



June 11, 2015

Marcella Szel  
Chair of the Board  
TransLink  
400 – 287 Nelson Court  
New Westminster, BC V3L 5E7

**Re: Transit and Transportation Plebiscite – Mayors' Council Campaign Report**

Ms. Szel,

With the Transit and Transportation Plebiscite voting period now closed, we wish to share with you our report on the Mayors' Council plebiscite campaign.

Earlier this year, the TransLink Board of Directors allocated up to \$6 million in funding for the Mayors' Council campaign, in response to our request for support for plebiscite-related voter outreach and engagement activities led by the Mayors' Council. Please find below a summary of our campaign activities, as well as a financial summary which details activities, amounts expended, and primary vendors. The final expenditure total is \$5,814,851.

We plan to publicly release this report on June 12, 2015.

On behalf of the Mayors' Council on Regional Transportation, we wish to thank the TransLink Board of Directors for identifying the success of the Metro Vancouver Transportation and Transit Plebiscite as a top priority for 2015 and for making up to \$6 million in funding available to support the Mayors' Council campaign.

Sincerely,

Gregor Robertson  
Chair

Linda Hepner  
Vice-Chair

.../encl.: Campaign Activities Summary; Financial Summary; Financial Oversight Process

## SUMMARY OF CAMPAIGN ACTIVITIES

### Telephone Contact:

- Contacted **+/-513,000 voters** through live telephone conversations between February 23 and May 23.
- Contacted **+/-840,000** voters through automated calling, mainly as invitations to the Telephone Town Hall conversations.
- Held **15 Telephone Town Hall** conversations between February 25 and May 19 that attracted **151,000+ participants**. During these Telephone Town Halls, **269 participants** asked questions live on air.
- 10 Mayors and 2 Councillors participated as panelists on the Telephone Town Halls, along with other Coalition and community representatives.
- In-bound call centre handled **+/- 2,000 telephone inquiries** and **1,500 incoming emails** from the public, many of which required an individual response.

### In-Person Contact:

- Our contracted canvassers interacted face-to-face with the public in **45 high traffic locations** and at the doorstep in 11 neighbourhoods across the region over the course of 36 days from the end of February to the end of March.
- They received pledges of support from **+/-34,000 voters**.
- Volunteer canvassers interacted face-to-face with voters **+/-5,000 voters** at the doorstep between the end of April and the end of May.-25-15.

### Direct Mail:

- **+/-300,000 households** received an information postcard in the mail.
- **+/-61,000 voters** received an addressed information letter in the mail.

### Stakeholder Outreach and Public Engagement:

- Presence at **245+ public events** between October 2014 and the end of May 2015.
- Interacted **+/-8,800+ members** of the public.
- Campaign materials and information made available in English, French, Cantonese, Mandarin and Punjabi.

### Advertising:

- Advertised in all forms of paid media, from transit advertising to radio, television, community newspapers and digital online advertising between March 2 and the end of May.-25-15
- Reached out in multiple languages through different media outlets in English, Punjabi, Hindi, Cantonese and Mandarin.

## CAMPAIGN FINANCIAL SUMMARY

| Budget activity                              | Amount*            | Primary Vendors                                                                                                                                | Notes                                                                                                                                                                                          |
|----------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ADVERTISING</b>                           | <b>\$2,301,008</b> |                                                                                                                                                |                                                                                                                                                                                                |
| • Media buy                                  | \$1,757,914        | • Mediacom                                                                                                                                     | • Transit<br>• Radio, TV, Print, Online digital                                                                                                                                                |
| • Creative and Production                    | \$543,094          | • Taxi Canada Inc.                                                                                                                             |                                                                                                                                                                                                |
| <b>VOTER CONTACT</b>                         | <b>\$2,110,374</b> |                                                                                                                                                |                                                                                                                                                                                                |
| • Door and street canvassing                 | \$291,378          | • Public Outreach Group<br>• Stratcom                                                                                                          | Contract Values (Voter Contact),<br>Total:<br>• Strategic Communications: \$1,056,153<br>• Candidate Cloud: \$788,975<br>• Public Outreach Group: \$265,245                                    |
| • Telephone town-halls                       | \$524,573          | • Stratcom<br>• Candidate Cloud                                                                                                                |                                                                                                                                                                                                |
| • List building and telephone contact        | \$1,072,523        | • Stratcom<br>• Candidate Cloud                                                                                                                |                                                                                                                                                                                                |
| • Mail canvass                               | \$221,900          | • Stratcom<br>• Candidate Cloud                                                                                                                |                                                                                                                                                                                                |
| <b>PUBLIC ENGAGEMENT</b>                     | <b>\$539,146</b>   |                                                                                                                                                |                                                                                                                                                                                                |
| • Public and stakeholder events and outreach | \$335,191          | • Kirk and Co.<br>• Good Productions Inc.<br>• Counterpoint Communications                                                                     | • Outreach to businesses, community groups, NGOs and others to build awareness of the Mayors' Plan.<br>• Support for public/stakeholder events (moderation, materials, printing, staging etc.) |
| • Communications and online engagement       | \$203,955          | • Kirk and co<br>• Proximis Digital                                                                                                            | • Digital advertising strategy<br>• Media monitoring, social media                                                                                                                             |
| <b>RESEARCH &amp; PLANNING</b>               | <b>\$449,911</b>   |                                                                                                                                                |                                                                                                                                                                                                |
| • Public Opinion Research                    | \$292,350          | • Stratcom<br>• Innovative Research Group                                                                                                      |                                                                                                                                                                                                |
| • Campaign planning & strategy development   | \$157,561          | • Stratcom                                                                                                                                     |                                                                                                                                                                                                |
| <b>OPERATIONS</b>                            | <b>\$414,412</b>   |                                                                                                                                                |                                                                                                                                                                                                |
| • Contract staff                             | \$353,729          | • Bob Ransford<br>• WPM Public Affairs<br>• Cook Public Relations<br>• Debbie B. Parhar Communications & Public Relations<br>• 3 support staff | • Contracted staff resources to support the campaign office between January 1 and May 29, 2015                                                                                                 |
| • Inbound Call Centre                        | \$40,635           | • Public Outreach Group<br>• Stratcom                                                                                                          | • Inbound call centre to respond to public inquiries on Mayors' Plan on telephone and email.                                                                                                   |
| • Administrative, Legal & Overhead           | \$20,048           | • Quail, Worth & Allevato, Barristers and Solicitors                                                                                           |                                                                                                                                                                                                |
| <b>TOTAL</b>                                 | <b>\$5,814,851</b> |                                                                                                                                                |                                                                                                                                                                                                |

\* **Notes:** Amounts represent actual and forecast expenditures as of June 4, 2015; see Annex 1 for a description of the financial oversight process;

## **ANNEX 1: Plebiscite Campaign Financial Oversight Process**

The Mayors' Council's regular activities and operations are funded by TransLink, by provincial legislation. However, the Mayors' Council required significant additional resources to organize and fund a "Yes" campaign in the Transit and Transportation Plebiscite to ensure voters were reasonably informed of the issues on the ballot. Accordingly, the Mayors' Council requested that the TransLink Board allocate up to \$6 million to fund the Mayors' Council plebiscite campaign.

In response to this request, the TransLink Board of Directors approved an allocation of up to \$6 million to support plebiscite-related voter outreach and engagement activities led by the Mayors' Council.

The Mayors' Council struck a Campaign Sub-committee to oversee its Campaign Plan, and delegated its oversight of TransLink's contributions to this Campaign Plan to the Sub-committee's Co-Chairs. This sub-committee developed a Campaign Plan and Budget for approval by a joint Steering Committee comprised of TransLink Board members and Mayors' Council representatives.

The Steering Committee approved the final Campaign Plan and Budget on February 10, 2015, and delegated day-to-day oversight and administration of this budget to Campaign Secretariat staff and TransLink executives. The Board and the Steering Committee specified that alignment to TransLink's standard processes and procedures to acquire these services was required.

All contracts and invoices for campaign-related activities delivered by third-party service providers were checked by the Campaign Manager, the Executive Director of the Mayors' Council, and were then approved by TransLink staff consistent with TransLink's approval process.