

**Appendix C****Overview of planned tactics to support Burlington's 2022 municipal election**

	<b>Voter Turnout</b>	<b>Candidate Nominations</b>	<b>Election Workers</b>
<b>Tactic</b>			
Tag line - My City. My Vote.	√		
Visual identify	√		
Dedicated microsite - a cloud hosted solution, which is scalable as web traffic increase	√	√	√
Media release	√ <ul style="list-style-type: none"> <li>• Microsite</li> <li>• Voters list</li> <li>• Election dates and locations</li> <li>• Election results</li> </ul>	√ <ul style="list-style-type: none"> <li>• Candidate information sessions</li> <li>• Opening of candidate nomination period</li> <li>• Pointing to website with list of declared candidates</li> </ul>	√ <ul style="list-style-type: none"> <li>• Call out for election workers</li> </ul>
Social media	√ <ul style="list-style-type: none"> <li>• Microsite</li> <li>• Voters list</li> <li>• Election dates and locations</li> <li>• Election results</li> </ul>	√ <ul style="list-style-type: none"> <li>• Candidate information sessions</li> <li>• Opening of candidate nomination period</li> <li>• Pointing to website with list of declared candidates</li> </ul>	√ <ul style="list-style-type: none"> <li>• Call out for election workers</li> <li>• Application deadlines</li> </ul>
Web presence – homepage on burlington.ca + myvoteburlington.ca	√ <ul style="list-style-type: none"> <li>• Microsite</li> <li>• Voters list</li> <li>• Election dates and locations</li> </ul>	√ <ul style="list-style-type: none"> <li>• Candidate information sessions</li> <li>• Opening of candidate</li> </ul>	√ <ul style="list-style-type: none"> <li>• Call out for election workers</li> <li>• Application deadlines</li> </ul>

	<ul style="list-style-type: none"> <li>Election results</li> </ul>	<p>nomination period</p> <ul style="list-style-type: none"> <li>List of declared candidates</li> </ul>	
<p>Paid digital and print advertising</p> <ul style="list-style-type: none"> <li>Limited marketing budget requires strategic marketing placements and support. Bookings required in advance with media outlets to ensure desired timing and placements and secured monies for tactics such as direct mail cards, and a Zoom voter forum engagement, Food for Feedback in-person event participation, facility posters etc.</li> </ul>	<p>√</p> <p>Google ads, City Talk (July), direct mail (September), newspaper ads</p>	<p>√</p> <p>newspaper ads (candidate information sessions and opening of nomination period)</p>	<p>√</p> <p>newspaper ad</p>
<p>Networks of local diversity and inclusion organizations</p> <ul style="list-style-type: none"> <li>Corporate Communications and Engagement completed initial outreach and is working closely with community partners such as Halton Multicultural Council (HMC Connections), Burlington Public Library, Halton Newcomer Strategy team, Newcomers Outreach and Engagement Group (in partnership with HMC Connections) and others to understand how they can support voter turnout and encourage residents from diverse backgrounds to run. Information has already been shared with</li> </ul>	<p>√</p>	<p>√</p>	<p>√</p>

<p>organizations about the microsite <a href="http://myvoteburlington.ca">myvoteburlington.ca</a> for their resharing on their websites, newsletters, community event calendars and with their community members. There are ongoing conversations with these community leaders to understand how they would like to be involved and leverage their channels to help spread the word.</p>			
<p>Engagement events</p>	<p>√ Zoom voter forum (October) Food for Feedback (September)</p>	<p>√ Candidate information sessions hosted by Office of the City Clerk</p>	<p>√ Information sessions hosted by Office of the City Clerk</p>
<p>City Recreation facilities</p>	<p>√ Ad on TVs in facilities, posters, etc.</p>	<p>√ Ad on TVs in facilities, posters, etc.</p>	<p>√ Ad on TVs in facilities, posters, etc.</p>
<p>City calendar</p>	<p>√ Sharing key voting dates and locations, get on the voters list</p>	<p>√ Key dates for information sessions and opening and closing of nominations</p>	<p>√ Key dates for applications</p>
<p>Get Involved Burlington</p> <ul style="list-style-type: none"> <li>• Enewsletter to subscribers</li> </ul>	<p>√</p> <ul style="list-style-type: none"> <li>• Microsite</li> <li>• Voters list</li> <li>• Election dates and locations</li> <li>• Election results</li> </ul>	<p>√</p> <ul style="list-style-type: none"> <li>• Candidate information sessions</li> <li>• Opening of candidate nomination period</li> </ul>	<p>√</p> <ul style="list-style-type: none"> <li>• Call out for election workers</li> </ul>

Appendix C to CL-15-22

		<ul style="list-style-type: none"> <li>Pointing to website with list of declared candidates</li> </ul>	
<p>Outdoor signage</p> <ul style="list-style-type: none"> <li>Read-o-graphs at City facilities</li> </ul>	<p>√</p> <ul style="list-style-type: none"> <li>Voters list</li> <li>Voter forum</li> <li>Election dates and locations</li> </ul>	<p>√</p> <p>Candidate information sessions</p>	<p>√</p> <p>Call out for election workers</p>