



Town of Newmarket
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Accessibility in the 2018 Newmarket Municipal Election Information Report

Report Number: 2019-02

Department(s): Legislative Services

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Date: January 18, 2019

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Executive Summary

In accordance with subsection 12.1 (2) of the Municipal Elections Act, the Town is required to provide Council with a report that addresses accessibility in the 2018 Newmarket Municipal Election. This report highlights the accessibility enhancements from the recent election, and specifically details the following:

1. Voting method and 10-day period
2. Dedicated voter helpline
3. Voter Assistance Centres
4. At home voting assistance
5. Assistance at retirement homes, apartments, long-term care & Southlake Regional Health Centre
6. Translations of key voting information
7. Door-to-door enumeration
8. Voting courses
9. Voting ambassadors
10. Open house
11. Event outreach

An additional report regarding all other aspects of the 2018 Newmarket Municipal Election will be provided to Council in Q2/Q3 2019.

Purpose

The purpose of this report is to provide Council with information on the accessibility provisions and enhancements from the 2018 Newmarket Municipal Election.

Background

This report addresses the following accessibility provisions in accordance with the Municipal Elections Act, S.O. 1996, as amended:

Electors and candidates with disabilities

12.1 (1) A clerk who is responsible for conducting an election shall have regard to the needs of electors and candidates with disabilities.

Report

12.1 (2) Within 90 days after voting date in a regular election, the clerk shall submit a report to council about the identification, removal and prevention of barriers that affect electors and candidates with disabilities.

Accessibility

45 (2) In establishing the locations of voting places, the clerk shall ensure that each voting place is accessible to electors with disabilities.

Discussion

The Town of Newmarket is committed to promoting an inclusive community and ensuring that all qualified electors and candidates have an opportunity to participate fully in the Municipal Election.

In preparation for the 2018 Newmarket Municipal Election, Town staff worked in consultation with the Newmarket Accessibility Advisory Committee and the Town's online and telephone voting provider to develop the 2018 Municipal Election Accessibility Plan (see **Attachment 1**). The Plan outlined how the Town identified, prevented, and removed barriers in the Municipal Election; and specifically, in relation to Voter Assistance Centres, voting methods, election workers, and communication methods.

This report demonstrates the Town of Newmarket's commitment to addressing and removing barriers for all participants in the electoral process.

The following initiatives enhanced accessibility for the 2018 Newmarket Municipal Election:

1. Voting method and 10-day period
2. Dedicated voter helpline
3. Voter Assistance Centres

4. At home voting assistance
5. Assistance at retirement homes, apartments, long-term care & Southlake Regional Health Centre
6. Translations of key voting information
7. Door-to-door enumeration
8. Voting courses
9. Voting ambassadors
10. Open house
11. Event outreach

1. Voting method and 10-day period

The 2018 Municipal Election was the first time the Town of Newmarket utilized online and telephone voting as its sole voting method. This accessibility enhancement allowed electors to vote from anywhere in the world as long as they had an internet or telephone connection. Voting opened at 10:00 AM on October 13, 2018 and ran continuously until 8:00 PM on October 22, 2018. Electors had the opportunity to cast their ballot at any time during the 10-day voting period, which meant they had a total of 226 hours to vote. In 2014, the Town provided approximately 50 hours of in-person voting opportunities.

2. Dedicated voter helpline

To support electors, a dedicated phone number was established at the beginning of July 2018, and was operational between normal business hours. Over the 10-day voting period the helpline was open between 8:30 AM and 8:30 PM from October 13 to October 22, 2018. Between July 1 and October 22, the helpline received over 1,300 calls, and of these, 1,100 were received between the October 13 and October 22. A dedicated helpline allowed voters to call and get more information on the Municipal Election, or to get step-by-step instructions on how to log into the online or telephone voting platform.

3. Voter Assistance Centres

The Town established two Voter Assistance Centres: 1) the Magna Centre; and, 2) the Ray Twinney Recreation Complex. These locations were selected because they are both accessible on public transit routes and are in well-travelled areas of the Town. The Centres were open between 12:00 PM and 8:00 PM October 19 to 21, and 10:00 AM to 8:00 PM on October 22, and were equipped with laptops for electors to use to vote. If specifically requested by the elector, staff were available to provide one-on-one assistance to them.

Both the Magna Centre and Ray Twinney Recreation Complex had height-adjustable tables set up for use by electors who required their table to be adjusted beyond standard height.

Staff who spoke one of the top five spoken languages in Newmarket (including French) were specifically recruited to work in the Centres. These languages are Mandarin, Cantonese, Russian, Farsi, and Italian.

In addition to the designated Voter Assistance Centres, the Town set up two kiosks at the Municipal Offices, which was regularly used throughout the 10-day period. Voters who did not have access to the internet or phone at home were also encouraged to visit the Newmarket Public Library or Newmarket Seniors' Meeting Place and use the technology in their respective computer labs.

4. At home voting assistance

For electors who were homebound, did not have an internet or phone connection, or were simply unable to attend a Voter Assistance Centre, the Municipal Offices, the Newmarket Public Library or Newmarket Seniors' Meeting Place, Town staff attended their home and provided access to internet-enabled technology, which allowed them to vote online.

This service was available on an appointment basis, and was used by many electors. Town staff attended 18 residences/facilities over the 10-day voting period, and provided access to the internet to 8 different electors who were residing in a shelter at the time. Additionally, staff visited a Newmarket elector who was temporarily in a rehabilitation centre outside of Town and provided her with internet access to be able to vote online. At home voting assistance contributed to the overall success of the election and was a service that received very positive feedback from the community.

5. Assistance at retirement homes, apartments, long-term care & Southlake Regional Health Centre

As with past Municipal Elections, in addition to the Town's legislated requirement to provide access to voting at long-term care facilities and Southlake Regional Health Centre, the Town provided special assistance at retirement homes and in apartment buildings with a high senior or retired population. Over the 10-day voting period, staff attended a total of 18 different facilities in Town and provided access to internet-enabled technology to electors in these facilities.

6. Translation of key voting information

The Town translated key voting information such as the Voter Instruction Letters, which were posted online, and communication regarding getting on the Voters' List into French, Simplified and Traditional Chinese, Russian, Farsi, and Italian (see **Attachment 5**).

7. Door-to-door enumeration

During the months of August and September 2018, Town staff conducted door-to-door enumeration in high rental and recently developed areas. Staff were able to connect with residents one-on-one and provide information as to why being registered on the Voters' List was so important.

To assist staff with this initiative, an incentive program between the Town and COBS Bread was developed, where each time a voter checked to see if they were on the Voters' List they would receive a voucher for a free loaf of bread from COBS Bread. Every voter who was on the Voters' List was then automatically entered into a draw to win the grand prize of free bread for a year or win 1 of 10 \$50 vouchers from the bakery.

8. Voting courses

The Town ran free courses on how to vote by phone and online. These courses were held at the Newmarket Seniors' Meeting Place and at the Newmarket Public Library.

9. Voting ambassadors

Ambassadors were staff who were trained and available to assist electors who were using the computer labs at either the Newmarket Seniors' Meeting Place or at the Newmarket Public Library. These ambassadors provided assistance on an as requested basis.

10. Open house

On September 19, 2018, the Town held an Election Open House which provided an in-person opportunity for the public to learn about the new method of voting, to practice voting online using the demonstration system, and to ask the Town's online and phone voting vendor questions about security or about how their platform works. All presentation material was made available online on the Town's website for anyone to view after the open house, or for those to view if they were unable to attend in-person.

11. Event outreach

As detailed in the communication plan below, the Town conducted extensive outreach at various events. This made the Town's election staff visible and highly accessible at various events throughout 2018. The events which staff were part of were both Town-run and organized by external agencies. Outreach at these various events was generally successful and contributed to the Town's overall development of brand recognition and slogan of "10 days, 3 ways".

Communication Plan

An extensive communication plan was created to increase awareness amongst Newmarket residents regarding the election. Some of the strategies included in the communication plan were:

- 2018 Newmarket Municipal Election Voter Checklist and Vote with Confidence all household mail out (see **Attachment 2**).
- Voter Assistance and Accessibility handout (see **Attachment 3**).
- Voting Guide (see **Attachment 4**):
 - Posted at Voter Assistance Centres, Newmarket Public Library, Newmarket Seniors' Meeting Place, and online on the Town's website.
- Voters' List handout (see **Attachment 5**):
 - Translated into French, Simplified and Traditional Chinese, Russian, Farsi, and Italian.
- Newspaper spread and information regarding the election (see **Attachment 6**):
 - This was also posted in various municipal facilities.
- COBS Bread incentive program:
 - Engaged voters door-to-door and in-person at events.
- Videos:
 - 3 award-winning videos (AVA Digital Awards) developed with the intent on engaging the community as much as possible:
 - The Town won a platinum award for creating a video reminding voters to [skip the line and vote from the comfort of their own home](#).
 - The Town won a gold award for developing a video letting voters know about the [new voting method for the municipality](#).
 - The Town won a gold award for creating a video with Olympic gold-medalist Gabrielle Daleman [showing voters hard vs. easy](#).
 - Instructional [how to vote online](#) and [how to vote by phone](#) videos were both closed captioned.
 - Local Newmarket indie band, The Elwins, recorded a video and song with the theme of "[go and vote, it's so easy](#)".
- Social Media:
 - Increased social media presence on Twitter and Facebook.
 - Over the 10-day voting period, videos were released daily on social media to showcase how voting was accessible and convenient:
 - One of these videos starred the Chair of the Newmarket Accessibility Advisory Committee.
- Attending events throughout the year:
 - National Accessibility Week
 - Seniors' Open House
 - Culture Bridge Festival
 - York Region Pride Fest
 - New'bark'et
 - Touch-a-Truck

- Newmarket Home Show
- Canada Day
- Farmer's Markets
- Garlic is Great Festival
- Central York Fire Services Open House (Newmarket location only)
- Outreach to Service Ontario, Service Canada locations, and Welcome Centres.
- Dedicated election website:
 - Resources for voter, candidates and the general public.
 - Countdown clock to remind all website visitors of how many days left until voting opens, and similarly, when it closes.
 - Allowed subscribers to the website, which meant individuals could receive automatic updates when new information was published online.

Enhancing Accessibility for Candidates

Information Sessions

Staff held an information session for all potential candidates to attend prior to Nomination Day. The Town's dedicated election website was regularly updated with information regarding the nomination process, the deadlines and the requirements to be a candidate.

An information session for election signs was held for candidates, and was recorded and subsequently posted online for candidates who were unable to attend. Additionally, enforcement staff provided an opportunity for every candidate to book a one-on-one meeting with staff to review the sign enforcement provisions. Three candidates scheduled one-on-one meetings with enforcement staff.

Candidates Portal

An online candidate's portal was used for this Municipal Election, and it was used to make all communication from Election Staff available to candidates in one place. This portal was used to post all newsletters, forms, maps, voters' lists, and other important documents for candidates. This online system meant that all election information was available to candidates from anywhere they had internet access.

Candidate Profiles

In the past, the Town has only published candidates' names and their contact information on the website. In recognition of the limited platforms for candidates to educate and inform constituents of their positions on various municipal matters, the Town worked with candidates to develop short profiles for posting on the Town's website. These profiles included their top 3 priorities, their photos, and a short description of themselves. All profiles were available on the Town's dedicated election website, and posted throughout various municipal facilities.

Feedback on Accessibility

Comments/feedback received from the public and election staff regarding accessibility during the Voting Period included:

- Electors appreciated the convenience of online and telephone voting.
- At-home voting was well received and residents appreciated being supported to vote at home:
 - Residents at Inn from the Cold were elated at being able to vote from their home.
- Electors valued the accessibility features of the online voting system:
 - The font size could be enlarged.
 - The contrast could be altered.
 - The language automatically configured to match the device's default language.
 - Voters were able to utilize any adaptations made for accessibility to their home device to cast their ballot.
- Electors appreciated having Voter Assistance Centres and Special Voting Locations available to support them with online voting.
- Residents appreciated assistance from the Voter Helpline.

Conclusion

As part of planning for the 2022 election, staff will take the comments/feedback provided and will review opportunities to provide enhanced levels of service to all electors.

Next Steps

Town staff will provide a report to Council with a fulsome review on all aspects of the 2018 Newmarket Municipal Election, which will include feedback from the external survey that was completed by over 7,000 voters. Council can expect this report in Q2/Q3 2019.

Business Plan and Strategic Plan Linkages

This report aligns with the Town's mission of Making Newmarket **even** better, and supports the values of courage and creativity.

Consultation

None.

Human Resource Considerations

None.

Budget Impact

None.

Attachments

Attachment 1 - 2018 Newmarket Municipal Election Accessibility Plan

Attachment 2 - Voter Checklist and Vote with Confidence

Attachment 3 - Voter Assistance and Accessibility Handout

Attachment 4 - Voting Guide

Attachment 5 - Voters' List Handout

Attachment 6 - Newspaper spread

Contact

For more information regarding this report contact Kiran Saini, Acting Director of Legislative Services/Town Clerk by email at ksaini@newmarket.ca or by phone at 905-953-5300 extension 2203.

Approval



Kiran Saini, Acting Director of Legislative Services/Town Clerk
Legislative Services



Lisa Lyons, Acting Commissioner of Corporate Services
Corporate Services

VOTE



2018 Newmarket Municipal Election Accessibility Plan

Approved by the Returning Officer/ Town Clerk of the Town of Newmarket on September 12, 2018

Version History:

Version	Date	Sections Updated
1	September 12, 2018	Original Copy

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Part A: Introduction

This plan has been established in accordance with subsection 12.1(2) of the Municipal Elections Act, 1996, as amended. It addresses the specific accessibility requirements in relation to the 2018 Municipal Election in the Town of Newmarket.

Under the Municipal Elections Act, 1996 the Clerk responsible for an election must:

- Conduct an election that will have regard to the needs of voters and candidates with disabilities;
- Ensure that voting places are accessible to persons with disabilities;
- Submit a report to Council about the identification, removal and prevention of election barriers that affect persons with disabilities.

The Town of Newmarket is committed to promoting an inclusive community. These efforts are evident through the implementation of numerous accessibility standards aimed at improving the delivery of customer service to people with disabilities. The 2018 Newmarket Municipal Election Accessibility Plan (“Plan”) was developed in an effort to ensure that the Municipal Election coincides with the core principles of the Accessibility for Ontarians with Disabilities Act, 2005. This document was created in advance of the election in order to identify the necessary measures to be taken and reported to Council following the election.

The Town of Newmarket has adopted Internet and Telephone Voting for its 2018 Municipal Election. Voters will be able to cast their vote online, or over the phone, 24 hours a day over a 10 day Voting Period from October 13 until October 22, or at select in-person Voter Assistance Centres from October 19 until October 22.

Online ballots will be WCAG 2.0 compliant. Most commonly used browsers have adjustable font sizes, and are compatible with common screen reader software such as NVDA, JAWS, and VoiceOver. Google translate is available for use with the online ballots, allowing voters to translate the ballots into various different languages for voters who use Google Chrome.



Part B: Development of the Plan

The following measures were, or will be taken, to deliver an accessible Municipal Election in 2018:

- Internet and Telephone voting is the method of casting ballots. This means that voters do not have to leave their home to vote and can use their own equipment (i.e., computer or phone).
- Reviewed and analysed documents, policies and other supporting materials from the Association of Municipal Managers, Clerks and Treasurers of Ontario, and other Ontario municipalities that have conducted Internet and Telephone Voting.
- Included accessibility standards as criteria for the selection of an Internet and Telephone Voting vendor, and worked with selected vendor to ensure that ballots meet common accessibility standards.
- Developed an accessible Candidates' Guide and Third Party Advertisers' Guide. Published all documents related to 2018 Municipal Election online in an accessible format.
- Established staff training standards and practices directly related to the Election to ensure that people with varying abilities are able to vote in a positive and comfortable customer service-centric environment, and that all Election officials recognize that a voter's needs shall be accommodated.
- Voters will be surveyed on their voting experience.

Within 90 days after the 2018 Newmarket Municipal Election, the Clerk will report to Council on this Plan, and the report will address the identification, removal and prevention of barriers that impacted voters and candidates with disabilities.

The Plan will be updated and improved upon as best practices and new opportunities to provide accessibility are identified, or as barriers are removed.

The 2018 Newmarket Municipal Election Accessibility Plan will be available at the Legislative Services department at the Town of Newmarket's Municipal Offices and on the Town of Newmarket website. Alternative formats may be available upon request.

Information regarding the accessibility measures provided for the 2018 Newmarket Municipal Election shall be included in general election advertising and provided to Candidates in the Municipal Election.

Part C: Voting

Voting will be continuously available for a 10 day period beginning at 10:00 AM on Saturday, October 13, 2018 and ending at 8:00 PM on Monday, October 22, 2018. Voting will be available during the 10 day period anywhere a voter has access to a touchtone phone or the internet (this includes internet connection through wireless/data services through a mobile device or a smartphone) and at any time of the day or night.

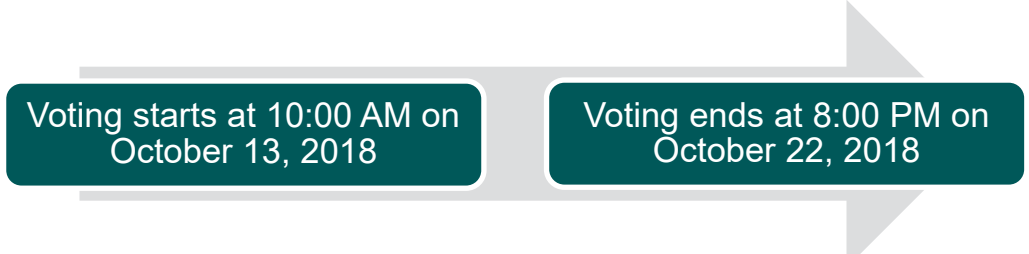
Voters can use a touchtone telephone or personal computing devices like desktop computers, tablets, or smartphones to cast their ballots. For individuals who do not have access to the internet or a telephone, Voter Assistance Centres will be established between October 19 and 22, and will allow voters to vote using one of the Town-supplied computing devices.

If a Voter Assistance Centre is not open, and a voter needs access to the internet or assistance with the process, he/she can use a computer at the Newmarket Public Library to submit their ballot. If permitted by their employer, a voter may also use the internet or a phone at their workplace to cast their ballot at any time during the 10 days of voting.

Comprehensive accessibility audits have been conducted for each of the Voter Assistance Centres that will be available during voting; these locations have been selected to meet accessibility standards from sites that have been satisfactory for past elections. Voter Assistance Centres will be equipped with devices for voters to cast ballots online and staffed with Election officials who can assist voters that may not be properly listed on the Voters' List.

While Voter Assistance Centres will be provided as a courtesy, the primary means of voting will be completed by voters at home using their own internet or phone.

Under special circumstances, the Town will provide at home assistance to voters during the Voting Period. The Town will also provide voting assistance at many multi-residential buildings, retirement residents, long-term care facilities and at Southlake Regional Health Centre.



Voting starts at 10:00 AM on
October 13, 2018

Voting ends at 8:00 PM on
October 22, 2018

Internet Voting

Eligible voters may vote online, using the internet on a computer, laptop, smartphone, or tablet device. Any accompanying assistive devices or software voters normally use when browsing the internet can also be used when casting a ballot online.

Potential Barriers with Internet Voting:

- Voters may not be comfortable with using the internet.
- Voters' information may be incorrect on their Voter Information Letter, or they did not receive a letter.

Prevention and Removal of Barriers with Internet Voting:

- The online voting system has been created to meet the Web Content Accessibility Guidelines (WCAG-2 Level AA), so that persons with disabilities can perceive, understand, navigate and interact with the online voting system. It is compliant with the guidelines of the World Wide Web Consortium website principles, which include organization, functionality and readability of information provided, as well as alternative ways of representing information, such as with audio.
- Voters who are not comfortable using the internet, can choose to vote using their touch-tone phone.
- Voters that want to use the internet can call the Helpline at 905-953-5121, or can attend a Voter Assistance Centre to get in-person assistance.
- Voters are strongly encouraged to ensure they are on the Municipal Voters' List, or update their information on the List at newmarket.ca/vote prior to September 15.
- Under special circumstances, the Town will provide at home assistance to voters during the Voting Period.



Telephone Voting

Eligible voters may submit their ballots using a touch-tone telephone. A telephone number will be in their Voter Instruction Letter which will allow them to access an audio ballot.

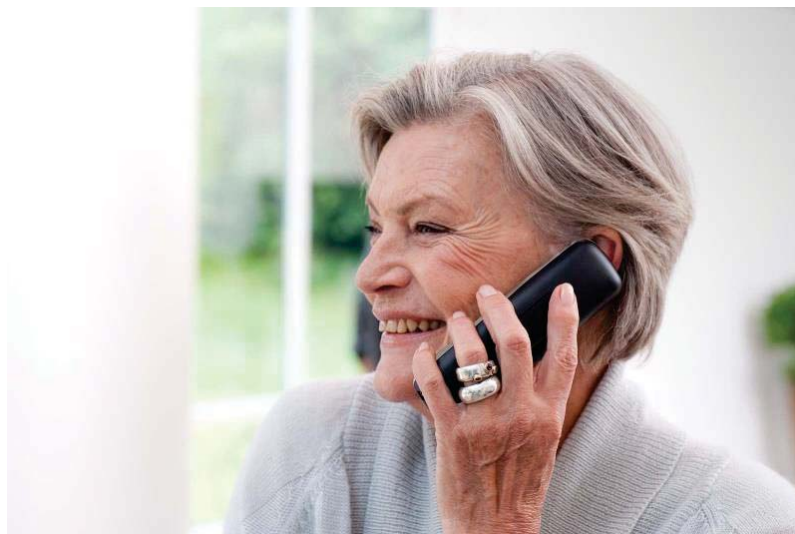
Potential Barriers with Telephone Voting:

- Voters may not be comfortable with using their phone.
- Voters' information may be incorrect on their Voter Instruction Letter, or they may not have received a letter.
- Language barriers can make it difficult for people to receive or convey information.
- Voters may not have the ability to increase the volume on their phone.
- Audible instructions may seem unclear or confusing to voters.

Prevention and Removal of Barriers with Telephone Voting:

The telephone voting application provides the following:

- Service on all types of touch tone phones.
- Clear, plain language.
- Menu options that are easy to follow, advising when to select options and provision of confirmation of the voter's selections.
- Standard volume is used to allow for adjustment, depending on the telephone or device being utilized.
- Voters who are not comfortable using the phone, can choose to vote using the internet.
- Voters that want to use the internet can call the Voter Helpline at 905-953-5121, or can attend a Voter Assistance Centre to get in-person assistance.
- Voters are strongly encourages to ensure they are on the Municipal Voters' List, or update their information on the List at newmarket.ca/vote prior to September 15.



Voter Assistance

Helpline

Questions regarding how to vote, when to vote, and how to correct information on a Voter Instruction Letter can all be answered over the phone or by email!

Contact us Monday to Friday between 8:30 AM and 4:30 PM or during the Voting Days (October 13 to October 22) between 8:30 AM and 8:30 PM.



Helpline: 905-953-5121



Email: elections@newmarket.ca

Voter Assistance Centres

Voter Assistance Centres are available for those individuals without access to the internet or phone, or who require the assistance of a trained Election official to walk them through their ballot. Voters can attend either one of the Voter Assistance Centres listed below.

Magna Centre

- Gymnasium
800 Mulock Drive
Newmarket, ON L3Y 9C1

Ray Twinney Recreation Complex

- Lounge 1 or Lounge 2
100 Eagle Street West
Newmarket, ON L3Y 6T5

Voter Assistance Centres' Hours of Operation:

October 19 to October 21
12:00 PM to 8:00 PM

October 22
10:00 AM to 8:00 PM

Prevention and Removal of Barriers at Voter Assistance Centres:

- The name and/or address of the Voter Assistance Centre shall be clearly visible from the road or sidewalk;
- An easily navigable route will be marked for entry into the assistance area;
- The assistance area shall be identified with clear and understandable signage;
- If needed, the assistance area will be accessible by ramp or elevator;
- Road or sidewalk work will not interfere with access at Voter Assistance Centres;
- The route to the entrance of the Voter Assistance Centre shall be unobstructed and accessible;
- The route shall be wide enough to allow for an individual using a wheelchair, scooter, or other assistive device, or service animal to travel safely;
- Doors into the Voter Assistance Centre shall be equipped with working power doors, or an election worker will be present to open the doors for all voters;
- Routine checks of entrance and routes will be made throughout the day;
- The entrances and interior routes shall be well-lit and in good working condition (no abrupt changes in the level of the pathway or obstructions);
- Accessible parking shall be available at all Voter Assistance Centres;
- The designated parking space(s) shall be clearly marked with the International Symbol of Accessibility and will be on firm and level ground, close to the entrance of the Voter Assistance Centre;
- In locations where parking is limited, an election worker will be acting as a parking attendant to ensure that accessible voting spaces are being used appropriately;
- Consideration has been given to the distance between accessible parking and the voting area;
- Accessible washrooms shall be available at the Voter Assistance Centre;
- Election workers will be trained in providing accessible customer service (See [Part E](#) of this Plan).



Voting Assistance

Pursuant to the Town of Newmarket Integrated Accessibility Standards Regulation (IASR) Policy, all Voter Assistance Centres are physically accessible for individuals with disabilities.

Elections officials will be available to provide help if needed. Any designated Election official who has taken an oath or affirmation of secrecy from the Clerk may assist a voter in any manner the voter requests. Voter Assistance Centres will also each be staffed by dedicated Voter Assistance Officers specifically trained to aid voters in casting ballots on computing devices.

Pursuant to the Town of Newmarket Accessibility Standards for Customer Services, persons with disability are permitted to be accompanied by a guide dog or other service animal at any Voter Assistance Centre.

Special Voting Provisions

Election officials will visit sites including long-term care facilities and retirement homes, throughout the Voting Period, to set-up on-site voting kiosks, or to provide bedside voting opportunities for residents.

Municipal Voters' List

Beginning February 15, 2018, potential voters can confirm and/or update their information through the Municipal Property Assessment Corporation (MPAC) online voter look-up tool.

Beginning September 1, 2018, qualified voters will be able to add their name to the Voters' List through Newmarket's own online voter look-up tool, which can be accessed through the Town of Newmarket website: newmarket.ca/vote. These online tools allow voters to add their name onto the Voters' List at their own convenience, from a variety of devices.

Qualified voters will also be able to update their information or have themselves added to the Voters' List at the Municipal Offices Customer Service Desk, at the Library, or at municipal recreation centre kiosks.

Am I on the Municipal Voters' List?

Part D: Communication Plan

Communication and outreach initiatives will ensure that election information is accessible and available in alternate formats. The Town of Newmarket plans to provide an informative and accessible election in the following ways:

- Ensure election-related communication is available in clear and simple language.
- Staff to attend Newmarket Accessibility Advisory Committee meeting to demonstrate how this election will be accessible: allow voters to cast their ballot from anywhere (more flexibility and convenience), reduce wait times, deliver quick and accurate results and provide voters with accessibility needs greater independence.
- Members of the 2018 Election team will demonstrate accessible voting at Town-run and community events.
- Information regarding accessibility and language support for the election will be communicated through a media release.
- Election advertisements will be placed in local media including the Newmarket Town Page, snapd Newmarket, the Era Banner and social media (@TownofNewmarket).
- Update election information posted on the Town’s website to reflect most recent developments.



Election Materials

As per the Town of Newmarket’s Accessibility Standards for Customer Service policy, the Town will provide a copy of a document to a person requiring the document in an alternate format, or provide the information contained in the document, in the preferred format.



Large Print – Printed material generated by the Town will be provided in a sans serif font, minimum 12 point, and can be made available in a font (print) size that is 16 to 20 points larger.



Website – Information generated on the Town website in relation to the election will be compliant with WCAG 2.0 Level A guidelines, and allow for assistive software to be utilized. In addition, website font can be adjusted within the browser’s functionality to aid the user in reading the information through BrowseAloud™.



Video – Promotional and educational video created for the 2018 Municipal Election shall incorporate closed captioning.

Alternate Format Documents

The Town of Newmarket communicates with persons of all abilities in ways that take into account their preference of receiving information. Staff are trained on how to interact and communicate with persons of all abilities. One way of doing this is providing information in alternate formats. Alternate formats are other ways of publishing information besides regular print. Some of these formats can be used by everyone while others are designed to address the specific needs of the user.

The Town of Newmarket and said persons may agree upon the format to be used to communicate the document or information within it.

In the event the information is not generated by the Town or is supplied by a third party, the Town will make every effort to obtain the information from the third party in an alternate format and/or will attempt to assist the voter by providing assistive equipment.

Accessible Voting

Information regarding accessible voting will be communicated at events utilizing various communications tools during the election year (in-person, in writing).



Community Events

Members of the 2018 Election team plan to attend community events leading up to voting period to distribute valuable information regarding the Municipal Election (including information about accessible voting). Some of these events include:

- Central York Fire Services' Open House
- Cultural Bridge
- Garlic is Great Festival
- National Access Awareness Week Event
- New'bark'et
- Newmarket Farmers' Market
- Newmarket Home Show
- Newmarket Seniors' Meeting Place Open House
- Touch-A-Truck
- York Pride Fest

Community Outreach

The Town of Newmarket plans to contact community groups that work with persons of all abilities to provide them with information about internet and telephone voting.

Service Disruption

Planned and/ or unexpected temporary service disruptions may be experienced. In the event of a temporary service disruption, Election staff will commit to making reasonable efforts to ensure that services are restored as quickly as possible and that alternate services are provided.

Notice of these temporary disruptions shall be provided in a conspicuous place and manner at the respective locations and information shall be posted on the Town of Newmarket website. This notice shall include information about the reason for the disruption, anticipated duration, and description of alternative facilities or services, if available.

Accessible services in relation to this plan include voting places, election materials and/or voting provisions for persons of all abilities at the voting place.

In the event of disruptions to service or unforeseen circumstances that affect the accessibility of voting places during the voting period, notices of disruption will be posted:

- On the Town of Newmarket website – home page & on the elections page
- On Facebook: Town of Newmarket
- On Twitter: @TownofNewmarket
- At the site of the disruption
- Where applicable, a Public Service Announcement will be issued.



Part E: Election Staff

Staff working at the Voter Assistance Centres will receive training under the Accessible Customer Service Standard and the Integrated Standard and will work under the direct supervision of a Location Manager.

Customer Service Training

Customer service training will focus on creating a positive voting experience. Staff will be trained to:

- Make eye contact
- Smile
- Greet voters as they arrive
- Use a welcoming tone
- Listen
- Be polite and respectful
- Focus on problem solving

Inclusivity Training

Staff will ensure that everyone has full and equal access to elections and can vote in the same place and in similar ways as others.

Staff will be trained to use words that are gender neutral, such as:

- You
- They
- The voter
- This person
- The Election Official

Staff may also identify the person by what they are wearing:

- “Excuse me, the person in the blue shirt”
- “Can you help the person in the blue shirt?”

Staff will be trained to be mindful of not questioning someone's gender based on the identification they provide.

VOTE



Attachment 2

The Town of Newmarket is making voting **accessible, convenient and simple.**

Learn more at newmarket.ca/vote

Online or by phone
October 13 to 22, 2018

2018 Newmarket Municipal Election Voter Checklist



Are you eligible to vote?

To vote, you must be:

- ✓ A Canadian citizen; and
- ✓ 18 years of age or older; and
- ✓ A Newmarket resident; or
- ✓ A Newmarket property owner/tenant **or** spouse of Newmarket property owner/tenant; and
- ✓ Not prohibited from voting by law



Do you know which Ward you live in?

The Town of Newmarket has seven Wards. Check the Resources page at newmarket.ca/vote to see which Ward you live in.



What offices are you voting for?

- Mayor
- Deputy Mayor and Regional Councillor
- Ward Councillor

Which School Board do you support?

- York Region District School Board
- York Catholic District School Board
- Conseil scolaire Viamonde
- Conseil scolaire catholique MonAvenir

Are you on the Municipal Voters' List?

Ensure that you are on the Municipal Voters' List and that your information is correct. Check at newmarket.ca/vote



Do you have your Voting PIN?

A Voter Instruction Letter containing your Voting PIN will be mailed to you in early fall. Your Voting PIN is **required** to submit your ballot in Newmarket's Municipal Election.

If you haven't received your Voter Instruction Letter by **October 2**, call our Election Office at **905-953-5121** or visit our Municipal Offices (395 Mulock Drive).



Vote from home between October 13 and 22



To vote online:

- ✓ Visit the web address provided on your Voter Instruction Letter
- ✓ Enter your Voting PIN and required credentials
- ✓ Vote



To vote by phone:

- ✓ Call the phone number provided on your Voter Instruction Letter
- ✓ Enter your Voting PIN and required credentials
- ✓ Vote

Paper ballots are not available for this Municipal Election

Submit Ballot



Need help?

Give us a call at 905-953-5121. Voter Assistance Centres will be available from **October 19 to 22**. Locations and times will be indicated in your Voter Instruction Letter.



We value your feedback

Complete the online voter survey after you vote and tell us how your experience was.



Vote with Confidence

Issued jointly by:



1. It is your democratic right to vote for the candidates of your choice

2. Contact your Election Office immediately if you are asked to share your Voting PIN via email, text or social media or in person



3. Say something if you see something suspicious, we are here to help



4. Contact your Election Office immediately to get a new Voting PIN if you lose yours (the old PIN will be deactivated)



1. Never share your Voting PIN — it's unique to you (municipal staff, candidates and law enforcement officials should never ask for it)

2. It's illegal to vote using a Voting PIN that is not yours

3. You can't vote more than once in a municipality, no matter how many voting days there are or how many properties you own/rent



4. Never post a photo or selfie with your ballot on social media or elsewhere — it's illegal



5. Never use a candidate's mobile device/tablet to vote or share proof of whom you voted for with anyone

Our reliable online voting technology ensures:



- You can verify that your ballot has been successfully submitted
- You receive maximum privacy, accessibility and convenience
- You are doing your part to be environmentally friendly

VOTE |  Newmarket

Online or by phone
October 13 – 22, 2018
newmarket.ca/vote
905.953.5121
elections@newmarket.ca

 **markham votes**

Online or In line
October 12 – 22, 2018
markhamvotes.ca
905.477.7000 x8683 (VOTE)
vote@markham.ca

VOTE

Voter Assistance and Accessibility



Voting for all abilities

Online voting is accessible. Voter Assistance Centres are physically accessible and have trained staff to help.



Do you need help voting?

Call us at **905-953-5121**. We will help walk you through the voting process, and answer questions over the phone. We're open from 8:30 AM to 8:30 PM every day between October 13 and October 22.



Need help in person or access to a computer?

OCTOBER 2018						
SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13 Seniors': 9 AM to 12 PM NPL: 9:30 AM to 5 PM
14 NPL: 1 to 5 PM	15 Seniors': 8:30 AM to 5 PM	16 Seniors': 8:30 AM to 1 PM NPL: 9:30 AM to 9 PM	17 Seniors': 8:30 AM to 5 PM NPL: 9:30 AM to 9 PM	18 Seniors': 8:30 AM to 1 PM NPL: 9:30 AM to 9 PM	19 Seniors': 8:30 AM to 5 PM NPL: 9:30 AM to 5 PM Magna: 12 to 8 PM Ray Twinney: 12 to 8 PM	20 Seniors': 9 AM to 12 PM NPL: 9:30 AM to 5 PM Magna: 12 to 8 PM Ray Twinney: 12 to 8 PM
21 NPL: 1 to 5 PM Magna: 12 to 8 PM Ray Twinney: 12 to 8 PM	22 Seniors': 8:30 AM to 5 PM Magna: 10 AM to 8 PM Ray Twinney: 10 AM to 8 PM	23	24	25	26	27
28	29	30	31			

Technology Centres: Seniors' Meeting Place (Seniors'): Computer Lab (474 Davis Drive),
Newmarket Public Library (NPL): Computer Lounge (438 Park Avenue)

Voter Assistance Centres: Magna: Gymnasium (800 Mulock Drive),
Ray Twinney: Lounge 1 or Lounge 2 (100 Eagle Street West)



Need help at home?

We can come to you! Call **905-953-5121** to book an appointment and members of the Election Street Team will assist you with voting at your home. Election staff have taken an oath to protect your privacy. Never use a candidate's mobile device/tablet to vote, or share proof of who you voted for with anyone.



Remember!

Voting starts at 10 AM on October 13 and ends at 8 PM on October 22.

VOTE

Voter Assistance and Accessibility



Where to find us between October 13 and 22:



During the 10 Voting Days, assistance and access to a computer will be provided to voters who live in the following locations:

- Amica at Newmarket (275 Doak Lane)
- Armitage Gardens/ Newmarket Health Centre (194/200 Eagle Street)
- Chartwell Alexander Muir Retirement Residence (197 Prospect Street)
- Chartwell Barton Retirement Residence (17290 Leslie Street)
- Eagle Terrace (329 Eagle Street)
- Fairy Lake Gardens (468/474 Eagle Street)
- Founders Place (540 Timothy Street)
- German Canadian Housing (735 Stonehaven Avenue)
- Hamilton Place (925 Davis Drive)
- Heritage East (349/ 351 Crowder Boulevard)
- Mackenzie Place (52 George Street)
- Southlake Residential Care Village (640/642 Grace Street)
- Southlake Regional Health Centre (596 Davis Drive)
- The Renoir (270 Doak Lane)
- The Roxborough Retirement Residence (1 Roxborough Road)
- Tom Taylor Place (615 Fernbank Road)
- York Region Condo Corporation No. 5 (20/ 40 William Roe Boulevard)
- York Region Condo Corporation No. 647 (155 Main Street North)



Contact us!


If you live in one of the above locations, call the Elections Helpline at **905-953-5121** or email **elections@newmarket.ca** to find out when we will be providing assistance at your facility.

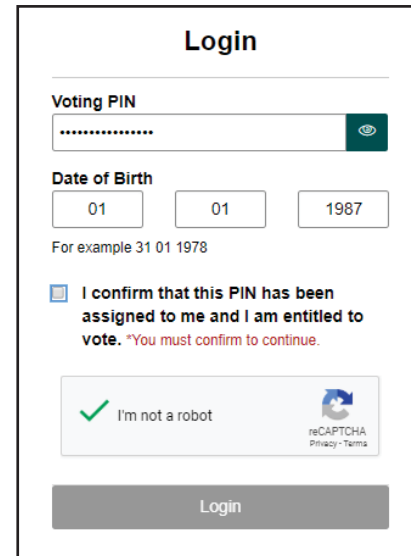


Remember!

There are **no paper ballots** for the 2018 Newmarket Municipal Election.

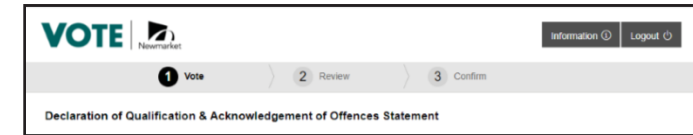
START



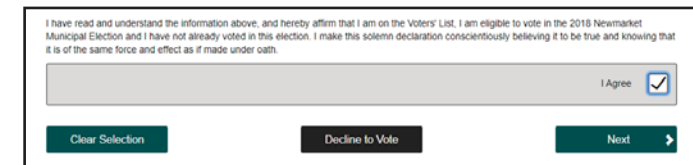
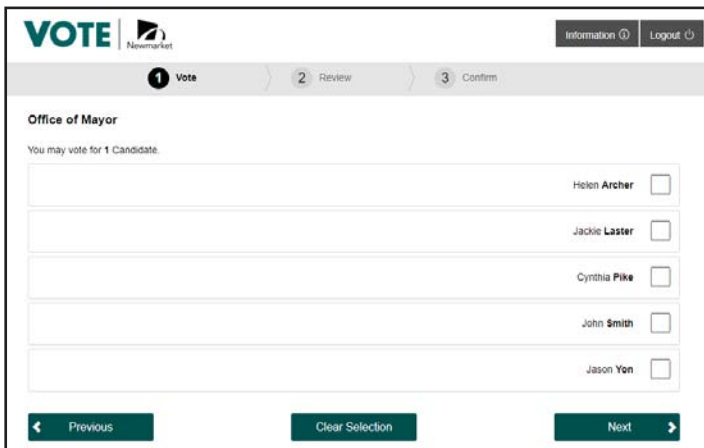


Use the information on your Voter Instruction Letter along with your birthday to login.

You must check the confirmation statement and complete the captcha.

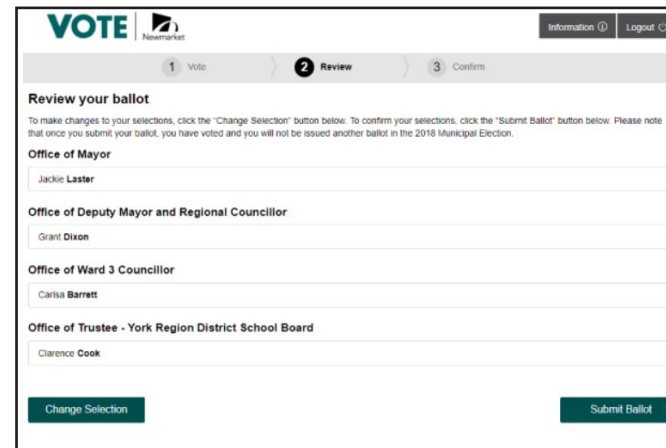
You must read and confirm the declaration of qualifications to proceed. If you wish to decline your ballot, you are provided the opportunity to do so at this point.

Proceed through each race on your electronic ballot by selecting a candidate for each race.

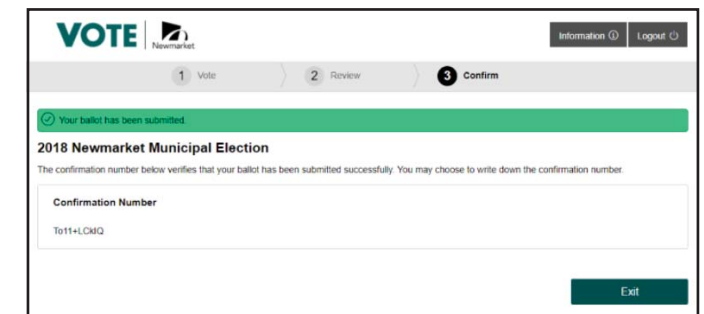
You may leave one or all races blank if you choose.

You will vote for Mayor, Deputy Mayor and Regional Councillor, Ward Councillor, and School Support.

Review your selections to ensure you are satisfied with your choices then click "Submit Ballot".

Once you click "submit ballot" you will not be given another opportunity to vote in the 2018 Newmarket Municipal Election.

Once your ballot is submitted you will see the Confirmation message.





Optional: You can choose to write down the confirmation number.

FINISH

VOTE



Are you on the Municipal Voters' List?

-  Canadian citizen
-  18+ years of age
-  Newmarket resident
-  Newmarket property owner/tenant
OR spouse of
Newmarket property owner/tenant
-  Not prohibited from voting by law

Check your information
or get on the list at
newmarket.ca/vote



#newmarketvotes

Êtes-vous sur la liste électorale municipale?
Vérifiez vos informations ou inscrivez-vous
sur **newmarket.ca/vote**.

您的名字在市政选民名单上吗?
查看您的信息或访问
newmarket.ca/vote上的名单

您的名字在市政選民名單上嗎?
檢視您的資訊或瀏覽
newmarket.ca/vote上的名單

Вы в списке муниципальных избирателей?
Проверьте свою информацию или зайдите
в список на **newmarket.ca/vote**.

آیا در لیست رای دهندگان شهرداری هستید؟
اطلاعات خود را بررسی کنید یا در تارنمای
newmarket.ca/vote خود را وارد لیست نمایید

Siete nella lista elettorale municipale?
Verificate le vostre informazioni o registratevi
su sito **newmarket.ca/vote**.

**If you require this information in
an alternative format, please
contact the Town of Newmarket
at 905 895 5193**

VOTE



2018 NEWMARKET MUNICIPAL ELECTION



newmarket.ca/vote
 905-953-5121
elections@newmarket.ca

OFFICE	CANDIDATES
Mayor	Talib Ansari * John Taylor Joe Wamback
Deputy Mayor and Regional Councillor	Chris Emanuel Joan Stonehocker Tom Vegh
Ward 1 Councillor	Naqi Ahsan Grace Simon Rohit Singh
Ward 2 Councillor	Bill Kukulewich Victor Woodhouse
Ward 3 Councillor	Jane Twinney Jack Zangari
Ward 4 Councillor	Trevor Morrison Grant Waddell Melissa Williams
Ward 5 Councillor	Ron Eibel Bob Kwapis
Ward 6 Councillor	Kelly Broome - Acclaimed
Ward 7 Councillor	Christina Bisanz - Acclaimed
York Region District School Board	Kristine Carbis Linda Gilbert Martin Van Beek Bessie Vlasis
York Catholic District School Board	Shawn Gaudet Theresa McNicol
Conseil scolaire Viamonde	François Guérin Karine Ricard
Conseil scolaire catholique MonAvenir	Kathleen Beal Maxime Papillon

Attention high school students!

Do you need volunteer hours?

Check out an exciting volunteer opportunity as a Greeter for the 2018 Newmarket Municipal Election.

Visit newmarket.ca/vote for more information!



Need assistance with voting?



Call **905-953-5121** or visit a Voter Assistance Centre for in-person help from **October 19 to 22** at the Magna Centre (800 Mulock Drive) or Ray Twinney Recreation Complex (100 Eagle Street West).

The Town will be at multi-residential, long-term care facilities, and retirement homes to provide assistance with voting.



Need special accommodations? We can come to you!

Call us at **905-953-5121** to book an appointment with our Election Street Team if you need special in-home assistance.



WHERE DO I VOTE?

Vote from anywhere! All you need is an internet or telephone connection. You can vote at home, at work, or in transit.

Skip the line this Municipal Election.

WHEN DO I VOTE?

Vote anywhere, anytime from **10 a.m. EDT on October 13 to 8 p.m. EDT on October 22.**

REMEMBER: There are no paper ballots!

HOW DO I VOTE?

Make sure you're on the Municipal Voters' List! Get on the list at newmarket.ca/vote. By ensuring you're on the list, you will get your Voter Instruction Letter in the mail any day now! Call us at **905-953-5121** if you haven't received it by early October.

If you check, confirm or register your voter information, you're automatically entered to win bread for a year, or 1 of 10 \$50 gift cards from COBS Bread.



Travelling or away at school?



NOT TO WORRY, you can still vote by visiting the web address or calling the phone number on your Voter Instruction Letter, no matter where you are in the world!

Not sure how voting will work?

Register for a **FREE** course at the Newmarket Seniors' Meeting Place (474 Davis Drive) or the Newmarket Public Library (438 Park Avenue) to learn how to vote.



Seats are limited, so sign up today at play.newmarket.ca

***IMPORTANT NOTICE:**
 Mayoral Candidate Talib Ansari has notified the Clerk that he will no longer be seeking Office in the 2018 Newmarket Municipal Election. As the Municipal Elections Act, 1996 does not allow for removal of candidate names from the ballot after the Candidate Nomination Period has closed, his name will still appear on the online and telephone ballot.