



| 2022

Post-Enumeration Report



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION



In 2022, the Municipal Property Assessment Corporation (MPAC) delivered a Preliminary List of Electors (PLE) to every municipality, District Social Services Administration Board and electing school board in Ontario, which was used to create the final Voters' List.

While MPAC works to implement legislated changes that will transfer responsibility for the PLE to Elections Ontario in 2024, we remain committed to utilizing sources available to us to ensure our data is as current and accurate as possible.

With a focus on ensuring that as many eligible voters as possible were on the final Voters' List, we implemented strategies to support the 2022 enumeration process, which included leveraging technology such as our online portal voterlookup.ca, collaborating with our partners and providing awareness through a comprehensive educational campaign.

2022 Enumeration Highlights

Preliminary List of Electors (PLE)	2022	2018
Total number of eligible electors included in the PLE	10,601,433	9,407,285
Voter turnout	36.3%	38.29%
Total number of revisions processed	1,018,659	1,043,772
PLE accuracy for owners	92.61%	92.76%
PLE accuracy for non-owners	87.28%	82.83%

We are pleased to report that through our efforts and the efforts of municipalities and other stakeholders, the size of the 2022 PLE grew by almost **1.2 million** electors. Over 684,000 of these additions were gathered from Elections Ontario following the June provincial elections. The remainder of these additions came from voterlookup.ca, Elections Canada and updates to MPAC's assessment database.

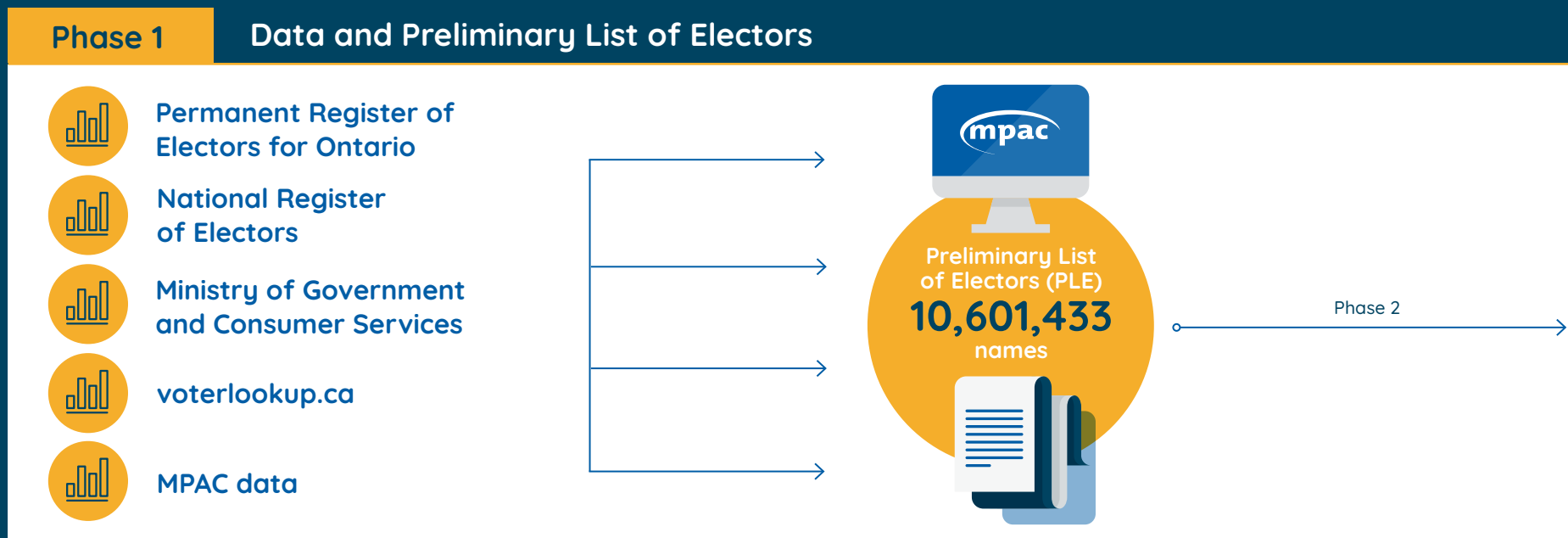
We also found that the gap between accuracy rates for owners and non-owners continued to close, with non-owner accuracy improving by almost five per cent compared to 2018. Also of note, we received over 25,000 fewer revisions following the 2022 elections than were received following the 2018 event.

This report provides a review of our 2022 enumeration campaign results as well as an overview of some of the tactics undertaken to achieve them. We also share our path forward as we transition responsibility for the PLE to Elections Ontario in 2024.

The Enumeration and Voters' List Process

Our Shared Accountability

Below is an illustration outlining the key role that each partner plays in the preparation of the Municipal Voters' List.



June to October 2021
Canvass for Ward/Poll changes

September 2021
Launch of Elections Working Group

December 31, 2021
Deadline for Council to approve Ward changes

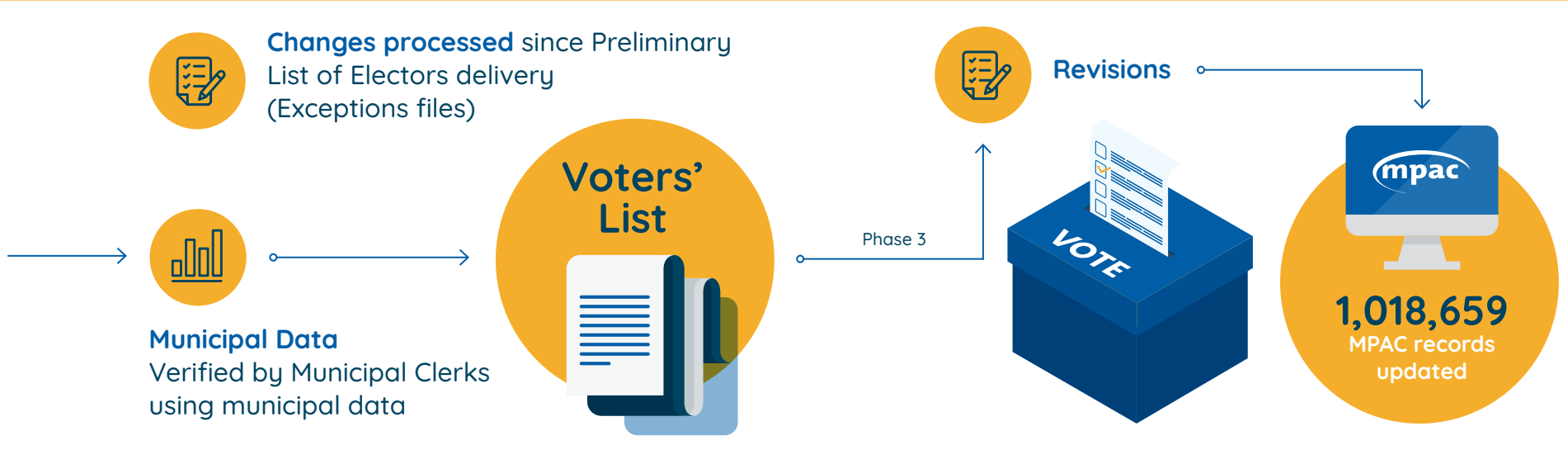
February 15, 2022
Provide Population of Electoral Groups (PEG) Report

March 31, 2022
Deadline for Ward Poll Changes



Phase 2 **Voters' List**

Phase 3 **Post-Election**



May/June 2022
Product Canvassing

August 2 or 22, 2022
Produce and deliver Electoral Products (e.g. PLE)

September 9, 2022
Produce and deliver Exception Files

October 24, 2022
Election Day

November 24, 2022
Voter List Revisions due

Voterlookup.ca

Taking into account key learnings from previous campaigns, we implemented a 2022 enumeration strategy that focused on three important areas: technology, partnerships and education.

Available year-round, voterlookup.ca provides electors with an easy way to confirm and update their information, add a name to an address or change their school support for electoral purposes.

To support the promotion and use of voterlookup.ca, MPAC created a comprehensive toolkit designed to help municipalities and school boards easily share information across a variety of platforms. The toolkit included key messages, newsletter, website and social media content, an educational video and buck slips. Feedback from municipalities led to the development of additional supports, including an embedded link button and a QR code.



Social Media Activity Between December 2021 and August 2022

MPAC promoted voterlookup.ca through an extensive educational and media outreach campaign. Digital ads in both English and French were launched as part of a paid social media push and our Property Inspectors shared promotional materials during field visits. Property Assessment Changes Notices included buck slips as well.



25
social posts

We shared **25 posts** across **Twitter**, **Facebook** and **LinkedIn**.



2
languages

A Facebook and Instagram paid ad campaign featured content in both **French** and **English**.



28.9
million views

Our social media campaign content was seen over **28.9 million** times.

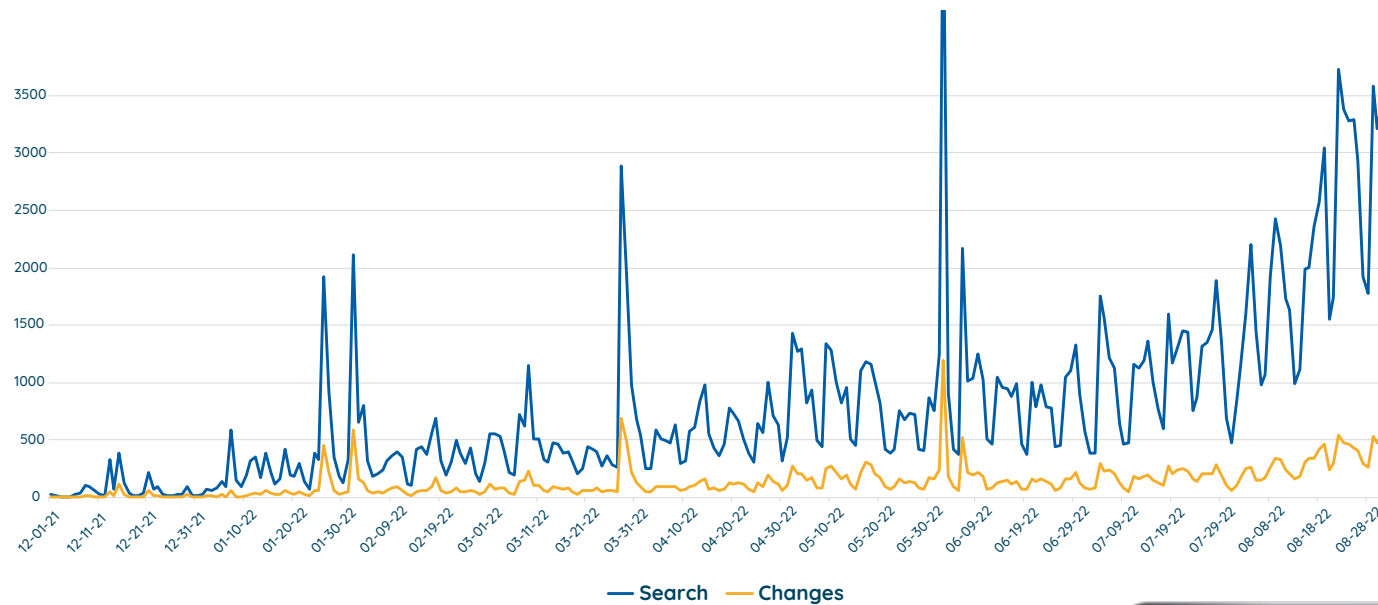
5 minutes online
can save a whole
lot of time.



To increase awareness and use of voterlookup.ca amongst new voters, tenants and boarders, we looked to renter, landlord and ratepayer organizations, as well as organizations with strong ties to post-secondary students to help share key messages.

With widespread promotional support from municipalities, our campaign efforts resulted in over **218,000** voterlookup visits. The graph below shows the overall number of portal visits in comparison to the number of revisions and additions made. It also shows a strong correlation between the activity level and our promotional efforts.

Overall Voterlookup Activity



 **Over 218,000**
voterlookup searches
between December 2021 and August 2022





Data Impacting the PLE

MPAC makes use of all available data sources to ensure our database that produces the PLE is up-to-date and accurate. This includes:

- Regular updates from the National Register of Electors
- Updates from Elections Ontario and the Permanent Register of Electors
- Updates from the Ministry of Government Services on deceased persons
- Ongoing updates of data from MPAC's property assessment system
- Information collected through voterlookup.ca
- Application for Direction of School Support Forms
- Occupancy updates completed by MPAC's Customer Contact Centre

We also leveraged Elections Ontario data from the June 2, 2022 Provincial Election to add more than **684,000 electors** to our Names Database (and hence to the PLE). In addition, we captured more than 72,000 address corrections and updated the records of almost **14,000 individuals** with unconfirmed citizenship status to confirmed Canadian status.

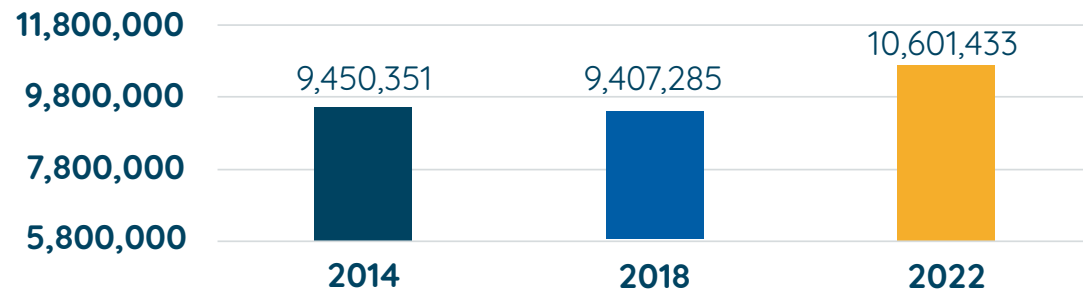
The Bottom Line

More People Data



Average growth in municipal PLE size for municipalities in 2022 compared to 2018

Province-wide PLE Count



Support to Our Municipalities

During the 2022 enumeration process, MPAC supported municipalities with the following:



Created and distributed a voterlookup toolkit



Designed a **handout to support Municipal Elections Staff** in understanding and explaining MPAC's role



3
Organized three municipal **webinars**



45

Arranged 45 **enumeration-focused presentations**



1,200

Addressed over 1,200 **enumeration-related enquiries** from municipalities



7,000

Managed more than **7,000 individual calls, chats or emails** through our customer call centre from Ontario residents in the six months leading up to the October elections to review or update their information



Our support continued into 2023 with the processing of post-election revisions related to moves, deletions, and changes. As a result, we processed **46,240** school support changes and added **221,000** individuals to our MPAC database of people data.

Transition to Elections Ontario

Responsibility for the PLE will transfer to Elections Ontario effective January 1, 2024. MPAC will retain responsibility for ongoing School Support Data Collection and delivery of the Population of Electoral Group reports to municipalities and school boards in 2026.

MPAC is committed to providing support to Elections Ontario during and after this transition. While voterlookup.ca will be discontinued by the end of 2023, Elections Ontario is currently making enhancements to its e-registration system in preparation for the next enumeration event.

PLE

January 1, 2024

The responsibility for the PLE will move to Elections Ontario on January 1, 2024.

School Support

January 1, 2024

The collection of school support information will remain MPAC's responsibility after January 1, 2024.

Modernization of School Support Data Collection

As part of our ongoing modernization efforts and in consultation with municipalities and school boards, we have improved our process for collecting school support information by launching an online School Support Portal. The portal enables residential property owners to update their school support designation information through AboutMyProperty™. Tenants registered with MPAC will follow a different path in the portal, similar to voterlookup.ca, to add or update their school support designation information.

A user guide in both English and French is available to assist users with step-by-step instructions on how to change or update their school support designation.

MPAC will also accept completed Application for Direction of School Support (ADSS) forms and has created a new electronic ADSS form based on feedback from school boards.



MPAC delivered a Preliminary List of Electors (PLE) to every Ontario municipality and electing school board in August 2022, ahead of schedule to support added time for municipal and school board review.

Leading up to these dates, the combined efforts of municipalities, Elections Ontario and MPAC resulted in the largest and most accurate PLEs to date. Thank you to our partners for a successful collaboration.

We would like to extend our appreciation to our Elections Working Group members for their continued support and sharing of insights and recommendations on how we could make the process valuable and engaging for the municipal sector. We are grateful for their participation, contributions and expertise.

Alana DelGreco
AMCTO

Tanya Daniels
Brantford

Danielle Manton
Cambridge

June Gallagher
Clarington

Brent Larmer
Cobourg

Martina Chait-Hartwig
Douro-Dummer

Nathalie Lentini
Elections Canada

Gabriel Romanescu
Elections Ontario

Gene Genin
Elections Ontario

Ximena Morris
Elections Ontario

Stephen O'Brien
Guelph

Sarah Hoffman
MMAH

Louise Lees
Marathon

Kimberly Kitteringham
Markham

Pamela Fettes
New Tecumseth

Andrea Coyne
Oakville

Kris Kurs
Ottawa

Milan Stevanovic
Ottawa

Jill Bellchamber-Glazier
Southwest Middlesex

Brigette Sobush
Sudbury

Krista Power
Thunder Bay

Evelyn Justiniano
Toronto

Tharshan Sundaramoorthy
Toronto

Zoe Middleton
Toronto



If you have any questions or would like more information about this report, please reach out to your local MPAC Account Manager.



MUNICIPAL
PROPERTY
ASSESSMENT
CORPORATION



mpac.ca