

November 10, 2022

Report of the Chief Electoral Officer of Prince Edward Island

2022 School Board Trustee Elections

Public Schools Branch

La Commission scolaire de langue française de l'Î.-P.-É.

Table of Contents

TABLE OF CONTENTS	1
MESSAGE FROM THE CHIEF ELECTORAL OFFICER OF PEI	3
SECTION 1 ELECTION PLANNING	5
SECTION 2 ELECTION PROMOTION Elections PEI Department of Education and Lifelong Learning	7
SECTION 3 ELECTION PERIOD EXTENSION Extension for Returning Ballots Counting the Ballots	9
SECTION 4 OFFICIAL RESULTS	10
Official Public Schools Branch Results (PSB)	10
La Commission scolaire de langue française de l'ÎPÉ. Résultats (CSLF)	11
SECTION 5 ADVERTISING & PROMOTION Social Media Newspaper Advertising PSB Mail In Ballot Social Media CSLF Mail In Ballot Social Media	12 13 15 16
SECTION 6 RESULTS AND GRAPH ANALYSIS	17
PSB	17
PSB Electoral Zone Maps	21
CSLF	24
CSLF Electoral Zone Maps	26
SECTION 7 ELECTIONS PEI ELECTION EXPENSES	29



Monday, May 15, 2023

Hon. Natalie Jameson, Minister of Education and Early Years Minister responsible for the Status of Women

Holman Centre 250 Water Street Summerside, PE C1N 1B6

Minister Jameson,

Elections PEI is submitting the report on the 2022 School Board Trustee Elections.

This was the first time there were elections for the Public Schools Branch in 15 years. The Department also decided that the elections should be moved to the Fall of the year, the first of the new school year, in order to better align the terms with the actual school calendar.

The French Language School Board has 6 zones across PEI and the Public Schools Branch has 7 zones.

The process for voting was new for the electors and engagement was increased over the past electoral events of this nature.

Elections PEI will work with the Department going forward to best determine the voting process that will allow the voters an easy yet trustworthy process.

Thank you to the team in your Department who assisted us with the election.

Also, a big thanks to my team for running a very successful election for both trustee elections.

Please see the attached report with the details of the election process and some recommendations on moving forward.

Respectfully,

Tim G. Garrity Chief Electoral Officer

Province of Prince Edward Island

ELECTION PLANNING

Following the promise of the incoming government to reinstate elected school boards, Elections PEI began its operational planning for the upcoming school board elections as early as November 2019.

Elections PEI, upon request of the Department of Education and Lifelong Learning (DELL), presented five (5) electoral options for review in March 2020. These options for voting in a school board election included:

- Election in conjunction with a Provincial Election-paper based;
- A standalone election paper based with zone boundaries;
- A standalone election paper based "At Large";
- Online with zone boundaries or "At Large"; and
- Vote by Mail (Mail-In Ballot) with zone boundaries.

The Standing Committee on Education and Economic Growth invited Elections PEI to present the electoral options to the committee in the Legislative Assembly on September 28, 2020.

School Board Election meetings began in December 2021 with members of the Department of Education and Lifelong Learning (DELL) and Elections PEI to review the options and decide which of the five options would be the best option for the elections planned for 2022.

In January 2022, the option of Vote by Mail was selected by DELL and plans were formulated for the process of the school board elections, including moving the elections to the fall from the spring.

As early as February 2022, Elections PEI began discussions with IT Services regarding a results page for the school board election.

In March 2022 Elections PEI had discussions with the Department of Education and Lifelong Learning (DELL) to develop informational websites. DELL was responsible for the general information regarding School Trustees, while Elections PEI was responsible for explaining and outlining the process of the election; how to apply for a Mail in Ballot and the method of voting.

By April 2022, Elections PEI created specially designed bilingual Mail-In Ballot Kits for each school board and ordered the materials. The materials consisted of a Brochure explaining the process, a Secrecy Envelope, Certification Envelope, Return Envelope, and the larger envelope for mailing the entire package to applicants. All postage was paid by Elections PEI.

The Dept of Education and Lifelong Learning and Elections PEI developed the shell for Bilingual Websites in May 2022. The websites were all launched on June 7 with a joint media release to notify residents of the School Board Trustees Elections coming in September of 2022. The Public Schools Branch (PSB) offered elections in their seven electoral school zones and La Commission scolaire de langue française de l'Î.-P.-É. (CSLF) offering elections in their six electoral school zones.

Throughout the summer of 2022, Elections PEI promoted the upcoming School Board Trustee Elections through our social media channels (Facebook, Twitter, and Instagram), drawing attention to who was eligible to run and how a person could become a candidate.

On Thursday, September 1, 2022, Elections PEI opened the Mail-In Ballot process. This allowed interested voters the opportunity to apply for a Mail-In Ballot with a digital bilingual application form on the Elections PEI website to receive their ballot(s) to vote in the Public Schools Branch and / or La Commission scolaire de langue française de l'Î.-P.-É. The deadline to submit an application was 11:59 p.m. Sunday October 9, 2022.

To promote the nomination period for candidates, Elections PEI sent a Media Release to the media outlets across Prince Edward Island, accompanied by the newspaper advertisement for every daily and weekly paper in the province.

The Notice of Election newspaper advertisement appeared Monday, September 12, 2022, in The Guardian (daily Newspaper), and Wednesday, September 14, 2022, in Eastern Graphic, West Prince Graphic, The Journal Pioneer and La Voix Acadienne (weekly papers). All newspaper advertisements were bilingual. In the newspaper ad, interested people were encouraged to come forward and register as a candidate. Nominations closed on Friday, September 23, 2022, at 2 p.m. All names received were forwarded to the printer to create the ballots for each school electoral zone conducting and election.

 Public Schools Branch was to elect one trustee per electoral zone except Zone 5 where two trustees were to be elected. At the close of nominations, the number of candidates that registered for the elections are listed below:

```
Zone 1 – 1 Candidate
```

Zone 2 - 2 Candidates

Zone 3 – 3 Candidates

Zone 4 – 7 Candidates

Zone 5 – 11 Candidates (2 trustees required)

Zone 6 – 4 Candidates

Zone 7 – 4 Candidates

• La Commission scolaire de langue française de l'Î.-P.-É. was to elect one trustee for electoral zones 2, 4 and 6. Zones 1, 3 and 5 were to have 2 trustees elected. At the close of nominations, the number of candidates registered for the election are listed below:

```
Zone 1 - 3 Candidates (2 trustees required)
```

Zone 2 – 1 Candidate

Zone 3 - 1 Candidate (2 trustees required)

Zone 4 – 1 Candidate

Zone 5 - 2 Candidate (2 trustees required)

Zone 6 – 1 Candidate

Elections PEI is committed to working inconjunction with the Department of Education and Early Years to discuss best practices for the the electoral process of school board trustees.

ELECTION PROMOTION

Elections PEI

Advertising and Promotion of the School Board Trustee Elections Advertising, Social Media, Posters, and e-mail.

Elections PEI primarily used social media platforms Facebook, Twitter, and Instagram to get our messaging out regarding all aspects of the School Board Elections. Beginning in June of 2022 and continuing up to Election Day, Elections PEI promoted and encourage participation, Elections PEI shared over 40 like messages on the three platforms, as well as on our website www.electionspei.ca

Throughout the election period (September to November 10th), six Media Releases were issued by Elections PEI to local traditional media outlets like CBC (TV and Radio), The Guardian, Journal-Pioneer, Eastern and West Prince Graphics and La Voix Acadienne newspapers, Ocean 100FM, Hot 105.5FM, Q93FM and CFCY-FM radio stations.

Infographics were designed and shared with DELL to distribute through the schools and via the email program "Power School" the schools use to communicate with students, parents and teachers.

There were opportunities for Elections PEI to be interviewed by CBC about the election and the Mail-In Ballot process on the 6 p.m. TV news program "Compass" and the afternoon radio program "MainStreet". CBC published about 5 stories on their website which Elections PEI reposted to our social media channels.

Elections PEI added two bilingual staff to the School Board Trustee Election Call Centre, to handle inquiries for both the Public Schools Branch and La Commission scolaire de langue française de l'Î.-P.-É.

PEI Home and School Federation created a web site to host candidate information profiles to support voters. They also hosted 'meet the candidate' nights within all of the Zones where elections were being held (Zones 2-7)

The PEIHSF and La Fédération des parents de l'ÎPÉ - shared information re: the election, potential candidates, voters, voting process etc... through their social media and direct email platforms

Department of Education and Lifelong Learning (Dell)

Advertising and Promotion of the School Board Elections Advertising, Social Media, Posters, and e-mail. In addition, DELL contacted various education partners and stakeholders to share the news of the elections such as PEITF, CUPE, UPEI, HC, and various community non-profits.

June

Letter out to the current leadership

- District Advisory Councils
- Home & School / Fédération des parents de l'ÎPÉ (share messaging)
- PowerSchool to all parents /staff
- Messaging in school newsletters to parents
- Joint news release with Elections PEI
- Social media

August - September

Campaigns "Consider putting name forward and serving" & "Apply to Vote"

- Print (Newspapers)
 - -Graphic 2x August
 - -Guardian 2x August plus Digital Ads 30th Sept 20th
 - -Coffee news
 - -La Voix 2x Aug 1x Sept
 - -Buzz September edition
- Host a virtual information night August 31st
- PSA (Where you can gain nomination packet/virtual session) August 30th
- Digital Advertising
 - -Saltwire
 - -Graphics Leaderboard Aug 30th Sept 20th
 - -Guardian Leaderboard Aug 30th Sept 20th
 - -LaVoix Leaderboard Aug 30th sept 20th
- Billboards
 - -Summerside and Alberton
- Radio and Digital Radio All Commercial Radio Stations
 - $-Aug 15^{th} 29^{th}$
 - -Sept 17th 23rd
- PowerSchool MSG
 - -Sept 15th & 21st (apply to vote)
- PSC wide email information on voting and timelines
 - -Sept 21st
- Earned media
 - -John Cummings (DELL) was interviewed with Angela Walker on CBC Mainstreet.
 - -Tim Garrity interviewed with Louise Martin September 6, 2023 on CBC Compass.

Campaign phase 2 - "Apply to vote"

- Buzz
- Sat guardian
- Facebook / twitter posts
- Radio MBS/Stingray

October/ November -

Campaign "voting is important / check out the nominees"

- Social Media/PowerSchool
- Radio Another round of register to vote
- Print

The social media graphics were spread out consistently throughout the summer on all government Facebook channels, Instagram, and Twitter. Unfortunately, the death of the Queen prompted a temporary blackout on communications by government departments, followed shortly afterwards by the Hurricane and therefore crisis's communications only.

ELECTION PERIOD EXTENSION

Post Tropical Storm Fiona hit PEI on Friday September 23, 2022. DELL and EPEI (Elections PEI) in joint discussions decided to extend the **Mail-In Ballot Application** period from the original deadline of Sunday, October 9, 2022, until 11:59 p.m. Saturday, October 29, 2022, to accommodate those who were without power due to the storm for upwards of three weeks. A new deadline for returning ballots was also established, Thursday, November 10, 2022, at 12 p.m.

Mail In Ballot packages were assembled and mailing began on Tuesday, September 27, 2022

A bilingual Notice of Election listing all the candidates offering in the election for both school boards was posted in the Guardian on Wednesday, October 12, 2022, and in the weekly papers the following week Wednesday, October 19, 2022

Elections PEI continued to send out Mail In ballot Kits until Monday, October 31, 2022, to have the recipients receive the kit, fill out their ballot and have it returned before the deadline on November 10, 2022

When voters received their Mail-In Ballot package there was an enclosed brochure of instructions. All Mail in Ballots returned were separated not only by school board, but also by electoral zones, each having their own unique ballot box.

COUNTING THE BALLOTS

The counting process began at 1pm on Thursday, November 10th, 2022. Four counting teams consisting of a Deputy Returning Officer and an Election Official began counting the ballots in the presence of candidates or their agents in a secure location. Each counting team would count one zone at a time. Once completed they would begin the ballot count for the next assigned electoral zone.

There were candidates or their agents present to witness the count. The counting room also consisted of two Supervising Deputy Returning Officers to oversee the entire process.

Results were shown on a results webpage on Elections PEI website when available. By 7 p.m. all electoral zones in both school boards were counted and results displayed online.

PUBLIC SCHOOLS BRANCH ELECTION RESULTS

Zone 5 is the only zone in the Public Schools Branch Trustee Election requiring two (2) vacancies filled.

ZONE	CANDIDATES	# OF VOTES	RESULTS
1	BOULTER, BEVERLEY ANN	ACCLAIMED	ACCLAIMED
2	KEEZER, BECKIE	162	WINNER
	MACKINNON, KENNETH TODD	31	
3	MCCARTHY, RACHEL	55	WINNER
	MURPHY, MATTHEW	27	
	SAVOIE, EMILY	20	
4	ARNOLD, STEPHANIE	103	
	AULD, NEILA	32	
	CARVER, AMY	25	
	MACKAY, JOANNE	29	
	MASSEY, JACLYN	169	WINNER
	PATTERSON, MICHELLE	84	
	SNOW, KATHY	28	
5	BLAKENEY, AMANDA	269	WINNER
	BROWN, JEREMY	22	
	CURRIE, AUDREY	93	
	FRANCIS HOUCHANE, MAUD	113	
	GREGORY, SCOTT	72	
	GRIFFIN JENKINS, MARY LOU	Withdrawn	
	HOGAN, JENNIFER	38	
	HUNT, MARLENE	55	
	MULLEN, HEATHER	445	WINNER
	YOUNG, ELLYN	34	
	ZVER, JODI	246	
6	CZANK, WADE	77	WINNER
	FOOTE, WENDY	45	
	MACINNIS, LAVERNE	60	
	MACNEIL, HOWARD	24	
7	BRADEN, LAURA	54	
	CURRAN, KELSEY	23	
	JAKUBIEC, BRITTANY	42	
	VAN DIEPEN, PATTY	109	WINNER

La Commission scolaire de langue française de l'Î.-P.-É. Résultats

Zone 1, Zone 3 and Zone 5 are the only zones in the CSLF Trustee Election requiring two (2) vacancies filled. Only Zone 3 required a ministerial appointment due to only one seat acclaimed.

ZONE	CANDIDATES	# OF VOTES	RESULTS
1	BERNARD, FRANCINE	60	GAGNANT
	GALLANT, BONNIE	52	GAGNANT
	GALLANT, MATHIEU	48	
2	SHIELDS, TAMMY	Élue par acclamation	Élue par acclamation
3	BENOIT, GILLES	Élu par acclamation	Élu par acclamation
4	BLANCHARD, STÉPHANE	Élu par acclamation	Élu par acclamation
5	BERNATH, SARAH	Élue par acclamation	Élue par acclamation
	BURT, BRYAN	Élu par acclamation	Élu par acclamation
6	FAUBERT, LYNNE	Élue par acclamation	Élue par acclamation

SOCIAL MEDIA GRAPHIC SAMPLES











Newspaper advertisements

Notice of Election

Notice of Election for School Board Trustees for / Notice of Election for School Board Trustees for Public Schools Branch (PSB) and la Commission scolaire de langue française (CSLF)

School Board Trustee elections are now underway, with results being published on Friday October 21, 2022 to elect school trustees for the PSB and CSLF. Candidate Nominations are open and being accepted until Friday, September 23, 2022 at 2 p.m. sharp. Candidates

Nomination Papers and candidate eligibility requirements are available at www.electionspei.ca Voter Eligibility

Voters may check their voting registration information and eligibility requirements at www.electionspei.ca

Mail In Ballot

There is only one method of voting in the School Board Trustee Election and it is by Mail In Ballot.

Eligible voters may apply now online at www.electionspei.ca until 11:59pm Sunday, October 9, 2022 to receive their Mail In Ballot. Applications are also available in paper version by contacting Elections PEI.

All ballots must be returned to Elections PEI by 12 p.m. (noon) on Friday October 21, 2022

School Board Trustee elections are now underway, with results being published on Friday October 21, 2022 to elect school trustees for the PSB and CSLF. Candidate Nominations are open and being accepted until Friday, September 23, 2022 at 2 p.m. sharp.

Candidates

Nomination Papers and candidate eligibility requirements are available from the Elections PEI at www.electionspei.ca

Voter Eligibility

Voters may check their voting registration information and eligibility requirements at the Elections PEI www.electionspei.ca

Mail In Ballot

There is only one method of voting in the School Board Trustee Election and it is by Mail In Ballot.

Eligible voters may apply now online at www.electionspei.ca until 11:59pm Sunday, October 9, 2022 to receive their Mail In Ballot. Applications are also available in paper version by contacting Elections PEI...

All ballots must be returned to Elections PEI by 12 p.m. (noon) on Friday October 21, 2022

The PSB is divided into 7 electoral zones.

The CSLF is divided into 6 electoral zones and will elect a total of nine (9) trustees:

A total of eight (8) trustees will be elected, one for each zone and an additional trustee in Zone 5

Two trustees for Zones 1, 3 and 5. One trustee in Zones 2, 4 and 6

Bilingual service available with Elections PEI at 902-370-5440 or 902-370-5441. Complete details at www.electionspei.ca Bilingual service available with Elections PEI at 902-370-5440 or 902-370-5441. Complete details at www.electionspei.ca

Tim G Garrity Chief Electoral Officer Elections
Prince Edward Island

Élections

Tim G Garrity Chief Electoral Officer

This advertisement was in the newspapers September 12, 2022, and was working with the original election period timelines, prior to the Fiona extension.

Notice of Nomination

Public Schools Branch / La Commission scolaire de langue française School Board Trustee Elections/ Élections au conseil scolaire Nominated Candidates and Elections / Candidats désignés et élections

The following is a list of candidates nominated as a Trustee for the Public Schools Branch of Prince Edward Island.

Zone	Candidates - Public Schools Branch
1	BOULTER, Beverley Ann (Acclaimed)
2	KEEZER, Beckie / MACKINNON Kenneth Todd
3	MCCARTHY, Rachel / MURPHY, Matthew / SAVOIE, Emily
4	ARNOLD, Stephanie / AULD, Neila / CARVER, Amy / MACKAY, Joanne / MASSEY, Jaclyn / PATTERSON, Michelle / SNOW, Kathy
5	BLAKENEY, Amanda / BROWN, Jeremy / CURRIE, Audrey FRANCIS HOUCHANE, Maud / GREGORY, Scott / HOGAN, Jennifer / HUNT, Marlene / YOUNG, Ellyn / ZVER, Jodi
6	CZANK, Wade / FOOTE, Wendy / MACINNIS, Laverne / MACNEIL, Howard
7	BRADEN, Laura / CURRAN, Kelsey / JAKUBIEC, Brittany / van DIEPEN, Patty

Liste des candidats fiduciaires pour la Commission scolaire de langue française.

Zone	Candidats - la Commission scolaire de langue française.	
1	BERNARD, Francine / GALLANT, Bonnie / GALLANT, Mathieu	
2	SHIELDS, Tammy (Élue par acclamation)	
3	BENOIT, Gilles (Élu par acclamation)	
4	BLANCHARD, Stéphane (Élu par acclamation)	
5	BERNATH, Sarah (Élue par acclamation) / BURT, Bryan (Élu par acclamation)	
6	FAUBERT, Lynne (Élue par acclamation)	

The deadline for you to apply for your Mail-In Ballot to vote in this election is Saturday, October 29th at 11:59 p.m. All ballots must be returned to Elections PEI no later than Thursday, November 10, 2022 in order to be included in the count. Results posted beginning at 6 p.m. Thursday, November 10, 2022

La date limite pour demander un bulletin de vote par la poste est le samedi 29 octobre à 23 h 59, Tous les bulletins de vote doivent être retournés à Élections Î.-P.-É. au plus tard le jeudi 10 novembre 2022 afin d'être inclus dans le décompte.

Les résultats seront affichés à partir de 18 h, le jeudi 10 novembre 2022

Tim G. Garrity

Chief Electoral Officer of Prince Edward Island



This advertisement was in the newspapers beginning October 12, 2022, It displays the revised election period timeline due to the Fiona extension.

PSB Mail In Ballot Return Reminder

PSB / CSLF SCHOOL BOARD TRUSTEE ELECTIONS

Everyone who applied and received a Mail In Ballot to vote in the 2022 School Board Trustee Elections for the Public Schools Branch (PSB) and et la Commission scolaire de langue française (CSLF), you must have your ballot returned to Elections PEI by mail or in person, no later than 12 p.m. on Thursday, November 10, 2022.

Toutes les personnes qui ont demandé et reçu un bulletin de vote postal pour voter aux élections de 2022 des conseillers scolaires de la Public Schools Branch (PSB) et de la Commission scolaire de langue française (CSLF), doivent retourner leur bulletin de vote à Élections Î.-P.-É. par la poste ou en personne, au plus tard à 12 h le jeudi 10 novembre 2022 le jeudi 10 novembre 2022.





- · Apply for your Mail in Ballot at www.electionspei.ca
- · Candidate's Bio's at www.peihsf.ca

Complete School Board Election information is available at www.electionspei.ca or call 902-370-5440 or 902-370-5441

Mail In Ballot Brochure



CSLF Mail In Ballot Return Reminder



Everyone who applied and received a Mail In Ballot to vote in the 2022 School Board Trustee Elections for the Public Schools Branch (PSB) and et la Commission scolaire de langue française (CSLF), you must have your ballot returned to Elections PEI by mail or in person, no later than 12 p.m. on Thursday, November 10, 2022.

Toutes les personnes qui ont demandé et reçu un bulletin de vote postal pour voter aux élections de 2022 des conseillers scolaires de la Public Schools Branch (PSB) et de la Commission scolaire de langue française (CSLF), doivent retourner leur bulletin de vote à Élections Î.-P.-É. par la poste ou en personne, au plus tard à 12 h le jeudi 10 novembre 2022 le jeudi 10 novembre 2022.





Élections 2022 du conseil scolaire de l'Î.-P.-É

- Demandez votre bulletin de vote postal à www.electionspei.ca.
- Biographie des candidats : www.PElhsf.ca

Des informations complètes sur les élections des conseils scolaires sont disponibles sur v w.electionspei.ca ou par téléphone au 902-370-5440 ou 902-370-5441

CSLF Mail In Ballot Brochure



RESULTS - PSB

Public Schools Branch Record of Mail-In Ballots

- 3,370 kits were requested
- 3,315 were sent out for the elections in zones 2-7
- 2,043 were returned on time successfully to be included in the count

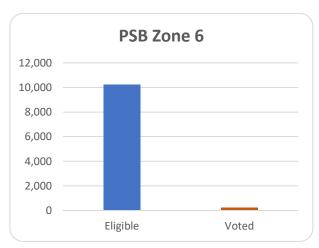
Public Schools Branch – Eligible Elector – Voted Comparison



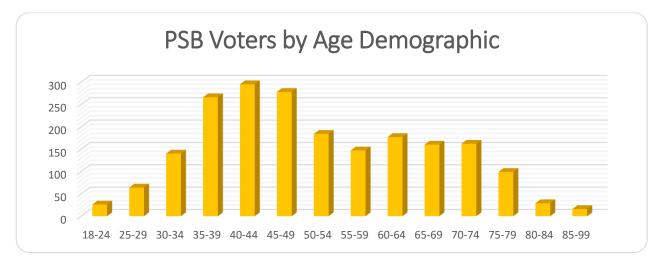


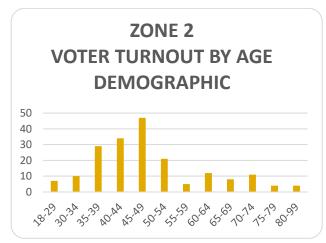


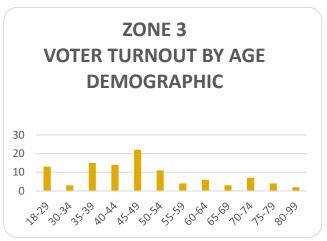


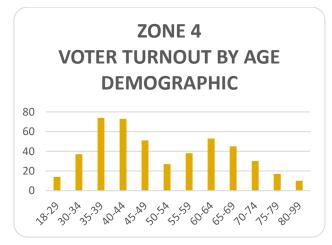


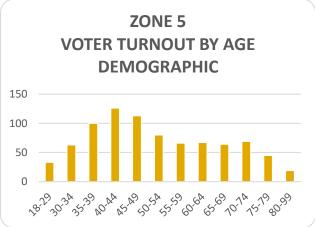


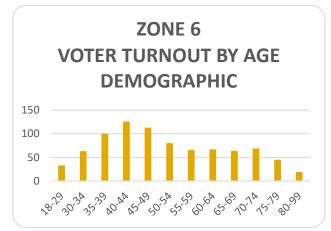


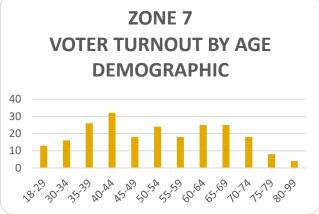




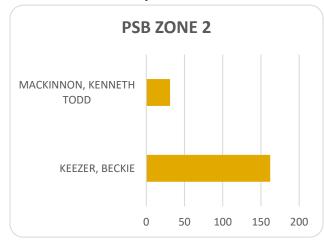


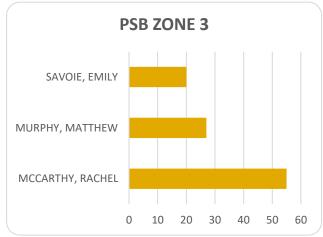


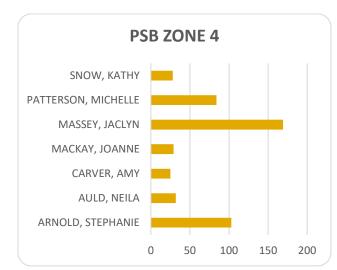


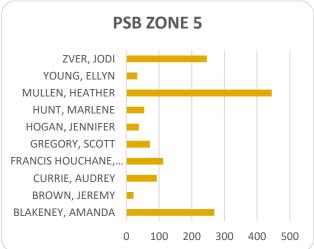


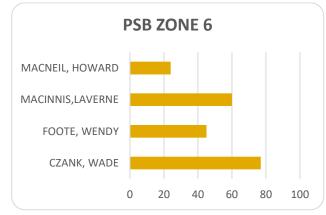
PSB Election Results by Zone

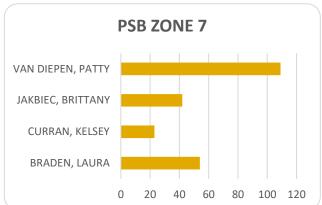




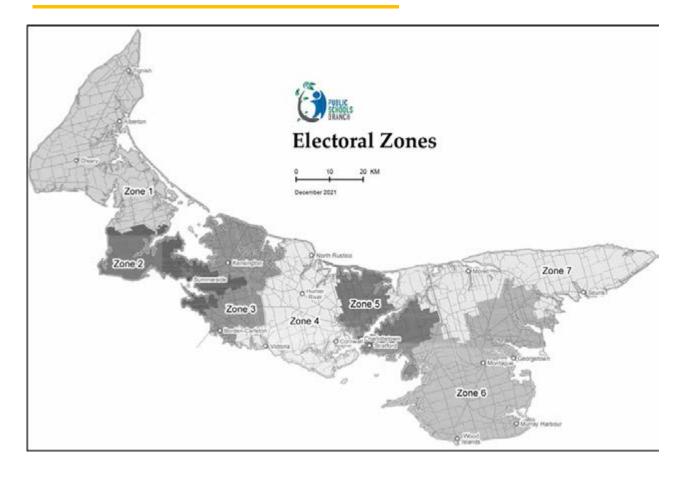


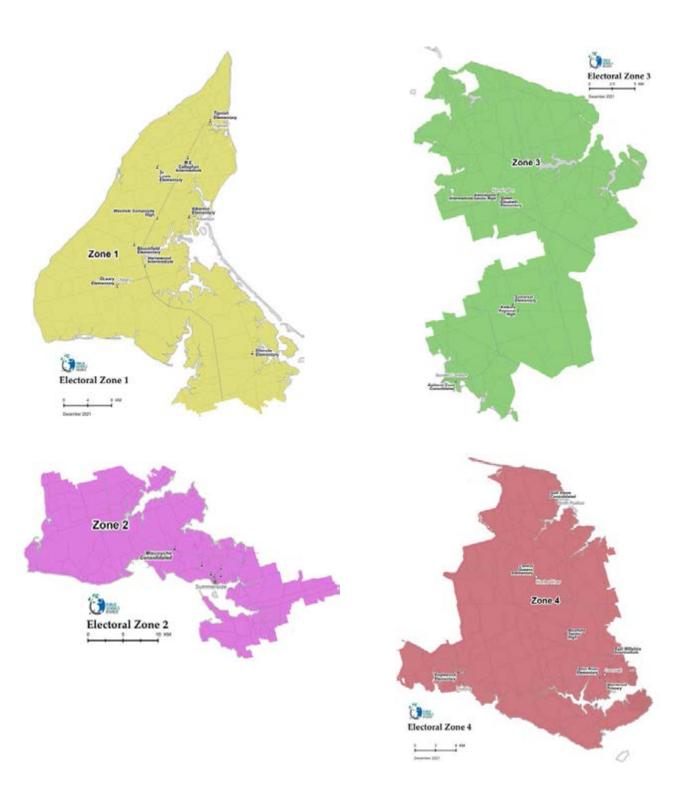


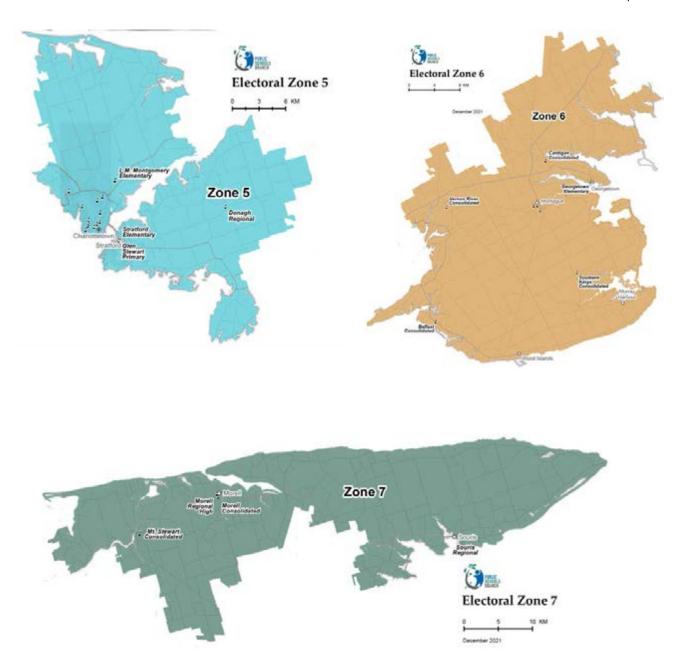




$Public\ Schools\ Branch\ \underline{Electoral\ Zones}$







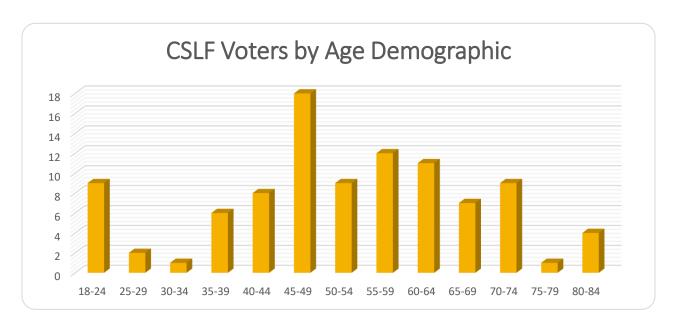
RESULTS - CSLF

La Commission scolaire de langue française de l'Î.-P.-É. Record of Mail In Ballots

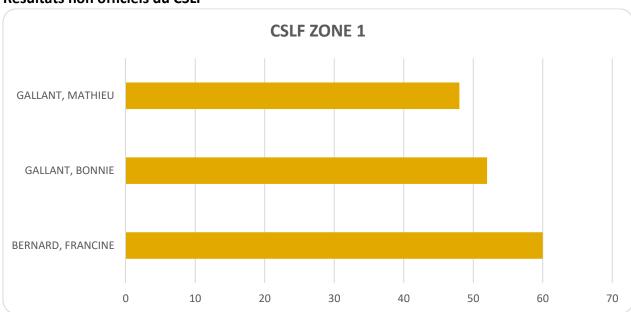
- 291 Kits were requested overall
- 128 were sent out for the election in Zone 1
- 97 were returned



This graph shows the overall amount of registered eligible voters within La Commission scolaire de langue française de l'Î.-P.-É. (blue) compared to the amount of voters who cast a ballot (orange).

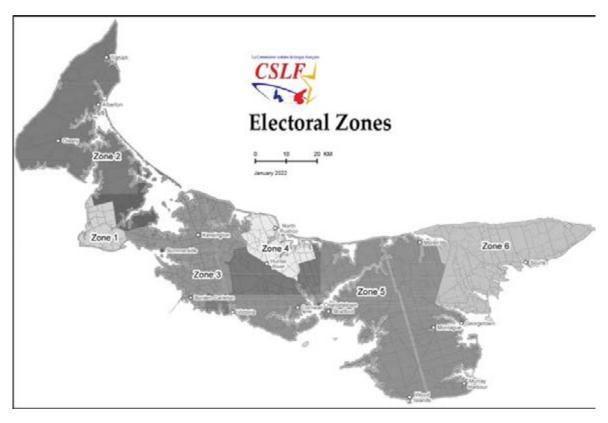


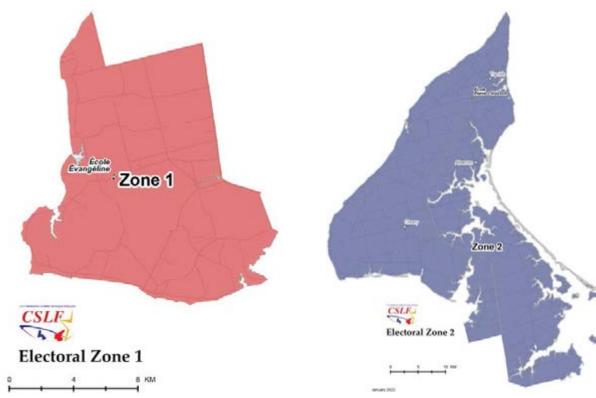
Résultats non officiels du CSLF

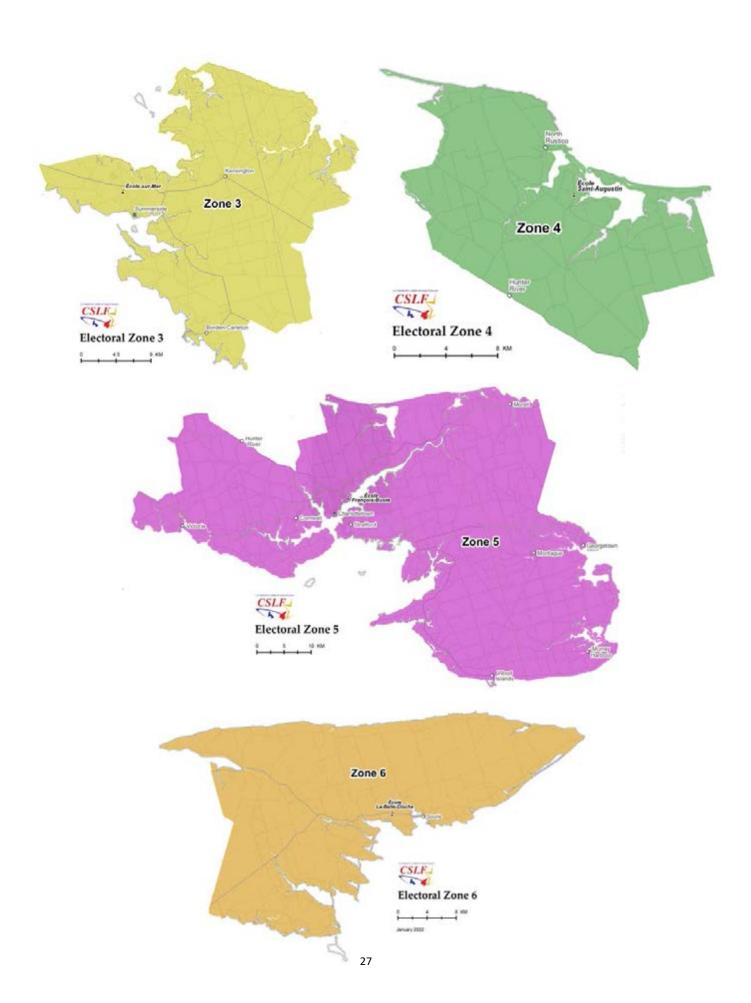


Bonnie Gallant and Francine Bernard gathered the most votes to allow each of them to fill the two Trustee positions for Zone 1.

Cartes des zones électorales de la CSLF







$\pmb{\mathsf{E}}\mathsf{lections}\;\mathsf{PEI}\;\mathsf{Election}\;\mathsf{Expenses}$

2022 School Board Trustee Election

TOTAL	\$53,881.00
VoterView - Digital Elector Databases	\$16,000.00
Misc.	\$5,268.08
Postage	\$5,566.01
Payroll	\$16,910.03
Election Materials-Printing	\$4,665.72
Advertising	\$5,471.16