

# Enumeration Update

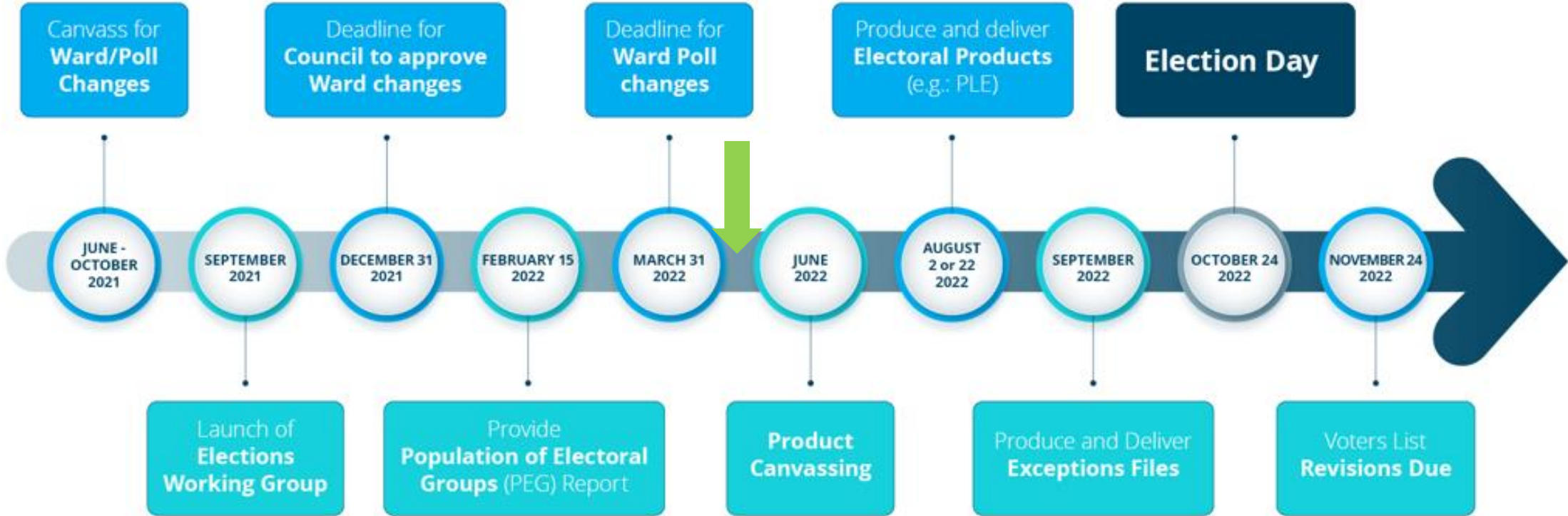
AMCTO Zone Meetings

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?

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

Available year-round, 24 hours a day

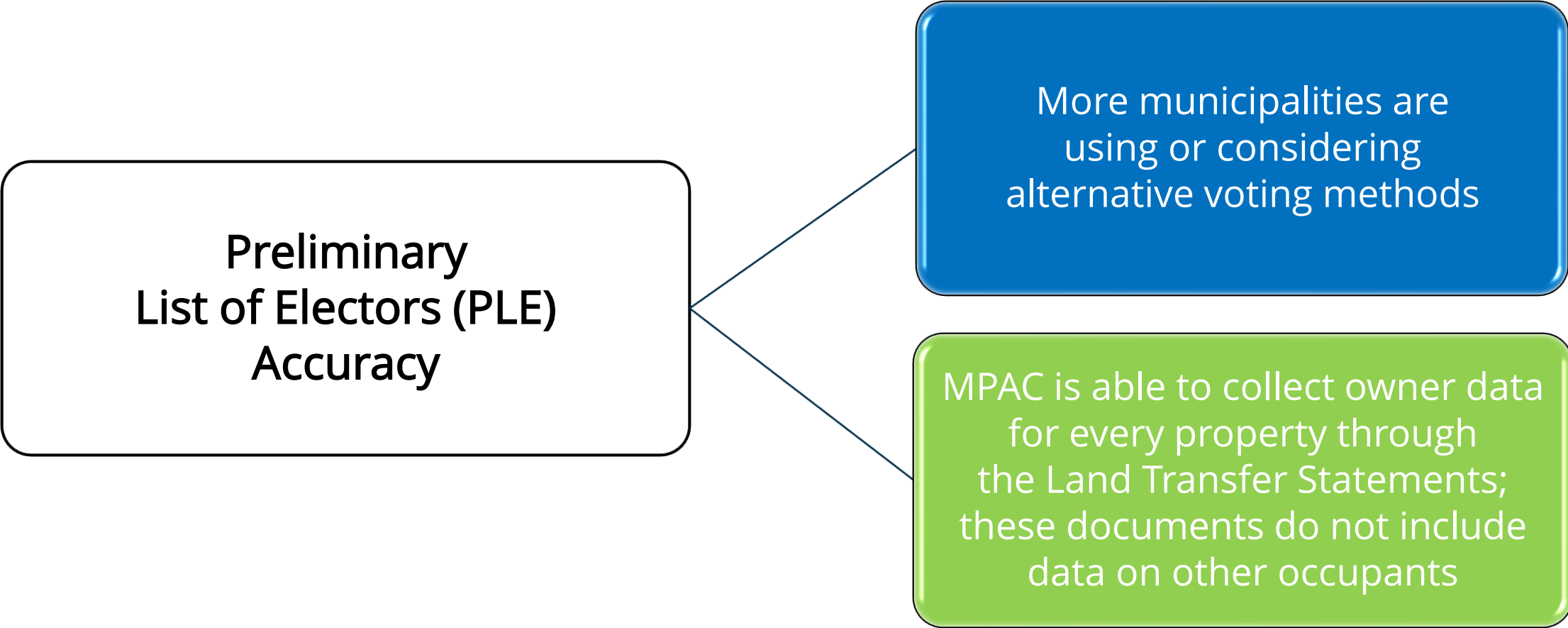
Allows eligible electors to:

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



# Why is it Important?

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# Toolkit Materials

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Key messages  
(intended for  
internal use)



Newsletter content



Website content



Social Media  
content



Graphics



Buck slip



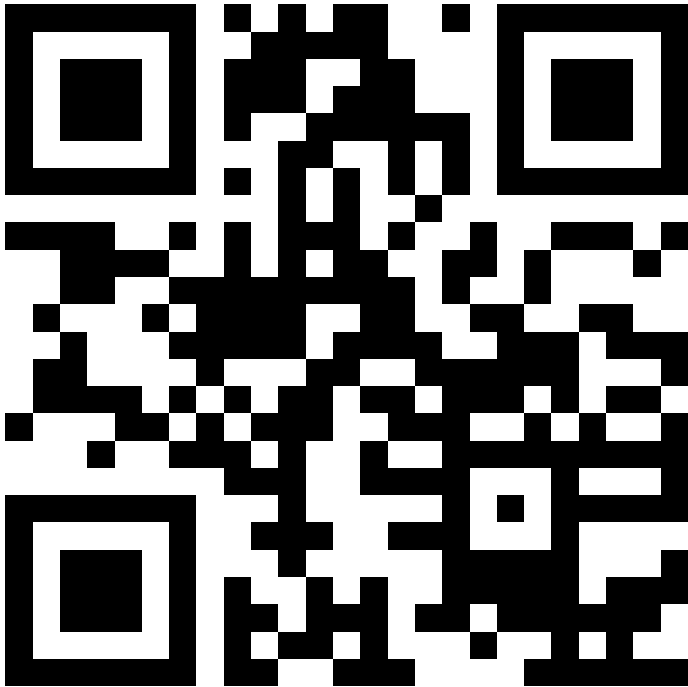
\*Separate toolkits created and  
distributed for municipalities  
and school boards

# Toolkit Additions

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Video  
Embedded Link Buttons  
GIF  
QR Code



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

# MPAC's Other Efforts to Promote VoterLookup

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Social campaign and media outreach



Information left during MPAC property visits

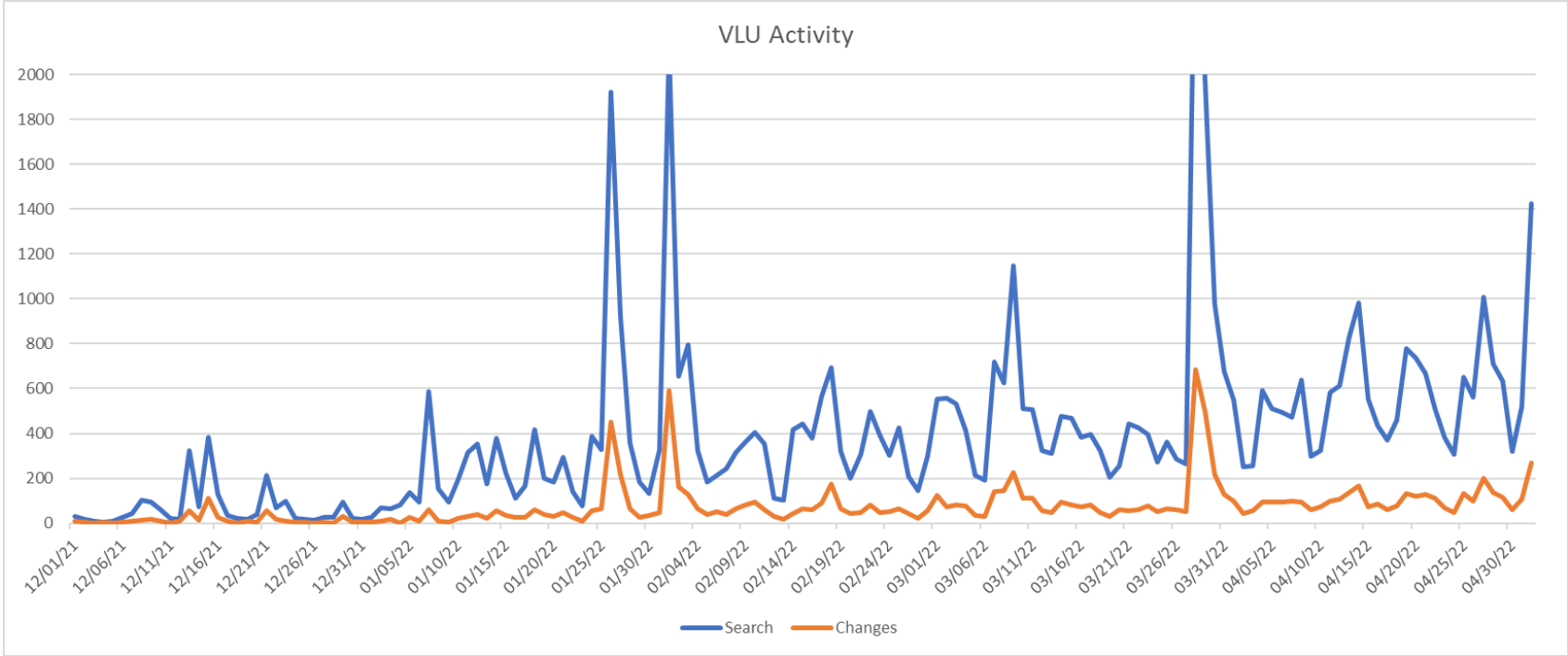


Buck slips in mailed Property Assessment Change Notices



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

# It's Working!





# What's Next

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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](mailto:enumeration@mpac.ca)



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