

What We Heard Report

MUNICIPAL VOTER EXPERIENCE

July 30, 2024



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional lands of the Cree, Dene, and the unceded territory of the Métis.



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EXECUTIVE SUMMARY

Every four years, municipal voters get an opportunity to elect mayor and councillors, and school board trustees. In preparation for the municipal elections in October 2025, Legislative Services asked residents to share their experience with voting—or help us understand why they didn't vote. Legislative Services will review feedback from the survey before finalizing the approach for the next municipal election.

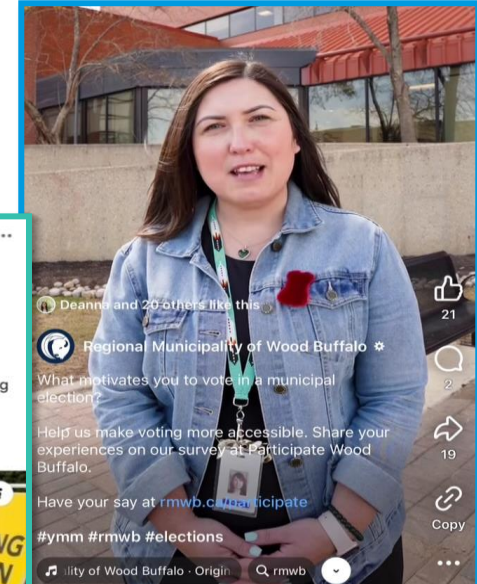
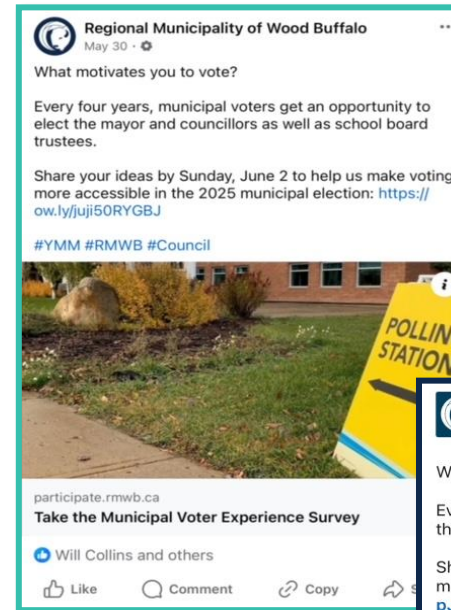
From May 3- June 2, 2024, participants engaged online through the Participate Wood Buffalo platform. This engagement included 186 completed surveys and 43 responses to a Quick Poll. The project was also highlighted at one in-person pop-up event where conversations with approximately 32 community members took place.



ENGAGEMENT PARTICIPANTS

Who did we talk to?

- Urban and rural residents
- New voters
- Past voters



ENGAGEMENT IN NUMBERS

aware

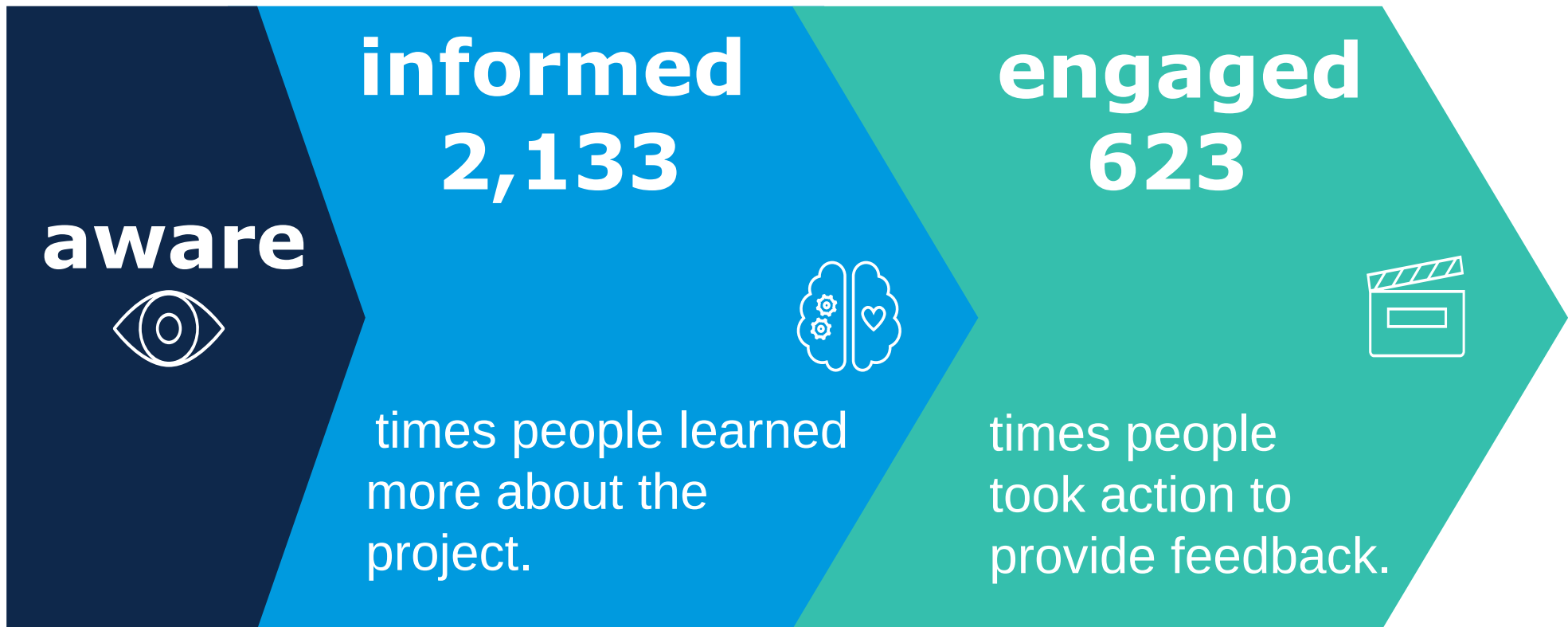


ways people saw communications and advertisements.

- Digital impressions: 37,840
- Digital reach: 19,125
- Pop-Up booth: 80
- Participate Wood Buffalo newsletter (PWB): 2,461
- PWB project page views: 800
- Social media video views: 106,920



ENGAGEMENT IN NUMBERS



ENGAGEMENT REVIEW

Where did we engage with the community?

ONLINE

- 186 Completed surveys
- 43 “Quick Poll” responses
- 621 Unique visitors to the PWB project page
- 800 PWB project page views
- 4 New project page followers

IN-PERSON

- 1 Pop-up event with 80 attendees
(Seniors Wellness Expo)
Printed copies of the survey available at
rural municipal offices



KEY FINDINGS/THEMES



- Some residents always vote and view it as a responsibility



- Desire for strong candidates who are qualified, dedicated to the region's growth, etc.



- Interest in information on election, candidates and platforms (in one place, if possible)



- Accessibility (locations, stations, hours, transportation)

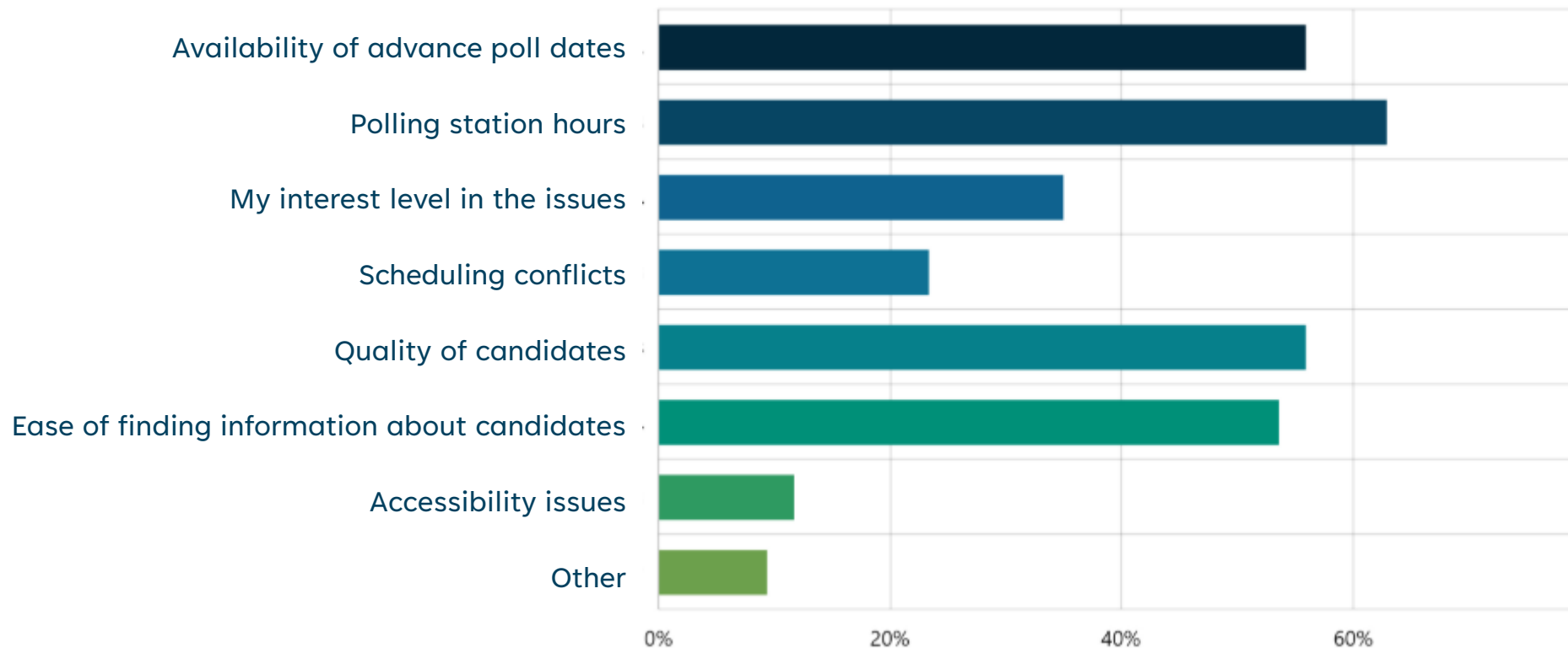


- Alternate voting options (advance polls, online, telephone)



ONLINE “QUICK POLL” RESULTS

Consider the following options. What factors influence your decision to vote?
Choose all that apply. (Total of 43 responses)



RESULTS FROM THE “SHARE IDEAS” TOOL

How would you like to hear about municipal election news and information?
(Total of 6 responses)



NEXT STEPS

- Legislative Services will review feedback from the survey and ideas tool before finalizing its approach for Municipal Elections 2025.
- The next Municipal Elections will take place on October 20, 2025.
- A survey will be available to residents following the next Municipal Elections to see how we did. To stay informed on this project, subscribe to this page.

Follow the [Municipal Voter Experience](#) page for updates and to stay informed about this project.



Thank You

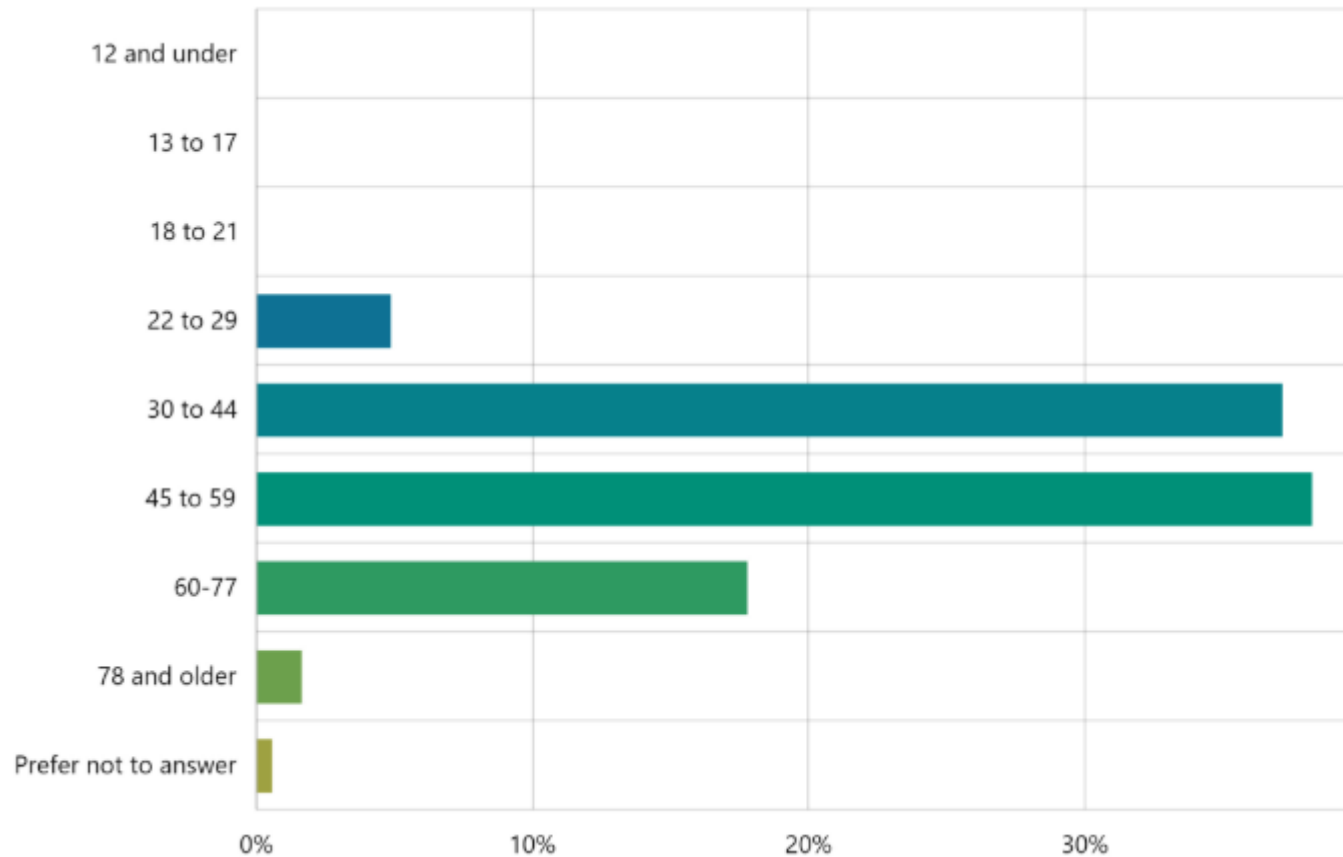
For more information on this report email participate@rmwb.ca.



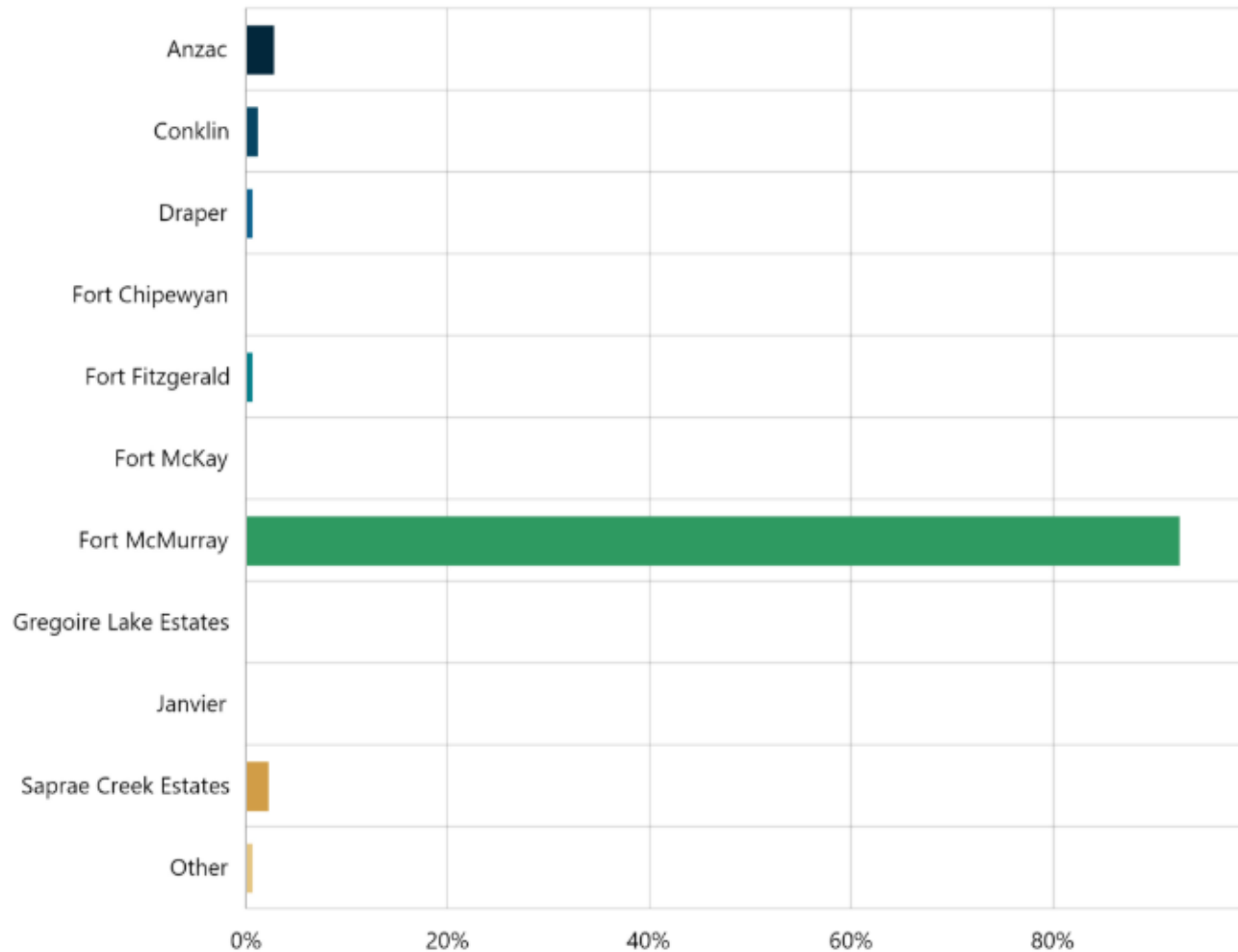
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APPENDIX A – SURVEY RESPONSES

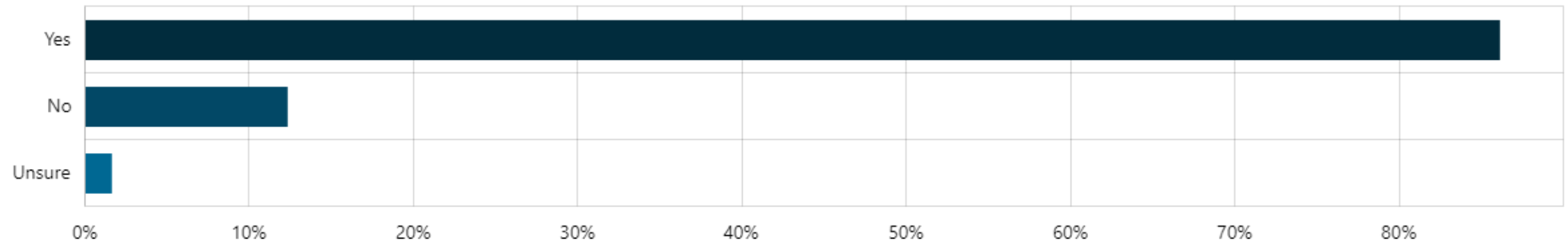
Q1 - What is your age? (Total 186 responses)



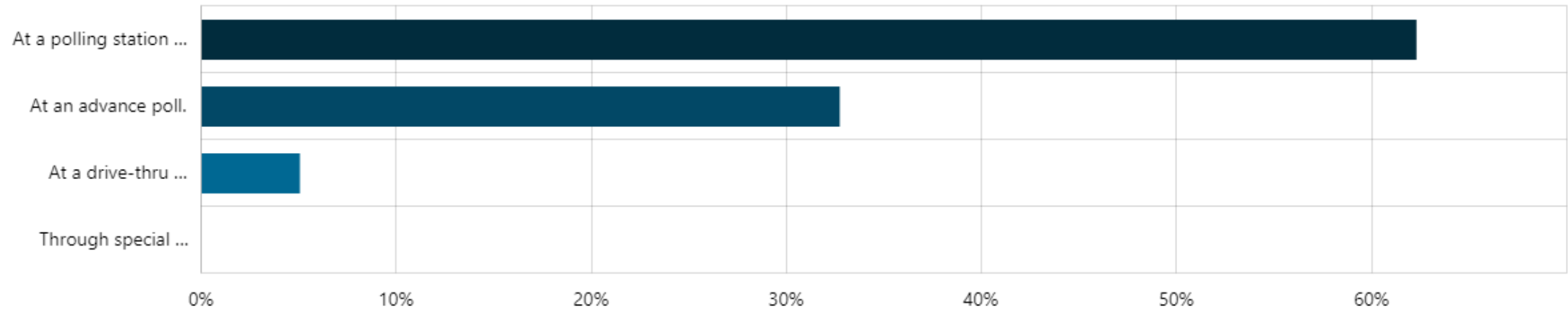
Q2 – Which community do you live in? (Total 186 responses)



Q3 – Did you vote in the 2021 municipal and school board elections in Wood Buffalo? (Total 187 responses)



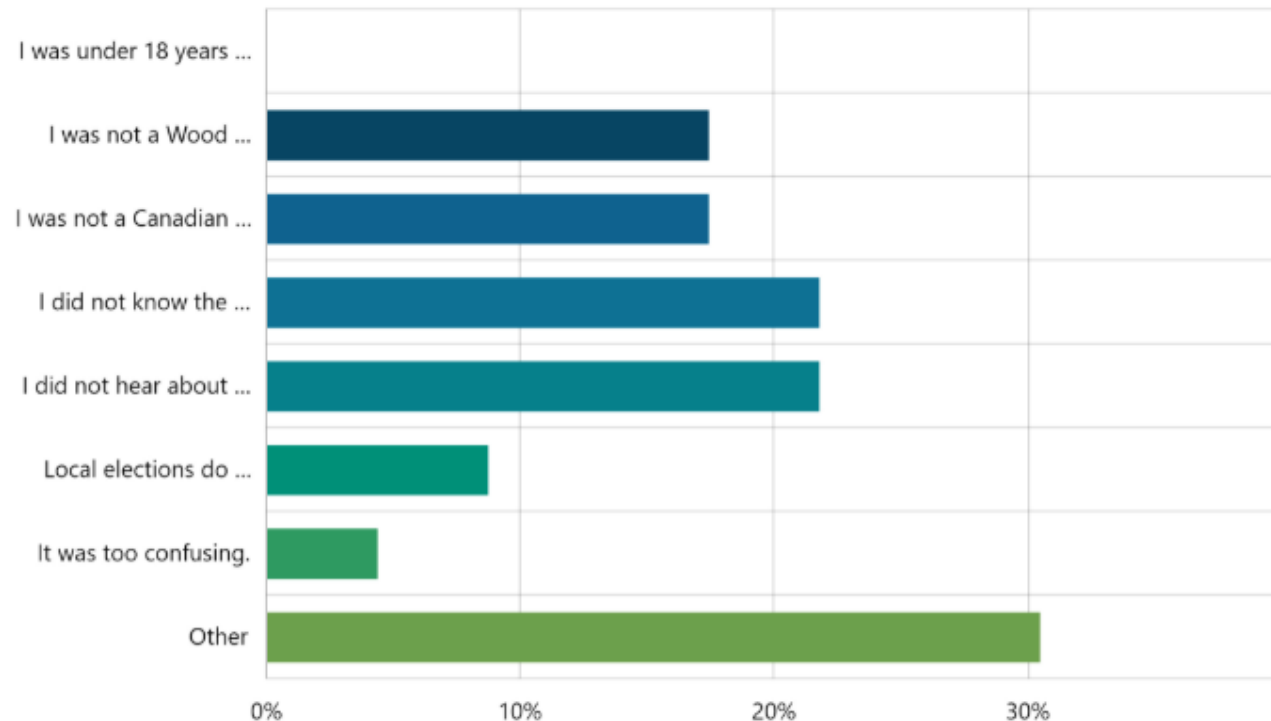
Q4 – How did you vote? (Total 159 responses)



Answer Choices	Percent	Count
At a polling station on Election Day.	62.26%	99
At an advance poll.	32.70%	52
At a drive-thru polling station.	5.03%	8
Through special mail-in ballots.	0%	0
Total	100.00%	159



Q5 – Why didn't you vote in the 2021 municipal election? Choose all that apply. (Total 23 responses)



Answer Choices	Percent	Count
I was under 18 years old.	0%	0
I was not a Wood Buffalo resident.	17.39%	4
I was not a Canadian citizen.	17.39%	4
I did not know the candidates.	21.74%	5
I did not hear about the municipal election.	21.74%	5
Local elections do not matter to me.	8.70%	2
It was too confusing.	4.35%	1
Other	30.43%	7
Total	100.00%	23

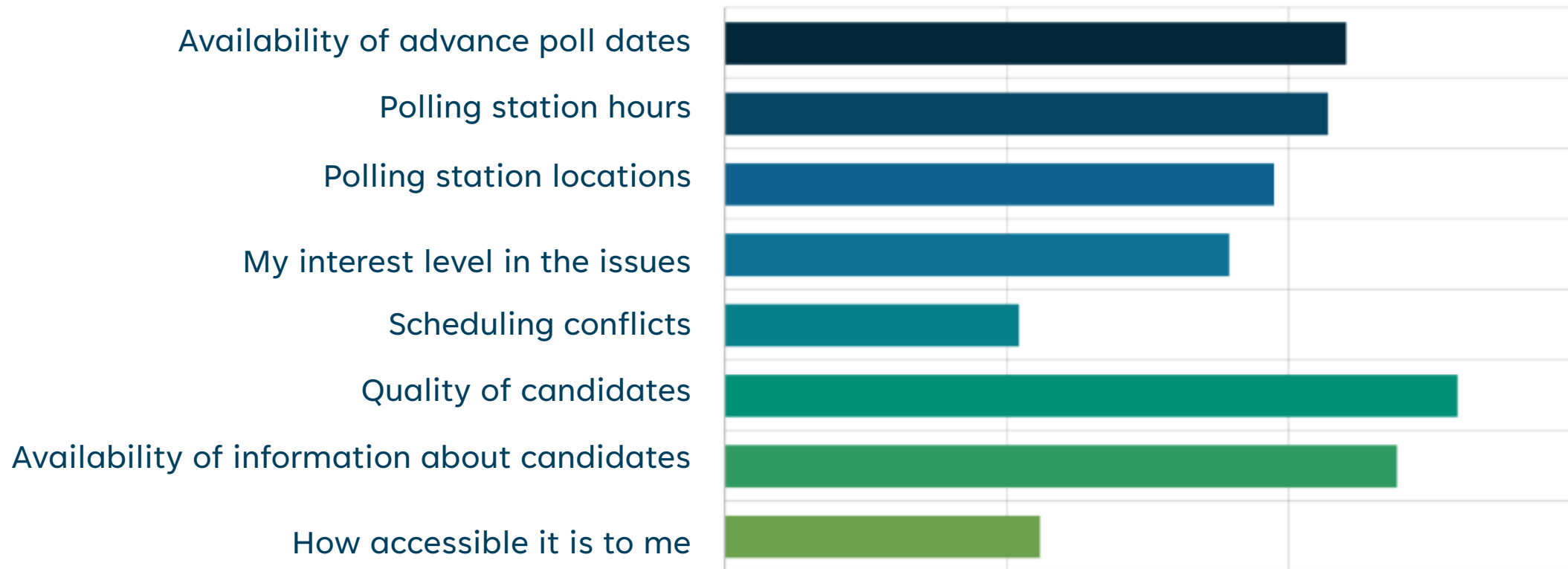


Q5 – “Other” responses (Total 6 responses)

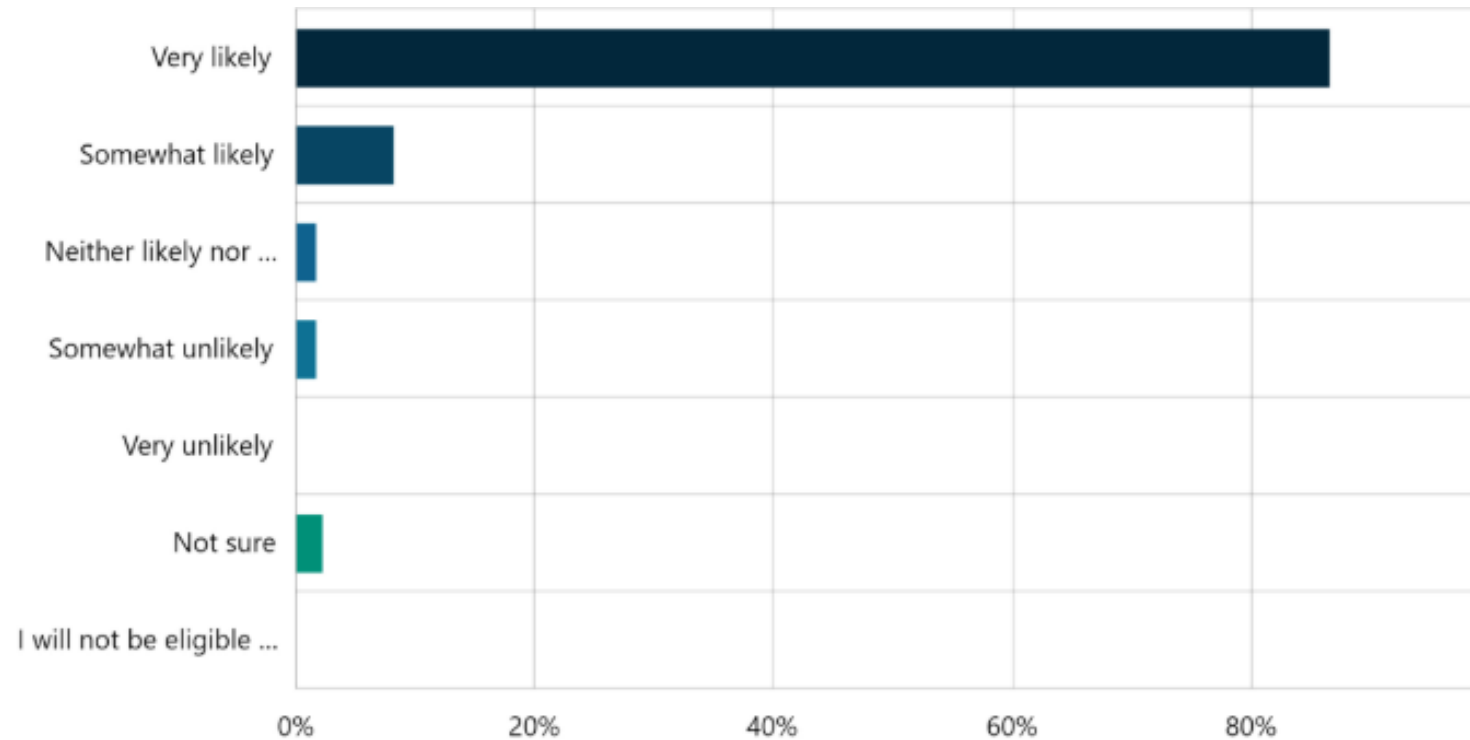
- “Line ups were too long and I ran out of time waiting and had to leave.”
- “Did not want to vote for any of the candidates.”
- “I was sick and did not care about voting for the candidates.”
- “Not move in Wood Buffalo yet.”
- “I did not have time—I am a working mother with two young children, one with special needs.”
- “I did not understand what our Municipal Council does, nor the importance of the decisions they make and how these decisions can impact my daily life.”



Q6 – Consider the following factors that can affect your decision to vote. Drag and drop the options to rank them by importance to you, placing the most important at the top/as number one. Please choose all that apply. (Total 180 responses)



Q7 – The next RMWB municipal election is on October 20, 2025. How likely are you to vote? (Total 185 responses)



Q8 – What would make you more likely to vote in the next municipal election? Responses grouped by theme. (Total 130 responses)

Key Themes:

- Always vote, view voting as a responsibility (41 responses)
- Strong candidates (33 responses)
- More information (25 responses)
 - about candidates, platforms (need for a single repository)
 - about eligibility of voters and candidates
 - about voting options
- Advance polls (10 responses)
- Protest voting/voting against candidates (7 responses)
- Alternate voting formats (online, virtual, digital, drive-thru) (6 responses)
- Local issues (4 responses)



Q9 – Do you have any other thoughts to share on how we can make the voting experience better? Responses grouped by theme. (Total 102 responses)

Key themes:

- More information: debates, election coverage, and candidate information
- Education for public/voters on voting process
- Improved standards, training and education for candidates
- Education for candidates/elected officials about roles and governance
- Continue/expand advance polls
- Additional voting methods (e.g., online, phone options)
- Ensure proper voting procedures and enforce elections rules
- No political parties in municipal politics
- Accessibility (site accessibility, provide transportation, voting locations, and hours)
- Randomize candidate names on ballot (instead of alphabetical order)

