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## **Accessibility in the 2022 Municipal Election Information Report to Council**

Report Number: INFO-2023-01

Department(s): Legislative Services

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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 2022 Newmarket Municipal Election.

This report highlights the accessibility enhancements from the recent election, and specifically details the following:

1. Voting methods and 10-day period
2. Dedicated voter helpline
3. Voter Assistance Centres open for 10-day period
4. Accessible Voter Instruction Letters
5. At home voting assistance
6. Assistance at retirement homes, apartments, long-term care & Southlake Regional Health Centre
7. Translations of key voting information
8. Door-to-door enumeration
9. Open House
10. Events and targeted outreach

An additional report regarding all other aspects of the 2022 Newmarket Municipal Election will be provided to Council in approximately Q3 2023.

## Purpose

The purpose of this report is to provide Council with information on the accessibility provisions and enhancements from the 2022 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 2022 Newmarket Municipal Election, Town staff worked in consultation with the Newmarket Accessibility Advisory Committee and the Town's online voting and paper ballot providers to develop the 2022 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 2022 Newmarket Municipal Election:

1. Voting methods and 10-day period
2. Dedicated voter helpline
3. Voter Assistance Centres open for 10-day period
4. At home voting assistance
5. Assistance at retirement homes, apartments, long-term care & Southlake Regional Health Centre
6. Accessible Voter Instruction Letters

7. Translations of key voting information
8. Door-to-door enumeration and incentives to get on the Voters' List
9. Open House
10. Events and targeted outreach

## **1. Voting methods and 10-day period**

The 2022 Municipal Election was the second time the Town of Newmarket utilized online voting as its primary method. Online voting is inherently accessible as it allows electors to vote from anywhere in the world as long as they have internet connection. Moreover, online voting acts as an additional health and safety measure because voters can cast their ballot from home, reducing their in-person interactions in a traditional voting place. This measure has been especially helpful during the COVID-19 Pandemic, and during a time of the year when cold and flu season would normally begin.

The 2022 Municipal Election was the first time the Town offered an app through its online voting vendor, which allowed for additional assistive capabilities such as Voiceover (iOS) and TalkBack (Android) screen readers and Voice Control (iOS).

Voting opened at 10:00 AM on October 15, 2022 and ran continuously until 8:00 PM on October 24, 2022. Electors had the opportunity to cast their online ballot at any time during the 10-day voting period, which meant they had a total of 226 hours to vote.

In addition to online voting, paper ballot voting was provided as a supplementary voting method for voters who wished to cast an in-person paper ballot. An accessible ballot marking device was available for anyone to use for assistance with marking their paper ballot. Electors were asked to make appointments in order to vote by paper as a health and safety precaution, and to assist with managing line-ups. However, if a voter came to the voting location without an appointment, the staff would still allow them to vote on the spot. Appointments for paper ballot voting were provided between October 15 and 22, and totalled 100 hours of in-person voting opportunities.

In 2018, the Town provided 226 hours of online and phone voting opportunities.

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 in the summer, 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 15 to October 24, 2022. A dedicated helpline allowed voters to call and get more information on the Municipal Election, to get step-by-step instructions on how to log into the online voting platform, or to book an appointment to vote by paper ballot.

## **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 used as Voter Assistance Centres in 2018 and were once again selected because they are both accessible on public transit routes and are in well-travelled areas of the Town.

The Centres were open between 10:00 AM and 8:00 PM October 15 to 24, and were equipped with both iPads and 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 iPad kiosks at the Municipal Offices for 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 that had been reserved for voting in those facilities.

#### **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 11 residences/facilities over the 10-day voting period. This service was first offered in 2018, and it once again contributed to the overall success of the election.

#### **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 19 different facilities in Town and provided access to internet-enabled technology to electors in these facilities.

#### **Outbreaks at Special Voting Locations**

This Municipal Election the Town developed the Special Voting Location Outbreak Procedure to provide voting assistance during a viral outbreak in these locations. With the assistance of long-term care centre staff, the Town's procedure provided a computer, laptop, or other similar device in a private room in the facility for a set time where voters could drop-in. Election Staff were on the Zoom line and provided confidential online voting assistance as requested by the elector.

The viral outbreak procedure was used to assist voters at Belinda's Place.

## 6. Accessible Voter Instruction Letters

2022 was the first time the Town offered alternate, accessible versions of the Voter Instruction Letter. Upon request, the Town would provide an elector with a large print or fully electronic version of their Voter Instruction Letter. To staff's knowledge, Newmarket is the only municipality that offered this service on demand.

## 7. Translations 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.

## 8. Door-to-door enumeration and incentives to get on the Voters' List

During the September 2022, 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 encouraging electors to check if they were on the Voters' List, staff handed out free swimming passes to electors who checked their information. Every voter who was on the Voters' List was then automatically entered into a draw to win the grand prize of one family pass for a year (approx. value \$600), one \$100 recreation programming credit, or one free swimming lesson (approx. value \$50). Prizes were drawn and awarded to voters following the election.

## 9. Open House

On September 28, 2022, the Town held an Election Open House which provided an in-person opportunity for the public to learn about online voting, to practice voting online using the demonstration system, and to ask the Town's online voting vendor questions about security or about how their platform works.

## 10. Events and targeted 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 2022. 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 "online, anytime".

## 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:

- 2022 Newmarket Municipal Election Voter Checklist and Vote with Confidence all household mail out (see **Attachment 2**).

- Voter Assistance and Accessibility poster (see **Attachment 3**).
- Postage mark on all Town-issued mail (See **Attachment 4**).
- Voters' List Door hanger (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.
- Recreation incentive program:
  - Engaged voters in-person at events.
- Videos developed with the intent on engaging the community as much as possible
- Social Media:
  - Increased social media presence on Twitter, Instagram and Facebook.
- Attending events throughout the year
- 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 closes.

## **Enhancing Accessibility for Candidates and Third Party Advertisers**

### **Electronic Filing – New for 2022**

With the recent legislative changes to the Municipal Elections Act, staff took advantage of the opportunity to allow candidates to file their nomination form and for third party advertisers to file their registration form electronically. The electronic submission process was used by the majority of candidates and one registered third party advertiser. To accompany electronic filing, staff held zoom meetings for each candidate or third party advertiser to complete their registration process.

### **Information Sessions**

Staff held an information session for all potential candidates and third party advertisers to attend prior to Nomination Day. This was recorded and made available online. The Town's dedicated election website was regularly updated with information regarding the nomination process, the deadlines and the requirements to be a candidate or third party advertiser.

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

## Candidates Portal

An online candidate's portal was once again 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

As with the past election, the Town created a structure platform for candidate's to post profiles. This was 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 voting.
- At-home voting was well received and residents appreciated being supported to vote at home.
- Electors valued the accessibility features of the online voting system:
  - The font size could be enlarged.
  - Voters were able to utilize any adaptations made for accessibility to their home device to cast their ballot.
  - One voter expressed that the mobile voting app provided them with all the accessibility features they needed to vote independently.
- 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 2026 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 2022 Newmarket Municipal Election, which will include feedback from the external survey that was completed by over 3,300 voters. Council can expect this report by approximately Q3 2023.

## **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** - 2022 Newmarket Municipal Election Accessibility Plan

**Attachment 2** - Voter Checklist and Vote with Confidence

**Attachment 3** - Postage mark on Town mailout

**Attachment 4** - Voter Assistance and accessibility

**Attachment 5** - Voters' List Door hanger

**Attachment 6** - Newspaper spread

## **Contact**

For more information, please contact Kiran Saini at [ksaini@newmarket.ca](mailto:ksaini@newmarket.ca)

## **Approval**

Lisa Lyons, Director of Legislative Services/Town Clerk

Esther Armchuk, Commissioner of Corporate Services



# VOTE



## Appendix 15 2022 Newmarket Municipal Election Accessibility Plan

**Approved by the Returning Officer/ Town Clerk of the  
Town of Newmarket on May 31, 2022**

**Version History:**

Version	Date	Sections Updated
1	May 31, 2022	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 2022 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 2022 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 online voting with a limited paper ballot option for the 2022 Municipal Election. Voters will be able to cast their vote online, anytime, 24 hours a day over a 10-day voting period beginning October 15<sup>th</sup> at 10 a.m. through October 24<sup>th</sup> at 8 p.m. or at a designated Voter Assistance Centre from October 15 until October 24. Paper ballot voting during the 10-day voting period will be available by appointment only and will only be available at the Municipal Office, 395 Mulock Dr.

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 shall be taken, to deliver an accessible Municipal Election in 2022:

- Online voting shall be the primary method for voters to cast their ballot. This means that voters do not have to leave their home to vote and can use their own equipment (i.e., computer or phone).
- A review of the 2018 Town of Newmarket municipal election was undertaken and included an analysis of documents, policies and other supporting materials.
- A review of best practices from the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO), and other Ontario municipalities that have conducted online and paper ballot voting.
- Accessibility standards were a key criteria for the selection of Online Voting and Paper Ballot Voting vendor, and worked the Town worked closely with selected vendors to ensure that ballots meet common accessibility standards.
- A presentation to the Accessibility Advisory Committee was delivered on February 17, 2022 by Town staff and online voting service vendor, Voatz, Inc. to outline proposed plans and accessibility options for the 2022 municipal election. The committee supported the plan and unanimously voted in favour of moving forward with the Voatz mobile application in addition to the web app version to benefit from enhanced accessibility features.
- A second presentation was delivered the Accessibility Advisory Committee on March 17<sup>th</sup>, to garner feedback on the design of the Voter Instruction Letter. Feedback received was incorporated into the revised design.
- For the first time in Ontario, the Town of Newmarket will make the Voter Instruction Letter available in any format that the voter requires. (e.g. Braille, Large Print, Audio, Accessible PDF, etc.).
- For paper ballot voting, the Town will provide an accessible voting machine for voters to cast their ballot.
- Developed an accessible Candidates' Guide and Third Party Advertisers' Guide. Published all documents related to 2022 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 invited to participate in a survey on their voting experience once their ballot has been cast.

Within 90 days after the 2022 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 2022 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 2022 Newmarket Municipal Election shall be included in general election advertising and provided to Candidates in the Municipal Election.

## Part C: Voting

Voting will be available during the 10-day voting period beginning at 10:00 a.m. on Saturday, October 15, 2022 through Monday, October 24, 2022 at 8:00 p.m. Eligible electors will be able to cast their ballot from anywhere using an internet-connected device.

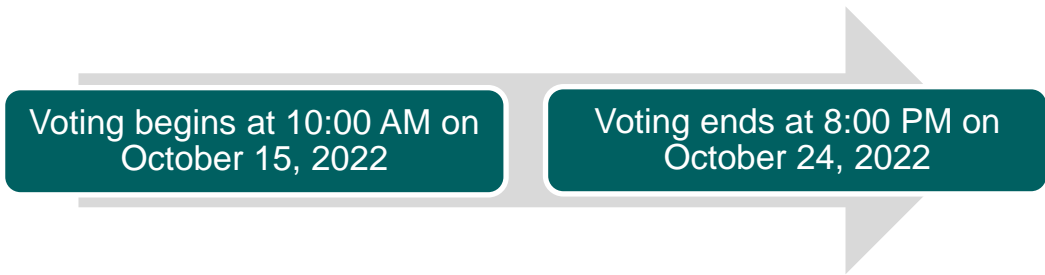
For individuals without access to the internet, Voter Assistance Centres will be established during the 10-day voting period, and will allow eligible electors to vote using a Town-supplied computing device.

Alternately, voters may use a computer at the Newmarket Public Library to submit their ballot.

Comprehensive accessibility audits have been conducted for each of the Voter Assistance Centres. These locations have been selected to meet accessibility standards. Voter Assistance Centres will be equipped with devices for voters to cast ballots online and staffed by Election Officials who can assist voters with the voting process.

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 connection.

Under special circumstances, the Town will provide at home assistance to voters during the 10-day 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 begins at 10:00 AM on  
October 15, 2022

Voting ends at 8:00 PM on  
October 24, 2022

### Paper Ballot Voting

Paper ballot voting during the 10-day voting period will be available by appointment only and will only be available at the Municipal Office, 395 Mulock Dr. The Town will provide an accessible voting machine for voters to cast their ballot.

## Internet Voting

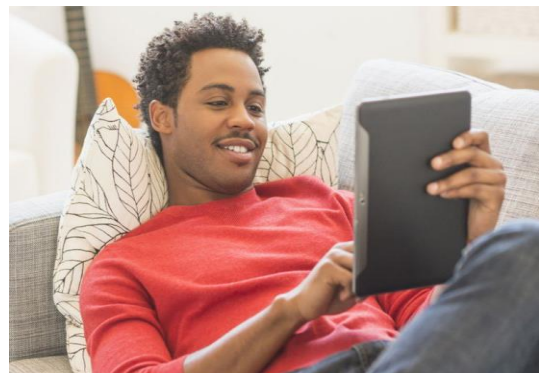
Eligible voters may vote online, using internet-connected device. Any accompanying assistive devices or software voters normally use when browsing the internet can also be used when casting a ballot online.

### 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 by paper ballot by making an appointment and attending the paper ballot voting place at the Town Municipal Office, 395 Mulock Dr.
- Voters requiring assistance can call the Helpline at 905-953-5152, 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 [newmarketvotes.ca](http://newmarketvotes.ca) prior to September 15.
- Under special circumstances, the Town will provide at home assistance to voters during the 10-day Voting Period.



## 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!

The Election Helpline will be staffed Monday to Friday between 8:30 AM and 4:30 PM and during the Voting Days (October 15 to October 24) between 8:30 AM and 8:00 PM.



**Helpline: 905-953-5152**



**Email: [elections@newmarket.ca](mailto: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 2  
100 Eagle Street West  
Newmarket, ON L3Y 6T5

### Voter Assistance Centres' Hours of Operation:

October 15 to October 24  
10 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 or their designate 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 10-day Voting Period, to set-up on-site voting kiosks, or to provide bedside voting opportunities for residents.

## Municipal Voters' List

Beginning January 2, 2022, potential voters can confirm and/or update their information through the Municipal Property Assessment Corporation (MPAC) [online voter look-up tool](#).

Beginning September 1, 2022, 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: [newmarketvotes.ca](http://newmarketvotes.ca). 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, or at the Newmarket Public Library.

**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.
- Voter Instructions Letters shall be made available in an array of accessible formats at voter request.
- 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 2022 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, Newmarket Era and social media (@TownofNewmarket).
- Updated election information posted on the Town's website to reflect most recent developments.

## Election Materials

In accordance with 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 2022 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 through various electronic and printed means and in-person events during the election year.



## Community Events

Members of the 2022 Election team plan to attend community events leading up to voting period to distribute information regarding the Municipal Election (including information about accessible voting). Some of these events include:

- Newmarket Canada Day
- Moonlight Movies evenings
- [TD Newmarket Music Series concerts](#)
- New'bark'et
- Newmarket Farmers' Market
- Newmarket Home Show
- Touch-A-Truck

## 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



Online, Anytime  
October 15 to 24

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

Learn more at [newmarketvotes.ca](https://newmarketvotes.ca)

## 2022 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 [newmarketvotes.ca/voters](https://newmarketvotes.ca/voters) to see which Ward you live in.

### What offices are you voting for?\*

- Mayor
- Deputy Mayor and Regional Councillor
- Ward Councillor



### Are you on the Municipal Voters' List?

Ensure that you are on the Municipal Voters' List and that your information is correct. Check at [newmarketvotes.ca/voters](https://newmarketvotes.ca/voters)



### Which School Board do you support?

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

\*Note some offices have been acclaimed.  
Visit [newmarketvotes.ca](https://newmarketvotes.ca) for more information.

### 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 3**, call our Election Office at **905-953-5152** or visit our Municipal Offices (395 Mulock Drive).



### Vote Online between October 15 and 24

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

During the 10-day voting period, you may vote in person using a paper ballot by appointment only. Instructions will be provided in your Voter Instructions Letter.

Telephone voting is not available for this election

## SUBMIT BALLOT



### Need help?

Give us a call at 905-953-5152. Voter Assistance Centres will be available from October 15 to 24. 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.



[newmarketvotes.ca](https://newmarketvotes.ca) | [elections@newmarket.ca](mailto:elections@newmarket.ca) | 905-953-5152



# Vote with Confidence

Online, Anytime  
October 15 to 24



- 1** It is your democratic right to vote for the candidates of your choice
- 2** Contact the Newmarket 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

[newmarketvotes.ca](https://newmarketvotes.ca)  
[elections@newmarket.ca](mailto:elections@newmarket.ca) | 905-953-5152



TOWN OF NEWMARKET  
395 Mulock Drive  
PO Box 328 STN Main  
Newmarket, ON L3Y 4X7

**VOTE**  
October 15 to 24  
[newmarketvotes.ca](http://newmarketvotes.ca)



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**VOTE**

**October 15 to 24**

**[newmarketvotes.ca](http://newmarketvotes.ca)**

# VOTE



## Voter Assistance and Accessibility



# 10 ways

**we're providing voter assistance and enhancing accessibility this election:**

1. Vote Online, Anytime from anywhere in the world between **October 15 and 24**.
2. Download and use the smartphone app when online voting and use the accessibility features.
3. We will come to you! Call us and book an appointment with the Election Street Team. We will provide special in-home assistance to any voter who needs it.
4. Call the Election Helpline **905-953-5152** anytime between **8:30 a.m. and 8:30 p.m.** during the 10-day voting period.
5. Both Voter Assistance Centres (Magna Centre and Ray Twinney Recreation Complex) are fully accessible.
6. Find us at multi-residential, long-term care facilities and retirement homes where we will provide assistance with voting.
7. Use a computer at the Newmarket Public Library or Seniors' Meeting Place during regular business hours.
8. Large print and fully accessible PDF versions of the Voter Instruction Letters available upon request.
9. Voter Instruction Letters translated into top 5 spoken languages in Newmarket and available at [newmarketvotes.ca](http://newmarketvotes.ca)
10. Electors voting by paper can use an accessible marking device to mark their ballot. Paper voting is available by appointment only, call **905-953-5152** to book your timeslot.



**VOTE** |  Newmarket



**October 15 to 24**  
**Online, Anytime**

## **Are you on the Municipal Voters' List?**



**Canadian citizen**



**18+ years of age**



**Newmarket resident**



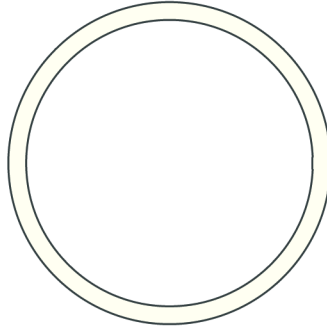
**Newmarket property  
owner/tenant OR  
spouse of Newmarket  
property owner/tenant**



**Not prohibited  
from voting by law**

**Learn how to check  
your information or  
get on the list**

**[newmarketvotes.ca](http://newmarketvotes.ca)**



Êtes-vous sur la liste électorale municipale?  
Vérifiez vos informations ou inscrivez-vous  
sur [newmarketvotes.ca](https://newmarketvotes.ca).

您的名字在市政选民名单上吗？  
查看您的信息或访问  
[newmarketvotes.ca](https://newmarketvotes.ca)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  
[newmarketvotes.ca](https://newmarketvotes.ca)上的名單

Вы в списке муниципальных избирателей?  
Проверьте свою информацию или зайдите  
в список на [newmarketvotes.ca](https://newmarketvotes.ca)

آیا در لیست رای دهندگان شهرداری هستید؟  
اطلاعات خود را بررسی کنید یا در تارنمای  
[newmarketvotes.ca](https://newmarketvotes.ca) خود را وارد لیست نمایید

Siete nella lista elettorale municipale?  
Verificate le vostre informazioni o registratevi  
su sito [newmarketvotes.ca](https://newmarketvotes.ca).

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**If you require this information in an  
alternative format, please contact the  
Town of Newmarket's Elections Office  
at 905-953-5152.**



# 2022 NEWMARKET MUNICIPAL ELECTION

# VOTE



OFFICE	CANDIDATES
Mayor	John Taylor - Acclaimed
Deputy Mayor and Regional Councillor	Gordon Prentice Tom Vegh
Ward 1 Councillor	Mark Holmes Grace Simon
Ward 2 Councillor	Brian Andrews Hunter Murchison-Doggart Victor Woodhouse
Ward 3 Councillor	Jane Twinney - Acclaimed
Ward 4 Councillor	Chris Dupee Trevor Morrison Grant Waddell
Ward 5 Councillor	Bob Kwapis - Acclaimed
Ward 6 Councillor	Kelly Broome Lukas Fuina
Ward 7 Councillor	Christina Bisanz Nadia Hansen
York Region District School Board	Pamela McCarthy Jessica Neto Shameela Shakeel Donald J Smith
York Catholic District School Board	Donnie Aloisi Peter Fracassi Theresa McNicol
Conseil scolaire Viamonde	Nicolas Bigaigon Stefania Sigurdson Forbes Hanane Jaouich
Conseil scolaire catholique MonAvenir	Donald Blais - Acclaimed



[newmarketvotes.ca](http://newmarketvotes.ca)  
905-953-5152  
[elections@newmarket.ca](mailto:elections@newmarket.ca)

## Attention high school students!

### Do you need volunteer hours?

Check out an exciting volunteer opportunity as a Greeter for the 2022 Newmarket Municipal Election.

Visit [newmarketvotes.ca](http://newmarketvotes.ca) for more information!



## Need assistance with voting?



Call **905-953-5152** or visit a Voter Assistance Centre for in-person help from **October 15 to 24** 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.

## WHERE DO I VOTE?

Vote from anywhere! All you need is an internet 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 15 to 8 p.m. EDT on October 24.**

## HOW DO I VOTE?

Make sure you're on the Municipal Voters' List! By ensuring you're on the list, you will get your Voter Instruction Letter with your voting PIN! If you haven't received your letter, there's still time. Visit [newmarketvotes.ca](http://newmarketvotes.ca) or call **905-953-5152**.



## Travelling or away at school?



**NOT TO WORRY,** you can still vote by visiting the voting website or using the smartphone app found on your Voter Instruction Letter, no matter where you are in the world!



## Need special accommodations? We can come to you!

Call us at **905-953-5152** to book an appointment with our Election Street Team if you need special in-home assistance.

Voters wishing to vote by paper ballot may do so in person during the 10-day voting period by **appointment only**. Appointments for paper ballot voting can be made starting **October 12, 2022** by calling **905-953-5152**.

