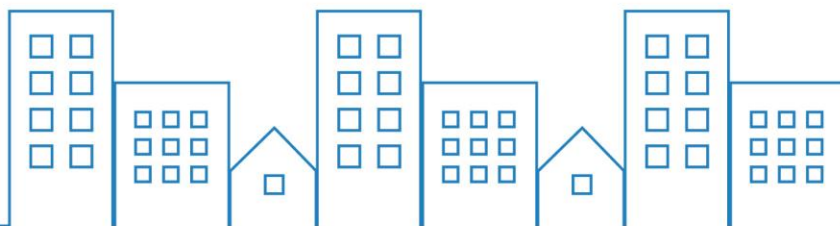


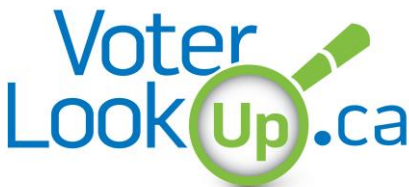


MUNICIPAL  
PROPERTY  
ASSESSMENT  
CORPORATION

Municipal Communications Toolkit  
**[voterlookup.ca](http://voterlookup.ca)**



HAVE YOUR SAY.  
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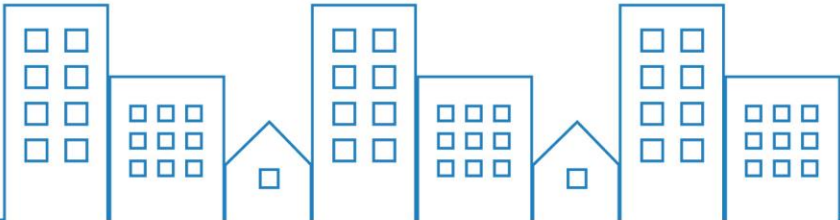
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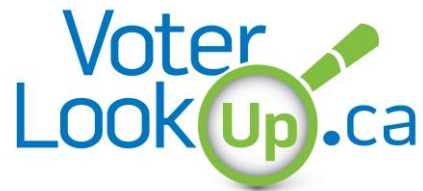
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## About voterlookup.ca

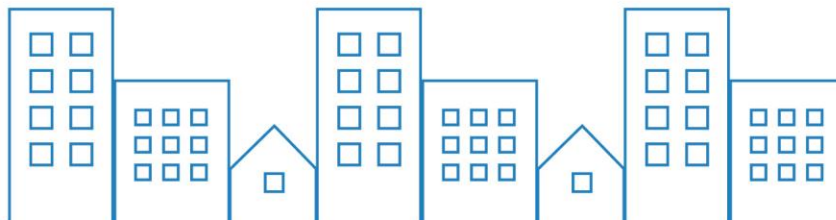
In 2014, the Municipal Property Assessment Corporation (MPAC) introduced voterlookup.ca, an online service used to build and maintain information that will be used in the preparation of the final Voters' Lists across Ontario. Through voterlookup.ca, Ontario residents could find out whether their information was accurately reflected on MPAC's Preliminary List of Electors for the municipal and school board elections. Eligible electors could also update or change their information, add a name to an address, or change their school support.

In support of the 2018 municipal and school board elections, MPAC is again launching voterlookup.ca to promote a platform that allows Ontarians to take an active role in maintaining accurate and up-to-date electoral lists.

In 2014, we learned that Ontario residents look to their municipality for information about municipal elections. We feel that through a collaborative approach we can build and maintain stronger and more accurate Voters' Lists.

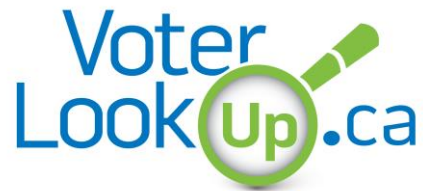
Based on key learnings from 2014, MPAC has compiled the following messaging and marketing information designed to assist you in promoting voterlookup.ca to members of your community so they may confirm and/or update their elector eligibility.

We all play a role in ensuring a fair electoral system, and voterlookup.ca engages electors to ensure their information is accurate for inclusion in the Preliminary List of Electors. With your help and support, we can improve the enumeration process, deliver real cost savings to you - our municipal partners – and most importantly, better serve all Ontarians.



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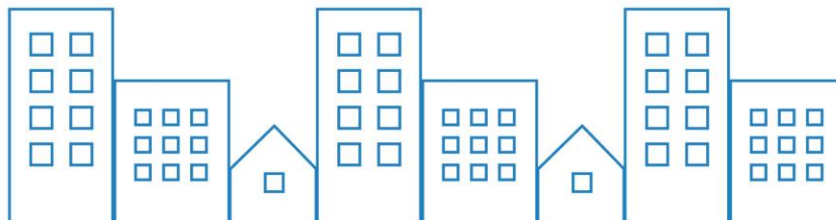
HAVE YOUR SAY.  
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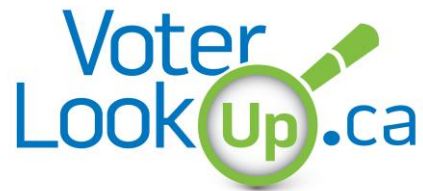
## Key Messages

*The following key messages provide strong statements about voterlookup.ca; the benefits of the site and why people need to log on to make sure they are on the list of electors for municipal and school board elections.*

- We all play a role in ensuring a fair electoral system. It is the responsibility of every elector to make sure their information is up-to-date for electoral purposes.
- voterlookup.ca is an easy and efficient way for electors to confirm they are on the list to vote for the upcoming municipal and school board elections.
- Through voterlookup.ca, Ontario residents can find out whether they're on the list to vote. Eligible electors can also update their information, add a name to an address, or change their school support.
- voterlookup.ca is easy to use. To log in, all you need is your property address or assessment roll number and your full name and date of birth.
- voterlookup.ca will provide municipalities with accurate and up-to-date information for preparing the final Voters' List used on election day, making it easier and more efficient when electors head to the polls.
- Data governance is of the utmost importance. voterlookup.ca was designed with privacy and security in mind, and was built in accordance with the Privacy by Design principles.
- To ensure only eligible electors are added to the list, voterlookup.ca requires users to verify that the information is 'true and accurate'. Specific information entered by each user on voterlookup.ca must also match-up to existing data before users are permitted to add their name or apply changes to their information.
- voterlookup.ca enables electors to take an active role in maintaining accurate and up-to-date elector information for the purposes of municipal and school board elections.



HAVE YOUR SAY.  
LOG ON TODAY.



## Digital Posts

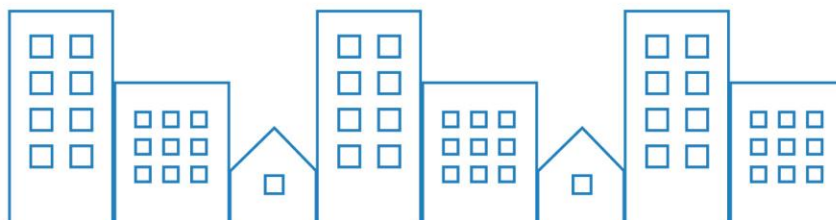
*The following material can be used to promote voterlookup.ca on various traditional media and social media channels that may be available in your municipality.*

### Facebook posts

- Visit [voterlookup.ca](http://voterlookup.ca) where you can ensure that your information is correctly reflected on the Voters' List for the upcoming municipal and school board elections. Have your say. Log on today!
- Planning to vote in the upcoming municipal election? Visit [voterlookup.ca](http://voterlookup.ca) to make sure your name is on the Voters' List.
- The October municipal elections are just around the corner. How many electors do you think are on list to vote? Are you? Find out at [voterlookup.ca](http://voterlookup.ca). Have your say. Log on today.
- If you've moved in the last several years, you may need to update your information on [voterlookup.ca](http://voterlookup.ca) to ensure you are eligible to vote in your municipal election.

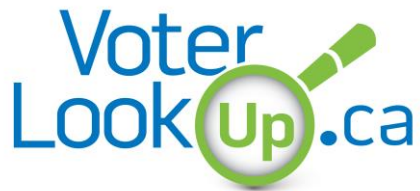
### Twitter updates (tweets) - #VoterLookUp

- Want to vote in the 2018 municipal election? Find out if you're confirmed as an eligible elector. Visit [voterlookup.ca](http://voterlookup.ca) #VoterLookUp
- Are you a new resident in [municipality]? Make sure your electoral information is updated. [voterlookup.ca](http://voterlookup.ca) #VoterLookUp
- Looking forward to the fall elections? #VoterLookUp Log on today. [voterlookup.ca](http://voterlookup.ca)
- Do you want to have a say in the fall election? Make sure you #VoterLookUp and confirm your electoral information at [voterlookup.ca](http://voterlookup.ca)



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HAVE YOUR SAY.  
LOG ON TODAY.



## Written Material

### Sample title/heading:

Are you on the list of voters for the upcoming municipal and school board elections?

### Sample 1 – short form

Eligible to vote? Visit [voterlookup.ca](http://voterlookup.ca) to confirm you're on the list to vote. Have your say. Log on today.

### Sample 2 – medium form

Are you recorded as an eligible elector for the upcoming municipal election?

Visit [voterlookup.ca](http://voterlookup.ca) to confirm or update your information.

For more information, please contact [municipality info] or 1 866 296-6722.

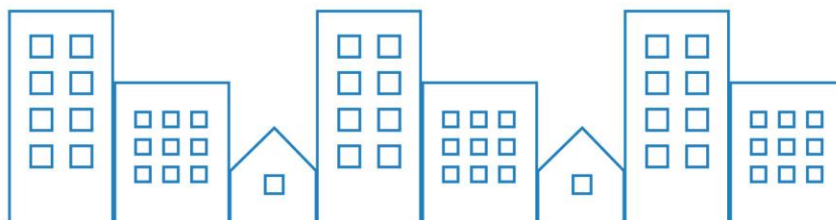
### Sample 3 – long form

Are you on the list to vote for the upcoming municipal election?

If you are an Ontario resident over the age of 18 you can visit [voterlookup.ca](http://voterlookup.ca) to confirm or update your information in a few easy steps. You can also change your school support for electoral purposes and add names to your property address.

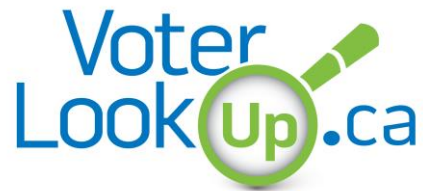
Updating this information will help to ensure that municipal Voters' Lists are accurate and up-to-date in preparation for municipal and school board elections occurring this October.

Find out ahead of time if you are eligible to vote. Visit [voterlookup.ca](http://voterlookup.ca) or call 1-866-296-6722. Have your say. Log on today.



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HAVE YOUR SAY.  
LOG ON TODAY.



Sample 4 – copy for newsletters

[Municipality name] residents can find out whether they're on the list to vote for the upcoming municipal and school board elections at voterlookup.ca.

voterlookup.ca is an online service used to collect and confirm information that will be used in the preparation of the final Voters' Lists across Ontario. You can also change your school support for electoral purposes and add names to your property address.

To confirm your information is accurately recorded for the upcoming elections, log on to voterlookup.ca using your property address or assessment roll number and your full name and date of birth. Updating this information will help to ensure that municipal Voters' Lists are accurate and up-to-date in preparation for municipal and school board elections occurring this October.

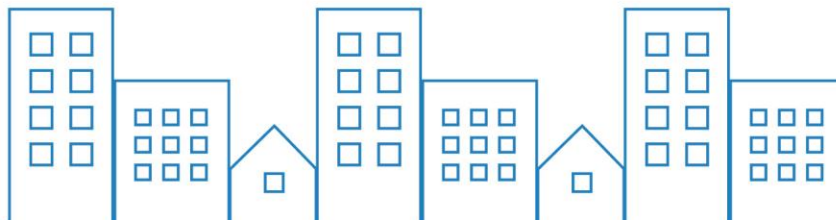
Have your say. Log on today.

Sample 5 – communities/individuals with limited access to internet:

[Municipality name] residents can find out whether they're on the list to vote for the upcoming municipal and school board elections at voterlookup.ca.

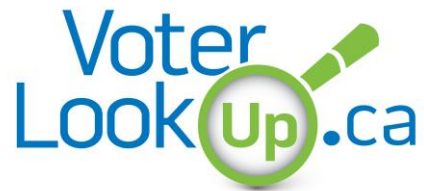
voterlookup.ca is an online service used to collect and confirm information that will be used in the preparation of the final Voters' Lists across Ontario. You can also change your school support for electoral purposes and add names to your property address.

If you do not have access to the internet, please visit your local [Library, Service Ontario, YMCA] at [address]. If you need support, please call 1-866-296-6722.



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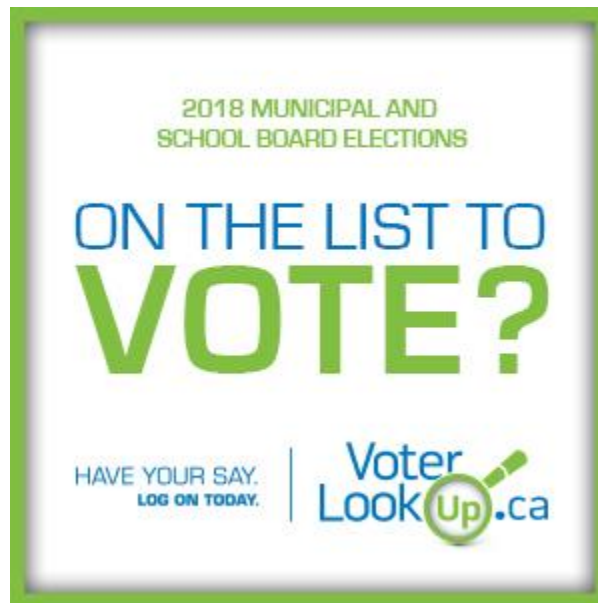
HAVE YOUR SAY.  
LOG ON TODAY.



## Web Links

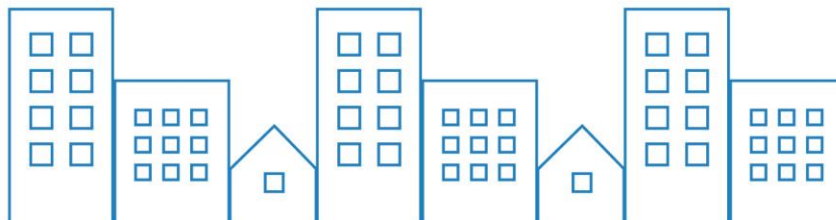
### Website button/widget

Municipalities have access to three widgets/buttons in portrait, landscape and square formats. They are included with this package in a web-ready format. You may wish to use them with the above website text or on a specific area of the municipal website.



### Copy to accompany widget

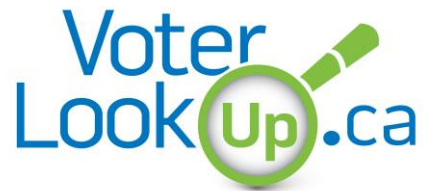
- *Confirm you're on the list to vote in the 2018 municipal and school board elections this fall - Click on the button or call 1-866-296-6722 to learn more.*
- *Click on the button to ensure your information is confirmed/updated for this year's municipal and school board elections at voterlookup.ca*





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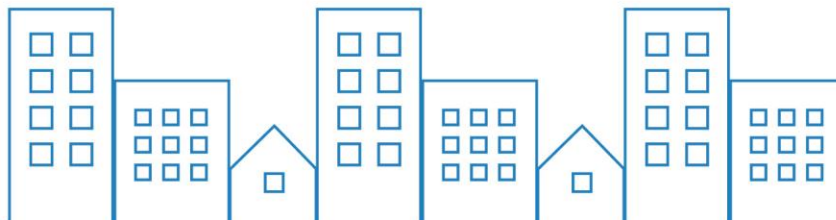


## voterlookup.ca User Guide

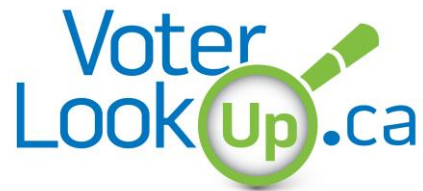
*The following user guide explains how simple it is to log on to voterlookup.ca to confirm/update your information. You may wish to add this to material that will be issued to members of your community or post it on your social media/web site.*

voterlookup.ca is the easiest way to ensure you are on the list to vote for the upcoming municipal elections.

1. Go to [www.voterlookup.ca](http://www.voterlookup.ca).
2. You will need to have the following on hand: your property address or assessment roll number and your full name and date of birth.
3. Enter either your personal information or your assessment roll number. Click **Next**. You may be asked to confirm additional information. Simply follow the prompts that appear. You're done!



HAVE YOUR SAY.  
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## Frequently Asked Questions

*The following Q&As will help you answer any question you may receive from members of your community.*

### **What is voterlookup.ca ?**

voterlookup.ca is an online service available to Ontario residents. Using voterlookup.ca, electors can confirm and update their electoral information for the purposes of the Preliminary List of Electors for the upcoming municipal and school board elections.

### **Who administers voterlookup.ca?**

The Municipal Property Assessment Corporation (MPAC) administers voterlookup.ca. MPAC is a not-for-profit corporation mandated by the Government of Ontario to conduct property assessments for tax purposes on behalf of municipalities, and is legislated to provide municipalities with a Preliminary List of Electors in a municipal election year. This list is used by Municipal Clerks to produce the final Voters' List used for the election.

### **What is enumeration?**

Enumeration is another word for compiling a list. Information confirmed and collected through voterlookup.ca will be used to compile information for the purposes of preparing the Preliminary List of Electors that MPAC is legislated to provide in support of municipal and school board elections.

### **Why should I use voterlookup.ca?**

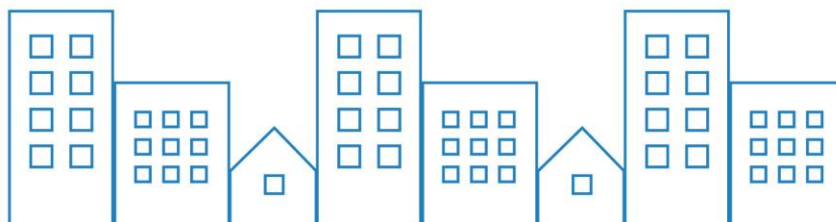
The information confirmed and collected through voterlookup.ca will be used to compile the Preliminary List of Electors that MPAC is legislated to provide in support of municipal and school board elections. The Municipal Clerk uses this list to create the final Voters' List. Confirming your elector eligibility now will make for an easier process when it is time to vote.

### **Can I still vote in the upcoming municipal election if I don't register at voterlookup.ca?**

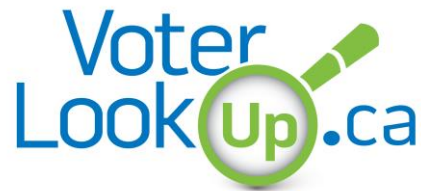
Yes, although you will have to bring required proof as you may be asked to provide this. Contact your Municipal Clerk's office for more information on what is required.

### **Is voterlookup.ca available in French?**

All the features of voterlookup.ca are available in French.



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**What information do I need to provide to register at voterlookup.ca?**

You will need to provide the name of your city/town/village, full name, date of birth and either your property address and; or assessment roll number (found on your tax bill or Property Assessment Notice).

**What do I do if voterlookup.ca tells me my information is not registered in the system or I have concerns/disagree with the information provided?**

Double-check the information you have entered to ensure it is correct. If you have questions/concerns, or prefer to speak with someone by phone, call 1-866-296-6722.

**How can I remove a name if a tenant or boarder has moved from my home?**

To remove a tenant or boarder from your property, please contact 1-866-296-6722.

**How can I remove an owner name as the result of a death?**

To remove a name in MPAC's Names Database for election purposes a death certificate must be provided to MPAC via email at [CPF@mpac.ca](mailto:CPF@mpac.ca) or:

PO Box 9808  
Toronto ON M1S 5T9

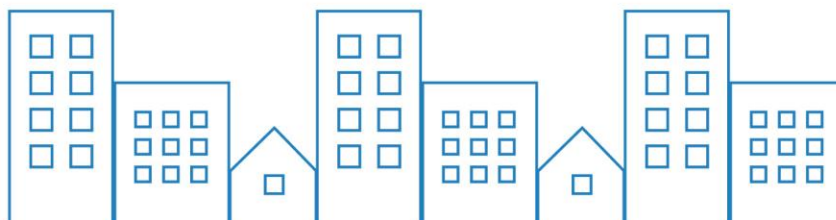
MPAC's property database, which includes ownership, must reflect information as it is legally registered in the Land Titles/Land Registry system. Therefore, if an update needs to be made to a deceased name of an owner, MPAC requires legal documentation via a survivorship application to remove a name from a property.

**Do I have to register on voterlookup.ca?**

You do not need to register but will need to provide the name of your city/town/village, full name, date of birth and either your property address and; or assessment roll number to confirm or update your elector eligibility.

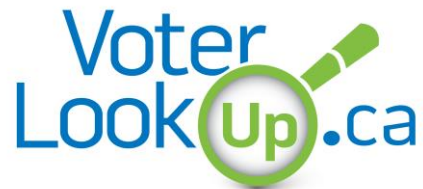
**Why has system been introduced to compile the information used to prepare electoral lists?**

voterlookup.ca was originally launched in 2014 to enable electors to actively participate in ensuring that their electoral information is accurate and up-to-date through the flexibility of an online service. voterlookup.ca replaces the traditional Municipal Enumeration Form mail-in system that was less efficient and less effective in gathering information.



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**Is this online service related with voting in the upcoming provincial election?**

No. voterlookup.ca is an online service used to compile information for the Preliminary List of Electors that MPAC provides to support municipal and school board elections that will occur on October 22, 2018.

**Will my information be secure online?**

voterlookup.ca was created harnessing the latest technology and designed using the Information and Privacy Commissioner of Ontario Privacy by Design principles. voterlookup.ca also meets the requirements in the *Municipal Freedom of Information and Protection of privacy Act*.

**How does voterlookup.ca differ from the door-to-door or enumeration forms through the mail?**

voterlookup.ca is a more efficient method of collecting voter information, replacing the previous paper-driven process. The site features a declaration component which requires the user to verify that the information is 'true and accurate'. This approach is no different than other data collection methods employed in the past including, door-to-door visits, telephone calls or the enumeration form mail-out.

**How does the authentication work for voterlookup.ca?**

voterlookup.ca uses a declaration based on legally enforceable statements presented to each user. Specific information entered by each user on voterlookup.ca has to match-up to existing data maintained by MPAC before users are permitted to add their name or apply changes to their information.

**Will my personal information be shared or sold?**

Information collected using voterlookup.ca is provided to municipalities in the Preliminary List of Electors for the sole use of preparing the final Voters' List for the upcoming municipal and school board elections. MPAC takes privacy seriously. *Municipal Freedom of Information and Protection of Privacy Act* requirements state that information shared with MPAC for electoral proposes may only be shared with other electoral agencies.

