

# Markham's Online Voting Experience

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## Agenda

- About Markham
- Why Online Voting in Markham?
- 2006 Experiences
- Current Plans – 2010 Municipal Election



## About Markham





## About Markham, Cont'd

- Current population ~300,000; third largest municipality in GTA
- Diverse population:
  - 42% - English / 58% non-English (29% Chinese, 12% South Asian)
  - Largest age cohorts: 20-39 and 40-59 years
- 56% have University degree, college diploma or trade
- More than 80% have access to at least one personal computer at home; 80% have high-speed internet access
- Canada's "High Tech Capital," home to over 900 high-tech companies and headquarters



## Why Online Voting in Markham?

- Leadership in electronic service delivery
- Multi channel service delivery strategy
- Changing lifestyles
- Embrace “new electorate”
- Access, convenience



## 2006 Experiences

- Based on 2003 experience, moved forward with recommendation for online voting fall, 2005
- Principles identified: security, accuracy, privacy, authentication/verification
- Independent Risk Analysis on Alternative Voting Methods (Henry Kim, York University); Gartner Group security review of IT platform
- Partnered with Election Systems and Software (ES & S) for provision of online voting, vote tabulators for inline voting
- Comprehensive communications plan (Delvinia)
- Online voting available during early voting period



## 2006 Experiences, Cont'd

- **Online Voting Registrants**
  - 2003: 11,708 (7.5% of eligible voters)
  - 2006: 16,251 (9.7% of eligible voters)
- **Online Voters**
  - 2003: 7,210 (61.6% of registrants)
  - 2006: 10,639 (65% of registrants)

## 2006 Experiences, Cont'd

### Public Considerations

- Communication key, simple process
- Call centre, internal support considerations
- Delvinia User Experience Survey:
  - 78% very satisfied, 21% satisfied with online voting
  - 80% would recommend online voting to others
  - 90% very like to vote online in provincial/federal elections if option provided
  - 88% voted online due to convenience
  - 86% voted from home; 10% voted from work

## 2006 Experiences, Cont'd

### Candidate Considerations

- Engage early, encourage questions and educate
- Use candidates as means of communication
- Be clear on ID requirements
- Change in nature of scrutineer function



### Current Plans – 2010 Municipal Election

- RFP – online and tabulator vote systems
- Third party review of online voting security
- Access plan to address cultural/language diversity, accessibility for persons with disabilities
- Online voting viewed by staff as continued opportunity for service excellence and civic engagement

- <http://www.markhamvotes.ca/>  
**(2006 Site)**

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