

Enumeration Update

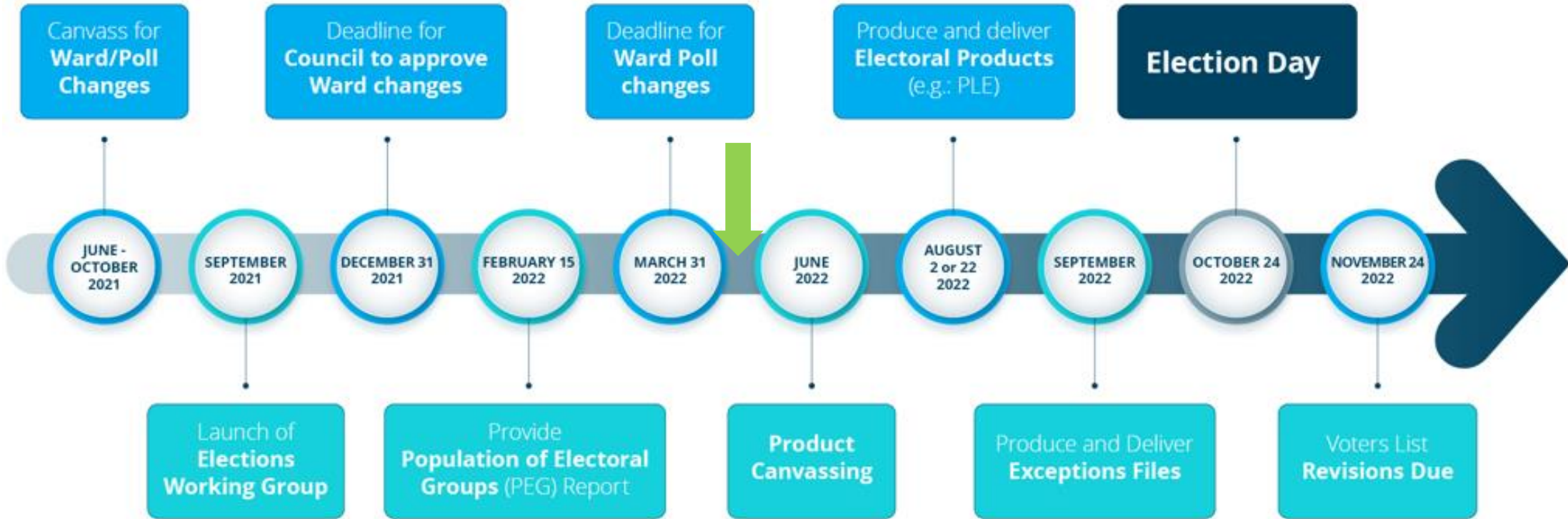
AMCTO Zone Meetings

Jason Hagan and Shannon Long



What We've Accomplished

- Elections Working Group
- Population of Electoral Groups (PEG) Report
- Ward/Poll Changes
- Webinars



What is VoterLookup?

MPAC's online web service that allows electors to confirm and update their information for municipal elections

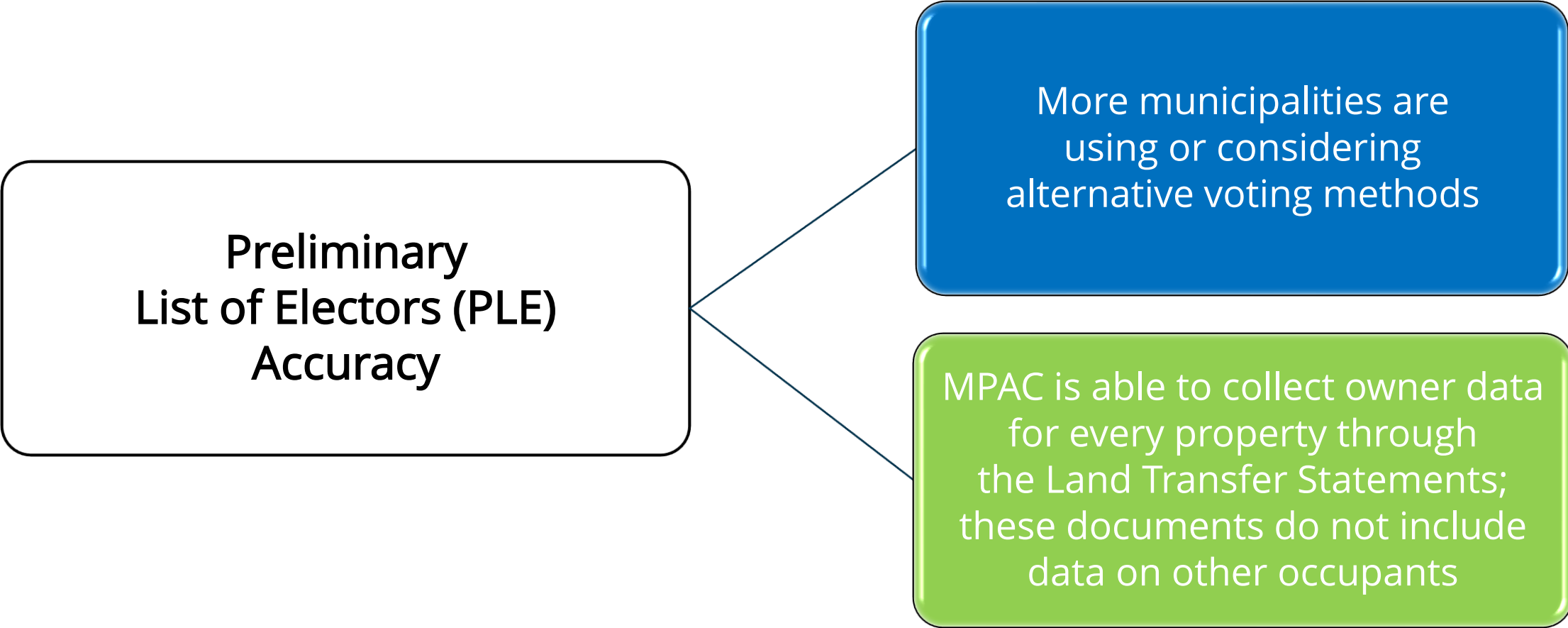
Available year-round, 24 hours a day

Allows eligible electors to:

- confirm or update their information
- add a name to an address
- change their school support for electoral purposes



Why is it Important?



Toolkit Materials



Key messages
(intended for
internal use)



Newsletter content



Website content



Social Media
content



Graphics



Buck slip



*Separate toolkits created and
distributed for municipalities
and school boards

Toolkit Additions



Video
Embedded Link Buttons
GIF
QR Code



<https://www.mpac.ca/en/VoterlookupToolKit>

MPAC's Other Efforts to Promote VoterLookup



Social campaign and media outreach



Information left during MPAC property visits

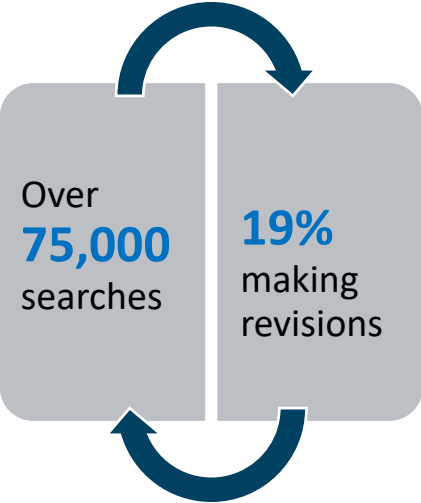
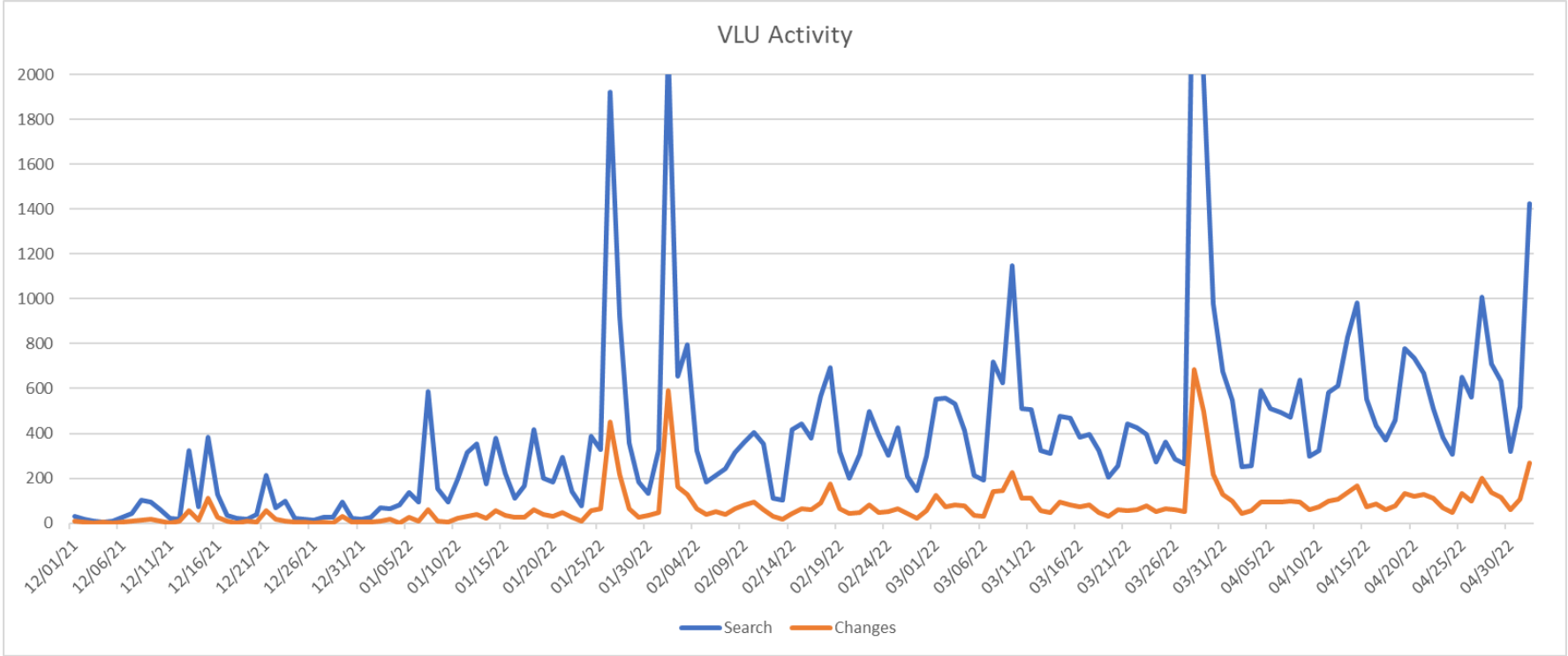


Buck slips in mailed Property Assessment Change Notices



Assistance from organizations related to demographics we wish to target (i.e., tenants)

It's Working!



What's Next

Product Canvassing

May 19- Enumeration Webinar –
Product Canvassing, Data Products, Voters List Revisions

Attendance at the AMCTO Conference as Presenter and Exhibitor

Continued Partnership with Elections Ontario and our Elections Working Group

Questions?

enumeration@mpac.ca



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