Enumeration Update

AMCTO Zone Meetings

Jason Hagan and Shannon Long

mpac MUNICIPAL PROPERTY ASSESSMENT CORPORATION

What We've Accomplished

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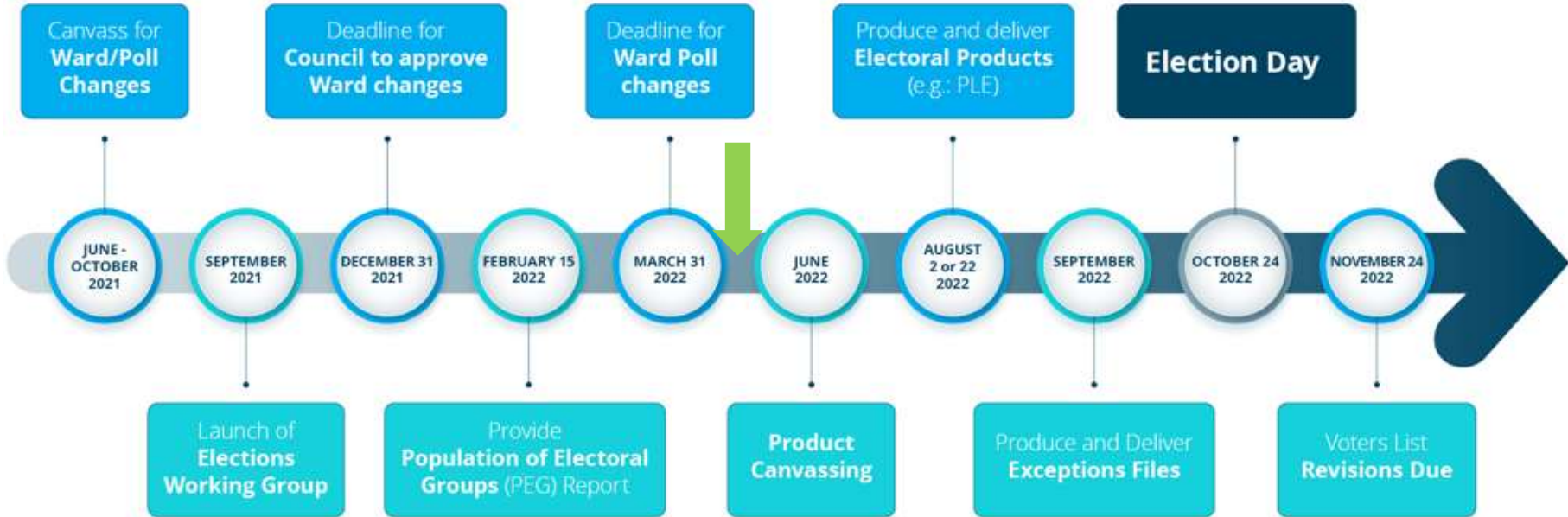
What is VoterLookup?

MPAC's online web service that allows electors to confirm and update their information for municipal elections
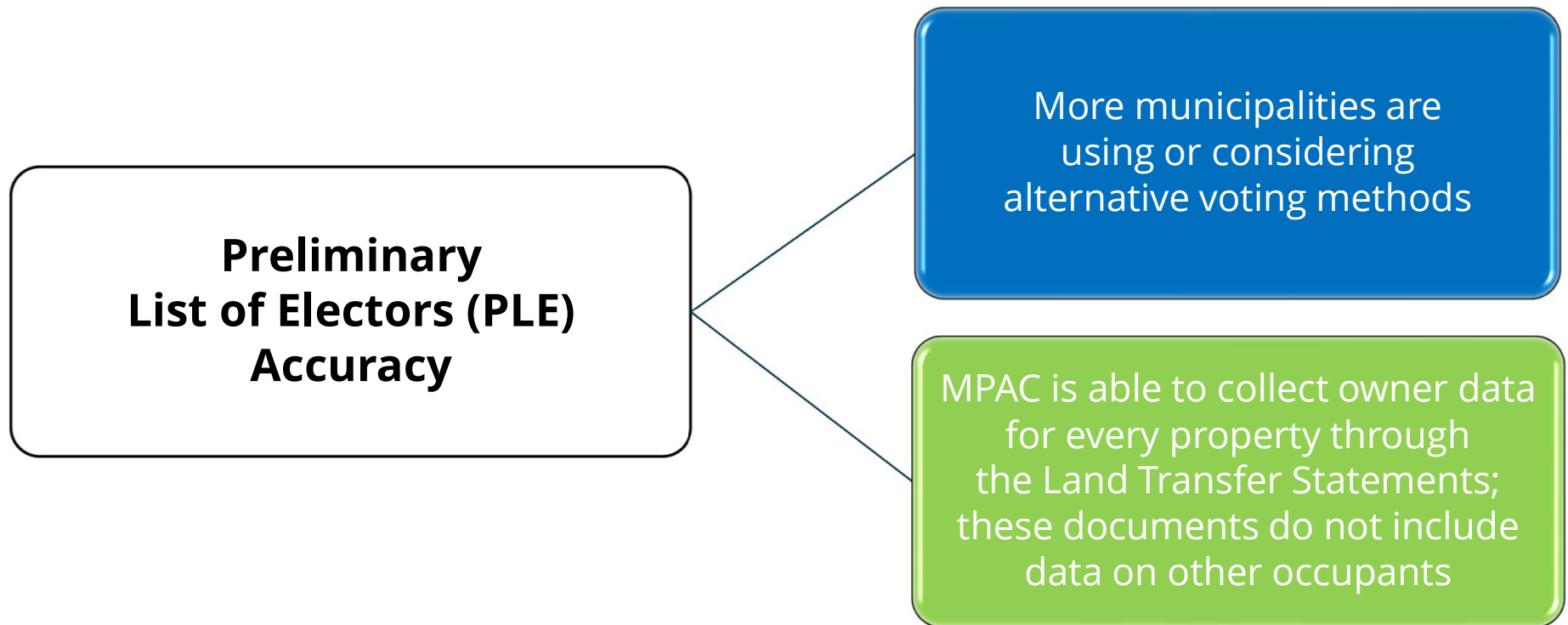
Available year-round, 24 hours a day

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?

Preliminary List of Electors (PLE) Accuracy

More municipalities are using or considering alternative voting methods

MPAC is able to collect owner data for every property through the Land Transfer Statements; these documents do not include data on other occupants

Toolkit Materials

Key messages (intended for internal use)

Newsletter content

Website content

Social Media content

Graphics

Buck slip
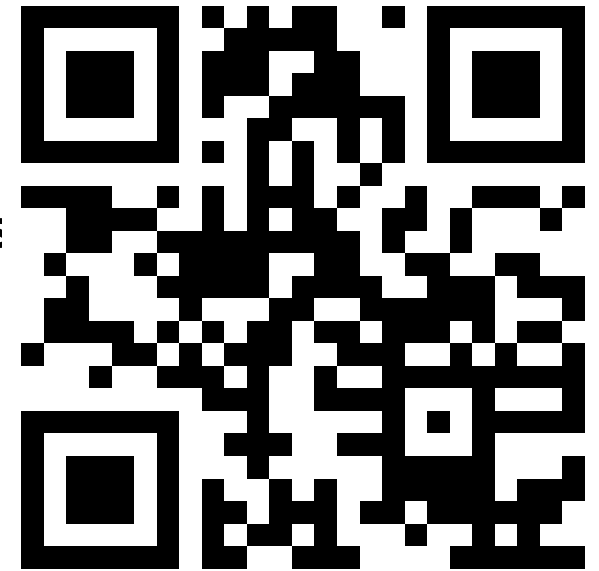
*Separate toolkits created and distributed for municipalities and school boards

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
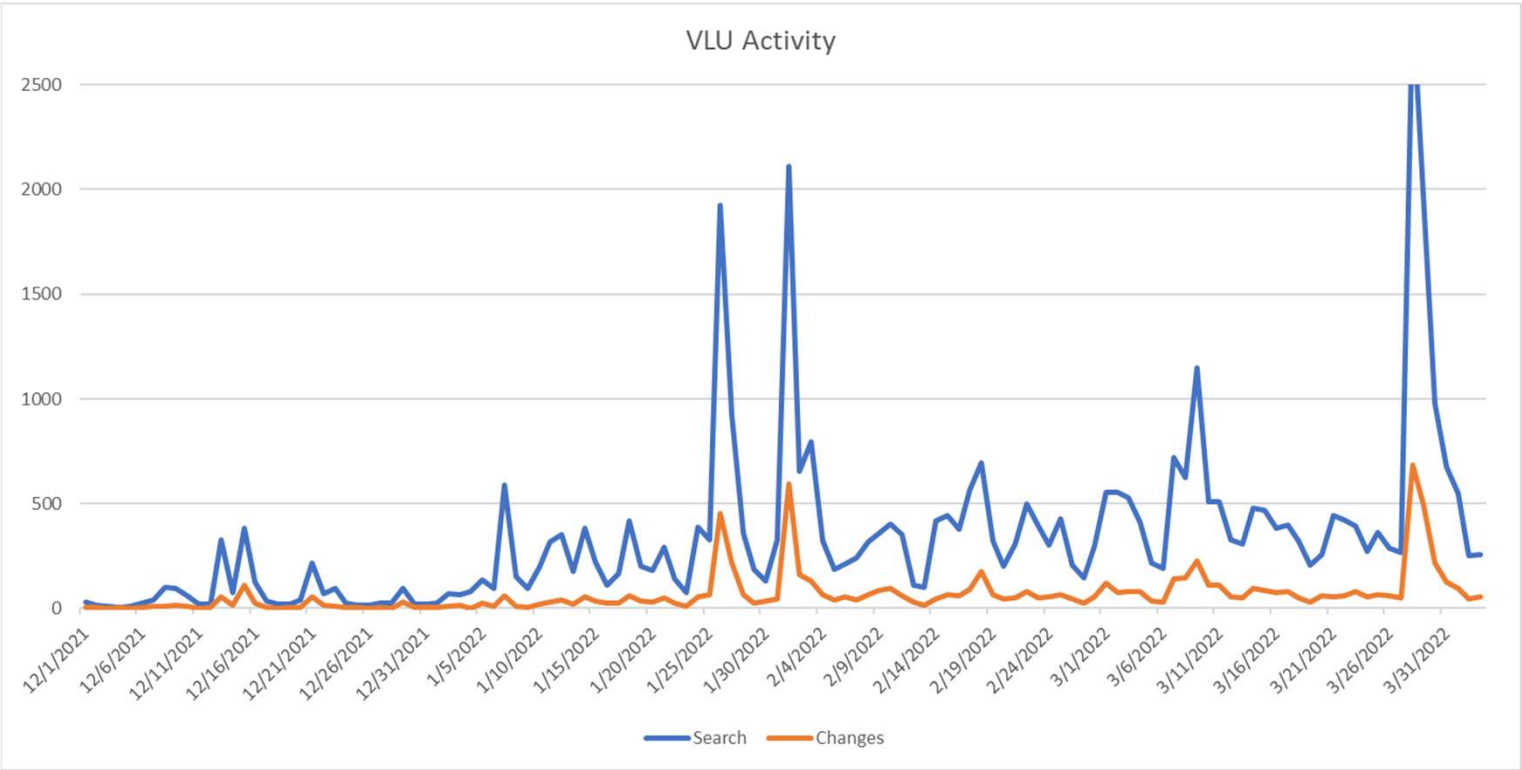
Information left during MPAC property visits

Buck slips in mailed Property Assessment Change Notices

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

It's Working!

VLU Activity

Over **42,000** searches | **20%** making revisions

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

School Support Update

School Support Modernization Project

Project Overview

- Fall 2020 - Government of Ontario passed legislation to allow MPAC to improve its school support data collection process, including allowing electronic submission of school support, starting in 2023.

- Fall 2021 - MPAC launched a project team to modernize our operational processes.

- As part of the modernization initiative, MPAC is:
  - Developing an online application to allow individuals to confirm/direct school support.
  - Engaging school boards (and school board associations) in the project to gather feedback on current school support data process.

School Support Modernization Project

Status

- MPAC has identified IT requirements to develop the online platform.

- February 2022 - MPAC held initial engagement with school boards and associations to:
  - provide an overview of the current school support system
  - discuss concerns and issues
  - Outline MPAC's initiative and receive initial feedback.

- Meeting included representation from many school boards types and 3/4 school board associations

- Next Steps (Spring/Summer 2022)
  - Continue development of new MPAC online application
  - Continue engagement with school boards - demonstrate prototype of the online application, and improve based on feedback

Questions?

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