



ELECTIONS BC

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Report of the Chief Electoral Officer
on the 2009 Enumeration

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Library and Archives Canada Cataloguing in Publication

Elections BC
Report of the Chief Electoral Officer on the 2009 enumeration /
Elections BC.

ISBN 978-0-7726-6247-7

1. Voter registration--British Columbia. 2. British Columbia.
Legislative Assembly--Elections, 2009. I. Title.

JL438.E43 2010

324.6'409711

C2010-900785-9



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March 3, 2010

The Honourable Bill Barisoff
Speaker of the Legislative Assembly
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Honourable Speaker:

I have the pleasure to submit the Report of the Chief Electoral Officer on the 2009 Enumeration.

This report describes the range and scope of voter registration activities Elections BC undertook to improve the quality of the provincial voters list prior to the 39th Provincial General Election and 2009 Referendum on Electoral Reform.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Harry Neufeld', written over a horizontal line.

Harry Neufeld
Chief Electoral Officer
British Columbia



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Executive summary

The 2009 enumeration was a series of voter registration activities conducted from February 2, 2009 to April 21, 2009 to improve the quality of the provincial voters list prior to the 39th Provincial General Election and Referendum on Electoral Reform on May 12, 2009.

Improving on a process developed in 1995, Elections BC implemented a mail-based model for the enumeration. Between February 2, 2009 and March 4, 2009, Elections BC mailed personalized enumeration notices to more than two million residences. The notices contained information about voters registered at that residential address, or indicated that there were no registered voters at the address. Recipients were invited to review the information and register to vote, update their existing registration, or notify Elections BC of other voters no longer residing at that address. A comprehensive advertising campaign was conducted throughout the enumeration to remind voters to register or update their voter registration.

Elections BC also conducted field outreach activities targeting groups of voters who are traditionally underrepresented on the voters list or who may face systemic barriers to participation. In March 2009, Elections BC mailed a student-oriented flyer to all post-secondary institutions that have on-campus student residences. In April 2009, enumerators visited social service agencies for homeless individuals and long-term care facilities to provide on-site registration services.

Elections BC identified five strategic goals for the 2009 enumeration: increase voters list coverage¹ to 90%; increase voters list currency² to 80%; achieve 65% net currency³ in each electoral district; achieve a list coverage of 73% for voters 18-24 years of age; and, ensure enhanced registration opportunities for voters who may otherwise face barriers to participation.

At the close of the enumeration, the voters list had 91.1% coverage and 88.3% currency, exceeding the first two goals by 1.1 and 8.3 percentage points, respectively.

The third goal was narrowly missed: six electoral districts were measured below the 65% net currency target. The 79 remaining electoral districts measured above 65% net currency.

Coverage of voters aged 18-24 was 64.7%, 8.3% below the goal of 73%.

The final goal, to ensure enhanced registration opportunities for voters who may have otherwise faced barriers to participation was achieved through the enumeration's comprehensive outreach activities.

1 The percentage of eligible voters on the voters list.

2 The percentage of voters on the voters list who are registered at the correct residential address.

3 The percentage of eligible voters on the voters list who are registered at the correct residential address. Net currency is calculated by multiplying coverage by currency.

Overall, the 2009 enumeration produced a high quality voters list which supported the successful delivery of the 39th Provincial General Election and Referendum on Electoral Reform.

The 2009 enumeration cost \$2,912,687, or \$0.99 per registered voter.

Background and context

The voters list

The provincial voters list contains the names and residential addresses of the individuals registered to vote in each electoral district. During electoral events, election officials use the voters list to ensure only registered voters vote and to prevent voters from voting more than once. Registered political parties and candidates rely on the voters list to identify and communicate with voters. Members of the Legislative Assembly use the voters list to communicate with their constituents. The list is also made available to municipal and federal election administrators and to the Court Services Branch of the Ministry of Attorney General to generate jury selection lists. All of these functions are improved when the voters list is as complete and up-to-date as possible.

A comprehensive and accurate voters list prior to an election also has administrative benefits. It supports planning of voting places, assists in determining the number of election officials required and reduces the number of voters who must register in conjunction with voting, which improves service to voters, alleviates congestion at voting places and streamlines the voting process.

Elections BC maintains a continuously updated, or permanent, voters list. Stored in the Electoral Information System (EIS) database, the voters list is updated on a daily basis with data from external sources, including the Insurance Corporation of British Columbia (ICBC), the BC Vital Statistics Agency, local governments and the National Register of Electors. Formal agreements with these organizations provide Elections BC with a continual stream of voter information.

Elections BC also receives information directly from voters. Voters are able to register, update or confirm their registration via email, fax, mail, in person, by telephone or through the Online Voter Registration (OVR) application. OVR is a secure, Internet-based voter registration tool, and was the first of its kind in Canada. Together, these options allow voters to perform voter registration activities at their convenience.

The address register

In addition to the voters list, Elections BC maintains a register of the residential addresses in British Columbia. Stored in the Integrated Digital Electoral Atlas (INDEA), the Elections BC address register contains approximately 2,350,000 address records. When a new voter registration is received, it is matched against the EIS and INDEA databases in order to place the voter's residential address in the correct electoral district and voting area. In this way, the address register serves as part of the infrastructure which supports the permanent voters list and ensures that voters are assigned to the correct electoral district for voting purposes.

Measuring voters list quality

The quality of the voters list is measured three ways: by coverage, by currency and by net currency.

Table 1: Quality measures

Measurement	Definition
Coverage	The percentage of eligible voters on the voters list. Also called completeness.
Currency	The percentage of voters on the voters list who are registered at the correct residential address.
Net currency	The percentage of eligible voters on the voters list who are registered at the correct residential address. Net currency is calculated by multiplying coverage by currency.

Why voters are enumerated

An enumeration is a registration event conducted to enhance the quality of the voters list, usually in preparation for an election. Enumerations are designed to overcome challenges which may prevent the attainment of maximum voters list coverage and voters list currency.

Despite continuous updates from data sources, the currency of the voters list is negatively affected by the high mobility of the populace. Between 2001 and 2006, 47% of British Columbians moved within the province. In 2006 alone, more than 200,000 of the 1.7 million households in the province reported a change of address. Maintaining current records of such a highly mobile population is a significant challenge. The challenge is compounded when voters who move do not promptly inform Elections BC or its data providers (ICBC, for example) of their new address.

A second issue relates to accessibility. For some voters, accessing traditional voter registration opportunities can be difficult. Voter registration methods such as OVR are impractical for voters who do not have access to the Internet, have low literacy skills or face certain physical or mental challenges. As a result, these groups are often under-represented on the voters list.

Enumeration strategies are developed specifically to address these issues of high mobility and accessibility. During an enumeration, individuals are contacted directly. Until 1989, contact was made in-person by door-to-door canvassers. Recently, Elections BC has implemented a mail-based approach supported by extensive advertising and in-person outreach to shelters and social service agencies serving the homeless, and long-term care facilities. Under these methods, individuals are asked to confirm or update their registration information or to register as new voters.

By taking a proactive approach and engaging voters directly, enumerations achieve significant improvements in the overall quality of the voters list. Enumerations improve coverage by engaging and registering eligible voters who have not yet registered, and improve currency by verifying or updating existing voters' address information.

The changing enumeration model

The legal framework for provincial enumerations is set by the *Election Act*. Over time, amendments to the Act resulting from societal and technological changes have altered how enumerations are defined and conducted.

1982 - 1995: Moving away from the door-to-door model

Until 1995, the *Election Act* defined enumeration as a “general residence to residence visitation.” The Act required that there be an enumeration on the first Monday in May in the third calendar year after the last general election.

In accordance with the Act, Elections BC employed a residence-to-residence, or door-to-door, model for conducting enumerations. Enumerators visited every residence in the province to gather up-to-date registration information about eligible voters. The specific process for collecting information varied between enumerations; in some cases, enumerators had blank cards to register every voter they encountered, while in other enumerations they used pre-populated lists of registered voters to confirm voters’ registration information against what had been previously on file, or to register new voters.

Studies of the 1989 enumeration revealed that reaching voters in person at their residence was becoming increasingly difficult. Lifestyle changes and concerns about privacy and safety meant that when an address was visited by an enumerator, a growing number of voters were either not at home or reluctant to divulge their personal information.

Other concerns were raised about Elections BC’s ability to hire sufficient reliable enumerators and ensure enumerators’ personal safety. Reports were received of property damage caused by enumerators, of enumerators assaulted by members of the public, and of enumerators’ vehicles damaged in the course of their duties. Language barriers also affected the ability of enumerators to communicate with voters who did not speak English. A hesitancy to visit certain areas due to concerns about personal safety also resulted in segments of voters being under-registered.

The development of new means of collecting and maintaining voter data provided further justification for discarding the door-to-door model. In 1982, Elections BC automated the voters list⁴, making it easier for voters to confirm and update their registration. During the 1989 enumeration, Elections BC introduced a Voter Identification Card to remind voters to keep their registration current. Later discussions with the provincial Motor Vehicle Branch confirmed the feasibility of a Motor Voter Program in which drivers’ name and address information would feed directly into the voters list. By 1992, an audit concluded that the quality of the voters list was such that a door-to-door enumeration would result in few, if any, improvements.

⁴ Beginning in 1982, microfiche editions of the voters list were produced between elections. The voters list was computerized prior to the 1989 enumeration.

In 1994, the Chief Electoral Officer requested that government amend the *Election Act* to cancel the enumeration scheduled for that year. The Chief Electoral Officer cited the declining effectiveness of the door-to-door model due to societal changes, as well as technological innovations which offered more efficient and less costly means of collecting and maintaining a high-quality voters list.

On April 27, 1994, government introduced the *Miscellaneous Statutes Amendment Act, 1994*. The Act, passed by the Legislative Assembly on July 6, 1994, cancelled the scheduled 1994 enumeration. Hansard records indicate that Members of the Legislative Assembly agreed that the existing enumeration model had become outmoded.

Further changes to the legal framework for enumerations occurred in 1995, when the *Election Act* was re-written for the first time since 1920. Section 42 of the new *Election Act* retained the requirement to enumerate in the third calendar year after a general election, but gave the Chief Electoral Officer discretion to determine the specific method to be used, either “residence-to-residence visitation” or another method. The Chief Electoral Officer was also given discretion to cancel an enumeration if satisfied that the voters list was sufficiently current.

No longer required to go door-to-door, Elections BC instead conducted a targeted registration campaign ahead of the May 28, 1996 General Election. An unaddressed package containing informational materials, voter registration forms and a postage-paid reply envelope was sent to every residence in the province. Voter registration officials visited chronic care hospitals and nursing homes, and registration centres were established in shopping malls, public buildings and other areas of high pedestrian traffic. The campaign cost \$1,223,000, about 15% of the predicted \$8 million cost of a door-to-door enumeration.

1998 - 2005: Refining alternative models

Building on the success of the 1996 campaign, Elections BC implemented a mail-based enumeration strategy for the 2001 General Election. In May 1998, notices were sent to approximately 240,000 voters who had not updated their records since the 1996 General Election. In July 1998, after approximately 37,000 voters had confirmed their registration, the remaining 200,000-plus records were purged from the voters list.

Elections BC then compared the voters list to residential address information from Elections Canada and identified 192,000 residential addresses where no voters were registered. In March 1999, Elections BC sent those addresses a pre-enumeration mailing. The mailing was complemented by a print and broadcast advertising campaign, inviting all voters to call Elections BC's toll-free 1-800 phone number to update or confirm their registration. This portion of the enumeration resulted in approximately 42,000 updates to the voters list, including 24,000 new voters.

In May 1999, Elections BC sent enumeration packages to the 1.5 million registered voters who had not confirmed or updated their registration since April 1998. The packages included a postage-paid envelope, a confirmation card for voters who wished to confirm their registration and a registration card for voters who wished to register or update their registration. In October, voters who had responded to the enumeration package or otherwise registered, confirmed or updated their registration since April 1998 received a voter registration confirmation card. Elections BC mailed 1.3 million cards in total. The 1999 enumeration cost approximately \$4 million.

Section 42 of the *Election Act* was amended in 2003 by the *Miscellaneous Statutes Amendment Act (No. 3), 2003*. Due in part to the introduction of fixed-date elections in 2001, the amendment repealed the reference to a period in which an enumeration was required to take place. It retained authority for the Chief Electoral Officer to conduct enumerations and to determine the method to be used.

For the 2005 enumeration, Elections BC implemented a three-phase strategy. The first phase, made possible by changes to the *Election Act*, involved merging, for the first time, the provincial voters list with the National Register of Electors for the purpose of updating voter records and automatically registering voters who were on the federal voters list but not on the provincial list. In the second phase, Elections BC mailed informational flyers containing registration forms to 1.67 million residences, as well as 40,538 letters to voters targeted for voter record updates and 181,418 letters to residential addresses where there were no voters registered. The third phase consisted of extensive community outreach to residents of long-term care facilities and the homeless. Throughout the 2005 enumeration, voters were able to update or register via OVR, the first fully integrated online voter registration service in Canada. The 2005 enumeration cost \$3.4 million.

Since 1989, the adoption of a mail-based approach to enumeration has reduced costs and gradually improved the quality of the voters list. By employing new technologies such as OVR, as well as identifying and implementing best practices, Elections BC has developed a cost-effective model for achieving high rates of coverage and currency prior to electoral events. The 2005 enumeration achieved the highest voters list coverage since 1989 at the lowest cost per voter.

Figure 1: Enumeration coverage and cost per voter, 1989-2005

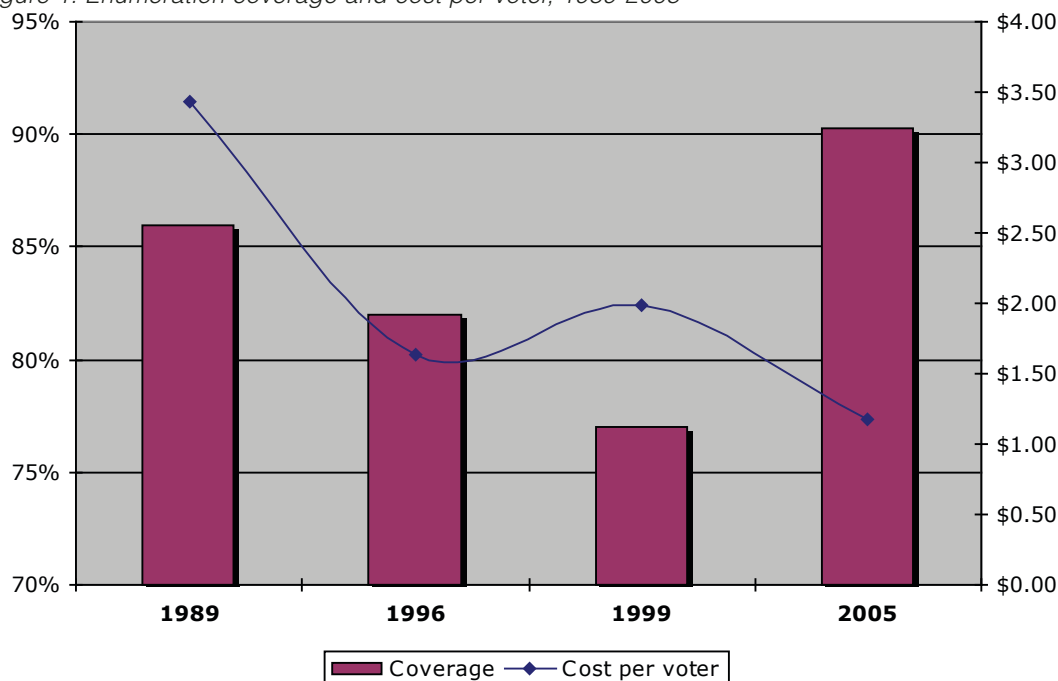


Table 2: Detailed enumeration data, 1989-2005

Year	Primary outreach method	Total cost	Voters added	Coverage achieved	Currency achieved ⁵	Cost per voter
1989	Door-to-door	\$5,876,965	44,306	86%	-	\$3.43
1996 ⁶	Mail-out	\$1,223,000	76,893	82%	-	\$1.64
1999	Mail-out	\$4,005,703	28,690	77%	-	\$1.99
2005	Mail-out	\$3,425,864	646,559 ⁷	90.3%	75.2%	\$1.24

⁵ Elections BC did not measure voters list currency during the 1989, 1996 or 1999 enumerations. When it was first measured in March 2003, currency was found to be 53%.

⁶ In 1996, Elections BC conducted a targeted registration campaign due to the legislative amendment cancelling the enumeration.

⁷ Of these additions, 594,335 were due to the merging of the provincial voters list with the National Register of Electors.

2008: Further legislative changes

The *Election Amendment Act, 2008* amended section 36 of the *Election Act* to permit voters to register orally (i.e. by phone). This amendment came into effect immediately and had a significant impact on Elections BC's 2009 enumeration strategy.

The *Election Amendment Act, 2008* also reinstated the requirement for the Chief Electoral Officer to conduct an enumeration by residence-to-residence visitation in every electoral district prior to a scheduled general election. However, this amendment did not come into force until September 1, 2009, and did not affect the conduct of the 2009 enumeration.

Preparatory activities

Goals

Five goals were identified for the 2009 enumeration. Four were related to voters list quality and the fifth was based on Elections BC's commitment to providing an inclusive and accessible electoral process.

The five goals were:

1. Achieve 90% coverage of the total population of eligible voters;
2. Achieve 80% currency for voters on the voters list;
3. Achieve 65% net currency for the total eligible population in each electoral district;
4. Achieve 73% coverage for voters aged 18 to 24;
5. Ensure enhanced registration opportunities for residents of homeless facilities and site-based voting areas (SVAs), such as intermediate and long-term care facilities, nursing homes and mental health facilities.

The first four goals reflected expectations about the highest-possible rates of coverage and currency that could be attained. Due to the province's high mobility rate, disinterest in the electoral process and other issues, a voters list measured at 90% coverage and 80% currency, 65% net currency in every electoral district and 73% coverage of young voters was deemed the best possible list Elections BC could achieve prior to the 2009 General Election.

The fifth goal was necessary to ensure all voters had access to the registration process, and that barriers to legitimate participation were minimized.

Strategies

Elections BC developed several broad strategies for achieving the enumeration goals. These strategies served as a framework for developing the specific enumeration methodology.

Based on the success of past enumerations, Elections BC chose to conduct a province-wide mail-out as the focal activity of the 2009 enumeration. Extensive research indicated that a mail-based approach would be more effective and less expensive than a door-to-door process.

Two components of the strategies were identified to maximize the mail-out response rate. The first was to personalize the enumeration notice mailed to voters. Based on discussions at the Voter Registration Best Practices Conference hosted by Elections BC in March 2007, it was concluded that voters are more likely to respond to a personalized notice than to a generic "occupant"-addressed notice. The second component was to promote OVR and the Elections BC 1-800 number, which are more efficient and, for many voters, more convenient than other forms of registration.

Elections BC also developed a strategy for groups of voters who are traditionally underrepresented on the voters list or face accessibility challenges. This includes young voters, voters with special needs who reside at long-term care facilities, and voters who are homeless. Elections BC committed to enumerating voters in person at these selected facilities, and to developing outreach materials appropriate to youth, individuals with special needs and other demographic groups.

Methodology

Based on the identified strategies, Elections BC developed a comprehensive and diverse enumeration methodology. The methodology contained two main components: headquarters outreach and field outreach. The headquarters outreach was to be conducted primarily by Elections BC headquarters staff in Victoria, while the field outreach was to be coordinated by Elections BC headquarters but conducted by the District Registrar of Voters in each electoral district. For the 2009 enumeration, District Electoral Officers were appointed to this role.

Enumeration activities were scheduled to occur from February 2, 2009 until the close of general registration on April 21, 2009. Under the *Election Act*, voters must be registered at their correct address in order to vote. After the close of general registration voters may only register or update their registration in conjunction with voting.

Headquarters outreach

Enumeration notice

The primary activity of the headquarters outreach was the enumeration mail-out. The intent of the mail-out was to engage eligible voters with a personalized enumeration notice sent to over 2 million residential addresses in the Elections BC address register.

In designing the mail-out methodology, Elections BC determined that a single version of a notice would not be appropriate for every residential address. Notices to addresses at which several voters are registered, for example, require different messaging than notices to addresses at which no voters are registered. Also, a significant number of residential addresses are non-civic addresses and do not receive mail at the residence. These residences receive their mail through postal boxes. Accordingly, Elections BC prepared four separate notice types. For internal purposes, the types were categorized alphabetically (see Appendix A for examples of each notice type).

Table 3: Enumeration notice types

Type	Recipient	Description	Personalized information on notice	Action requested of recipient
A	'Empty' addresses	Addresses at which there are no registered voters	Address	If eligible, register as a voter or update registration if registered at a different residential address
B	'Basic' addresses	Addresses at which one to eight voters are registered	Address and names of all voters registered at that address	Review list of voters at residence. Update registration if name or address is incorrect. Register if eligible and not listed. Advise Elections BC of voters who no longer reside at that address.
C	Voters at 'stacked' addresses	More than eight voters registered at that address	Name and address of individual registered at that address	Review name and address. Update registration if name or address is incorrect, or register if not listed. Remove voter if they no longer reside at address.
D	Voters at invalid addresses	Voters registered at a non-residential address	Name and mailing address	Update registration to valid residential address.

The mail-out was originally planned to occur from February 2 to February 13, 2009. In accordance with the enumeration strategy, all four notice types contained personalized information and urged voters to take action to ensure their registration was accurate and current. The inclusion of personalized information on the enumeration notice was a deliberate attempt to provoke a response to the enumeration notice from the recipient.

Notice types B, C and D offered recipients the opportunity to notify Elections BC of other individuals registered at their residential address who no longer resided at that address. An innovation for the 2009 enumeration, the removal process was intended to improve the currency of the voters list by identifying and removing from the voters list those voters who were no longer resident at an address, or who were not eligible to vote. To facilitate the process, the enumeration notices contained a unique alpha-numeric code assigned to each address and voter. Voters were encouraged to contact Elections BC via phone or the Internet and provide the codes of voters who no longer resided at their address.

Elections BC worked with Queen's Printer and BC Mail Plus to develop the means of printing and distributing the enumeration notices in a timely and cost-effective manner.

During the development of the notices, Elections BC reviewed the *Freedom of Information and Protection of Privacy Act* and consulted with the Office of the Information and Privacy Commissioner to determine whether the inclusion of personalized information constituted a privacy risk. Based on this analysis, Elections BC concluded that the notices did not violate section 33.2 of the *Freedom of Information and Protection of Privacy Act*, which authorizes public bodies to disclose personal information so long as it is for a use consistent with the purpose for which it was collected.

1-800 call centre

The Elections BC toll-free 1-800 telephone number is available year-round but is expanded during electoral events to accommodate the significant increase in call volumes. In the past, Elections BC operated the expanded call centre internally. For the 2009 enumeration, however, Elections BC chose to out-source operation of the call centre to an external provider. In view of the high call volumes expected due to the personalized notices and the legislative change permitting voter registration by phone, Elections BC believed that an external provider with experience in call centre management would be better suited to offer high-quality, professional services to voters.

To that end, Elections BC entered into an agreement with Service BC on October 31, 2008 for the provision of the contracted call centre for the period February 2, 2009 (the start of the enumeration period) until May 13, 2009 (the day after General Voting Day).

Under the agreement, Service BC, through their subcontracted partner, would operate the call centre at its downtown Vancouver facility, as well as hire call centre operators and provide them with appropriate telephone and computer equipment. Service BC also agreed to provide multilingual services to voters and answer 80% of all calls within 20 seconds. Elections BC agreed to provide relevant electoral information and access to a modified version of OVR allowing operators to process voter registrations and updates submitted by phone.

In January 2009, Elections BC delivered a comprehensive, multi-part training program to the call centre operators on Elections BC's mandate, enumeration and voter registration opportunities and processes, and the redistribution of electoral boundaries.

Table 4: 1-800 call centre hours of operation

Day	Hours of operation
Monday - Friday	8 a.m. to 8 p.m.
Saturday	10 a.m. to 4 p.m.
Sunday	Closed
Holidays	Closed

Advertising campaign

Elections BC planned a comprehensive advertising campaign to accompany the enumeration mail-out. Internet, newspaper, radio and television advertisements were developed to ensure awareness that the enumeration was underway and to remind voters to respond to their notice.

Elections BC also planned a follow-up round of 'earned' media including news releases and interviews with the Chief Electoral Officer to promote registration in areas of low coverage. This approach was intended to benefit urban, highly-mobile areas as well as rural, sparsely-populated areas. It was designed to support the enumeration goal of achieving at least 65% net currency in each electoral district.

Student residence mailing

To support the attainment of the enumeration youth registration goal, Elections BC designed a two-sided, unaddressed colour flyer to send to the more than 17,000 students living at post-secondary institutions in British Columbia. The flyer encouraged students to register, and provided information about the residency rules for registering and voting.

In October 2008, Elections BC contacted the post-secondary institutions with student residences to elicit their participation, and to develop a process for distributing the flyers to individual residences. Every major institution contacted by Elections BC agreed to participate.

Liaison officers

In February 2009, Elections BC hired two liaison officers; one to work with Aboriginal communities and one to focus on young voters. In addition to raising awareness of the May 12, 2009 General Election and Referendum on Electoral Reform, the liaison officers were tasked with developing outreach programs to improve registration rates among their target demographics.

Monitor stickers

Elections BC developed bright yellow stickers to attach to computer monitors at public libraries, Service BC offices and university and college campuses across the province. The stickers, which encouraged voters to "Get on the list," were an innovative means of extending awareness of the enumeration as widely as possible.

Field outreach

The field outreach component of the 2009 enumeration was developed as a complement to the headquarters outreach component, and was intended for voters who may have otherwise faced barriers to participation. Field outreach was scheduled to be conducted from April 6 to April 19 at two types of locations: shelters and social service agencies for homeless voters, and locations designated as site-based voting areas (SVAs), such as long-term care facilities.

A feature of past enumerations, the 2009 field outreach had added importance due to new identification requirements for voting and registering in conjunction with voting established by amendments to the *Election Act*. Under the new requirements, voters were required to present acceptable documentation or be vouched for in order to receive a ballot. The field outreach component was designed to provide accessible registration opportunities to eligible voters at the selected locations and to raise awareness of the new ID requirements.

Prior to the enumeration Elections BC identified 117 facilities serving homeless individuals and 516 SVAs. Facilities serving homeless individuals were identified in accordance with section 32 of the *Election Act*, which states that “an individual who has no dwelling place may register as a voter on the basis that the individual's place of residence is a shelter, hostel or similar institution that provides food, lodging or other social services.”

SVAs are designated facilities or institutions where residents require assistance to vote and may be unable to visit other voting opportunities. Authorized under section 80 of the *Election Act*, SVAs are often established at long-term care facilities, nursing homes and mental health facilities. SVAs were identified and contacted in preparation for the May 12, 2009 General Election and Referendum on Electoral Reform. For more information about the SVA designation process, see the *Report of the Chief Electoral Officer on the 2008 Electoral Boundary Redistribution*.

To prepare for the field outreach component, District Electoral Officers contacted the shelters, social service agencies and administrators of SVAs in their electoral district to notify them of the enumeration. Working with facility administrators, District Electoral Officers identified an appropriate date for enumerators to visit during the field outreach period. To improve the efficiency of the visit, Elections BC offered to prepare pre-populated registration forms for the voters registered at each facility, allowing voters to simply confirm their personal and address information.

Federal and municipal voters list updates

Prior to the 2009 enumeration, Elections BC received voters list updates from Elections Canada and various British Columbia local governments as a result of elections in those jurisdictions. Although not considered a part of the enumeration, the updates significantly improved the quality of the provincial voters list, increasing both coverage and currency.

In British Columbia, many local governments use the provincial voters list rather than maintaining their own list or depending entirely on registration in conjunction with voting, an arrangement authorized by the *Local Government Act*. After elections, these local governments provide Elections BC with the updates and new registrations they received. Aware that local government elections were scheduled to occur on November 15, 2008, Election BC ensured it was able to process the updates prior to the start of the enumeration.

The October 18, 2008 Federal General Election resulted in significant updates to the National Register of Electors. Elections BC worked with Elections Canada to gain access to the updates as quickly as possible. In December 2008, Elections Canada supplied Elections BC with a data file containing most of the updates and new registrations it had received for voters in British Columbia. Elections BC made a concerted effort to incorporate the updates within ten business days. An intensive project, the merger was facilitated by recent enhancements to the process for sharing data between Elections Canada and Elections BC.

The standard procedure for processing data from Elections Canada includes placing a six month 'hold' on new registrations – updates to existing registrations are processed immediately. The delay ensures voters meet the six month provincial residency requirement set by the *Election Act*. As the 2009 General Election was more than six months after the federal election for which Elections BC received the data, the hold was waived and new voters were placed on the voters list immediately, ensuring they were included in the enumeration notices.

By incorporating all the updates prior to the start of the enumeration, Elections BC improved the effectiveness of the enumeration notice mail-out, whose content was drawn directly from the provincial voters list. This ensured the enumeration met the expectations of the recent federal and municipal voters.

Initial quality studies

In January 2009, BC Stats conducted a quality study of the provincial voters list on behalf of Elections BC. The study measured both coverage and currency, and served as a benchmark for measuring the success of the enumeration.

BC Stats conducted the survey of a representative sample of the voters list. The voters in the sample were sent an introductory letter, requesting their participation in the study and explaining that their registration had been selected at random. Voters were provided the option of responding by mail, phone or by visiting the BC Stats website. Approximately 65% of the voters in the sample responded, providing valuable information about the status of their registration. Based on the data, BC Stats measured the quality of the voters list on January 13, 2009 at 91.8% coverage and 81.7% currency.

A second quality study was conducted in April 2009 in conjunction with Elections Canada, which was interested in determining the quality of the National Register of Electors in British Columbia. Conducted using a similar methodology as the first study, the second study measured the quality of the voters list on April 6, 2009 at 92.6% coverage and 86.1% currency.

Enumeration activities

Conduct of headquarters outreach

Enumeration notice

The 2009 enumeration commenced on February 2, 2009 with the delivery of the first enumeration notices. The enumeration plan called for the mail-out to take place over ten business days, until February 13, and for notices to be delivered at a rate of approximately 200,000 per day.

The response to the mail-out greatly exceeded initial projections, straining the capacity of OVR and the call centre (contact information was prominently displayed on all four notice types). The response rate was particularly challenging for the 1-800 call centre, as the volume of calls it received was several times greater than Elections BC's initial estimate. During the first week of the enumeration, Elections BC anticipated approximately 3,950 calls to the call centre. In fact, the call centre received 19,891 calls during that period, or about 500% more than expected. Although call centre staff proved extremely capable, they were unprepared for the response, resulting in 13,003 'dropped' calls during the first five days of the enumeration.

Elections BC responded by requesting that Service BC increase the number of call centre operators, and by slowing the rate of delivery to 100,000 notices per day. This required that the deadline for delivering the notices be extended until March 4, 2009. The phone queue messaging was also edited to inform voters of the information they would be asked to provide, shortening the average length of calls. Implementing these measures proved successful. During the third week of the enumeration, for example, only 184 calls were 'dropped', while the level of responses remained steady at an average of more than 1,450 per day.

By the conclusion of the mail-out on March 4, 2009, over 2 million enumeration notices had been mailed to addresses in British Columbia. The number of notices returned as undeliverable varied by notice type.

Table 5: Number of enumeration notices mailed and number returned as undeliverable

Notice type	Recipient	Number mailed	Number returned	% returned
A	'Empty' addresses	431,686	133,140	30.8%
B	'Basic' addresses	1,574,044	66,532	4.2%
C	Voters at 'stacked' addresses	15,299	5,388	35.2%
D	Voters at invalid addresses	1,110	239	21.5%
Total		2,022,139	205,299	10.2%

Advertising campaign

In accordance with the enumeration plan, Elections BC conducted a comprehensive advertising campaign throughout the 2009 enumeration.

On January 27, 2009, Elections BC issued a press release announcing the start of the enumeration the next week. Between February 2 and April 14, Elections BC conducted advertising on the Internet and cable television listings. Three separate advertisements were developed and broadcast; their specific messaging varied based on the progress of the enumeration. Elections BC also established a presence and distributed enumeration content on the social networking websites Facebook, Twitter and LinkedIn.

In March 2009, Elections BC launched a concentrated media campaign in regions with electoral districts of low coverage, including urban centres in the Lower Mainland and Vancouver Island, as well as in the North. Targeted radio advertisements in English, Cantonese, Mandarin and Punjabi were used to encourage voters to participate in the enumeration. To earn additional media coverage Elections BC made its senior staff available for radio interviews and submitted articles by the Chief Electoral Officer to newspapers.

Student residence mailing

The student residence flyers were delivered to post-secondary institutions on March 12 and 13, 2009. In total, 17,162 flyers were mailed to 30 institutions in 22 electoral districts. As they were unaddressed, residence administrators were responsible for distributing the flyers throughout the student residences. To ensure that delivery had taken place, Elections BC contacted each institution by phone soon after the flyers were mailed.

Liaison officers

During the enumeration, the liaison officers conducted extensive outreach across British Columbia. The liaison officer for the Aboriginal communities worked to foster a close relationship with the communities, attending six conferences, visiting 26 band offices and distributing brochures, posters and other material. Similarly, the liaison officer for youth promoted voter registration at events in Kamloops, Nanaimo, Vancouver and Victoria, supported the distribution of the student residence flyer, conducted media interviews and partnered with university and college student societies and non-partisan organizations to spread enumeration awareness among young voters.

Monitor stickers

Elections BC provided monitor stickers to public libraries, Service BC locations and post-secondary institutions in early February 2009. The stickers were placed on thousands of monitors, including 2,900 monitors at the 76 main branches of the province's public libraries to encourage users of public access computers to update or register using OVR. An accompanying letter reminded recipients to remove the stickers on April 21, 2009, the last day of general registration.



Conduct of field outreach

The field outreach component of the 2009 enumeration was conducted between April 4 and April 21, 2009. During this period, 370 enumerators conducted outreach at the 117 shelters and social service agencies and 506 of the 516 SVAs identified in April 2008 and January 2009. Not all SVAs were enumerated as some had closed in the intervening months, one refused entry and in one facility the residents' health was too fragile. In some facilities, residents were ill from the Norwalk virus and enumeration of those facilities was rescheduled to protect the health of the enumerators and residents. To provide maximum accessibility for voters, enumerators visited some facilities up to five times. Each visit lasted an average of three hours.

The efficiency of the field outreach component at SVAs was enhanced through the use of pre-populated forms for the voters registered at each facility. The forms allowed voters to simply review and confirm their registration information. Additional application forms were printed with the address of each facility, easing the process for those who wished to register as new voters.

The extent of the field outreach component varied by electoral district. The following tables show the electoral districts with the highest number of enumerated shelters and social service agencies and the electoral districts with the highest number of enumerated SVAs.

Table 6: Electoral districts with highest number of enumerated shelters and social service agencies

Electoral district	Number of facilities
Vancouver-Mount Pleasant	20
Victoria-Beacon Hill	6
Powell River-Sunshine Coast	6
Surrey-Whalley	5
Fraser-Nicola	5
Vancouver-False Creek	5
New Westminster	5

Table 7: Electoral districts with highest number of enumerated SVAs

Electoral district	Number of SVAs
Victoria-Beacon Hill	21
Abbotsford South	14
Kamloops-North Thompson	14
Chilliwack	13
Vancouver-Fraserview	13

Outcomes

Voter record transactions

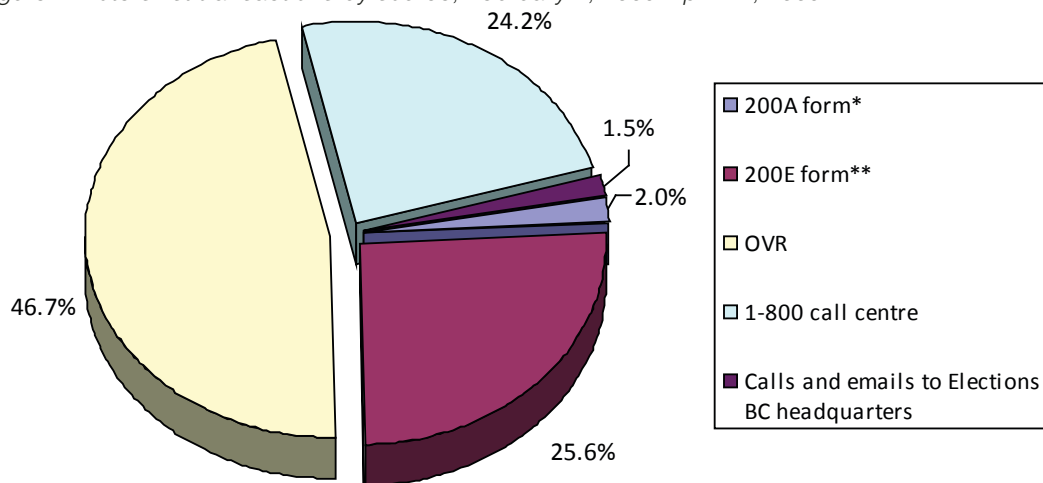
During the 2009 enumeration, 159,356 transactions⁸ were made on the voters list.

Table 8: Voters list transactions, February 2, 2009-April 21, 2009

Date	Registered voters	Change	Registrations	Removals	Updates	Confirms	Total transactions
February 2, 2009	2,961,753	-	-	-	-	-	-
April 14, 2009	2,946,268	-15,485	39,864	55,349	25,855	22,364	143,432
April 21, 2009	2,948,175	1,907	4,761	2,854	2,992	5,317	15,924
Total		-13,578	44,625	58,203	28,847		159,356

Of the various channels available for voters to conduct voter registration transactions, OVR and the 1-800 call centre were utilized the most, accounting for 70.9% of transactions between February 2, 2009 and April 21, 2009. The following figure illustrates the extent to which each source was utilized.

Figure 2: Voters list transactions by source, February 2, 2009-April 21, 2009



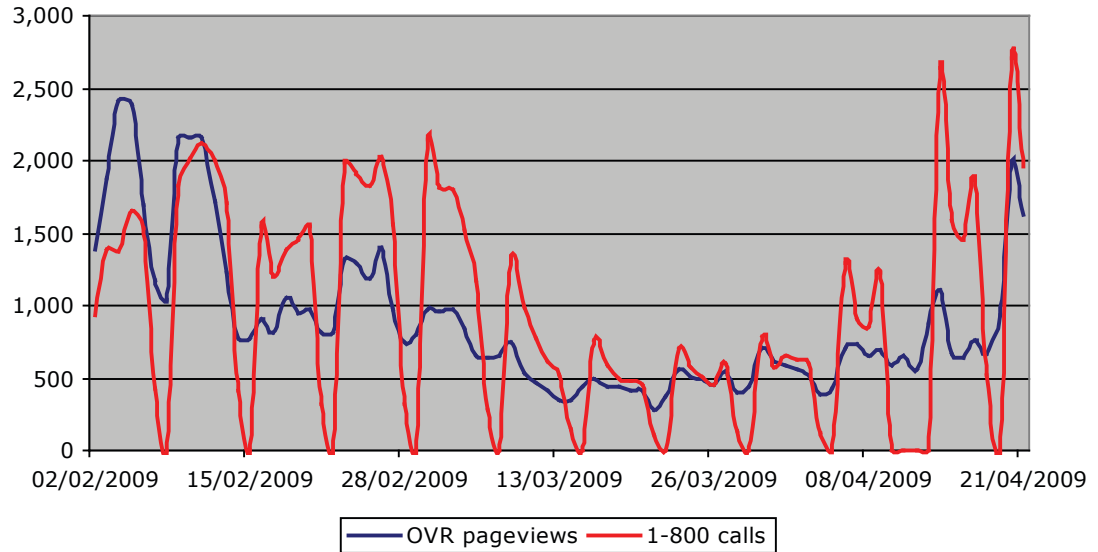
* The 200A form is the Application to Register, Update or Remove a Provincial Voter. It may be obtained in person at Elections BC headquarters or on the Elections BC website, and submitted in person, or by mail, email or fax.

** The 200E form is the Application for Registration as a Provincial Voter. It was the application form used to enumerate voters at SVAs and homeless facilities during the field outreach component of the 2009 enumeration.

⁸ Transactions refers specifically to transactions on the voters list. It does not reflect the volume of calls made to the 1-800 call centre or visits to OVR.

Activity levels on OVR and call volumes to the 1-800 call centre varied throughout the enumeration. Both sources were typically busier on weekdays. Overall activity decreased following the completion of the enumeration notice mail-out, but increased as General Voting Day neared.

Figure 3: OVR and 1-800 traffic, February 2, 2009 – April 21, 2009



Results

To determine whether the four quantitative enumeration goals were met, Elections BC contracted BC Stats to perform an additional voters list quality study. The study measured the quality of the voters list on April 21, 2009. BC Stats performed the measurements by analyzing the additions, deletions and changes to records on the voters list between April 6, the date of the most recent quality study, and April 21, 2009, the date on which the revised voters list was produced.

The study found that while coverage had decreased very slightly by 0.7%, currency had increased by 6.6%. As a result, the goal of 90% coverage was exceeded by 1.1% and the goal of 80% currency was exceeded by 8.3 percentage points.

Figure 4: 2009 enumeration coverage and currency results

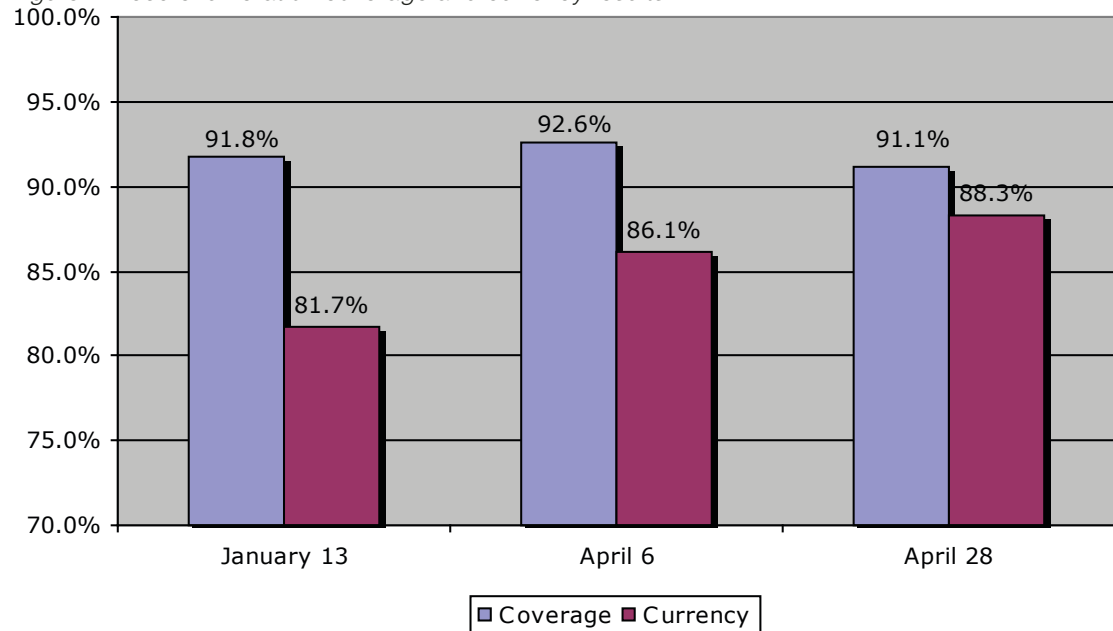


Table 9: Detailed 2009 enumeration coverage and currency results

Date	Eligible voter population	Total registered voters	Coverage	Currency
January 13, 2009	3,218,480	2,955,853	91.8%	81.7%
April 6, 2009	3,226,440	2,989,006	92.6%	86.1%
April 21, 2009	3,236,176	2,948,175	91.1%	88.3%

The quality study also determined the net currency in each electoral district. Net currency is calculated by multiplying coverage by currency. In 79 of 85 (93%) electoral districts, Elections BC met its target of at least 65% net currency. In Boundary-Similkameen, net currency was measured at 57.6%. The other five electoral districts with net currency measured below 65% ranged from 62.2% to 64.4%. However, the sample sizes used to calculate currency in Boundary-Similkameen and several other predominantly rural electoral districts were small, which affects the resulting confidence intervals of the currency figures at the electoral district level (the 95% confidence interval ranged from $\pm 7\%$ to $\pm 17\%$ at the electoral district level).

Confidence intervals at the provincial level were much smaller (the 95% confidence interval was $\pm 1.3\%$ at the provincial level) because of the larger combined sample size. The overall provincial net currency figure was 88.3% as of April 21, 2009. For a table of the coverage, currency and net currency of each electoral district, see Appendix C.

The fourth enumeration goal, to achieve 73% coverage for voters aged 18-24, was not achieved. Demographic analyses of the voters list revealed that 64.7% of voters aged 18-24 were registered to vote as of April 21, 2009.

The fifth goal, to ensure enhanced registration opportunities for residents of homeless facilities and SVAs, was met through the enumeration's extensive field outreach component. By enumerating at over 620 facilities, Elections BC received more than 40,000 voter registration application forms, and ensured that all voters at homeless facilities and SVAs had the opportunity to participate fully in the registration process.

The following table provides a summary of the five enumeration goals and the extent to which they were met:

Table 10: 2009 enumeration goals and results

Goal	Result
90% coverage	91.1% coverage
80% currency	88.3% currency
65% net currency in every electoral district	More than 65% net currency in 79 of 85 electoral districts
73% coverage for voters aged 18-24	64.7% coverage for voters aged 18-24
Enhanced registration opportunities for voters at homeless facilities and SVAs	Enumerated at 623 facilities and received 40,068 registration forms

Conclusion

Effectiveness

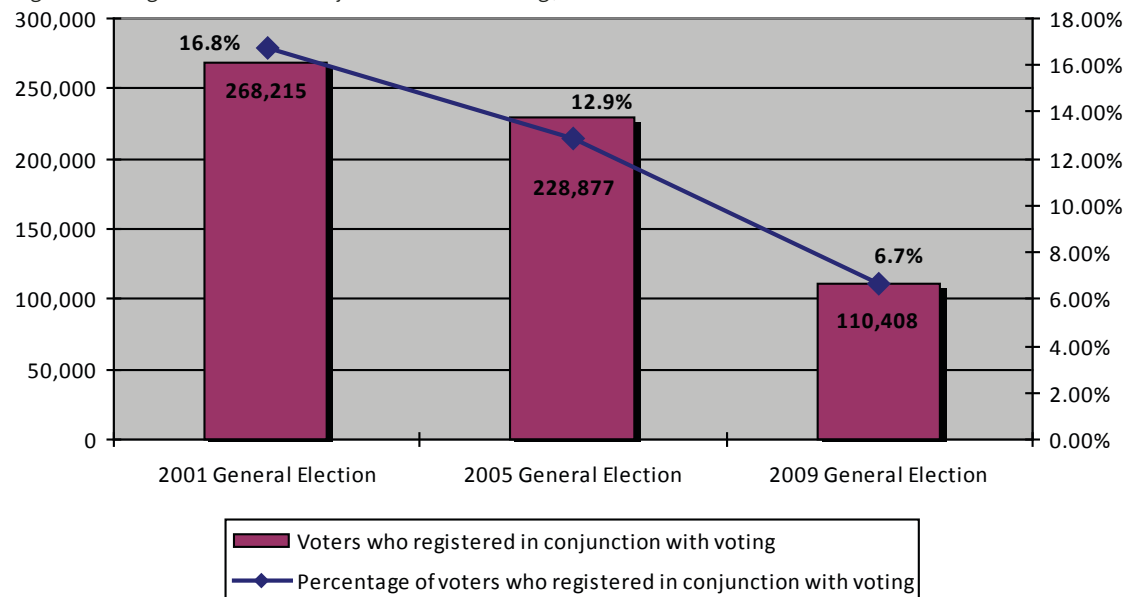
Based on the coverage and currency measurements, the 2009 enumeration achieved the highest quality voters list in recent history. At 91.1% coverage, the voters list included more eligible voters than at any previous point since 1983. BC Stats did not estimate the number of eligible voters prior to 1983 so coverage could not be calculated. Currency also reached a peak, exceeding the mark set by the 2005 enumeration by 13.1%.

The success of the 2009 enumeration in this regard may be attributed to several factors, including the decision to personalize the enumeration notices, the availability of a voter 'removal' option and the wide variety of registration channels available to voters. The removal option proved particularly effective and contributed to the dramatic increase in voters list currency. Removals accounted for 22.4% of all enumeration transactions.

The convenience and variety of voter registration channels is also thought to have spurred participation in the enumeration. The number of calls made to the Elections BC 1-800 call centre far exceeded initial expectations, requiring the call centre to be expanded and the delivery rate of the enumeration notices to be slowed.

The impact of high coverage and currency rates is illustrated by the decline in registrations in conjunction with voting in the 2009 General Election compared to the 2001 and 2005 events. Although voter turnout declined in 2009, the proportion of voters who registered in conjunction with voting also declined, suggesting that a higher proportion of voters were registered correctly for the 39th Provincial General Election than for previous general elections.

Figure 5: Registrations in conjunction with voting, 2001–2009



The coverage and currency results of the 2009 enumeration illustrate the continuing effectiveness of the mail-based enumeration model. By complementing it with targeted outreach activities, as well as applying lessons learned from other jurisdictions and previous enumerations, Elections BC has developed a cost effective, comprehensive and efficient means of producing a high quality voters list.

Although successful in many respects, the failure of the enumeration to reach its net currency and youth coverage targets was disappointing. Throughout the enumeration, a number of issues were identified that have direct bearing on how the provincial voters list is maintained and improved. An analysis of some of these issues is offered in the following section.

Issues analysis

During the 2009 enumeration, a number of issues were identified which may impact the conduct of future enumerations. These issues will be the subject of further analysis and Elections BC will apply lessons learned where appropriate to improve future enumeration methodologies.

Youth participation

As evidenced by the coverage results for voters aged 18-24, engaging the youth demographic remains a significant challenge. Despite concerted outreach efforts, including the focus of a liaison officer, distribution of a flyer to university residences and experimentation with social networking websites, young voters registered at rates far below that of other age groups. While Elections BC does not have the budget or mandate to address youth disengagement directly, the organization is committed to ensuring the accessibility of registration information and opportunities for young voters who do choose to participate.

Privacy

Ensuring the privacy of voters' records is a priority for Elections BC. During enumerations, concerns are often raised about the vulnerability of the information collected. The mail-based model used for the 2009 enumeration was designed to address these concerns and to ensure the privacy and security of voters' personal information. Data on the enumeration notices was limited to names and addresses. Similarly, the registration forms used at SVAs, which during the 2005 enumeration were pre-populated with each voter's date of birth, driver's licence and partial social insurance number, were re-designed to show only their name and address. To maintain the integrity of information submitted over the Internet, Elections BC ensures OVR operates using effective secure socket technology. As a result of these practices, the mail-based model allows Elections BC to collect voter data in a safe, secure and reliable manner.

Removal function

During the enumeration, Elections BC received a small number of anecdotal reports of voters, several of whom were incarcerated or in a care facility, being removed from the voters list despite being registered correctly. For these voters, being removed from the voters list without their knowledge caused confusion and inconvenience when voting. Should the option to remove voters be retained for future enumerations, Elections BC is aware that enhancements will be necessary to prevent similar incidents from occurring.

Reaching rural voters

Elections BC also experienced challenges in delivering enumeration notices to some rural and Aboriginal communities. Reaching these populations proved difficult due to the challenges inherent to mail delivery in sparsely-populated areas and the quality of some of the addresses in the Elections BC address register. Despite often exceeding rural route delivery standards, a high rate of notices for voters in rural and Aboriginal communities were returned as undeliverable. For future enumerations, Elections BC will work to develop new means for reaching voters in rural, remote and Aboriginal communities, and for increasing their coverage on the voters list. Projects are also underway to improve the quality of rural addresses in the Elections BC address register.

Event timing

The timing of an enumeration can also be of significance. For example, the student residence flyer distributed during the 2009 enumeration was feasible because of the large population of students on post-secondary campuses in March and April. Enumerating at a different time may affect Elections BC's ability to collect information about these young voters. As well, the viability of conducting in-person outreach is significantly reduced during the winter, when inclement weather in many regions makes reaching voters a challenging prospect. Any decision to adjust the timing of future enumerations should include careful consideration of these factors.

In accordance with the 2008 amendments to the *Election Act*, Elections BC is considering how a door-to-door enumeration could be conducted efficiently and effectively prior to the 2013 General Election. Where possible, Elections BC will apply lessons learned from the 2009 enumeration to ensure the 2013 enumeration is accessible and effective, and does not result in lower voters list quality than that achieved in 2009.

Elections BC expenses

The following expenses were incurred by Elections BC in conducting the 2009 enumeration.

Expense categories	Combined totals for fiscal years 2007/2008, 2008/2009 and 2009/2010
Central office expenses	
Salaries	\$499,621
Professional services	874,369
Information systems	96,617
Advertising & publications	403,415
General office expenses	123,458
Travel	7,038
Training	160,582
Telephones/fax	12,288
Postage/freight/courier	606,348
Total	\$2,783,736
District electoral office expenses (see details on following pages)	
Total	\$128,951
Total enumeration expenses	\$2,912,687
Total number of registered voters on April 21, 2009	2,948,175
Cost per registered voter	\$0.99

District electoral office expenses

	Enumerator salaries	Travel expenses	Total
Electoral district	\$	\$	\$
Abbotsford-Mission	1,008	0	1,008
Abbotsford South	3,521	313	3,834
Abbotsford West	437	22	459
Alberni-Pacific Rim	482	0	482
Boundary-Similkameen	2,808	223	3,031
Burnaby-Deer Lake	749	34	783
Burnaby-Edmonds	1,404	31	1,435
Burnaby-Lougheed	562	0	562
Burnaby North	843	0	843
Cariboo-Chilcotin	842	361	1,203
Cariboo North	0	0	0
Chilliwack	2,746	56	2,802
Chilliwack-Hope	624	200	824
Columbia River-Revelstoke	0	780	780
Comox Valley	1,810	95	1,905
Coquitlam-Burke Mountain	335	0	335
Coquitlam-Maillardville	2,434	54	2,488
Cowichan Valley	1,310	139	1,449
Delta North	312	0	312
Delta South	936	36	972
Esquimalt-Royal Roads	0	11	11
Fort Langley-Aldergrove	936	90	1,026
Fraser-Nicola	1,997	144	2,141
Juan de Fuca	0	41	41
Kamloops-North Thompson	1,435	245	1,680
Kamloops-South Thompson	1,810	133	1,943
Kelowna-Lake Country	2,153	73	2,226
Kelowna-Mission	1,872	99	1,971
Kootenay East	1,662	321	1,983
Kootenay West	1,622	156	1,778
Langley	936	93	1,029
Maple Ridge-Mission	2,438	204	2,642
Maple Ridge-Pitt Meadows	686	29	715
Nanaimo	1,498	144	1,642
Nanaimo-North Cowichan	1,123	234	1,357

District electoral office expenses continued

Electoral district	Enumerator salaries	Travel expenses	Total
	\$	\$	\$
Nechako Lakes	1,327	648	1,975
Nelson-Creston	811	258	1,069
New Westminster	6,060	142	6,202
North Coast	530	0	530
North Island	967	109	1,076
North Vancouver-Lonsdale	1,186	30	1,216
North Vancouver-Seymour	980	0	980
Oak Bay-Gordon Head	1,368	25	1,393
Parksville-Qualicum	2,002	196	2,198
Peace River North	1,625	1,209	2,834
Peace River South	534	270	804
Penticton	2,153	321	2,474
Port Coquitlam	562	0	562
Port Moody-Coquitlam	0	18	18
Powell River-Sunshine Coast	2,096	259	2,355
Prince George-Mackenzie	437	0	437
Prince George-Valemount	1,279	76	1,355
Richmond Centre	811	56	867
Richmond East	562	0	562
Richmond-Steveston	811	16	827
Saanich North and the Islands	967	32	999
Saanich South	0	0	0
Shuswap	1,662	196	1,858
Skeena	562	0	562
Stikine	1,440	238	1,678
Surrey-Cloverdale	950	132	1,082
Surrey-Fleetwood	811	0	811
Surrey-Green Timbers	1,030	12	1,042
Surrey-Newton	0	0	0
Surrey-Panorama	874	83	957
Surrey-Tynehead	549	0	549
Surrey-Whalley	4,332	17	4,349
Surrey-White Rock	3,296	0	3,296
Vancouver-Fairview	4,295	38	4,333
Vancouver-False Creek	1,810	0	1,810

District electoral office expenses continued

	Enumerator salaries	Travel expenses	Total
Electoral district	\$	\$	\$
Vancouver-Fraserview	1,560	40	1,600
Vancouver-Hastings	1,092	33	1,125
Vancouver-Kensington	562	0	562
Vancouver-Kingsway	1,132	46	1,178
Vancouver-Langara	1,685	22	1,707
Vancouver-Mount Pleasant	5,073	43	5,116
Vancouver-Point Grey	849	19	868
Vancouver-Quilchena	876	11	887
Vancouver-West End	1,545	0	1,545
Vernon-Monashee	1,137	62	1,199
Victoria-Beacon Hill	6,916	179	7,095
Victoria-Swan Lake	2,122	63	2,185
West Vancouver-Capilano	1,560	0	1,560
West Vancouver-Sea to Sky	437	0	437
Westside-Kelowna	1,003	132	1,135
Total	119,559	9,392	128,951


Appendices

Appendix A: Enumeration notice examples

ARE YOU ON THE LIST?

Hello from Elections BC,

There will be a British Columbia general election and referendum on electoral reform on Tuesday, May 12, 2009. Are you registered to vote?




Please look at the enumeration notice below. The provincial voters list currently has no registered voters at this address. The back of the notice tells you what to do to update your address if you are registered at another address or what to do if you are not registered to vote in British Columbia.

All registered voters will receive a bright yellow Where To Vote card before voting begins in May 2009. That card will tell you where your advance and general voting locations are.

If you are 18 years of age or older, a Canadian citizen, and a resident of British Columbia for the past six months, you are eligible to register as a provincial voter.

Thank you for helping Elections BC keep the provincial voters list up to date.



Harry Neufeld
Chief Electoral Officer
British Columbia

P.S. Electoral district boundary changes come into effect on April 14, 2009. Look for your new electoral district on the enumeration notice below.

ENUMERATION NOTICE

The provincial voters list has no registered voters at this address. Please follow the instructions on the back of this card to register or to update eligible voters at this address.

Electoral District	Electoral district
Address Code	D7P4MD


Address
City/Town

Voters at this residential address:

There are no voters registered at this address!

PC501752517 000001 1/1*** 1 (T)

RESIDENTS
ADDRESS
CITY/TOWN BC POSTAL CODE



Front
Type A - 'Empty' addresses

HELLO
my name is

???

Get your name on the list to vote May 12, 2009

Get on the list!

You are a very important person. Whatever your gender, your cultural background, whether you're studying, parenting, working or retired..... whoever you are, if you are eligible to vote, you have a say in the future of British Columbia. But only if you vote.


The few minutes it takes you to register, go to a voting location and cast your ballot, are a few minutes that are essential to democracy in B.C.

You might think that one person can't make a difference but in fact, one person is the only thing that can make a difference.

Registering for the voters list allows you to vote in a provincial election, referendum or by-election. It lets you sign a recall or initiative petition. It gives you a voice in our democracy.


Register, update or confirm your registration with Elections BC online at www.elections.bc.ca or call us, toll-free at 1-800-661-8683. You can also register to vote at your local Service BC Government Agent office.

You are an important person so do something important. Get on the list!



1-800-661-8683
www.elections.bc.ca

Get on the list!



There are no registered voters at this address

If you are registered at another address in B.C.	If you are eligible to vote but are not registered to vote in B.C. ...
Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683 to update your address	Go to www.elections.bc.ca and register to vote using our Online Voter Registration or Call Elections BC at 1-800-661-8683 to register or Visit your nearest Service BC office

You will need to provide your name, residential address, birthdate and either your BC Driver's Licence number or the last six digits of your SIN to register online at www.elections.bc.ca or with the toll-free operator. You will then be ready to vote. A Where To Vote card will be mailed to you before voting begins in May 2009.

When you vote, you must prove your identity and your residential address. For information about voter identification go to www.elections.bc.ca Or call 1-800-661-8683 or TTY 1-888-456-5448

2002A (08/12)

Back

ARE YOU ON THE LIST?

Hello from Elections BC,

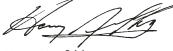
There will be a British Columbia general election and referendum on electoral reform on Tuesday, May 12, 2009. Are you registered to vote?

Please look at the enumeration notice below. People who are currently registered at this residential address are shown on the card. The back of the notice tells you what to do to ensure your voter registration is correct and that the provincial voters list is accurate.

All registered voters will receive a bright yellow Where To Vote card before voting begins in May 2009. That card will tell you where your advance and general voting locations are.

If you are 18 years of age or older, a Canadian citizen, and a resident of British Columbia for the past six months, you are eligible to register as a provincial voter.

Thank you for helping Elections BC keep the provincial voters list up to date.




Harry Neufeld
Chief Electoral Officer
British Columbia

P.S. Electoral district boundary changes come into effect on April 14, 2009.
Look for your new electoral district on the enumeration notice below.

ENUMERATION NOTICE


The persons listed on this card are registered as provincial voters at this address. Please follow the instructions on the back of this card to register, update or remove names from the provincial voters list.

Electoral District Electoral district	Address Code D7P4MD
Address City/Town	
Voters at this residential address:	
DMH	Last name, First name Middle name



000001
2/1**E
1 (7)

RESIDENTS
ADDRESS
CITY/TOWN BC POSTAL CODE



Front

Type B - 'Basic' addresses

HELLO
my name is

???


Get your name on the list
to vote May 12, 2009


Get on the list!

You are a very important person. Whatever your gender, your cultural background, whether you're studying, parenting, working or retired..... whoever you are, if you are eligible to vote, you have a say in the future of British Columbia. But only if you vote.

The few minutes it takes you to register, go to a voting location and cast your ballot, are a few minutes that are essential to democracy in B.C.

You might think that one person can't make a difference but in fact, one person is the only thing that can make a difference.





The Voters List
Get on it.


1-800-661-8683
www.elections.bc.ca

Registering for the voters list allows you to vote in a provincial election, referendum or by-election. It lets you sign a recall or initiative petition. It gives you a voice in our democracy.


Register, update or confirm your registration with Elections BC online at www.elections.bc.ca or call us, toll-free at 1-800-661-8683. You can also register to vote at your local Service BC Government Agent office.

You are an important person so do something important.
Get on the list!

Get on the list!



Check for your name and address on the front of this card

If your name and address are correct...	If your name and/or address are <u>not</u> correct...	If your name is <u>not</u> on the front of this card but you live at this address...	If persons on the front of this card no longer live at this address...
	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683 to update your information.	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683 to register at this address.	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683.
You are ready to vote. A Where to Vote card will be mailed to you.	You will then be ready to vote. A Where to Vote card will be mailed to you.	You will then be ready to vote. A Where to Vote card will be mailed to you.	Instructions for removing names from your residential address are provided at www.elections.bc.ca

When you vote, you must prove your identity and your residential address.
 For information about voter identification go to www.elections.bc.ca
 Or call 1-800-661-8683 or TTY 1-888-456-5448

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ARE YOU ON THE LIST?

Hello from Elections BC,

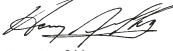
There will be a British Columbia general election and referendum on electoral reform on Tuesday, May 12, 2009. Are you registered to vote?

Please look at the enumeration notice below. You are one of the people who are presently registered at this residential address. The back of the notice tells you what to do to ensure your voter registration is correct and that the provincial voters list is accurate.

All registered voters will receive a bright yellow Where To Vote card before voting begins in May 2009. That card will tell you where your advance and general voting locations are.

If you are 18 years of age or older, a Canadian citizen, and a resident of British Columbia for the past six months, you are eligible to register as a provincial voter.

Thank you for helping Elections BC keep the provincial voters list up to date.




Harry Neufeld
Chief Electoral Officer
British Columbia

P.S. Electoral district boundary changes come into effect on April 14, 2009. Look for your new electoral district on the enumeration notice below.

ENUMERATION NOTICE

You are currently registered as a provincial voter at this address. Please follow the instructions on the back of this card to update your registration.


Electoral District Electoral district	Electoral district
Address Code D7P4MD	
Address City/Town	
Voters at this residential address:	
Last name, First name Middle name	



PC80172517

000001
2/1***E
1(?)

LAST NAME, FIRST NAME MIDDLE NAME
ADDRESS
CITY/TOWN BC POSTAL CODE



Front

Type C - Voters at 'stacked' addresses

HELLO
my name is

???

Get your name on the list
to vote May 12, 2009

Get on the list!

You are a very important person. Whatever your gender, your cultural background, whether you're studying, parenting, working or retired..... whoever you are, if you are eligible to vote, you have a say in the future of British Columbia. But only if you vote.

The few minutes it takes you to register, go to a voting location and cast your ballot, are a few minutes that are essential to democracy in B.C.

You might think that one person can't make a difference but in fact, one person is the only thing that can make a difference.


Registering for the voters list allows you to vote in a provincial election, referendum or by-election. It lets you sign a recall or initiative petition. It gives you a voice in our democracy.

Register, update or confirm your registration with Elections BC online at www.elections.bc.ca or call us, toll-free at 1-800-661-8683. You can also register to vote at your local Service BC Government Agent office.


You are an important person so do something important. Get on the list!



Get on the list!



Check for your name and address on the front of this card

If your name and address are correct...	If your name and/or address are not correct...	If your name is not on the front of this card but you live at this address...	If persons on the front of this card no longer live at this address...
	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683 to update your information.	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683 to register at this address.	Go to www.elections.bc.ca or call Elections BC at 1-800-661-8683.
You are ready to vote. A Where to Vote card will be mailed to you.	You will then be ready to vote. A Where to Vote card will be mailed to you.	You will then be ready to vote. A Where to Vote card will be mailed to you.	Instructions for removing names from your residential address are provided at www.elections.bc.ca


When you vote, you must prove your identity and your residential address. For information about voter identification go to www.elections.bc.ca Or call 1-800-661-8683 or TTY 1-888-456-5448

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ARE YOU ON THE LIST?

Hello from Elections BC,

There will be a British Columbia general election and referendum on electoral reform on Tuesday, May 12, 2009. Are you registered to vote?




The *Election Act* requires that every voter be a resident of their electoral district, so each voter must provide their residential address. Elections BC does not have a valid residential address for you. Please follow the instructions on the back of the notice below to provide a valid residential address.

All registered voters will receive a bright yellow Where To Vote card before voting begins in May 2009. That card will tell you where your advance and general voting locations are.

If you are 18 years of age or older, a Canadian citizen, and a resident of British Columbia for the past six months, you are eligible to register as a provincial voter.

Thank you for helping Elections BC keep the provincial voters list up to date.



Harry Neufeld
Chief Electoral Officer
British Columbia

P.S. Electoral district boundary changes come into effect on April 14, 2009. Look for your new electoral district on the enumeration notice below.

ENUMERATION NOTICE

Elections BC does not have a valid residential address for this registered voter. Please follow the instructions on the back of this card to provide a valid residential address.

Electoral District	Electoral district
Address Code	Not valid

Invalid residential address


Voters at this residential address:

DMH	Last name, First name Middle name

000001
121118
1(7)


PC30172517

LAST NAME, FIRST NAME MIDDLE NAME
ADDRESS
CITY/TOWN BC POSTAL CODE



Front

Type D - Voters at invalid addresses




Get on the list!

Registering for the voters list allows you to vote in a provincial election, referendum or by-election. It lets you sign a recall or initiative petition. It gives you a voice in our democracy.

You are a very important person. Whatever your gender, your cultural background, whether you're studying, parenting, working or retired..... whoever you are, if you are eligible to vote, you have a say in the future of British Columbia. But only if you vote.

The few minutes it takes you to register, go to a voting location and cast your ballot, are a few minutes that are essential to democracy in B.C.


You might think that one person can't make a difference but in fact, one person is the only thing that can make a difference.



Register, update or confirm your registration with Elections BC online at www.elections.bc.ca or call us, toll-free at 1-800-661-8683. You can also register to vote at your local Service BC Government Agent office.

You are an important person so do something important. Get on the list!

Get on the list!



Elections BC does not have a valid residential address for this voter

You must provide a valid residential address in order to vote in B.C.

Go to www.elections.bc.ca to update your residential address using our Online Voter Registration	or	Call Elections BC at 1-800-661-8683 or TTY 1-888-456-5448 to update your residential address	or	Visit your nearest Service BC office to update your residential address
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You will need to provide your name, residential address, birthdate and either your BC Driver's Licence number or the last six digits of your SIN to register online at www.elections.bc.ca or with the toll-free operator. You will then be ready to vote. A Where To Vote card will be mailed to you before voting begins in May 2009.

When you vote, you must prove your identity and your residential address.
For information about voter identification go to www.elections.bc.ca
Or call 1-800-661-8683 or TTY 1-888-456-5448

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Appendix B: Student notice

Front

**Your life,
your vote.**

The voters list.
GET ON IT!

Your parents vote.
Your profs vote.
How about you?

You make your own
decisions in life;
what you study,
where you live,
who you hang with.
How about voting?

Stats show that fewer
young people vote than
any other age group in B.C.
Which is peculiar, because
you have the most at stake.

In the next B.C. election,
we'll be deciding who gets
to run the province for the
next four years. We'll also
be deciding what electoral
system we'll use in the
years to come.

It's your life, your future, your vote.

www.elections.bc.ca

ELECTIONS BC
A non-partisan Office of the Legislature

**Your life,
your vote.**

A few things you need to know about
the B.C. election and referendum on
electoral reform:

GET ON THE LIST

Am I eligible?
You can vote if you're 18 by May 12,
a Canadian citizen and a resident
of B.C. for the last six months.

How do I get on the voters list?
You need to be registered to vote.
This is easy. You can register online
at www.elections.bc.ca, or call us at
1-800-661-8683. Register now.

Where do I vote?
You go to school in Vancouver, but
your home is in Kelowna—so where
do you register and vote? You can
register to vote in the riding where
you live at school or in the riding
where you live at home. You decide.

What's my riding?
Check it out at our website under
Voting/Know Your Electoral District.

DECISION TIME

Ask people you respect if they're
voting in the election and referendum.
Ask them why. Poll your pals. Have
a debate, then make your choice—it's
called democracy.

VOTING

Five days of voting
Voting Day is **Tuesday, May 12**, voting
is open 8 a.m. to 8 p.m. (Pacific Time).
Busy that day? There are also
four days you can advance vote:
Wednesday through Saturday, May 6
to 9, from 8 a.m. to 8 p.m. daily, local
time.

Vote early
Still doesn't work? You can vote in any
district electoral office, or by mail if
you're away from your riding or out of
the province. Visit our site and link to
the Voting section to ask for a vote by
mail package.

Who's running?
Look over the lists of parties and
candidates on our website.

What's the referendum about?
The electoral system we'll be using in
the future—either the current system
or BC-STV.

What else do I need?
You'll get a Where to Vote card just
before voting starts in early May.
Bring it to the voting place, along with
ID that shows your name and address
in the riding where you're registered.

How do I get involved?
Check out the Referendum
Information Office
www.bcReferendum2009.ca, or
the websites of any of the political
parties or candidates running in
this election.

For more info
Visit us at www.elections.bc.ca,
where we have a special page for
students and youth, or look for us
on Facebook.

Using socially responsible paper will
help save trees and reduce energy
consumption, air pollution, water
pollution and solid waste. This paper is
manufactured from 100% post-consumer
fiber.

2	trees saved
1,835	Cal. water saved
377	lbs. net greenhouse emissions reduced
1,248	lbs. wood saved
195	lbs. landfill reduced
2,484	BTU energy reduced

www.elections.bc.ca

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Appendix C: Coverage, currency and net currency by electoral district

The following table contains the number of registered voters, coverage, currency and net currency of each electoral district as of April 21, 2009, the date on which the revised list of voters was produced for the 39th Provincial General Election and Referendum on Electoral Reform.

Electoral district	Registered voters	Coverage ⁹	Currency	Net currency
Abbotsford-Mission	34,063	90.9%	87.2%	79.2%
Abbotsford South	33,678	91.7%	84.5%	77.5%
Abbotsford West	30,473	81.9%	90.6%	74.2%
Alberni-Pacific Rim	30,278	89.1%	88.4%	78.8%
Boundary-Similkameen	27,942	90.2%	63.9%	57.6%
Burnaby-Deer Lake	34,040	84.5%	94.6%	79.9%
Burnaby-Edmonds	33,826	95.4%	87.2%	83.2%
Burnaby-Lougheed	35,188	98.7%	85.9%	84.7%
Burnaby North	37,854	94.1%	86.6%	81.5%
Cariboo-Chilcotin	19,982	84.3%	73.8%	62.2%
Cariboo North	23,090	91.0%	75.0%	68.3%
Chilliwack	35,830	90.8%	92.6%	84.0%
Chilliwack-Hope	32,180	91.9%	86.9%	79.9%
Columbia River-Revelstoke	23,512	88.6%	76.0%	67.4%
Comox Valley	47,772	95.3%	91.4%	87.1%
Coquitlam-Burke Mountain	30,994	90.8%	89.3%	81.1%
Coquitlam-Maillardville	36,887	96.0%	87.9%	84.4%
Cowichan Valley	40,859	93.9%	97.5%	91.5%
Delta North	34,478	95.7%	88.6%	84.8%
Delta South	33,818	96.8%	95.4%	92.3%
Esquimalt-Royal Roads	36,932	89.7%	91.3%	81.9%
Fort Langley-Aldergrove	42,591	92.2%	87.7%	80.8%
Fraser-Nicola	20,575	80.6%	78.2%	63.0%
Juan de Fuca	33,063	90.9%	73.7%	67.0%
Kamloops-North Thompson	37,533	92.2%	81.1%	74.7%
Kamloops-South Thompson	40,197	91.6%	90.0%	82.4%
Kelowna-Lake Country	41,588	92.1%	74.4%	68.5%
Kelowna-Mission	41,927	93.4%	84.2%	78.7%
Kootenay East	28,909	93.8%	85.7%	80.4%
Kootenay West	30,380	95.5%	83.5%	79.7%
Langley	42,410	89.2%	88.2%	78.6%

⁹ Coverage over 100% can occur when deceased voters are not removed in a timely manner, when duplicate voters are left on the voters list or where Elections BC is unaware that a voter has left the province.

Electoral district	Registered voters	Coverage	Currency	Net currency
Maple Ridge-Mission	34,807	88.6%	90.4%	80.1%
Maple Ridge-Pitt Meadows	36,351	90.9%	86.9%	79.0%
Nanaimo	38,942	93.2%	91.6%	85.4%
Nanaimo-North Cowichan	38,178	91.1%	83.0%	75.6%
Nechako Lakes	15,647	81.9%	80.5%	65.9%
Nelson-Creston	26,907	95.1%	80.5%	76.5%
New Westminster	42,086	88.7%	88.6%	78.5%
North Coast	15,098	90.1%	83.9%	75.6%
North Island	39,310	92.9%	89.8%	83.4%
North Vancouver-Lonsdale	37,398	89.5%	90.8%	81.3%
North Vancouver-Seymour	36,671	95.8%	92.6%	88.7%
Oak Bay-Gordon Head	38,206	100.6%	87.3%	87.9%
Parksville-Qualicum	40,339	97.1%	95.1%	92.4%
Peace River North	22,577	79.1%	89.4%	70.7%
Peace River South	16,971	83.8%	87.8%	73.6%
Penticton	41,593	93.7%	87.7%	82.1%
Port Coquitlam	36,579	92.0%	96.0%	88.3%
Port Moody-Coquitlam	33,000	91.6%	95.3%	87.3%
Powell River-Sunshine Coast	35,564	92.8%	75.2%	69.8%
Prince George-Mackenzie	32,523	94.4%	88.7%	83.7%
Prince George-Valemount	34,212	92.8%	74.5%	69.2%
Richmond Centre	41,800	93.0%	84.1%	78.2%
Richmond East	40,796	90.9%	91.7%	83.4%
Richmond-Steveston	41,951	94.7%	95.3%	90.2%
Saanich North and the Islands	43,651	97.2%	91.0%	88.4%
Saanich South	37,044	96.0%	92.6%	88.9%
Shuswap	39,949	93.1%	87.2%	81.2%
Skeena	20,662	94.7%	75.7%	71.7%
Stikine	12,291	83.5%	76.7%	64.1%
Surrey-Cloverdale	39,556	91.7%	93.8%	86.0%
Surrey-Fleetwood	32,356	84.8%	83.5%	70.8%
Surrey-Green Timbers	29,049	87.0%	89.4%	77.8%
Surrey-Newton	29,946	84.7%	93.6%	79.3%
Surrey-Panorama	37,932	89.2%	97.7%	87.1%
Surrey-Tynehead	33,481	88.3%	85.2%	75.3%
Surrey-Whalley	32,918	84.3%	90.7%	76.5%
Surrey-White Rock	39,293	96.7%	85.0%	82.2%
Vancouver-Fairview	40,897	90.1%	91.8%	82.7%

Electoral district	Registered voters	Coverage	Currency	Net currency
Vancouver-False Creek	33,322	76.2%	84.5%	64.4%
Vancouver-Fraserview	37,525	90.1%	85.6%	77.1%
Vancouver-Hastings	38,356	91.8%	90.1%	82.7%
Vancouver-Kensington	36,090	90.7%	97.3%	88.3%
Vancouver-Kingsway	35,518	85.0%	89.8%	76.3%
Vancouver-Langara	37,606	93.1%	96.3%	89.6%
Vancouver-Mount Pleasant	37,300	84.0%	75.3%	63.2%
Vancouver-Point Grey	40,605	91.4%	84.7%	77.4%
Vancouver-Quilchena	38,590	98.8%	93.1%	92.0%
Vancouver-West End	35,064	88.8%	84.9%	75.4%
Vernon-Monashee	44,961	91.4%	93.7%	85.6%
Victoria-Beacon Hill	42,046	87.1%	82.8%	72.1%
Victoria-Swan Lake	37,881	91.2%	93.2%	85.0%
West Vancouver-Capilano	38,938	98.1%	87.6%	86.0%
West Vancouver-Sea to Sky	34,318	87.4%	84.0%	73.4%
Westside-Kelowna	40,675	91.2%	83.3%	76.0%
Total	2,948,175	91.1%	88.3%	80.4%

Mailing Address:

PO Box 9275 Stn Prov Govt
Victoria BC V8W 9J6

Phone: 250-387-5305

Toll-free: 1-800-661-8683 / TTY 1-888-456-5448

Fax: 250-387-3578

Toll-free Fax: 1-866-466-0665

Email: electionsbc@elections.bc.ca

Website: www.elections.bc.ca

