

TO: Committee of the Whole **MEETING:** September 4, 2018

FROM: Christina Gray
Communications Coordinator **FILE:** 4200

SUBJECT: Communications for Election 2018

RECOMMENDATION

That the Board receive the Communications for Election 2018 report for information.

SUMMARY

To ensure residents have the information they need to get out and vote in the upcoming election, the Regional District of Nanaimo (RDN) is using a variety of communications tools including; advertising in local newspapers, online news sources, on RDN buses; and posts on our website, Facebook, Twitter and Instagram.

BACKGROUND

The next General Local Election will be held on Saturday, October 20, 2018 with advanced voting opportunities on October 10 and 17. To encourage residents to get out and vote, the RDN will purchase advertising locally to share information about important dates and times, polling locations and any other information that may help the public get out and vote. The RDN is also coordinating with local municipalities to develop a newspaper wrap to be published in early October. Communications will gain momentum as the election draws near. Attachment 1, Elections 2018 Communications Calendar includes a detailed list of planned communications.

In order to meet legislated requirements, the RDN has also arranged for advertising in local newspapers beginning in August and continuing through to October. These ads will include notifications about nomination packages, elector qualifications, mail ballot voting, notice of election by voting, voting dates and locations, and important dates such as those listed in the chart below.

2018 GENERAL LOCAL ELECTIONS IMPORTANT DATES

Start of Election Period	Monday, January 1, 2018
Candidate Orientation Session	Monday, July 23, 2018 at 7:00 pm
Start of Nomination Period	Tuesday, September 4, 2018 at 9:00 am
End of Nomination Period	Friday, September 14, 2018 at 4:00 pm
Declaration of Candidates	Friday, September 14, 2018
Period to challenge candidate nominations ends	Tuesday, September 18, 2018 at 4:00 pm

End of Election Period	Friday, September 21, 2018
Start of Campaign Period	Saturday, September 22, 2018
Advance Voting Opportunity	Wednesday, October 10, 2018
Second Advance Voting Opportunity	Wednesday, October 17, 2018
End of Campaign Period	Saturday, October 20, 2018
General Voting Day	Saturday, October 20, 2018
Determination of Official Election Results	Monday, October 22, 2018
Financing Disclosure Statement Filing Deadline	Friday, January 18, 2019

ALTERNATIVES

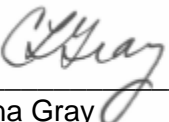
There are no alternatives as this report is for information.

FINANCIAL IMPLICATIONS

\$25,000 has been allocated for election marketing and advertising, a portion of which is invoiced to other organizations as per our election agreements with Islands Trust and School District 68 and 69.

STRATEGIC PLAN IMPLICATIONS

General Local Election marketing through advertising and other online promotional tools supports the Board's focus on improved two-way communication within the RDN and with our communities, as well as the opportunity to partner with other local governments in the delivery of service.



Christina Gray
cgray@rdn.bc.ca
August 13, 2018

Reviewed by:

- D. Wells, General Manager, Corporate Services
- P. Carlyle, Chief Administrative Officer

Attachments

1. Election 2018 Communications Calendar