

DATE OF MEETING | SEPTEMBER 24, 2018 |

AUTHORED BY | SKY SNELGROVE, DEPUTY CHIEF ELECTION OFFICER, TRACY LOEWEN, COMMUNICATIONS & MARKETING SPECIALIST |

SUBJECT | **2018 GENERAL LOCAL ELECTION COMMUNICATIONS** |

OVERVIEW

Purpose of Report

To provide Council with information regarding communications for the 2018 General Local Election.

Recommendation

That the 2018 General Local Election Communications report, dated 2018-SEP-24, be received for information.

DISCUSSION

On Saturday, October 20, 2018, the City of Nanaimo will conduct the 2018 General Local Election in order to elect one mayor and eight councillors. Advanced polls will be held Wednesday, October 10th and Wednesday, October 17th from 8 a.m. to 8 p.m. at Bowen Park Auditorium, 500 Bowen Road. On General Voting Day, October 20, 2018, there will be twelve voting locations throughout Nanaimo.

The City has planned a communication campaign with objectives to increase awareness of the election and encourage eligible electors to vote. The following tools will be used to communicate this messaging:

- news releases
- print advertisements in the City's Fall & Winter Activity Guide and local newspaper
- radio advertisements on local radio stations
- posters in City facilities and other locations around Nanaimo
- the City's social media channels (Facebook, Twitter)
- City website
- City phone system's on hold messages
- informative videos posted to City social media channels and website and submitted to ShawTV for playback
- information screens in City recreation facilities
- handout materials at front counters in City facilities
- two City garbage trucks

Using a variety of online and physical promotional tools allows the City's message to reach a broad spectrum of residents. |

SUMMARY POINTS

- The 2018 General Local Election will be held on Saturday, October 20, 2018.
- A variety of communication tools will be used to allow Election messaging to reach as many residents throughout the City as possible.

Submitted by:

Sky Snelgrove
Deputy Chief Election Officer

Concurrence by:

Sheila Gurrie
Chief Election Officer

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