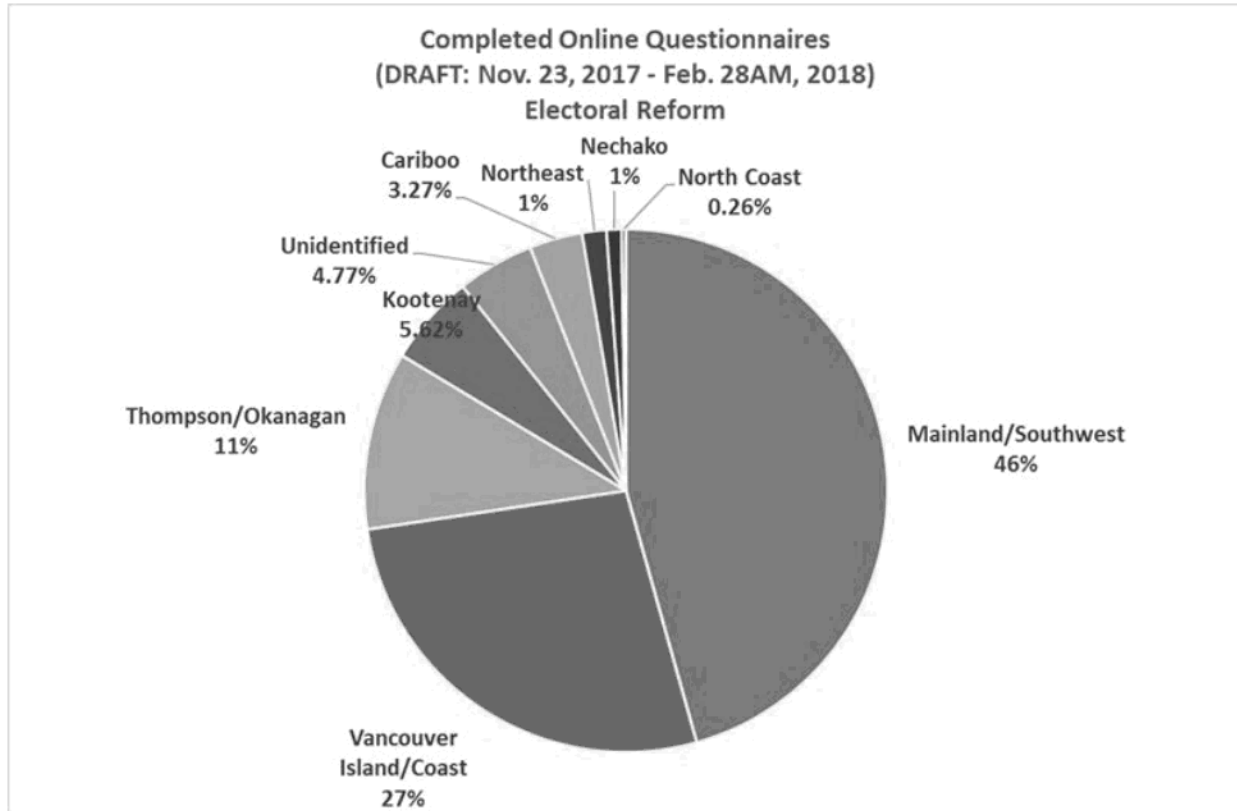


From: [Nelson, Tiffany MCF:EX](#)
To: [Smith, George AG:EX](#); [Godfrey, Sam AGRI:EX](#); [Milne, Gala AG:EX](#); [Arora, Jasleen MCF:EX](#)
Cc: [Robins, Shawn GCPE:EX](#)
Subject: Additional stats in QA
Date: Thursday, March 1, 2018 11:03:35 AM
Attachments: [QA_HowWeVote_engagement_wrap-up_DRAFT.DOCX](#)
[image001.png](#)

Hi - brief QA with stats dropped in here on costs, regional breakdown, comparison to other engagements.



Electoral Reform Public Engagement Wrap-up
Questions & Answers

1. What were the results of this engagement?

- Over the course of three months, the public engagement website received more than 180,000 (180,880) site visits, with over 88,000 (88,547) questionnaires completed.
- In addition to the website, the engagement received hundreds of written submissions from individuals, as well as submissions from more than 30 organizations.
- Visitors spent an average of 14 minutes on the site, learning about the referendum and voting systems used in B.C. and elsewhere in the world, in addition to spending an average of about 16 minutes completing the questionnaire.

2. What are next steps? When will your report be complete and referendum details announced?

- The final piece of the engagement process includes work being done by an Indigenous Liaison, which should be completed in the coming weeks.
- Following that, I will be preparing my report with recommendations for the referendum.
- The report will be posted on the public engagement website later this spring and presented to Cabinet for decision.
- After final direction is received from Cabinet later this spring, regulations containing detailed rules for the referendum will be completed.
- At that time, I will announce the details of the referendum, including the referendum date, campaign rules and ballot question, as they are established in the regulations.
- The referendum must take place by Nov. 30, 2018.

3. How does it compare to other public engagements run by the Province?

- Every public engagement is unique and it's difficult to make a direct comparison between them.
- Examples of past engagements include:
 - The Cannabis public engagement had 127,952 site visits and 48,151 completed questionnaires.
 - The Human Rights Commission public engagement had 13,253 site visits and 511 discussion comments.
 - The Distracted Driving public engagement had 24,051 site visits, 1,932 online comments, 962 email submissions and 69,052 inputs.
 - The Your Kid's Progress public engagement had 28,557 site visits and 5,435 feedback forms.

4. What is the regional breakdown of the response to the questionnaire?

- We heard from British Columbians in all communities across the province.
- Most communities responded roughly in proportion to their populations.
- For example, the Fraser Valley makes up 6.3% of the population and 6.5% of the questionnaire responses, and the Peace River and Northern Rockies makes up 1.5% of both the population and questionnaire responses.

CONFIDENTIAL ADVICE TO MINISTER – MARCH 1, 2018 (DRAFT)

- Some communities such as Greater Vancouver, Squamish-Lillooet and Similkameen were underrepresented in proportion to their populations, and others such as Kootenay Boundary, Sunshine Coast & Mount Waddington, and the Capital region were more heavily represented.
- The regional breakdown of responses is as follows:
 - Mainland/Southwest: 46%
 - Vancouver Island/Coast: 27%
 - Thompson Okanagan: 11 %
 - Kootenay: 5.62%
 - Nechako: 1%
 - Northeast: 1%
 - North Coast: .26%
 - Cariboo: 3.27%
 - Unidentified: 4.77%

5. What is the total cost of the engagement?

- The engagement's total budget is \$1 million, which includes the mail-out and ad campaign.
- Final costs are still being determined, but we anticipate the engagement coming in slightly under budget.

6. Will you be releasing all of the feedback and information received from the engagement?

- My report will be comprehensive and clearly lay out what we heard from British Columbians.
- That includes responses to the questionnaire as well as commentary from individuals and organizations.

7. Tell us about the RIO: who will run it? What's its mandate and budget?

- These decisions are still to be determined as part of my recommendations to Cabinet.

8. How did you work to ensure rural regions were engaged in this process?

- On January 26, we sent a mailer to all B.C. homes providing details on the engagement underway and instruction to visit the website and complete the questionnaire.
- We also ran an ad campaign to raise public awareness of the engagement.
- Participation levels in the North were largely in proportion to their populations.
- For example, the communities of Fraser-Fort George represent 1.9% of the province and 1.8% of questionnaire responses.

9. How have you engaged with First Nations?

- We have hired an Indigenous liaison, Michelle Corfield, to assist with outreach to First Nations and ensure we hear their preferences and opinions about this important question.
- Input from First Nations will be part of my report to Cabinet.

10. How much will the referendum cost?

- Based on past referenda conducted by mail-in ballot, we estimate a total cost of the fall referendum to be around \$9-10 million.
- This is a much less expensive method than holding a stand-alone, in-person vote.

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To: [Smith, George AG:EX](#); [Godfrey, Sam AGRI:EX](#); [Milne, Gala AG:EX](#); [Arora, Jasleen MCF:EX](#)
Cc: [Robins, Shawn GCPE:EX](#)
Subject: REVISED: Final numbers: electoral reform
Date: Thursday, March 1, 2018 9:20:06 AM

HQ has sent revised questionnaire total:

- Site visits: **180,880**
 - **Completed questionnaires: 88,547**
 - Average time spent on the site: **14m32s**
 - Average time spent on the questionnaire: **16m14s**
 - Number of written submissions from individuals: **563** (316 were form letters with individual signatures. In the NR we'll be saying "hundreds of written submissions from individuals")
 - Number of stakeholder submissions: about **35** (23 on site, 14 under review)
-

From: Nelson, Tiffany GCPE:EX

Sent: Thursday, March 1, 2018 9:12 AM

To: Smith, George AG:EX ; Godfrey, Sam AG:EX ; Milne, Gala AG:EX ; Arora, Jasleen AG:EX

Cc: Robins, Shawn GCPE:EX

Subject: RE: Final numbers: electoral reform

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From: Smith, George AG:EX

Sent: Thursday, March 1, 2018 9:10 AM

To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>; Godfrey, Sam AG:EX <Sam.Godfrey@gov.bc.ca>; Milne, Gala AG:EX <Gala.Milne@gov.bc.ca>; Arora, Jasleen AG:EX <Jasleen.Arora@gov.bc.ca>

Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>

Subject: RE: Final numbers: electoral reform

Can we also get the time spent on the website and the time spent on the questionnaire?

From: Nelson, Tiffany GCPE:EX

Sent: Thursday, March 1, 2018 9:09 AM

To: Smith, George AG:EX; Godfrey, Sam AG:EX; Milne, Gala AG:EX; Arora, Jasleen AG:EX

Cc: Robins, Shawn GCPE:EX

Subject: Final numbers: electoral reform

Hi – final engagement numbers as of this morning, recognizing more will come from First Nations:

- Site visits: **180,880**
- Completed questionnaires: **88,526**

HQ is still tallying total of individual and organization emails.

Will update the NR to reflect the figures.

Thanks,

Tiffany Nelson | Communications Manager

Ministry of Attorney General

Ph: 250 356-6334 | **Cell:** s.17

From: [Nelson, Tiffany MCF:EX](#)
To: [Smith, George AG:EX](#); [Godfrey, Sam AGRI:EX](#); [Milne, Gala AG:EX](#); [Arora, Jasleen MCF:EX](#)
Cc: [Robins, Shawn GCPE:EX](#)
Subject: RE: Final numbers: electoral reform
Date: Thursday, March 1, 2018 9:12:11 AM

- Average time spent on the site: **14m32s**
 - Average time spent on the questionnaire: **16m14s**
 - Number of written submissions from individuals: **563** (316 were form letters with individual signatures. In the NR we'll be saying "hundreds of written submissions from individuals")
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Ph: 250 356-6334 | **Cell: s.17**