

MPAC 2022 Enumeration Update VoterLookup & Toolkit

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Agenda

What is VoterLookup?

Why is it Important?

How effective is it?

VoterLookup Demo (See me afterwards...)

Toolkit Materials

Toolkit Additions

MPAC's other efforts to promote VoterLookup



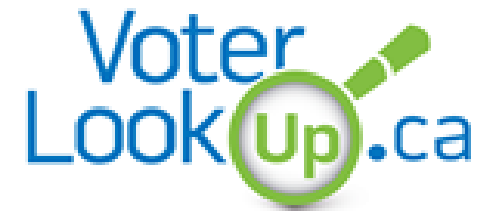
What is VoterLookup?

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

Available year-round, 24 hours a day

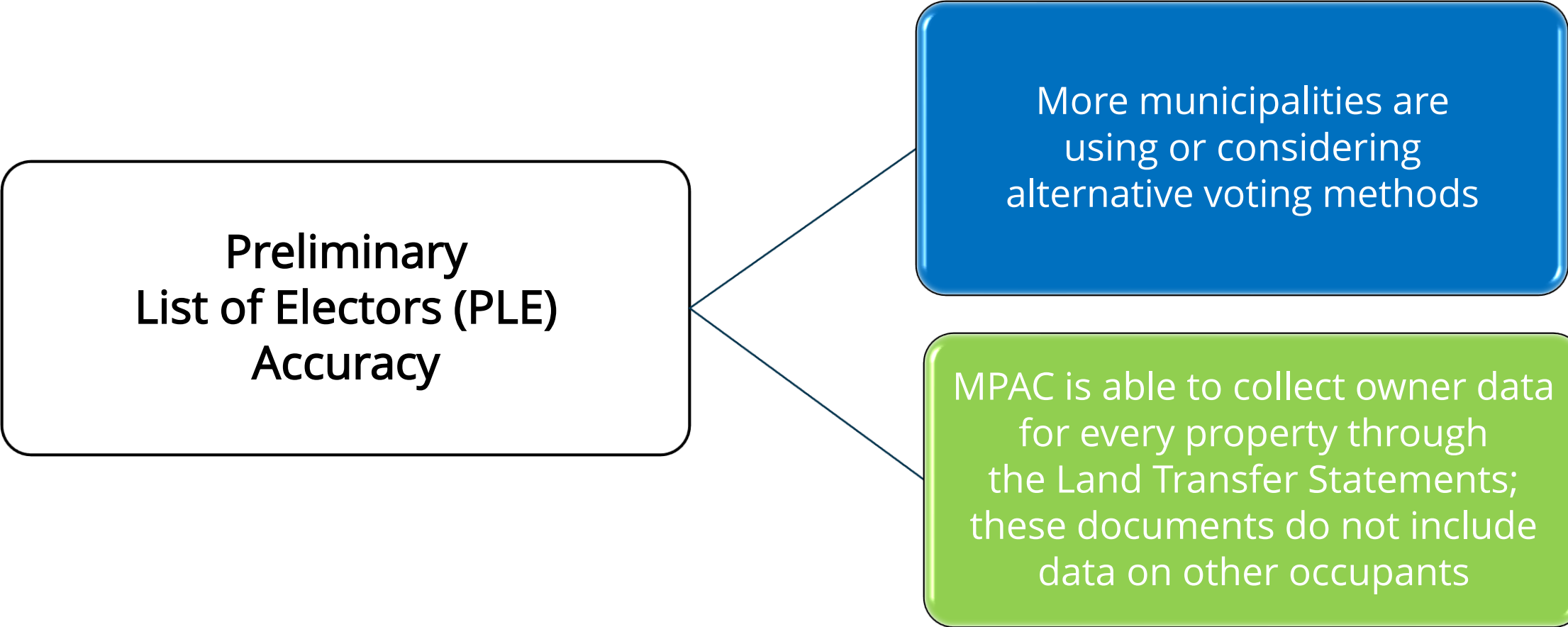
Allows eligible electors to:

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



Municipalities can choose when they would like VoterLookup to redirect users to them

Why is it Important?



Why is it Important?

Due to declining response rates, paper enumeration forms are no longer mailed out.

Across industries, 81% of all customers attempt to take care of matters themselves before reaching out to a live representative.

- Source: Harvard Business Review

77% of consumers report having used a self-service portal.

- Source: Microsoft

How Effective Is It?

voterlookup.ca Results:	2018	2014	% increase
Total Searches	235,500+	128,497	83.31%
Total Elector Names Added	24,900+	9,641	158.81%
Total Elector Record Revisions Captured	20,400+	14,412	41.68%



More than **235,500** voterlookup.ca searches/confirmations, including over **45,400** elector updates.

VoterLookup Demo

Demo

2022 ONTARIO MUNICIPAL AND
SCHOOL BOARD ELECTIONS
OCTOBER 24, 2022

ON THE LIST
TO VOTE?
HAVE YOUR SAY!



VISIT [VOTERLOOKUP.CA](https://voterlookup.ca)



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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 - VoterLookup Video



MPAC's Other Efforts to Promote VoterLookup



Social campaign and media outreach



Information left during onsite visits



Buck slips in mailed Property Assessment Change Notices



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

Other Toolkit Additions

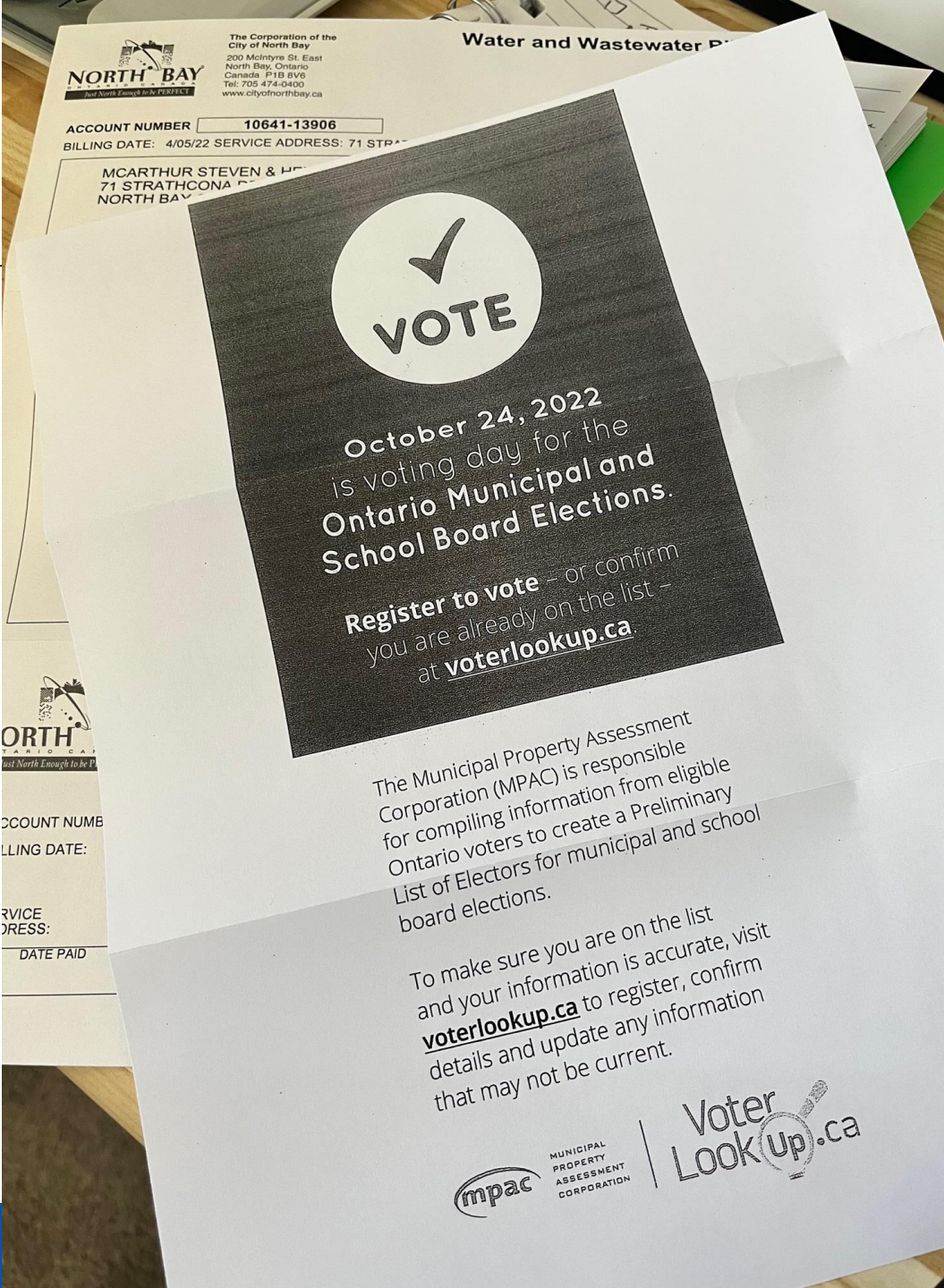
2022 MUNICIPAL AND SCHOOL BOARD ELECTIONS

ARE YOU ON THE LIST TO **VOTE?**

HAVE YOUR SAY. LOG ON TODAY.



- Embedded Link Buttons
- [GIF](#)
- QR Code





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