



COMMUNICATION UPDATE

TO:	Mayor and Members of Council
DATE:	April 6, 2022
SUBJECT:	2022 Municipal Election (City wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Aine Leadbetter, Manager, Elections and Print/Mail
SUBMITTED BY:	Andrea Holland, City Clerk

This update relates to the ongoing work to support and prepare for the Municipal Election to be held on October 24, 2022.

PROMOTIONAL CAMPAIGN

A comprehensive, proactive, and multi-faceted public awareness campaign will launch this week in an effort to make residents aware of the upcoming municipal election and ensure they remain informed leading up to election day.

The plan will focus on encouraging voters to verify and get on the voters list in advance of election day, providing information to candidates and third party advertisers and those seeking to work at the election polls, building awareness of the election and election processes.

Promotional efforts over the coming months will vary, targeting all mediums, including print, radio, online, social media, direct mail and digital billboards. City staff will also leverage existing networks, partners and community organizations and equity seeking community groups such as youth, seniors, racialized, and Indigenous.

Early consultations have identified some key areas of focus, barriers and potential solutions. All community consultations and feedback will continue to inform and evolve the communication plan as required.

PROMOTIONAL TOOLKIT

The toolkit attached as Appendices A to D provides a high level overview, social media messaging, as well as supporting visuals to assist the Mayor and Members of Council in sharing with residents and constituents as deemed appropriate.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Municipal Election 2022 (City Wide) - Page 2 of 2

For more information, please visit www.hamilton.ca/elections

If you have any questions, please contact Aine Leadbetter, Manager, Elections and Print/Mail at ext. 2753 or at Aine.Leadbetter@hamilton.ca

APPENDICES AND SCHEDULES ATTACHED

Appendix A – Elections 2022 Toolkit

Appendix B – Elections 2022 Insta Post

Appendix C – Elections 2022 Insta Story

Appendix D – Elections 2022 Twitter