

Your MPAC Webinar Team - Municipal & Stakeholder Relations (MSR)

Committed to Building Customer and Stakeholder Relationships



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VoterLookup & Toolkit

February 3, 2022



MUNICIPAL
PROPERTY
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Agenda

What is VoterLookup?

Why is it Important?

How effective is it?

VoterLookup Demo

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

Re-Direct Options

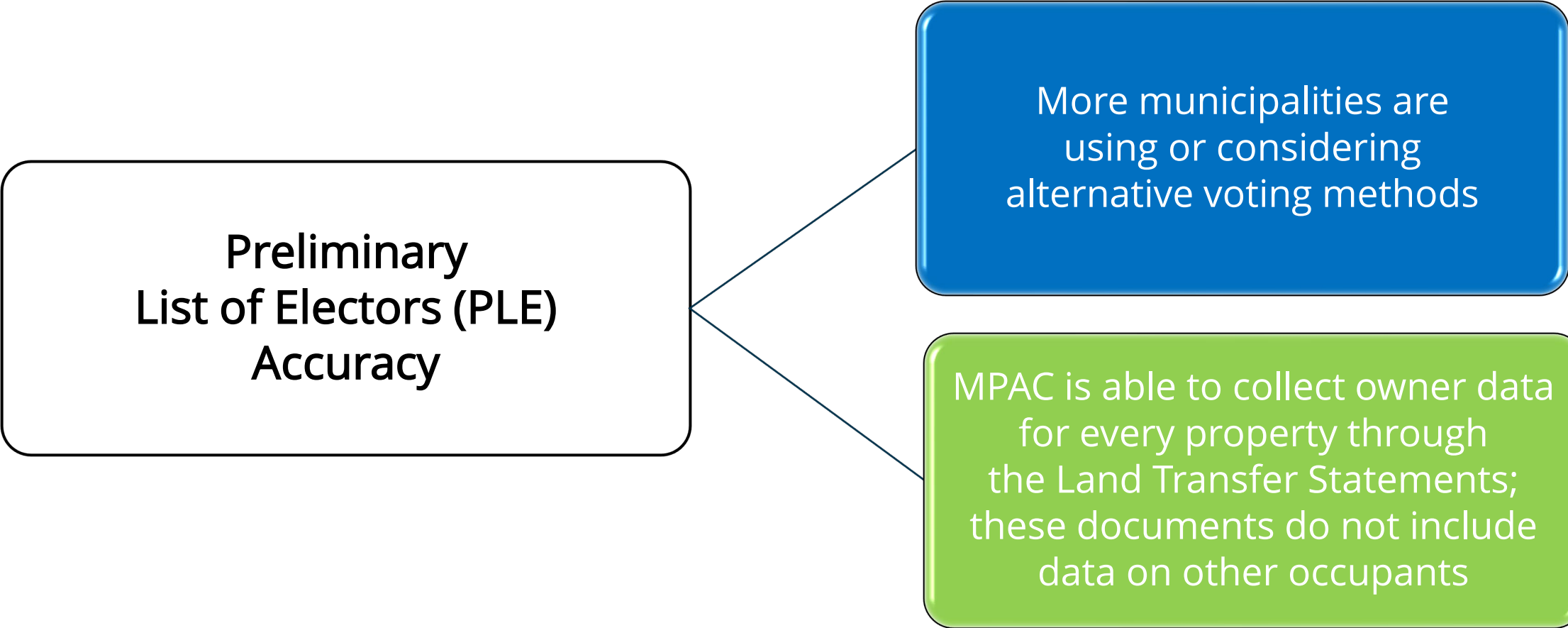
Voterlookup.ca re-direct message to be activated at the time of the Preliminary List of Electors/Voter Notification File extract

- If you select the August 2 Preliminary List of Electors delivery, the redirect message will appear on July 22, 2022
- If you select the August 22 Preliminary List of Electors delivery, the redirect message will appear on August 12, 2022

Voterlookup.ca re-direct message to be activated at the time of the September Exceptions File extract

- If you select this timing option, the redirect message will appear on August 31, 2022.

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

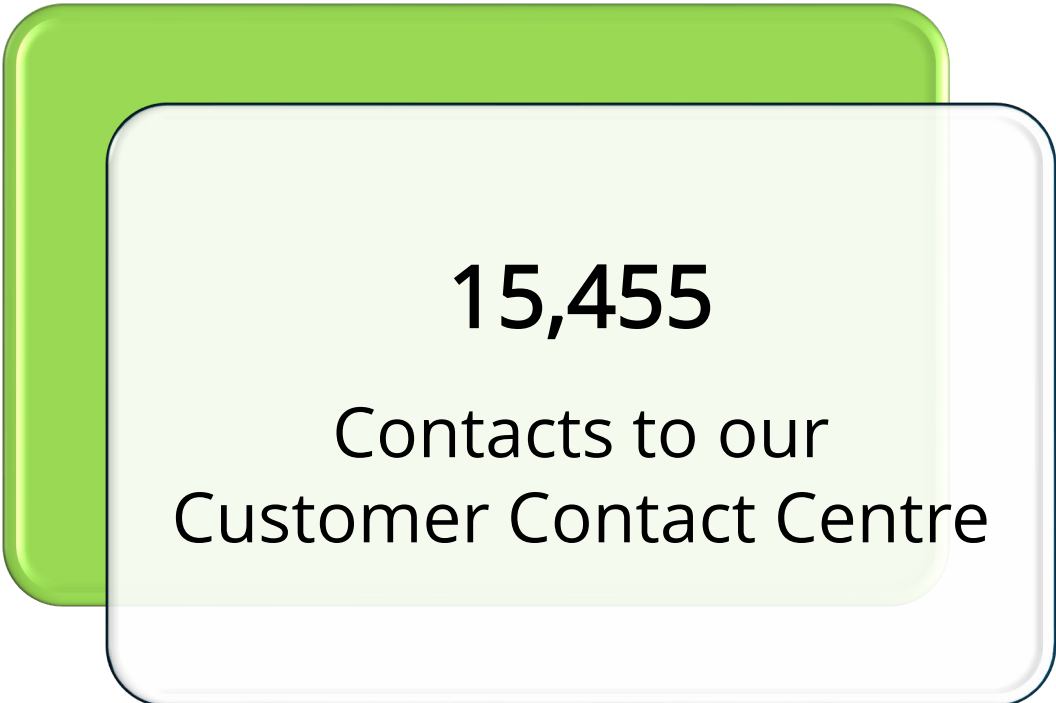
How Effective Is It?

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.

How Effective Is It?



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



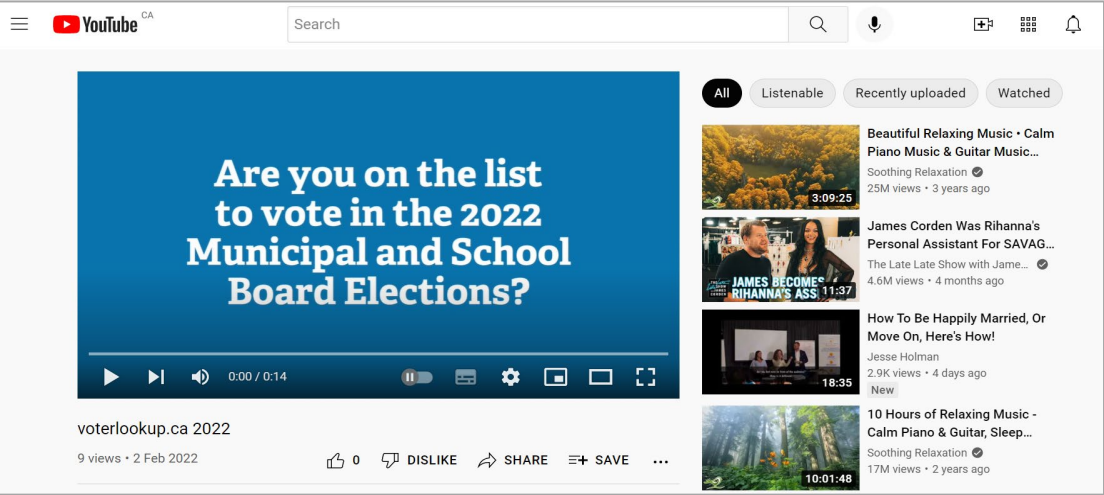
Other Toolkit Additions



Embedded Link Buttons



QR Code

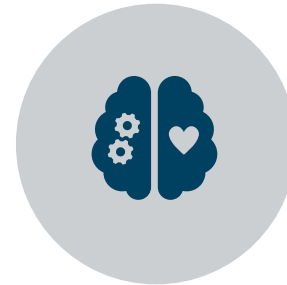


GIF

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)

Ongoing Support

Product Canvassing, Products & Voters List Revisions Webinar- Q2 2022

Need help/Have questions?

Contact your local Account Manager or enumeration@mpac.ca

Top 5 Takeaways

1. VoterLookup is a crucial tool to improve Preliminary List of Elector accuracy.
2. Use your Toolkit to actively promote VoterLookup.
3. Municipalities can choose when they would like VoterLookup to redirect users to them.
4. Watch for our next enumeration themed webinar coming in Q2 to learn more about #3.
5. Need help/Have questions? Contact your local Account Manager or enumeration@mpac.ca



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