City of Mississauga

Corporate Report



Date: June 22, 2020

To: Mayor and Members of General Committee

From: Gary Kent, CPA, CGA, ICD.D, Commissioner of Corporate Services and Chief Financial Officer

Originator's files:

Meeting date: September 9, 2020

Subject

Election Administration Information Report: City of Mississauga Campaign Contribution Rebate Program and Consolidated Statistics

Recommendation

- 1. That the Corporate Report dated June 1, 2020 from the Director of Legislative Services and City Clerk titled *Election Administration Information Report: City of Mississauga Campaign Contribution Rebate Program and Consolidated Statistics* be received.
- 2. That Council provide direction to staff regarding the rebate formula to be used for the City of Mississauga's 2022 Election Campaign Contribution Rebate Program.
- 3. That a by-law be established to authorize the formula for the 2022 City of Mississauga Election Campaign Contribution Rebate Program.
- 4. That, once a by-law is passed establishing the formula for the City of Mississauga's Election Campaign Contribution Rebate Program, the appropriate amount of funds be transferred into the Election Cost Centre to cover the cost of the City of Mississauga's Election Campaign Contribution Rebate Program going forward.

Report Highlights

- At the January 28, 2020 Governance Committee meeting, the committee requested that staff report to General Committee on the following topics:
 - The financial impact of a new formula for the City of Mississauga's Election Campaign Contribution Rebate Program
 - \circ Statistics related to municipal elections in the Greater Toronto Area and beyond

General Committee 2020/06/01

Background

At the January 28, 2020 Governance Committee meeting, Elections Administration staff submitted three Corporate Reports from the Director of Legislative Services and City Clerk. The first; dated January 13, 2020, was titled *Ranked Ballot Elections – Review of the City of London's Experience* (Appendix 1) the second; dated January 13, 2020 was titled *2018 City of Mississauga Municipal Election Information Overview* (Appendix 2) and the third; also dated January 13, 2020 was titled City of Mississauga's 2022 Election Campaign Contribution Rebate Program.

At the meeting, Governance Committee directed staff to report back to General Committee on the following three topics:

- Information related to Ranked Choice Voting (RCV). This information is included in the Corporate Report dated May 1, 2020, titled *Election Administration Information Report:* Ranked Choice Voting
- The financial impact of various rebate formulas associated with the City of Mississauga Election Campaign Finance Rebate Program (rebate program)
- Consolidated statistics related to municipal elections

A separate report has been prepared for Ranked Choice Voting and is included on the July 8, 2020 Council agenda.

Appendix 4 provides detailed information on potential rebate program formulas and Appendix 5 provides consolidated municipal election statistics.

Comments

City of Mississauga's Election Campaign Contribution Rebate Program

Governance Committee recommended that the rebate program be updated for the 2022 election to set \$100 as the minimum contribution eligible for a rebate and that a total of 50% of a contribution be eligible for a rebate, however staff were directed to report back on options related to the maximum rebate one contributor could receive. Appendix 4 of this report provides options for the maximums rebate allowable based on the above noted criteria. Once approved, staff will prepare a by-law to authorize implementation of the rebate program formula.

Consolidated Statistics

At the January 28, 2020 Governance Committee meeting, the committee directed staff to consolidate various statistics found in Corporate Report dated January 13, 2020 from the Director of Legislative Services and City Clerk titled *City of Mississauga Municipal Election Information Overview*. Appendix 5 expands the information originally provided in the January 13, 2020 report.

General Committee 2020/06/01

Financial Impact

The Financial impact of the rebate program is included in Appendix 4 of this report. With the information shown in Appendix 4 in mind, and using the eligible campaign contribution numbers from 2018, staff estimate that changes to the rebate program may cost approximately \$100,000. Once a by-law is passed establishing the formula for the rebate program, approximately \$100,000 will need to be added to the Election Cost Centre (715885-22450) to cover the cost.

Conclusion

The election campaign contribution rebate program was implemented for the 2018 election at a cost of \$35,700. Based on Council's direction to review the option of increasing the amount of possible rebates, it is estimated that with a maximum rebate of \$1500 per contributor the cost of the rebate program would grow to approximately \$100,000 based on 2018 contributions. Staff are seeking direction on the rebate formula to be used for 2022 Municipal Election.

Attachments

Appendix 1: Ranked Ballot Elections – Review of the City of London's Experience

Appendix 2: 2018 City of Mississauga Municipal Election Information Overview

Appendix 3: City of Mississauga's 2022 Election Campaign Contribution Rebate Program

Appendix 4: City of Mississauga Campaign Contribution Rebate Program Rebate Program Options

Appendix 5: Consolidated Statistics

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Gary Kent, CPA, CGA, ICD.D, Commissioner of Corporate Services and Chief Financial Officer

Prepared by: Gus Mangos, Elections Officer

City of Mississauga

Corporate Report



Date: 2020/01/13

To: Chair and Members of Governance Committee

From: Diana Rusnov, Director, Legislative Services and City Clerk

Meeting date: 1/28/2020

Subject

Ranked Ballot Elections - Review of the City of London's Experience

Recommendation

That the Corporate Report dated January 13, 2020, from the Director of Legislative Services and City Clerk, entitled Ranked Ballot Elections - Review of the City of London's Experience be received.

Report Highlights

- This report looks at the City of London's experience with implementing Ranked Choice Voting (RCV) in the 2018 municipal election.
- In the City of London's experience, voter turnout did not increase with the use of RCV.
- The use of RCV did not change the outcome of the election; the winning candidate in all15 races in the City of London would have been the same winning candidate had the first past the post system of voting been used.

Background

At the November 4, 2019 Governance Committee meeting it was requested that staff report back to the committee regarding RCV. This report looks at the City of London's experience and the outcomes related to implementing RCV.

Comments

Overview

Prior to the 2018 Municipal Election, Bill 181, the *Municipal Elections Modernization Act, 2016*, amended the *Municipal Elections Act, 1996*, to allow municipal Councils to implement Ranked Choice Voting (RCV) for municipal elections. In accordance with Ontario Regulation 310/16, RCV, if implemented, would apply to races for municipal council only.

In the City of Mississauga's current first-past-the-post method of voting, voters are allowed to

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Originatorsfiles: File names

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pick one candidate from each race and the candidate with the most votes wins. There is no requirement for the percentage of votes a candidate must get in order to win a race.

Alternatively, in a RCV election, voters are given the option to rank candidates in order of preference for each race. A candidate must obtain 50% + 1 of the vote to win. Initial results are tabulated based on the first choices of voters. If no candidate obtains 50% + 1 of the vote, a runoff occurs.

In a runoff:

- the candidate with the lowest number of votes is eliminated from the contest
- the first choice votes that originally went to the eliminated candidate are set aside
- the second choices on those ballots are counted

Runoffs continue until a candidate receives 50% + 1 of the vote. There is no legislated requirement regarding how many choices a voter can be given.

The intention of RCV is to:

- Provide more choice for voters
- Discourage negative campaigning
- Eliminate vote splitting
- Reduce strategic voting
- Ensure the candidate with the most support wins

<u>Implementation Summary of Outcomes</u>

During the 2018 Municipal Election the only municipality in Ontario to implement RCV was the City of London. The City of London produced a report entitled "2018 Municipal Election" which summarises their experience with implementing RCV.

https://pub-london.escribemeetings.com/filestream.ashx?DocumentId=59976

In their report, the City of London notes the following:

- RCV did not increase voter turnout. The historical voter turnout in the City of London is as follows:
 - 2010 turnout = 42.93%
 - 2014 turnout = 43.2%
 - 2018 turnout = 39.46%
- The winning candidate in all 15 races would have been the winning candidate had the election been a first-past-the-post election; RCV did not change the outcome
- For the Mayoral race:
 - 47% of voters made three choices
 - 22% marked their first and second choice
 - 30% ranked one candidate

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Originatorsfiles: File names

Challenges Related to RCV Implementation

A summary of the challenges related to the implementation of RCV as reported by the City of London and the City of Kingston, which also produced a report on the City of London's experience with RCV, include:

Vote Counting Technology

- As the City of London was the first municipality to implement RCV, they requested that the Province consider certifying the vote-counting equipment, the Province declined
- The City of London requested funding from the Province to pay for an auditor to monitor a review the RCV process, this request was also declined
- As it was the first year that RCV was permitted, the City of London hired their own independent auditor to review the City's RCV procedures

Results Reporting

- · On election night, only the first choice votes were tabulated
- For races requiring a runoff, additional rounds of ballot counting began at 10am the next day and unofficial results were announced by 3pm.
- Generally, it is anticipated that in an RCV election results will take longer to post. On election night, poll by poll results are irrelevant until all results are added since all results must be counted to determine the 50%+1

Voter Education

- The City of London felt that education and communication was vital to ensure that voters were aware of the change in how to vote and how the votes would be calculated
- The City of London spent \$141,000 on community outreach related to RCV to communicate to their 248,000 voters
- In their "2018 Municipal Election" report the City of London notes:

The enhanced communication protocols... was very labour intensive, with all the Elections staff and Managers in the City Clerk's Office working evenings and weekends attending events, including festivals, community meetings and meetings of organizations

- To communicate to voters, City of London staff:
 - held two candidate information sessions
 - attended 160 community events
 - increased communication over social media platforms
 - conducted voting demonstrations for the media
- The City of London's website, billboards and bus shelters were used to help with communication

Originatorsfiles: File names

Expenses

- The additional cost of implementing RCV for the City of London was \$515,446
- A comprehensive breakdown of the expenses related to the City of London's implementation of RCV is included on page 8 of their Report, but highlights include:
 - \$147,752 spent on an independent auditor
 - \$41,000 spent on additional election workers
 - \$82,686 spent on staff resources, including a full time communications staff

City of Kingston

As previously noted the City of Kingston produced a report entitled "City of London Experiences with Ranked Choice Voting" which also explores the City of London's experience with implementing RCV.

https://www.cityofkingston.ca/documents/10180/35286121/City-Council Meeting-17-2019 Report-19-165 City-of-London-Experiences-with-Ranked-Choice-Voting UPDATED.pdf/a754749e-cb6d-4dcb-95f6-e0bd2bcecacb

The City of Kingston's City Council have directed staff to implement RCV for the 2022 Municipal Election.

Financial Impact

The financial impact of implementing RCV is dependent on:

- If the City of Mississauga determines it necessary to hire an independent auditor
- Communications initiatives employed
- Additional staffing costs required to provide I.T. and administrative support
- Additional election workers required at the voting locations to assist and explain the process

Other possible dependencies include potentially having to upgrade the vote counting equipment and software.

Conclusion

Staff will continue to research and review new technology with the intention of making voting easier and more convenient for voters while upholding the principles of the *Municipal Elections Act*, 1996.

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Originators files: File names

Diana Rusnov, Director, Legislative Services and City Clerk

Prepared by: Laura Wilson, Elections Officer

City of Mississauga

Corporate Report



Date:	1/13/2020	Originator's files:
То:	Chair and Members of Governance Committee	
From:	Diana Rusnov, Director, Legislative Services and City Clerk	Meeting date: 1/28/2020

Subject

2018 City of Mississauga Municipal Election Information Overview

Recommendation

That the Corporate Report dated January 13, 2019, from the Director of Legislative Services and City Clerk, titled 2018 City of Mississauga Municipal Election Information Overview be received.

Report Highlights

- At the January 30, 2019 General Committee meeting, committee members made comments in relation to the 2018 and upcoming 2022 municipal elections. This report is provides information in response to those comments.
- Results of the 2018 candidate survey are included as an attachment.
- With the introduction of Vote Anywhere 26% of voters voted outside their ward on advanced polling days and 30% of voters voted at a different location other than the one they would have voted at during the 2014 Municipal Election.

Background

The Corporate Report dated January 15, 2019 from the Commissioner of Corporate Services and Chief Financial Officer titled "The 2018 City of Mississauga Election – New Initiatives and Election Summary" was included on the January 30, 2019 General Committee Agenda (Appendix 1). Committee members provided comments in relation to the report and the 2018 and upcoming 2022 Municipal Elections. This report is in response to those comments. At the January 30, 2019 meeting, staff were requested to develop a survey for candidates who ran in the 2018 election. The survey was intended to gather information on possible improvements to election administrative processes. The results are included as Appendix 2.

Although General Committee members discussed election signs at the January 30, 2019 meeting, information with respect to the Sign By-law is not included in this report. Sign By-law information will be provided by the Planning and Building Department. In addition, staff were requested to report to Governance Committee regarding internet voting. However, due to the complexity of implementation, staff will report back at a later date.

Comments

Voters List

General Committee raised concerns about the accuracy of the Voters' List. Staff recognize that the inaccuracies are frustrating for candidates and voters. In addition, staff is aware that when voters have to correct Voters' List information, completing an Application for Revision to the Voters' List can slow down the voting process.

In 2018 there were approximately 20,000 revisions made to the Voters' List. As the Municipal Property Assessment Corporation (MPAC) manages the Voters' List for all municipalities across Ontario, individual municipalities have little control over the quality of the data. The Provincial Government has proposed that Elections Ontario manage municipal Voters' Lists instead of MPAC. In a News Release dated October 25, 2019 from the Ministry of Municipal Affairs and Housing the Province states:

Our government is proposing to eliminate duplication by combining the provincial and municipal voters lists, giving Elections Ontario the responsibility of managing the updated list and taking the burden off of municipalities.

Due to the passing of Bill 5 which reduced the City of Toronto's Wards from 47 to 25, Toronto's City Clerk entered into a data sharing agreement with Elections Ontario's Chief Electoral Officer. This allowed the City of Toronto to use the Province of Ontario's Voters' List information. In their 2018 Municipal Election Report, Toronto notes:

Access to the Provincial voters' list added 150,000 additional eligible electors and reduced the number of revisions by 45% compared to 2014 (219,897 in 2014 to 119,611 in 2018).

With these statistics in mind, staff are hopeful that if the municipal Voters' List is managed by Elections Ontario, the quality of the list will improve.

Voter Turnout

General Committee raised concerns with respect to voter turnout for the 2018 Municipal Election. The information provided below shows the voter turnout in Mississauga dating back to 1997:

Historical City of Mississauga Voter Turnout					
Year	Eligible Voters	Ballots Cast	Voter Turnout Percentage		
1997	347,271	72,996	20.9%		
2000	384,350	98,397	25.6%		
2003	416,456	83,241	19.99%		
2006	445,964	110,248	24.72%		
2010	417,919	143,501	34.34%		
2011*	42,704	11,536	27.01%		
2014	444,755	162,655	36.57%		
2015**	42,786	8,995	21.02%		
2018	451,333	119,567	26.49%		

*2011 Ward 5 By-election **2015 Ward 4 By-election

The average Voter Turnout is 26.29%. Spikes in voter turnout could have a variety of reasons, for example, the higher turnout in 2014 may be due in part to the long standing Mayor retiring and a new Mayor being voted in.

The information below shows a comparison of voter turnout in municipalities throughout the GTA and beyond. The average voter turnout amongst these municipalities over the last three general elections is 37.95%.

Voter Turnout Comparison				
Municipality	2010 Voter	2014 Voter	2018 Voter	
	Turnout	Turnout	Turnout	
Brampton	33.13%	36.2%	34.5%	
Burlington	37.6%	25.3%	39.79%	
Caledon	43.26%	34.9%	32.29%	
Hamilton	40.45%	34.02%	38.36%	
London	42.93%	43.2%	39.46%	
Milton	32.62%	33.35%	37%	
Mississauga	34.34%	36.57%	26.49%	
Oakville	40%	33%	37%	
Ottawa	44%	39.92%	42.55%	
Toronto	50.55%	54.7%	40.9%	

The City of Mississauga falls under the average voter turnout amongst the above municipalities, and with this in mind a communications plan is developed before every election.

Communications completed a comprehensive, multi-channel, year-long campaign to ensure all audiences received timely, consistent and relevant information. The approach to communicating with voters and candidates align with the approach of other municipalities.

Paid advertising for the 2018 election was included in/on:

- MiWay Buses
- MiWay Bus Shelters
- Mobile street signs
- City of Mississauga owned assets
- The Mississauga News
- InSauga
- The Peel Weekly News
- Active+
- Modern Mississauga

In addition, advertising was translated and placed in 10 multicultural outlets through the Diverse Communities Promotions Program. The City of Mississauga also issued 11 media releases/advisories and Communications staff attended five community events throughout the

summer of 2018. Community groups were also provided with an elections toolkit that included printable posters, key information, a Frequently Asked Questions document and digital assets to engage voters.

Social media was also utilized to help promote the election. The following chart shows how social media platforms were used:

Platform	Posts	Impressions*	Engagements**
Twitter	36	178,040	6,295
Facebook	22	63,224	39,593
LinkedIn	4	14,729	361

^{*}Impression refers to the number of times the post was displayed
**Engagements refers to the number of times the post was clicked on

For context, analytics show that the 2018 municipal election received significant media coverage. This included 312 articles that had a potential circulation/reach of 38,000,000.

Elections and Communications staff will continue to partner to communicate to voters. Elections staff will also continue to review ways to make the voting process easy for voters while protecting the security and integrity of the vote.

Vote Anywhere

From a customer service perspective the Vote Anywhere (VA) model is positive in that it provides voters with more options for where they vote. Below is a comparison chart showing the increase in voting location options for voters between the 2014 and 2018 Municipal Elections:

	2014 Voting Location Options for Voters	2018 Voting Location Options for Voters
Advance Poll Days	1	22 throughout the
		municipality
Election Day	1	10 on average

Analysis conducted by the City of Mississauga's Geospatial Analysis and Visualization team shows that approximately 26% of voters voted outside of their Ward on Advance Poll Days. On Election Day, approximately 30% of voters voted at a location that was different from where they would have been required to vote if VA was not implemented and voters were restricted to a polling subdivision. These statistics demonstrate that voters are taking advantage of the flexibility provided through VA.

In addition to providing more voting location options, VA allows any voter to be served by any Deputy Returning Officer (DRO) which can help reduce wait times. This is because voters are not restricted to one polling subdivision and can be served by the next available DRO, similar to a lineup at a bank.

As an example, during the last Federal Election, City of Mississauga staff observed that because VA was not implemented and voters were restricted to one DRO, a lineup would occur in front of one DRO, while other DROs did not have any voters to serve. The Vote Anywhere (VA) model helps address this problem because any DRO can serve any voter.

In addition to the above, VA helps keep the City of Mississauga up to date with current trends. The table below shows the municipalities in the surrounding area that used a VA model in 2018.

	Advance Poll Days		Election	on Day
Municipality	Vote Anywhere	Vote Anywhere	Vote Anywhere	Vote Anywhere
	in the City	in your Ward	in the City	in your Ward
Ajax	Yes		Yes	
Brampton	Yes			Yes
Burlington	Yes			Yes
London	Yes		Not offered	
Markham	Yes		Yes	
Milton	Yes		Not offered	
Mississauga	Yes			Yes
Oakville	Yes		Yes	
Ottawa	Yes		Not o	ffered
Toronto* see	Yes		Not Offered	
note	162		Not Offered	
Vaughan	Yes		Not offered	
Whitby	Yes		Yes	

*On Advance Poll Days Toronto had a voting location at City Hall at which any voter could vote. In addition, on Advance Poll Days, 2 locations in each Ward were available.

As voting technology evolves, Elections staff are committed to researching and identifying the technology that will be most beneficial for voters while ensuring the security and integrity of the vote.

Voter Notification Letters

Concerns were raised by General Committee regarding the use of letters to notify electors about their voting options rather than more traditional Voter Notification Cards. The challenge to using the more traditional card is fitting the many voting location options (in some cases up to 37 locations were available over Advance Poll and Election Days), the multiple voting dates and differing voting times etc. into a limited space and in a design that meets accessibility

requirements. The information below shows what other municipalities used to communicate election information:

Municipality	Communication Type
Ajax	Voter Notification Letters – provides security required for
	information related to internet voting
Brampton	Voter Notification Cards & a cover letter - sent to each
	household; cards were two to a page and attached by a
	perforation that could be detached when voters went to
	vote
Burlington	Voter Notification Letters – allowed room for information
	related to internet voting
Caledon*	Voter Notification Cards – cards were sent to each elector
Hamilton*	Voter Notification Cards with up to five voters listed on
	each card – cards were sent per household
London	Voter Notification Cards – cards were bundled and sent per
	household attached by a perforation that could be
	detached when voters went to vote
Markham	Voter Notification Letters – letters were sent to each
	individual voter which kept each voter's PIN used for online
	voting, private
Milton*	Voter Notification Cards – cards were bundled and sent per
	household
Mississauga	Voter Notification Letters to each household
Oakville	Voter Notification Cards & a cover letter sent to each
	household
Ottawa	Voter Notification Letters sent to each voter
Toronto**	Voter Notification Cards
Vaughan	Voter notifications are bundled and sent per household
	with two Voter Notification Cards per sheet; cards can be
	separated along a perforated edge
Whitby	Voter Notification Cards sent to each voter

^{*}These municipalities did not offer Vote Anywhere

Staff are committed to working with the Communications Divisions and Print and Mail Services to find a solution that will be easily identifiable to voters. Options include designing an envelope that closely resembles a traditional Voter Notification Card (VNC), or designing a VNC that folds out.

^{**}Offered Vote Anywhere on Advance Poll days only

Mandatory Location Process

General Committee raised questions about communication to long term care facilities and hospitals. Under section 45(7) of the *Municipal Elections Act, 1996*, the Clerk is required to provide voting locations at various institutions. Staff communicate with these locations about voting and voting times. However, the Elections Office will work with the Communications Division to increase awareness within these facilities.

Using Schools as Polling Locations

Having a Professional Activity Day (PA) so that students are not in school on Election Day would eliminate security concerns related to the safety of students. In addition, a PA day would address issues related to traffic in the school area and parking on school grounds potentially making it easier, in some instances, for voters to access the voting location. Elections staff have requested that the School Boards consider scheduling a PA day on Election Day, but so far, this request has not been fulfilled. Following the January 30, 2019 General Committee meeting, a letter was sent by the Mayor on behalf of Council making a similar request that a PA day be scheduled for Election Day. So far no response has been received with respect to this request.

Candidate Survey

General Committee requested that staff create a Candidate Survey for those that ran in the 2018 municipal election, requesting feedback about key election administration processes. The survey included questions related to:

- effective ways to communicate information
- additional information candidates require
- the candidate information session
- common questions candidates received from voters
- the Voters' List
- Vote Anywhere
- when voters are saying they are most likely to vote
- the Campaign Contribution Rebate Program
- election Sign rules
- the Financial Filing System

The survey results are attached as Appendix 2 of this Corporate Report. Staff will consider the information provided through the survey when planning for the 2022 Municipal Election.

Financial Impact

As staff plan for the 2022 municipal election, Business Cases and Budget Requests will be submitted if funding is required.

Conclusion

This report is intended to provide information in response to questions and concerns raised at the January 30, 2018 General Committee regarding the 2018 Municipal Election. It is very early in the planning process for the 2022 Municipal Election, but elections staff will continue to work closely with stakeholders and partners such as the Information Technology and Communication Divisions to ensure a fair election that upholds the principles in the *Municipal Elections Act*, 1996.

Attachments

Appendix 1: The 2018 City of Mississauga Election – New Initiatives and Election Summary

Appendix 2: Report – 2018 Municipal Election Candidate Survey

Diana Rusnov, Director, Legislative Services and City Clerk

Prepared by: Laura Wilson, Elections Officer

City of Mississauga

Corporate Report



Date: 1/13/2020 Originator's files:

To: Chair and Members of Governance Committee

From: Diana Rusnov, Director, Legislative Services and City Clerk

Meeting date: 1/28/2020

Subject

City of Mississauga's 2022 Election Campaign Contribution Rebate Program

Recommendation

- 1. That Governance Committee provide direction to the City Clerk on the following items related to the City of Mississauga's Election Campaign Contribution Rebate Program:
 - a. the percentage amount an eligible contributor can receive as a rebate on their contribution
 - b. the minimum campaign contribution eligible for a rebate; and
 - c. the maximum rebate an eligible contributor can receive on their contribution
- 2. That any necessary changes be made to the City of Mississauga's Election Campaign Contribution Rebate Program by-law, By-law numbers 0067-2017 and 0063-2018.
- 3. That the necessary funds be transferred into the Election Reserve to cover the cost of the 2022 Election Campaign Contribution Rebate Program payouts and that the amount required to cover the cost of the program be transferred into the Election Reserve for future General Elections and By-elections until such time that Council adopts a new formula.

Report Highlights

- The City of Mississauga's Election Campaign Contribution Rebate program (rebate program) was established by By-law 0067-2017 (Appendix 1) and By-law 0063-2018 (Appendix 2) ahead of the 2018 Municipal Election.
- The current rebate program rules allow eligible contributors that contribute \$25 or more to receive a rebate of 25% percent of their contribution up to a total amount of \$150.
- The City Clerk is seeking direction on the rebate formula to be used for the rebate program for the 2022 Municipal Election.
- The City Clerk is responding to comments and suggestions received with respect to the administrative processes related to the rebate program.

Background

In 2017, under the authority of section 88.11 of the *Municipal Elections Act, 1996* (MEA), By-law 0067-2017 established the City of Mississauga's Campaign Contribution Rebate Program. Candidate and contributor eligibility requirements and responsibilities are as follows:

- · candidates had to:
 - be running for office of Ward Councillor or Mayor
 - enroll in the rebate program by completing a registration form
 - follow the campaign finance rules in the MEA
 - complete an Contribution Rebate Receipt for each contribution received that was eligible for a rebate
 - provide a copy of the receipt to the contributor
 - retain a copy of the receipt for their campaign records
 - provide a copy of the receipt to the Office of the City Clerk by the deadline noted on the receipt
- contributors had to:
 - be eligible to vote in the 2018 Mississauga Municipal Election
 - · be a resident of the City of Mississauga
 - not be a candidate or the spouse or child of a candidate
 - follow the contribution rules in the MEA
 - sign the Contribution Rebate Receipt
 - request their rebate by submitting a copy of their receipt to the Office of the City Clerk in person, via post or via email by the deadline

Following the 2018 Municipal Election, approximately \$36,000 in rebates was paid out to contributors that met the requirements

The following statistics, comments and suggestions have been gathered through the 2018 Municipal Election Candidate Survey related to the rebate program:

Did you participate in the Campaign Contribution Rebate Program?			
Yes	32.43%	12 response total	
No	67.57%	25 response total	

Do you think the Campaign Contribution Rebate					
	Program improved your ability to raise campaign				
funds?					
Yes	24.32%	9 response total			
No	16.22%	6 response total			
I did not participate	59.46%	22 response total			

Would you like the City of Mississauga to continue offering the Campaign Contribution Rebate Program?			
Yes	70.27%	26 response total	
No	29.73%	11 response total	

Comments and suggestions made by survey respondents included:

- eliminating the carbon copy receipts in favour of electronic receipts
- making the process easier
- increasing the rebate amount that a contributor can receive
- making the rebates available through a federal or provincial income tax rebate

Staff took the above comments and suggestions into account when reviewing the rebate program rules and processes.

Comments

Rebate Formulas

Currently the City of Mississauga's rebate program allows rebates of 25% on campaign contributions of \$25 or more up to a total rebate of \$150. The following information has been gathered regarding the rebate formula used in other municipalities:

Municipality and Summary of Eligibility Rules	Minimum Contribution	Rebate Formula	Max. Rebate
Ajax -Limited to residents of the town of Ajax -Cannot be a candidate or the spouse or child of a candidate	\$20	75% of the total contribution	\$225
Markham -Limited to residents of the	\$50	\$50 — \$300: 75% of contribution to a maximum contribution rebate of	\$350

Province of Ontario		\$225 \$301 — \$550: \$225 plue the difference between to contribution and \$300 to maximum contribution re \$350 \$551 — \$1,200: \$350 re	the total o a ebate of		
Mississauga -Limited to residents of the City of Mississauga - Cannot be a candidate or the spouse or child of a candidate	\$25	25% of the total contribu	ution	\$150	
Oakville -Limited to residents of the Town of Oakville -A candidate for an office on municipal council or their family member are not eligible to receive a rebate for contributions to that individual candidate's campaign	\$100	50% of the total contribu	ution	\$2,50	00
Ottawa -Limited to residents of the Province of Ontario -Cannot be a candidate or the candidate's spouse or the candidate's dependent child	\$25.01	\$25.01 – \$100: 50% of the contribution \$100 or more: \$50 plus amount by which the contribution exceeds \$100	3 25% of the	\$75	
Toronto -Limited to residents of the Province of Ontario -Candidates must file an audited financial statement and a copy of the receipt issued for the contribution and a copy of all campaign expense invoices	\$25.01	Total contributions be \$25.01 and \$300: total amount x 75% Total contributions ov but not more than \$1,0 contribution amount min 50% + \$225 Total contributions ov total contribution amount \$1,000 x 33 1/3% + \$57	er \$300 000: total nus \$300 x er \$1,000:	\$1,00	10
Vaughan -Limited to residents of the City of Vaughan	\$50	The lesser of 75% of the contribution or \$150	9	\$150	

4

-Cannot be the candidate or the spouse, sibling, grandparent, parent, child or grandchild of the candidate			
Whitby -Limited to residents of the Town of Whitby	\$25.00	25% of the total contribution	\$150

The following is the total amount municipalities paid out or, would pay out if the deadline for requesting a rebate had passed at the time this report was written:

Municipality	Amount			
	(numbers rounded)			
Mississauga	\$35,735			
Ajax	\$20,000*			
Markham	\$500,000			
Oakville	\$100,000			
Ottawa	\$100,000*			
Toronto	Unavailable**			
Vaughan	\$75,000			
Whitby	\$7,800			

*This number may increase as the deadline for requesting a rebate had not passed when the benchmarking was conducted. **2014 payout was \$4,000,000

When comparing total payouts it's important to consider the impact of eligibility requirements related to residency on the total amount being paid. For example, formulas applied in municipalities where residents of the Province of Ontario are eligible for a rebate may result in a lower payout when applied in the City of Mississauga where the eligibility requirements are limited to residents of the municipality.

Staff are seeking direction from Governance Committee regarding the rebate formula that should be used going forward. The financial impact of the formulas is discussed in the Financial Impact section of this report.

Administrative Processes

As part of the rebate program review process and because of comments and suggestions received, the rebate program administrative procedures are being reviewed. Information related to other municipalities rebate program administrative processes is noted below:

Municipality	Receipt Type	Administrative Process for a Rebate to be Issued
Ajax	Carbon copy receipts	-Candidates provide a copy of the receipt to the contributor; and -Candidates retain a copy of the receipt for their records; and -Candidates provide a copy of the receipt to the Clerk's Office
Markham	Carbon copy receipts	-Candidates are required to provide a spreadsheet of their contributors when they file their Financial Statement and may be required to produce a copy of the contribution receipt; and -Candidates issue a carbon copy receipt to their contributors; and -Contributors apply for a rebate in person, via mail or via an electronic application receipt
Oakville	Carbon copy receipts	-Candidates keep a copy of the receipt; and -Candidates provide a copy of the receipt to the Clerk's Office; and -Candidates return any unused or voided receipts to the Clerk's Office; and -Contributors keep a copy of the receipt; and -Contributors provide a copy of the receipt to the Clerk's Office
Ottawa	Paper copies	-Candidates provide a paper copy of the rebate receipt to the Clerk's Office; and -Contributors provide a paper copy of the rebate receipt to the Clerk's Office; and -The two copies must match
Toronto	Uses both a three part hard copy receipt or an electronic receipt	-Candidates provide two copies of a completed receipt to their contributor -Candidates submit a copy of the rebate receipt when filing their Financial Statement; and -Contributors keep a copy of the receipt for their records; and -Contributors provide a copy of the receipt to the Clerk's Office
Vaughan	Carbon copy receipts	-Candidates provide contributors with two copies of the

		receipt; and -Contributors submit one copy of the receipt along with a signed application receipt to the Clerk's Office; and -Candidates log their receipt numbers in their electronic financial filing which is checked with the contribution applications
Whitby	Paper form	-Candidates are provided with paper copies of the receipt form; and -Candidates submit all rebate forms to the Clerk's Office

Based on the processes used in other municipalities and the feedback received about the City of Mississauga's rebate program, staff are considering the following changes:

- eliminating the requirement that a contributor must apply for a rebate. This means only
 candidates would be required to submit the rebate receipt to the Elections Office although
 under section 88.22(1)(f) candidates would still be required to issue a contribution receipt to
 the contributor
- once a new Election information management system is procured, working with the vendor to potentially add an electronic rebate program receipts component
- if electronic receipts are possible, staff are considering the continued use of carbon copy receipts in addition to the electronic receipts, so that in instances where candidates need to issue a receipt and do not have access to a computer, they are still able to do so

Financial Impact

The financial impact that changes to the rebate program will have is dependent on a variety of factors. These factors include:

- the number of candidates that participate in the program during the 2022 election
- how many contributions participating candidates receive that are eligible for a rebate
- the amounts of the eligible contributions given to candidates

In the following chart, the rebate formulas used in other municipalities have been applied to the total number of contributions that were eligible for a rebate in the City of Mississauga. This is intended to provide an idea of the potential financial impact changing the rebate formula may have:

Municipality	Minimum Contribution	Formula Applied Based on City of Mississauga Eligibility Criteria	Rebates Payable when applied to the City of Mississauga
Ajax	\$20	75% of the total contribution	\$66,000
		To a maximum rebate of \$225	
Markham	\$50	\$50 — \$300: 75% of contribution to a maximum contribution rebate of \$225 \$301 — \$550: \$225 plus 50% of the difference between the total contribution and \$300 to a maximum contribution	\$90,000
		rebate of \$350	
		\$551 — \$1,200: A \$350 contribution rebate is issued	
		To a maximum rebate of \$350	
Oakville	\$100	50% of the total contribution	\$99,000
		To a maximum rebate of \$2,500	
Ottawa	\$25.01	\$25.01 – \$100: 50% of the total contribution	\$24,300
		\$100 or more: \$50 plus 25% of the amount by which the contribution exceeds \$100	
		To a maximum rebate of \$75	
Toronto	\$25.01	Total contributions between \$25.01 and \$300: total contribution amount x 75%	\$117,600
		Total contributions over \$300 but not more than \$1,000: total contribution amount minus \$300 x 50% + \$225	
		Total contributions over \$1,000: total contribution amount minus \$1,000 x 33 1/3% + \$575	
		To a maximum rebate of \$1,000	

Governance Committee	2020/01/13	9

Vaughan	\$50	75% of the total contribution to a maximum rebate of \$150	\$47,500

The final financial impact will be dependent on the rebate formula adopted and the factors noted above.

Conclusion

The Clerk is seeking direction regarding the rebate formula that should be used for the 2022 Municipal Election. Once the formula is approved by Council, the associated by law will be updated accordingly.

Attachments

Appendix 1: By-law 0067-2017 A by-law to Authorize the Implementation of a City of Mississauga Municipal Election Campaign Contribution Rebate Program for the 2018 Municipal Election

Appendix 2: By-law 0063-2018 A Housekeeping by-law to amend the Corporation of the City of Mississauga By-law 0067-2017 being a by-law to authorize the implementation of a City of Mississauga municipal election campaign contribution rebate program for the 2018 Municipal Election

Diana Rusnov, Director, Legislative Services and City Clerk

Prepared by: Gus Mangos, Elections Officer



THE COFIPO THATIOH OF THE CITY OF M1\$SIS\$AUIA GNAWHUM BER QQP, 7.-;-i)

A by 1aw to authorize the implementation of a City of ril ississa Jga Mun cipal Election Campaign Contribution Rebate Program for the 2018 Municipal Election

WHEREAS subsection 8.8.11(1) of the *Municipal Elections Acl* 1996, p⊲ov des that a mun cipal council may pass a by author zing the payment of rebal to individua swho make **contributions** to candidates for office oo the municipal oouF\c1t

AND WHEREAS subsection 88.11(3) of the *Municipal Bections Act 199\$*, provides that the by law enacted according to 88.11(1) shall establish the conditions under which an individuals entitled to a rebate:

AND WHER EAS on February 22,2017 C-OundIfor he C-Orpora ion of the try of Miss ssauga approved General Committee recommendation GC-OQ5 1.201, which recommends the implementation of a Municipal Election Campaign Contribution Rebate Program for the 2018 Mississauga Municipal Election;

NOW THEREFORE the Counc loflhe Corporation of the City of Miss ssauga hereby ENACTS as follows:

DEFINITIONS

 For the purposes of this By..aw, MElection shall mean the regular election according to the IWmicip81 Elections Act, 1996 as amended that takes place in 2018 the City of Missauga.

ELIGIBILITY FOR A REBATE

- 2. Notwinstand rg Section 885 of the MunicijUII Elections Act. 1996.for the purposes of this By- aw.on/y a contribution of money will be eligible for rebate.
- 3. h orcer to qualify for a rebate, an holvidual who makes a contribution must-
 - (a) residen the City of Massissauga: (b)
 - be a Canadian oitizen;
 - (c) be at least 18 yeal's old;
 - (d) not be prohibited from voting according 10 subsection 17(3) or Hie Municipal Elections Act, 1996; and
 - (e) contribute between the time the canddate fires is other nomination and the day the e<indida es campaign pefiO<I ends
- 4. Notwihstand ng Section 3 of this By-law, the following are ineligible for a rebate:
 - (a) a candidate the Election
 - (b) any person who contributes to a candidate the ⊟ection where the person contributing is the spouse o/ child of the candidate; and/or
 - (c) corporations.

APP !!<ATONS IQ TI:!!; CITY !<J;;RK

- An individua J who makes a contribution to a candidate during the Election may appty to ll>e Cty Ceri< for a rebate.
- 6. Candidates must reighter for the Muin pal Election Camping of Confribution Rebate Program by completing the reightation form and agree ment to the telTIIS and conditions of the Municipal Election Campaign Contribution Rebate Program in order for individuals who contribute to the candidate's campaign to be eligible for a rebate.
- 7. The Ctty Clerk shall estaddsh fonns and procedures for the administration of this Municipal Eleotlon Campaign Contribution Rebate Program which shall no ude but not

be limited to the timelines for vvflen candidates and contributors shall register with the City Clerk to be eligible for participation in the Municipal Election Campaign Contribution Rebate Program.

BSUANCE OFA RESATE

- 8. The City Clerk: shall issve a rebate to an individual in accordance with ScheduleA" of this Bylu- II the following conditions are met
 - (a) the individual has not been found to be In contravention of the Man'icipat

Elections Act, 1996;

- (b) the candidate to \vhom the contribution was made has enrolled in the Muntcipal Election Campaign Contribution Rebate Program with the Crty Clerk;
- the ""ddate to whom the contribution was made I'kas file<! aJldocuments and paid afly amounts as reciped under the *Municipal Ellections Acl, 1996* by the prescribed dates;
- (d) the Ot Otlik is satisfied that the recipit for the contribution inquestion filed by the candidate to whonlile contribution was made to bora fide; and
- (e) the Cty Clerk is satisfied that the candidate to whom the contribution was made has no contravened the Municipal E/8ctions Act, 11)96.
- 9, had dition 10 section 8 of this By-law, the City Ct-<! < shall ssue a rebate:
 - (a) if the candidate towhom the contribution was made files his or her financial statement (SIh accordance With Ille Municipal Election 1s Act, 1996 and no complar Ce audit request is received for the candK:: Sate to whom the contribution was paid:
 - 0) after the compliance audit request deadline has passed following the primary financial filling deadline; or
 - it the candidate to whom the contribution was made extends his or her campaign period, after the compliance audit request deadline has passed following the supplementary financial filling deadline.

OF

- (b) if a compliance audit request is received and:
 - the Eeclbn Campaign Fhances Committee finds \hat the C9niklate was not in contravention of the Municipal Elections Act. 1996 and no forensic

audit is ordered;or

- the Election Campaign Finances Committee orders a forensic audit and the auditat finds that the caod ktate was not to contravent ion of the Municipal Elections Act 1996.
- 10. The amount of the rebate shallbe cabulate<! as per Schedule 'A' attached hereto and forming part of b By- aw.</p>
- 11. The Ctty Olerk may delegate any and all duties available according to the By-law.

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ENAC TED and PASSED this ,;)f day of £t-U:L11?(7:2017.

PPROVED AS TO FORM City Solicitor

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MAYOR

CLERK

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SCHEDULE "A'

CALCULATION OF REPATE

Rebates for contribulons to a candidate runing fortile offices of ward councillor or mayoin the City of Mississauga will be charted esfollows:

1. A innum contribut on of \$25.00 is required to be lettle for a rebate.

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- A contributor shall receive 25% of their total contribution(s) over \$25.00, up to a maximum rebate of \$150.00.
- 3. An individual'\"ho makes multiple contributions ove \\$25 w ithin the contribution hmits of tile Municipal £/actions Act. 1996. may receive a rebaten respect to the total of tile contributions, but is not entitled to receive a total rebate amounting to more than the maxin\unla Jlowable unciter Scheodute "A."
- 4. If a contributor makes multiple donations of less than the minimum requirement of \$25.00, but the total contribution for he multipSe donations sequal to or greater than the \$25.00 minimum, the contributions are ineligible for rebate.

Page 1 of 1



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SY LAW N 6EI' 1;>/?f\$, 7. f. ?/8

A Housekeeping by-law to •mend the Corporation of the City of Mississauga By aw 0067 2017 being a bylaw to authorize the implementation or a City of Mississauga mubipalelection campaJgn contribution rebate program tor the 2018 muricipal election

WHEREAS on February 22, 2017, Council foe the Corporation of Mississauga approved General Committee recommendation 0051 2017 to implement a municipal election campaign contribution rebate program *tor* the Z018 municipal elect on based on a infimum contribution of 25 dolars:

AND WHEREAS on May 24, 2017 Councilfor the Corporation of Mss ssauga enacted and passed a by-law to authorize the rebate program (the "Rebate By- aw");

AND WHEREAS Councilvishes to enact a housekeeping by aw to amend the Rebate Byaw to clarify the contribution eligity ror the rebate program according to General Committee recommendation 0051-2017;

NOW THEREFORE the Counc for The CO<POration of the City of Ms ssauga hereby ENACTS as follows:

THAT By-law 0067-2017 is hereby amended as follows.

- I. That section 2 of Schedle "A'is horeby amended by deleting the wordsover \$25.00" and replacing ft without \$25.00 or m->re".
- 2. That section 3 of Schedli/A's h eby amended by deleting the words "over \$25.00" and replacing it wit!\of \$25.00 or m\re".

ENACTEDANO FASSED to 11 day of April, 2018.

APPROVED
AS 10 FUKIVI
Ctty Solictor
MSSSAUCA

R. Generar

Date | 2018 | 104 | 104

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MAYOR

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CLERK

Appendix 4 – City of Mississauga Campaign Contribution Rebate Program Options

Background

At the January 28, 2020 Governance Committee meeting the Committee discussed the Corporate Report from the Director of Legislative Services and City Clerk, dated January 13, 2020 entitled *City of Mississauga's 2022 Election Campaign Contribution Rebate Program* (Appendix 3). The Report discussed and provided details on the City of Mississauga's Election Campaign Finances Rebate Program (rebate program) The committee requested that staff report back on the cost of the preferred rebate formula with increasing maximum rebates a contributor can receive.

Comments

For the 2018 Municipal Election, the rebate program allowed rebates of 25% on campaign contributions of \$25 or more up to a total rebate of \$150. The total rebate payout following the 2018 Municipal Election was \$35,700.

Governance Committee proposed that the rebate program be changed for the 2022 election. The preferred formula is as follows:

- Minimum rebate of \$100
- Eligible contributors would be entitled to a rebate of 50% of the total contribution
- The maximum rebate is yet to be determined

The eligibility requirements, other than the minimum eligible contribution, would not change from the 2018 rebate program by-law. To be eligible for a rebate, an individual who makes a contribution must:

- · Reside in the City of Mississauga
- Be a Canadian Citizen
- Be at least 18 years old
- Not be prohibited from voting according to subsection 17(3) of the Municipal Elections Act, 1996

In addition, the following individuals would be ineligible for a contribution:

- A candidate in the election
- Any person who contributes to a candidate in the election where the person contributing is the spouse or child of the candidate; and/or
- Corporations

Financial Impact

The financial impact of changes to the rebate program depends on a variety of factors:

- The number of candidates that participate in the program during the 2022 election
- The number of contributions that are eligible for a rebate
- The amounts of the eligible contributions

As per direction from Governance Committee, staff have applied the preferred rebate formula noted above, to maximum rebate amounts in increments of \$250 (below) to model the possible cost of the rebate program.

Rebate Program Cost Modelling						
Maximum Rebate per Contributor	Total Rebate to be Paid Out*					
\$500	\$59,500					
\$750	\$89,000					
\$1,000	\$95,500					
\$1,250	\$97,500					
\$1,500	\$99,000					
\$1,750	Maximum rebate reached**					
\$2,000	Maximum rebate reached					
\$2,250	Maximum rebate reached					
\$2,500 Maximum rebate reached						

*Based on eligible contributions received during the 2018 Municipal Election. Numbers rounded.
**This cost modelling was based on the 2018 rebate program formula and eligible contributions received. Because the highest contribution eligible for a rebate in 2018 was \$2,850, there is no scenario where a contributor could receive more than \$1,425.

With the above information in mind, and using the eligible campaign contribution numbers from 2018, staff estimate that changes to the rebate program may cost approximately \$100,000. This number may increase or decrease depending on the variables noted above.

Conclusion

The City Clerk is seeking direction regarding the rebate formula that should be used for the 2022 Municipal Election. Once the formula is approved by Council, the associated by law will be updated accordingly.

Appendix 5

Appendix 5 – Consolidated Statistics

Voter Tumout Com parison		Vote Anyw here				Communication Type					
							Advance	PollD ays	E lecti	on Day	
M un ic ip a lity	2010 Voter Turnout	# of races without an incum bent (M ayor, Councillor and Trustees)	2014 Voter Turnout	# of races w ithout an incum bent (M ayor, Councillor and Trustees)	2018 Voter Turnout	# of races w ithout an incum bent (M ayor, Councillor and Trustees)	Vote Anywhere in the City	Vote Anywhere in yourWard	Vote Anywhere in the City	Vote Anywhere in yourWard	
A jax	25.40%	0 of13	30 .42%	0 of13	32 91%	2 of 13	Yes		Yes		VoterNotification Letters - provides security required for inform ation related to intermet voting
Bram pton	33 13%	4 of21	36 20%	11 of 21	34 50%	8 of21	Yes			Yes	Voter Notification Cards & a cover letter - sent to each household; cards were two to a page and attached by a perforation that could be detached when voters went to vote
Burlington	37.58%	10f14	34 14%	1of14	39.79%	3 of 14	Yes			Yes	VoterNotification Letters - allowed room for information related to intermet voting
Caledon	32 29%	2 of 9	34.90%	3 of 13	32 29%	4 of 13		Did notoffer	Vote Anywhere		Voter Notification Cards - cards were sent to each elector
Ham ilton	40.50%	5 of 31	34 0 2%	5 of 37	38 36%	4 of 38		Did notoffer	Vote Anyw here		Voter Notification Cards with up to five voters listed on each card - cards were sent per household
London	39 91%	3 of 25	4320%	5 of 25	39 4 6%	4 of 25	Yes		Notoffered		Voter Notification Cards - cards were bundled and sent per household attached by a perforation that could be detached when voters went to vote
M arkham	35.55%	7 of 18	37.09%	5 of 18	38%	8 of 18	Yes		Yes		VoterNotification Letters - letters were sent to each individual voterwhich kepteach voter's PIN used for online voting, private
M ilton	32 0 0 %	0 of14	30 00%	0 of14	37.00%	2 of 14	Yes		Notoffered		Voter Notification Cards - cards were bundled and sentper household
M ississauga	34%	5 of 27	37%	9 of 27	26%	7 of 27	Yes			Yes	Voter Notification Letters to each household
0 akville	40%	1of21	33.00%	0 of21	37.00%	5 of 23	Yes			Yes	Voter Notification Cards & a cover letter sent to each household
O ttaw a	44.38%	17 of 45	39.92%	21of61	42.55%	4 of 61	Yes		Notoffered		Voter Notification Letters sent to each voter
Toronto	50 55%	24 of 84	54.67%	22 of 84	4100%	17 of 65	Yes		Notoffered		Voter Notification Cards
V aughan	40.55%	1 o f 13	30 28%	0 of16	26.89%	2 of 16	Yes		Notoffered		Voternotifications are bundled and sent perhousehold with two Voter Notification Cards per sheet; cards can be separated along a perforated edge
Whitby	31.05%	1 o f 10	26.88%	2 of 11	2632%	3 of 11	Yes		Yes		VoterNotification Cards sent to each voter