of the voting process. These included:

- The expansion of mail ballot voting opportunities to all eligible voters;
- The introduction of voting appointment bookings at three advance voting locations;
- An increase in the number of voting polls; and
- An increase in the number of tabulators and election staff at voting polls.

Following the Election, a number of Key Dates were established by Elections BC to appropriately conclude the 2022 Election process. These Key Dates and their associated actions are contained in Appendix "II".

DISCUSSION

Voting Locations

The 2022 Election had 52 voting locations and 58 voting polls, with a minimum of two tabulators at each poll. The number of tabulators increased from 74 in 2018 to 114 in 2022, helping to streamline the voting process. Voting locations with parking or accessibility issues were removed as recommended by the School District and 2018 Project Team.

Election Workers

In 2022, the Project Team processed a total of 1,305 applications, which represents a notable increase from the 1,120 applications handled in 2018. Additionally, the team successfully recruited and onboarded 786 skilled election workers, surpassing the previous year's recruitment numbers by 107.

Between mid-September and early October 2022, thirty training sessions were conducted for all election workers. Training sessions included instructional videos, in-class hands-on exercises, power point presentations, training manuals, and pop-quizzes.

Advance Voting Opportunities

Advance voting opportunities were held on October 5, 8, 9 and 12, 2022 from 8:00 am to 8:00 pm at five City of Surrey recreation centre locations and one surrey school site. With a total of nine polls at these six advance voting locations, there was an increase in voting hours from 288 in 2018 to 432 in 2022. This contributed to a 61% increase in early voter turnout, from 22,179 in 2018 to 35,713 in 2022.

Voter Turnout

Elections BC reported that as of July 2022, 339,640 individuals were registered to vote in Surrey, reflecting a 6.5% increase in voters since 2018. For the 2022 Election, the City experienced a voter turnout of 34.6% out of the 339,640 eligible voters. This represented a 0.2% increase over the 2018 Election results where 34.4% of the 322,000 eligible voters cast their vote. Voter history information, up to and including the 2022 Election, is displayed in the graph found on page seven of Appendix "I".

Considerations for the 2026 Surrey Municipal Election

Following the 2022 Election, the Project Team conducted a review and identified specific areas for consideration and implementation ahead of the 2026 Election cycle. These include:

1. Begin election planning two years in advance of the 2026 Election to provide adequate time to evaluate and test new technologies, secure facilities, and enhance processes;
2. Establish a dedicated, permanent team to oversee the election process from planning to execution, thereby improving knowledge retention and operational efficiency; and
3. Evaluate the option of procuring critical equipment or entering into a multi-term rental agreement for equipment, such as tabulators.

CONCLUSION

This report provides a high-level overview of the 2022 Election and outlines considerations for the 2026 Election.

Rob Costanzo
General Manager, Corporate Services

Appendix "I": Election 2022 Final Summary
Appendix "II": Elections BC 2022 General Local Election Key Dates (Post Election)

Election 2022
Final Summary

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CITY OF SURREY
the future lives here.

Looking Back on 2022

New strategies were implemented in 2022 to enhance the voting experience, improve the efficiency and effectiveness of the voting process, and address pandemic-related concerns.

These measures included:

- Extending mail ballot voting opportunities to all eligible voters for greater accessibility
- Increasing the number of polling stations and selecting voting locations with spacious gymnasiums and ample parking space, whenever feasible.
- Increasing the number of tabulators and election staff to minimize waiting times.
- Expanding the capacity of Advance Voting by deploying additional tabulators.
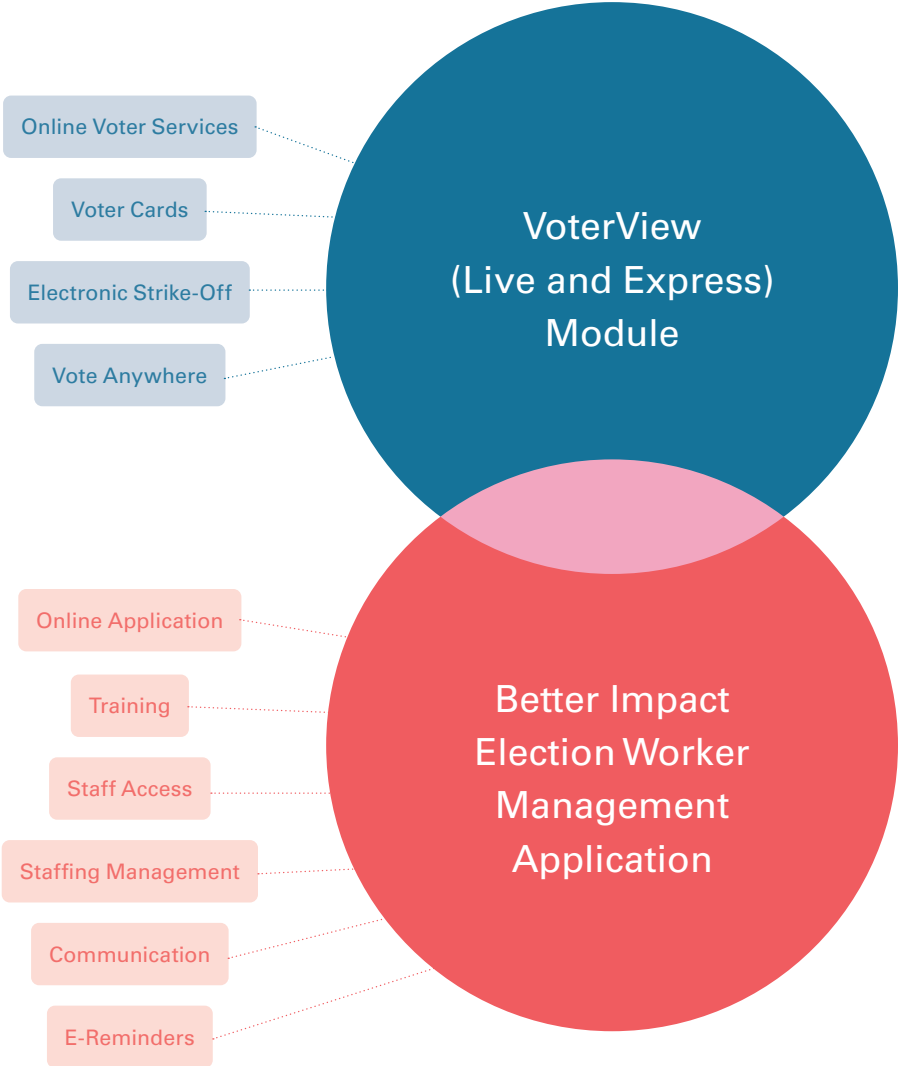
This document showcases the outcomes, feedback, statistics, and engagement from the 2022 Municipal Election. It serves as a precursor to planning the 2026 Municipal Election.

Elector Management System

VoterView was once again implemented as the elector management system for the 2022 Municipal Election.
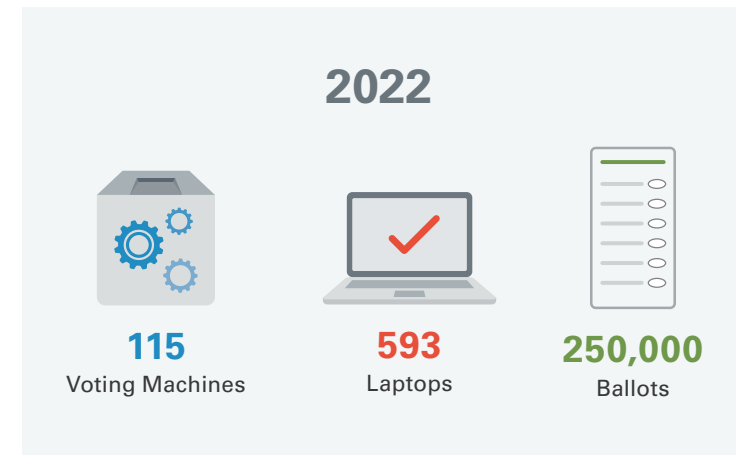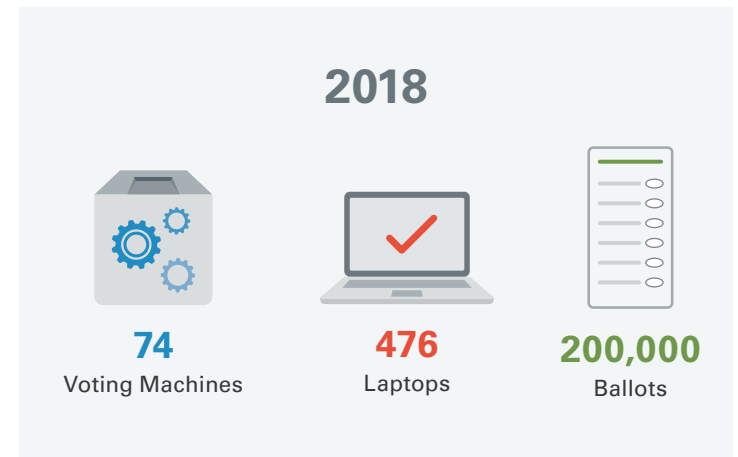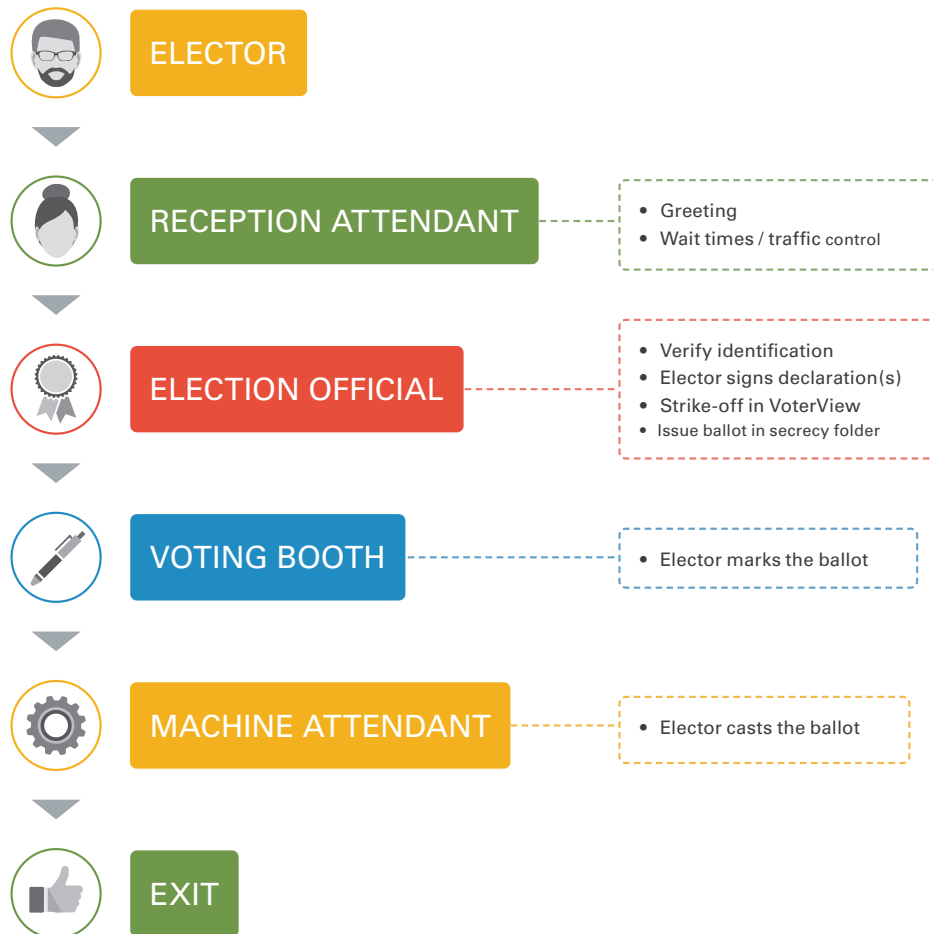
VoterView is an internet-based application designed to provide election officials with access to electoral information including the ability to make corrections to the voters list.

VoterView Live was implemented city-wide during the 2022 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.

Coupled with a seperate Election Worker application (Better Impact), VoterView delivered powerful functionality and increased efficiencies which enhanced the election process for voters, workers and candidates

Online Voter Services

Voter Cards

Electronic Strike-Off

Vote Anywhere

VoterView
(Live and Express)
Module

Online Application

Training

Staff Access

Staffing Management

Communication

E-Reminders

Better Impact
Election Worker
Management
Application

Voting Process at a Glance

ELECTOR

RECEPTION ATTENDANT
- Greeting
- Wait times / traffic control

ELECTION OFFICIAL
- Verify identification
- Elector signs declaration(s)
- Strike-off in VoterView
- Issue ballot in secrecy folder

VOTING BOOTH
- Elector marks the ballot

MACHINE ATTENDANT
- Elector casts the ballot

EXIT

2018

74
Voting Machines

476
Laptops

200,000
Ballots

2022

115
Voting Machines

593
Laptops

250,000
Ballots

Advance Voting Opportunities

We offered four advance voting dates at six locations in order to provide citizens the opportunity and convenience to vote prior to general voting day on October 15. We saw an increase of just over 13,500 in advance voter turnout compared to 2018.

Advance Voting Turnout by Day (2022)

Oct 5	Oct 8	Oct 9	Oct 12
8,159	7,788	7,206	12,560
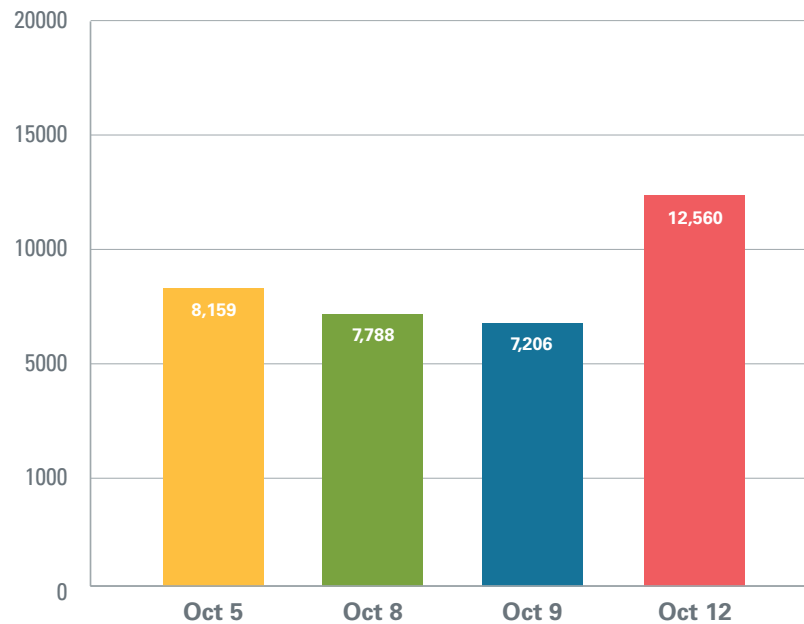
Advance Voting Turnout 2014 vs 2018 vs 2022

| 2014	2018	2022
11,613	22,179	35,713
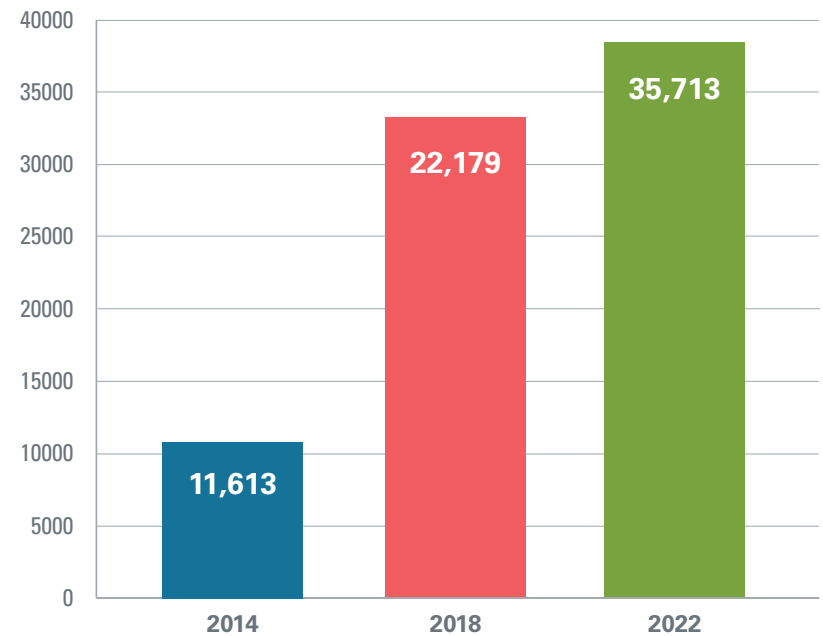
Accessible Voting

As part of our commitment to accessible voting, all voting locations were wheelchair accessible and new for 2022, all eligible voters had the option to vote by mail, or to book a voting time at select polling locations.

Mail Ballot Turnout

Year	Turnout
2014	513
2018	614
2022	1,961

Historical Turnout
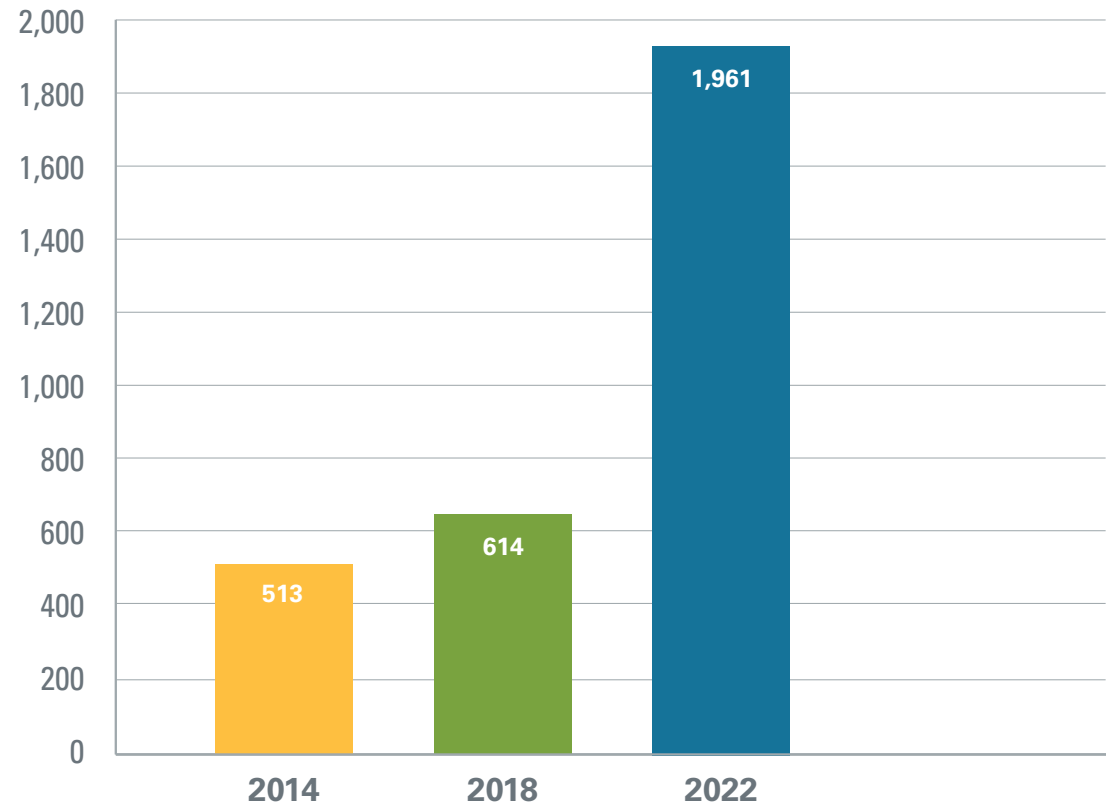
Legend: Eligible voters who did not vote | Voted | Turnout
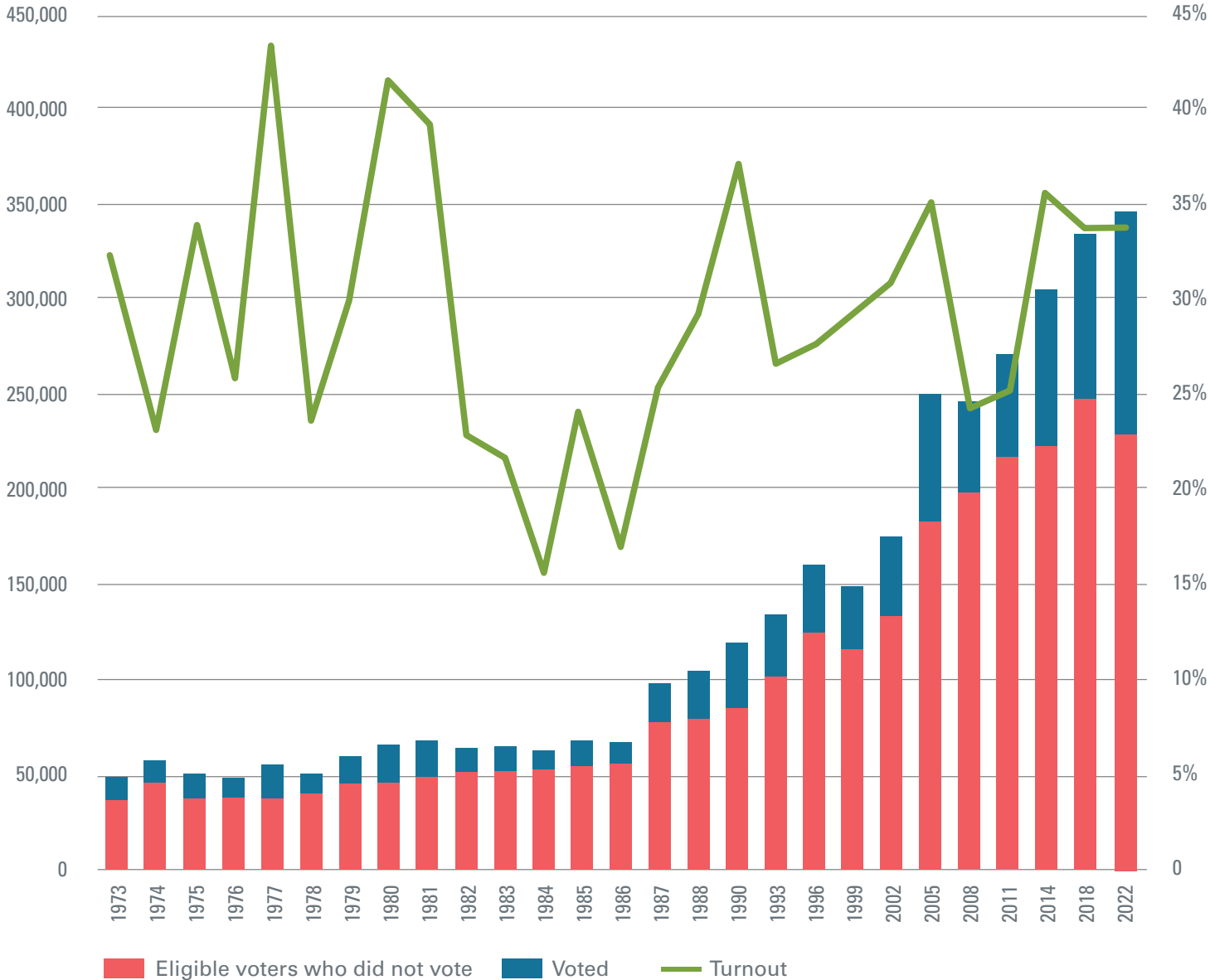
Vote Anywhere / Where did citizens vote?

There were 52 locations with 58 polls in 2022

Whalley — 14,110

GV01 Bridgeview Com	580
GV02 Chuck Bailey Rec	1,505
GV02 Chuck Bailey Rec (Advance)	3,065
GV03 AHP Matthew Elem	1,014
GV04 Old Yale Road Elem	1,626
GV05 LA Matheson Sec	3,253
GV06 Queen Elizabeth Sec	2,103
GV07 Lena Shaw Elem	964

Guildford — 14,120

GV08 Guildford Park Sec	1,533
GV09 Bonaccord Elem	1,126
GV10 Guildford Rec	1,788
GV10 Guildford Rec (Advance)	4,947
GV11 Fraser Heights Rec	2,186
GV12 Bothwell Elem	752
GV13 Harold Bishop Elem	696
GV14 William F Davidson Elem	1,092

Newton North — 17,570

GV21 Kennedy Trail Elem	868
GV22 Westerman Elem	740
GV23 Strawberry Hill Elem	977
GV24 Newton Elem	1,281
GV25 Frank Hurt Sec	1,684
GV26 Chimney Hill Elem	2,482
GV27 Princess Margaret Sec	1,453
GV27 Princess Margaret Sec (Advance)	6,677
GV28 Georges Vanier Elem	1,408

Newton South — 11,899

GV29 Cougar Creek Elem	1,060
GV30 Tamanawis Sec	1,591
GV31 Boundary Park Elem	1,661
GV32 Colebrook Elem	1,115
GV33 Ecole Panorama Ridge Sec	2,393
GV34 Goldstone Park Elem	2,490
GV35 Ecole Woodward Hill Elem	1,589

Fleetwood 17,310

GV15 Berkshire Park Elem	1,555
GV16 Fleetwood Com	3,077
GV16 Fleetwood Com (Advance)	6,607
GV17 Coast Meridian Elem	1,375
GV18 Fleetwood Park Sec	1,255
GV19 Green Timbers Elem	1,892
GV20 Maple Green Elem	1,549

Cloverdale 18,683

GV36 Salish Sec	1,274
GV37 Surrey Centre Elem	1,715
GV38 Cloverdale Rec	2,957
GV38 Cloverdale Rec (Advance)	7,539
GV39 Adams Road Elem	2,409
GV40 Maddaugh Elem	438
GV41 Katzie Elem	2,351

South Surrey West 16,238

GV42 Elgin Hall	1,143
GV43 Elgin Park Sec	1,228
GV44 Ocean Cliff Elem	1,829
GV45 Ray Shepherd Elem	1,385
GV46 Semiahmoo Sec	1,605
GV46 Semiahmoo Sec (Advance)	6,877
GV47 Jessie Lee Elem	2,171

South Surrey East 7,106

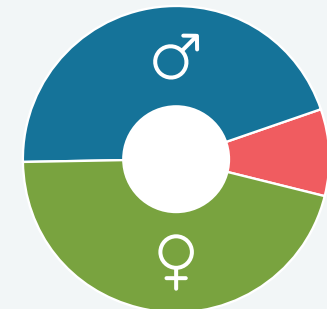|	
GV48 Morgan Elem	2,806
GV49 South Meridian Elem	1,357
GV50 Edgewood Elem	1,508
GV51 East Kensington Elem	444
GV52 Douglas Elem	991

Mail Ballot 1,961

Barnston Island 1

Who Voted in Surrey?

Voter Turnout by Age Group - 2014 vs. 2018 vs. 2022

Highest turnout was within the 60-69 age range
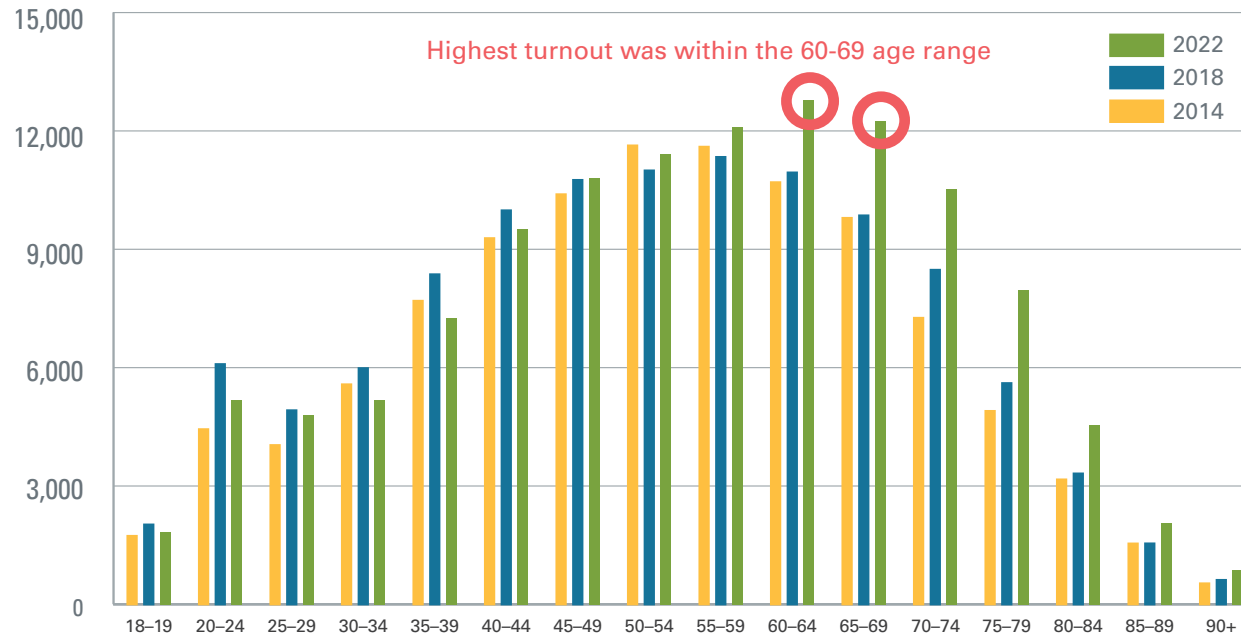
Voter Gender Distribution

- **46**% Female
- **45**% Male
- **9**% Unknown

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.

VOTING MACHINE

Results data saved to USB stick installed in voting machine

USB FLASH DRIVE

USB stick transferred to laptop for uploading

LAPTOP
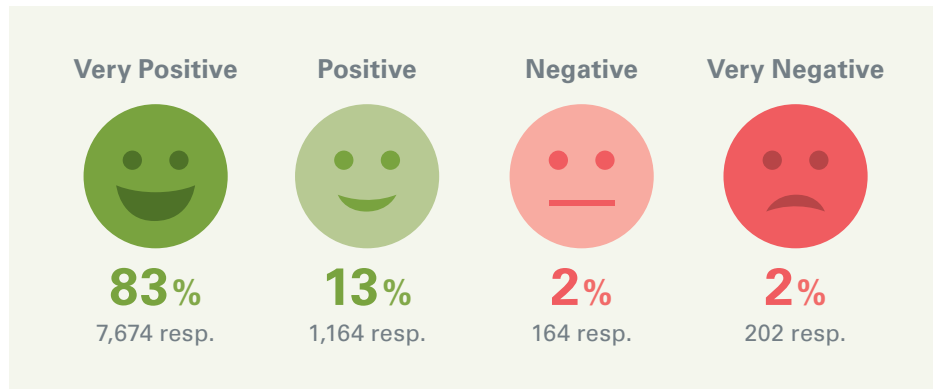
Results securely uploaded to Election Headquarters
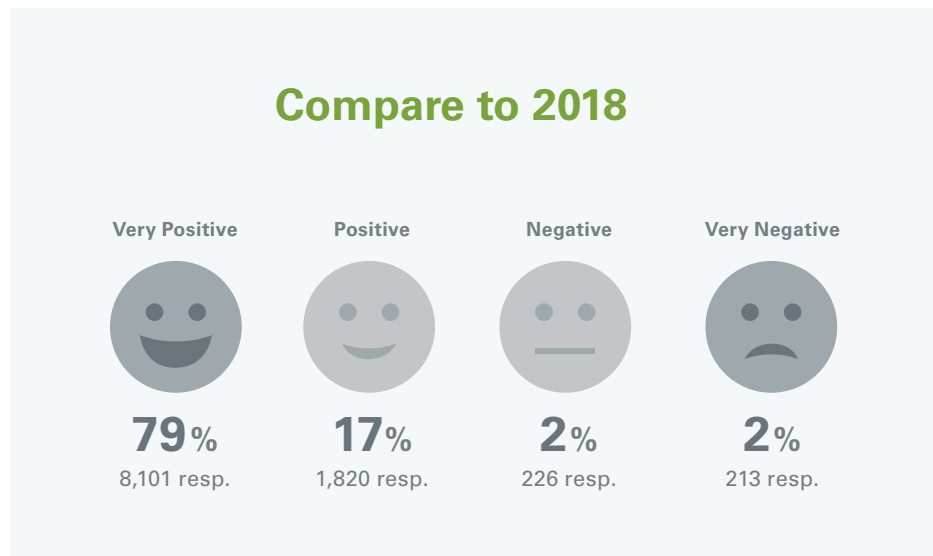
ELECTION WEBSITE

Results publicly viewable on City of Surrey election website
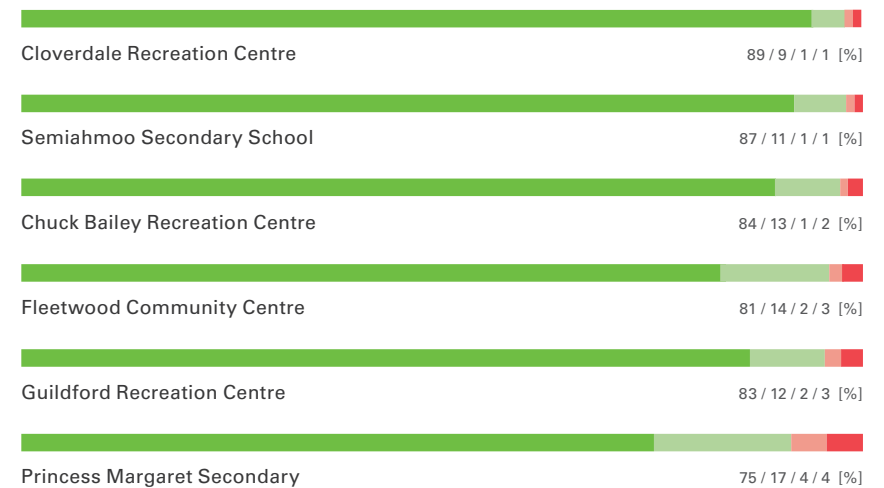
Voter Satisfaction | Advance Voting

Voter Experience Survey Results | Advance Voting

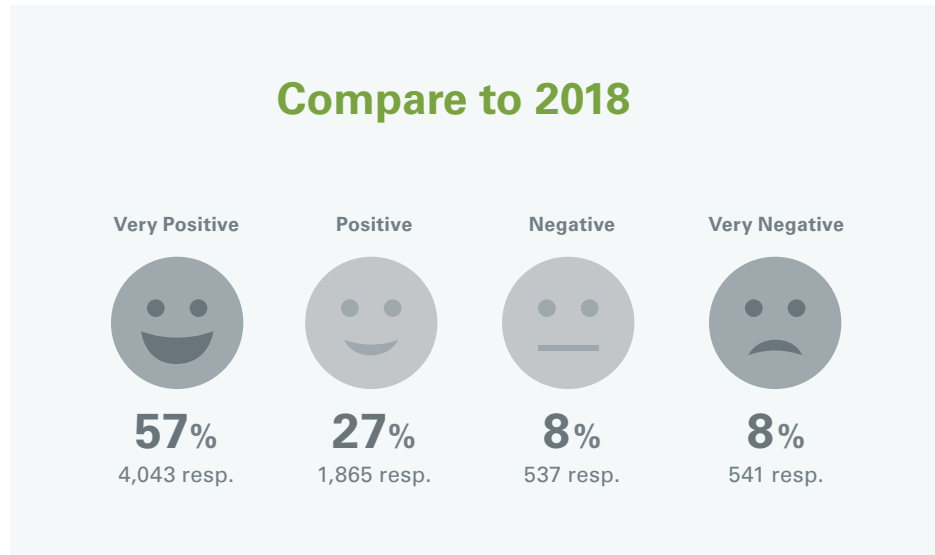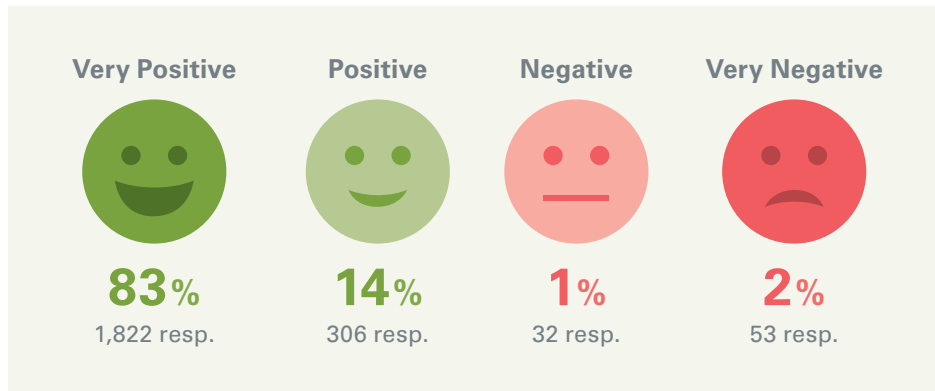| Very Positive	Positive	Negative	Very Negative
83%	**13**%	**2**%	**2**%
7,674 resp.	1,164 resp.	164 resp.	202 resp.

Compare to 2018

Very Positive	Positive	Negative	Very Negative
79%	**17**%	**2**%	**2**%
8,101 resp.	1,820 resp.	226 resp.	213 resp.

Comparison by Location | Advance Voting

Cloverdale Recreation Centre — 89 / 9 / 1 / 1 [%]

Semiahmoo Secondary School — 87 / 11 / 1 / 1 [%]

Chuck Bailey Recreation Centre — 84 / 13 / 1 / 2 [%]

Fleetwood Community Centre — 81 / 14 / 2 / 3 [%]

Guildford Recreation Centre — 83 / 12 / 2 / 3 [%]

Princess Margaret Secondary — 75 / 17 / 4 / 4 [%]

Voter Satisfaction | Election Day

Voter Experience Survey

Very Positive	Positive	Negative	Very Negative
83%	**14**%	**1**%	**2**%
1,822 resp.	306 resp.	32 resp.	53 resp.

Compare to 2018

Very Positive	Positive	Negative	Very Negative
57%	**27**%	**8**%	**8**%
4,043 resp.	1,865 resp.	537 resp.	541 resp.

Comparison by Location

Cloverdale Recreation Centre — 84 / 10 / 2 / 4 [%]

Semiahmoo Secondary School — 88 / 10 / 1 / 1 [%]

Chuck Bailey Recreation Centre — 88 / 10 / 1 / 1 [%]

Fleetwood Community Centre — 84 / 13 / 1 / 2 [%]

Guildford Recreation Centre — 79 / 18 / 1 / 2 [%]

Princess Margaret Secondary — 72 / 22 / 2 / 4 [%]

Feedback from Voters and Election Workers

My first time working at the elections was a great experience and I would definitely do it again next time.

I had great experience with Surrey Election team.

It went very quick. No improvement needed. Thank you.

I would do it again. If I could pick my same team again... Just kidding. It was great.

The employees kept everything running smoothly. Great job!

Voters were very happy with Guildford Rec Centre no line up because of 2 Gyms. This location was a perfect example on a busy location to have 2 gyms. One gym had 3 tabulators and the other gym had 2 tabulators this was excellent.

We had several voters come up to us in the poll and complimented us on our friendliness, positivity, helpfulness and organization for the lines.

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

Media

- Voter engagement via newspapers ads, radio spots, printed and digital Voter Guide and digital billboards

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

Voter Turnout Campaign

Our goal this year to encourage voter turnout was to create an eye-catching campaign reflecting Surrey's vibrant and diverse voter base while spreading awareness of the upcoming election and equipping people with everything they need to make voting as easy as possible. To achieve this, our photoshoot involved people representing a variety of demographics in recognizable Surrey locations. The resulting images were used to brand the 2022 election campaign and create sense of familiarity among our residents.

Using our vibrant branding, we created a suite of print and digital mediums to communicate with our audience on as many available channels as we could access throughout the city. This election year, we opted to put more emphasis than ever on digital advertising, including experimenting with Spotify ads to reach a younger audience.

Success of the campaign was reflected through digital analytics such as success of social ad campaigns, video views, web visits, and of course, higher historical voter turnout on advance voting opportunities and general election day, as well as positive feedback via satisfaction surveys on location.

Facility and Street Activation

We worked with libraries and recreation centres to activate facilities throughout the voter turnout campaign before voting days. This included pull up banners, three-sided coro towers, takeaway pocket cards, digital screen ads, and copies of voter guides in rack card holders.

Our people-centred campaign also hit the streets with ads in transit shelters throughout the city, as well as digital billboard ads at all locations at key points during the campaign period.

We were also able to reach the younger voters in our community by working with staff at Kwantlen Polytechnic University and Simon Fraser University in Surrey by supplying them with banners, posters, and materials for their student areas and start of school student fairs.

Print and Radio Ads

Because Surrey has such a rich multi-cultural community and a particularly significant South Asian community, we felt it was important to reach out to them via some of their specific channels. Translated ads reminding listeners of voting dates played daily on RED FM and Connect FM two weeks leading up to election day. We also placed reminder ads in several Surrey based South Asian newspapers and one Surrey based Filipino newspaper featuring images of culturally representative people.

VOTE ON
OCT 15
OR vote early
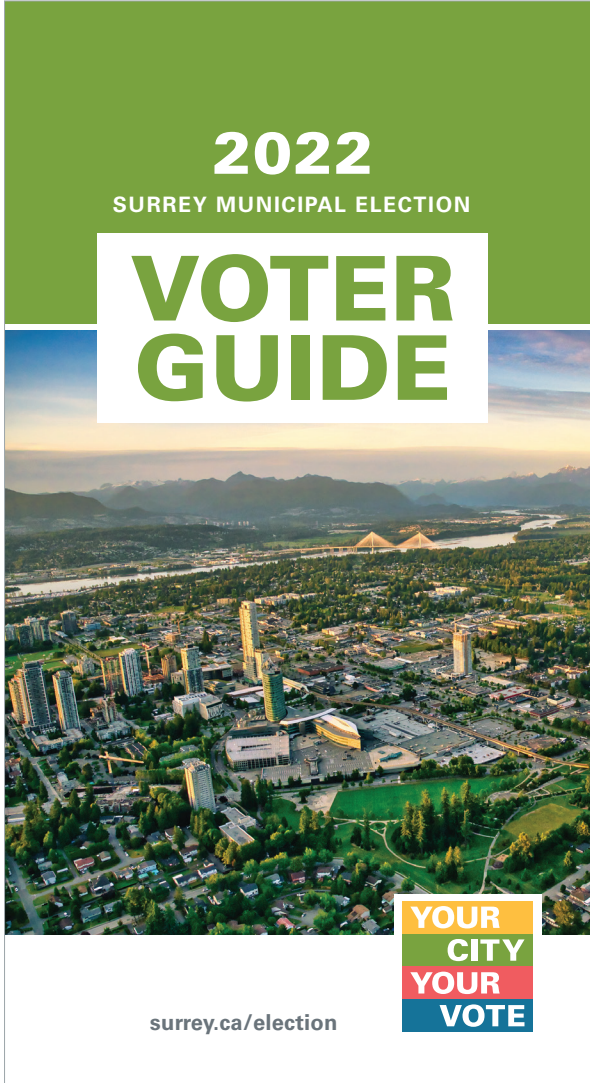October 5, 8, 9, 12

YOUR
CITY
YOUR
VOTE

#surreyvotes

surrey.ca/election

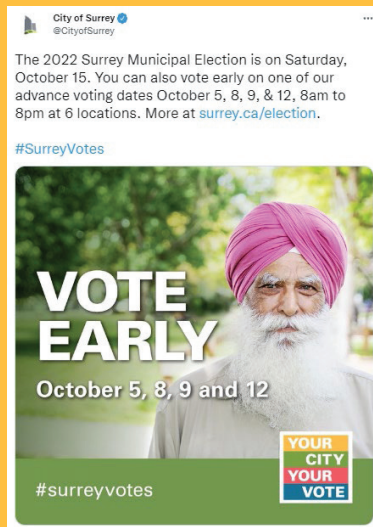CITY OF
SURREY
the future lives here.

Voter Guide

This year, we opted to use a QR code within the voter guide leading to the candidate information page on the election website alongside other relevant information. We also placed extra voter guides at City facilities and published a newspaper wrap with all three of our papers with the full candidate list.

2022
SURREY MUNICIPAL ELECTION

VOTER GUIDE

surrey.ca/election

YOUR CITY
YOUR VOTE

Social Media Overview

June 1, 2022 - October 17, 2022

Campaign Phases

Launch & Registration — Voter Registration — Nomination — Mail-In Ballot & Advance Voting — General Election Day

Vides

5 videos produced for this campaign
received **80,644 video views**

Channels

Channels utilized during 2022 Surrey Municipal election included
Facebook, **Twitter**, **Instagram**, **LinkedIn**, **Google**, **YouTube**, and **Spotify**.

Impressions	Video Views	Engagements
Total number of times posts have been seen	Total number of times videos have been viewed	Total number of times users interacted with posts (including clicks, reactions, comments, and shares, etc.)
1,599,730	80,644	68,855

WE'RE HIRING!

Join the 2022 Surrey municipal election team and make voting a positive experience for everyone.

surrey.ca/election

YOUR CITY YOUR VOTE

Young Voters

To better reach the younger demographic, we experimented with a new advertising platform – **Spotify**.
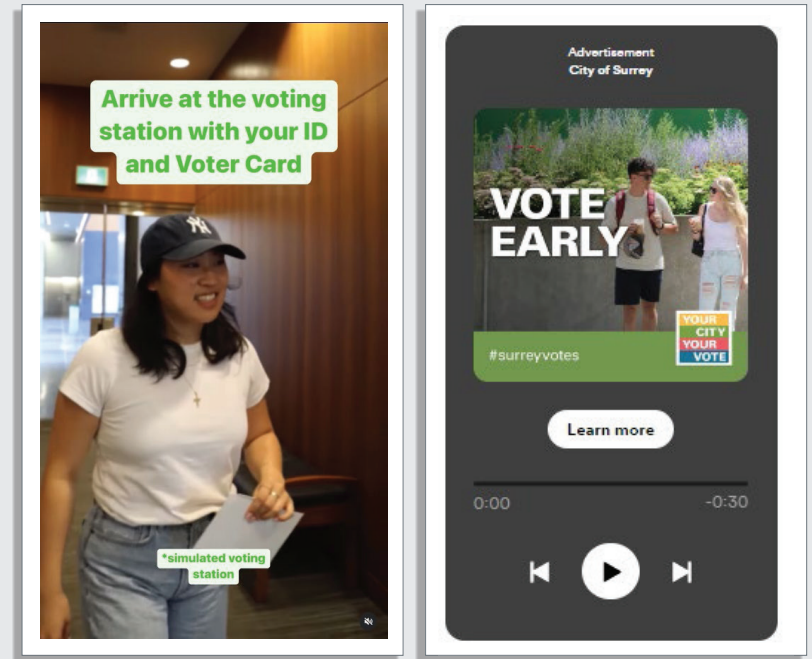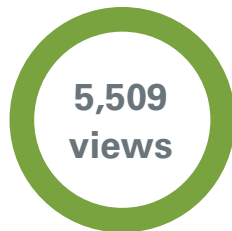
Ad Format - 30sec Audio

32,844

123,536

**61% of audience from the age group of 18-34 years old**

Reach

Impressions

We also utilized an Instagram reel and set up a simulated voting station and invited young voters to demonstrate the voting process.

Ad Format
40sec Audio

5,509 views

Arrive at the voting station with your ID and Voter Card

*simulated voting station

Advertisement
City of Surrey

VOTE EARLY

#surreyvotes

YOUR CITY YOUR VOTE

Learn more

0:00   -0:30

#SurreyVotes

589 mentions of #SurreyVotes during the period of from June 1 – Oct 18, 2022.

Top Performing | Organic Social

Recruitment

6,201
Reach
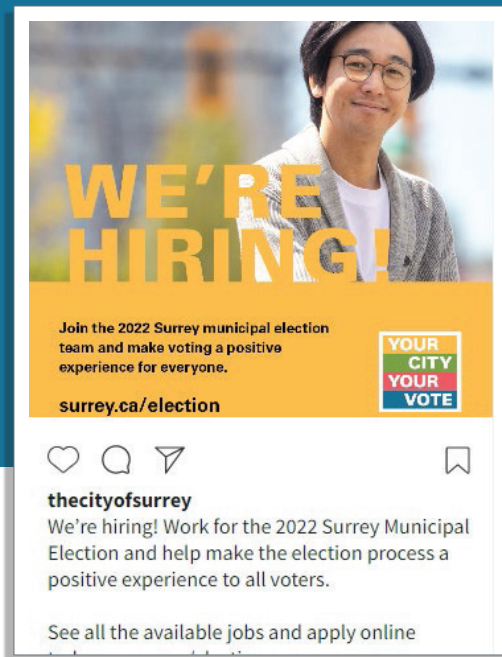
6,741
Impressions

General Election Day

137
Engagement

5,774
Impressions

Top Performing | Paid Social

Register to Vote

30,680
Reach
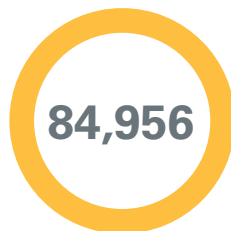
84,956
Impressions

YouTube Video

46,632
Views
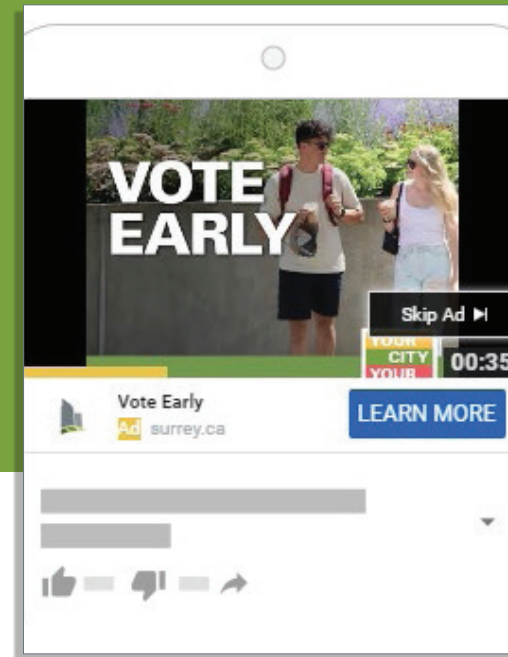
78,549
Impressions

Programmatic Ad Performance

August 15 - October 14, 2022

Outside of City channels, we worked with Blackpress media to launch a campaign specifically reaching out to those in our community who do not speak English as a first language through geotargeting and keywords.

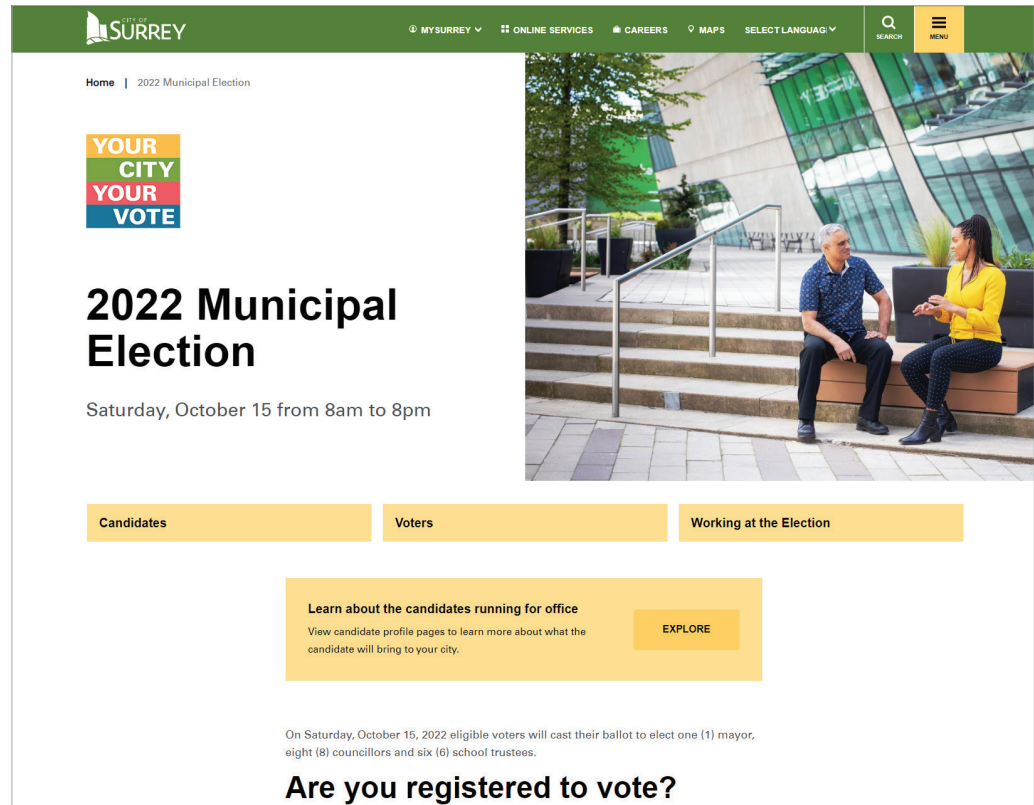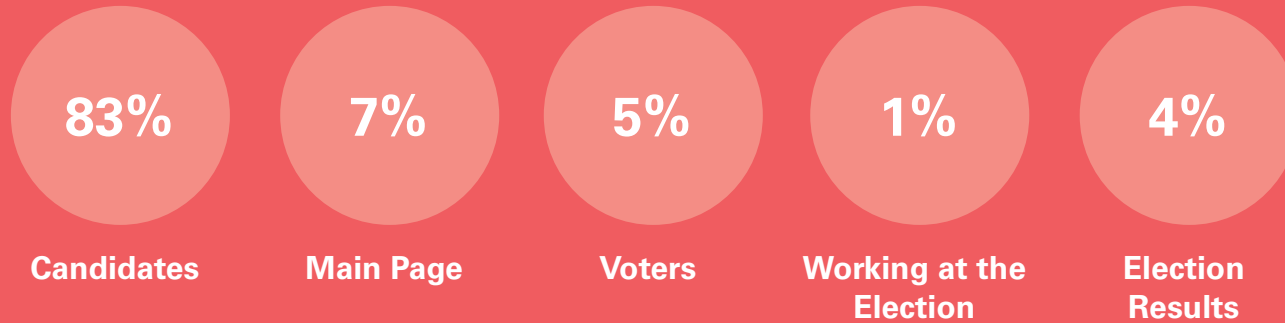**294.87K**

Impressions

451

Clicks

Website

Our election website was meticulously planned, revisited, and improved upon over several months with the goal of being user-friendly, easy to navigate, and comprehensive – a one stop information source for potential election workers, candidates, and voters.
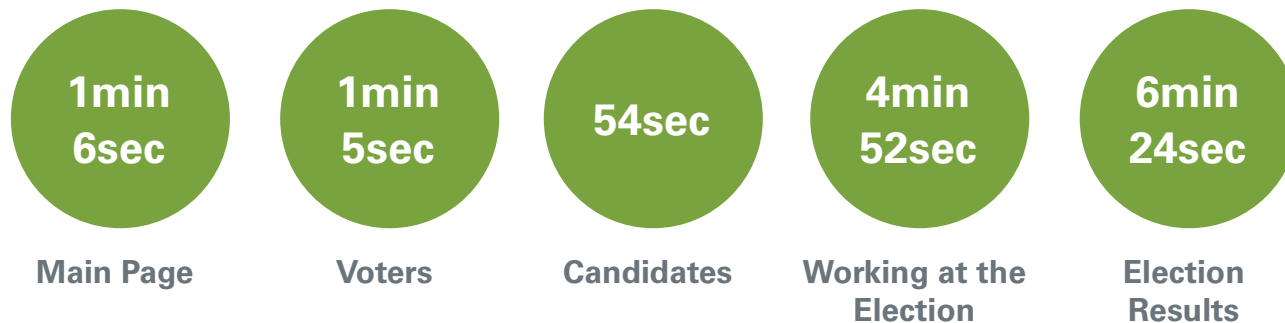
Website Traffic | June - October 17

83%	7%	5%	1%	4%
Candidates	**Main Page**	**Voters**	**Working at the Election**	**Election Results**

1,430,872 total pageviews

Average time spent per page

1min 6sec	1min 5sec	54sec	4min 52sec	6min 24sec
Main Page	**Voters**	**Candidates**	**Working at the Election**	**Election Results**

Campaign	Date Range	Pageviews
Recruitment	June 8 – 30	8,432
Register to Vote	June 15 – July 18	11,835
Nominations	July 25 – Aug 30	12,763
Advance Voting	Sep 14 – Oct 12	815,353
Election Day (and day before)	Oct 14 – 15	413,018
Post-election	Oct 16	40,729

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2022 General Local Elections Key Dates (Post Election)

Action or Deadline	Act/s.#	Date
First Day to Hold Runoff Election	LGA s.151 & s.152	October 29, 2022
Start of Period to Hold First Council Meeting	CC: s.124(2)(g)	November 1, 2022
End of Period to Hold First Council Meeting	CC: s.124(2)(g)	November 10, 2022
End of Period for Public Inspection of Nomination Documents	LGA: s.89(7)	November 18, 2022
End of Public Inspection of Voting Day Materials	LGA: s.160(3)	November 18, 2022
End of Period for Application to the Supreme Court to Invalidate Election	LGA: s.153(3)	November 18, 2022
Last Day for Chief Election Officer to Submit Election Report	LGA: s.158(1)	November 18, 2022
End of Period to Make Oath of Office (by Voting)	LGA: s.202(1)(a) & s.202(1)(b); CC: s.120(1)(a) & s.120(1)(b)	December 3, 2022
End of Period to Make Oath of Office (by Acclamation)	LGA: s.202(1)(a); CC: s. 120(1)(a); SA: s.50(1)(a)	December 4, 2022*
Start of Period to Destroy Election Material	LGA: s.160(8)	December 15, 2022
End of Period for Runoff Election	LGA: s.152	December 18, 2022
End of Period to File Campaign Financing Disclosure Statement with Elections BC	LECFA: s.47(1), s.56 & s.90	January 13, 2023
Start of Period for Late Filing of Campaign Financing Disclosure Statement with Elections BC	LECFA: s.47(2) & s.56	January 14, 2023
End of Period for Late Filing of Campaign Financing Disclosure Statement with Elections BC	LECFA: s.47(2) & s.56	February 13, 2023

* This date may be subject to change under the *Interpretation Act*.

Definitions:
a) CC – means *Community Charter*
b) LGA – means *Local Government Act*
c) LECFA – means *Local Elections Campaign Financing Act*
d) SA – means *School Act*