

J. Brown

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**SPECIAL COMMITTEE ON
DEMOCRATIC RENEWAL**

**FIRST REPORT OF THE
FIRST SESSION SIXTY-FIFTH GENERAL ASSEMBLY**

**RECOMMENDATIONS IN RESPONSE TO
THE WHITE PAPER ON DEMOCRATIC RENEWAL**

November 27, 2015

Prince Edward Island
Legislative Assembly

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November 27, 2015

Mr. Speaker and Members of the Legislative Assembly
of Prince Edward Island:

The Special Committee on Democratic Renewal has the honour to present its first report
of the First Session Sixty-Fifth General Assembly.

A large, stylized handwritten signature in blue ink, appearing to read 'Jordan Brown'.

Jordan Brown, MLA
Chair
Special Committee on Democratic Renewal

SPECIAL COMMITTEE ON DEMOCRATIC REFORM

MEMBERSHIP LIST

**JORDAN BROWN, Charlottetown-Brighton
Chair**

PETER BEVAN-BAKER, Leader of the Third Party

HONOURABLE PAULA BIGGAR, Minister of Transportation, Infrastructure and Energy

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Substitute Member:

S. FORREST (BUSH) DUMVILLE, District 15, West Royalty-Springvale

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Executive Summary

The Special Legislative Committee on Democratic Renewal received its mandate on July 9, 2015, to guide public engagement and make recommendations in response to the White Paper on Democratic Renewal. Since that time, it has undertaken an intensive study of electoral systems aided by an expert from the academic community; and been briefed by former provincial electoral reform commissioners regarding their experiences. Following this initial stage of its consideration, the committee hosted a series of nine meetings in communities across Prince Edward Island in October and November 2015. The Special Committee received formal presentations and comment from the public, with a focus on options for electoral system reform. In partnership with the University of Prince Edward Island, Colonel Gray Senior High School and Charlottetown Rural High School, two additional meetings were held to receive input from students with a special interest in democratic renewal.

The committee benefited greatly from those meetings, which informed its consideration of the close links between the electoral system of a jurisdiction and its political, cultural and historical traditions. The meetings also brought the increasing value placed on securing objectives such as a Legislative Assembly that reflects the overall distribution of public support for each political party, and more closely mirrors the diversity of the Island's population, to the forefront. Beyond the public meetings, the work of the committee prompted numerous emails, web comments, Facebook and Twitter responses, telephone calls and personal contacts with committee members which served to reinforce the importance of this aspect of democratic renewal to the committee.

Throughout the process, the committee remained cognizant of the instruction contained in the White Paper that it would "define the plebiscite question to be presented to Islanders with regard to the future voting system [by] November 30, 2015" weighing it against the clearly expressed direction of Islanders that additional time be invested to educate and engage the public. On balance, while recognizing that this exercise must dovetail with the reconsideration of electoral boundaries as required by statute, the committee is in agreement and believes that dialogue and debate take time to be truly constructive.

The committee proposes that further discussion, comparison and evaluation of electoral systems take place in early 2016 to refine the plebiscite question, which will be presented to the Legislative Assembly at its next sitting.

As such, the Special Committee on Democratic Renewal will continue its public engagement and consultation efforts with an emphasis on four options for an electoral system for Prince Edward Island. These are a first-past-the-post system with the addition of seats for leaders of political parties which receive a certain threshold in the popular vote; the preferential ballot as a method of selecting members of the Legislative Assembly; mixed member proportional representation; and dual-member mixed proportional representation. Prince Edward Island's current first-past-the-post system will also be discussed.

The committee is in agreement that a plebiscite question must first broadly gauge public opinion with regard to changing the current electoral system, and then offer a number of alternatives to the voting public. These options will be further explored during the next series of community consultations with the goal of having a plebiscite question contain choices that suit Prince Edward Island's specific political and social environment.

The Special Committee recommends that the plebiscite be supervised by Elections PEI, and Elections PEI have the responsibility of exploring ways of conducting a plebiscite, which should include consideration of alternative methods of voting for ease of access and convenience of the public.

The Special Committee further recommends that the right to vote in the plebiscite be extended to those Island residents aged 16-17 years. The committee believes that, as voters in the next provincial general election, they should participate in the democratic life of Prince Edward Island, and they should be engaged at a time when it is relevant to their education.

With regard to timelines, the Special Committee recommends that the plebiscite take place during November 2016, and be preceded by a six month educational campaign on the options that will appear on the plebiscite ballot.

Beyond electoral systems, other matters relating to democratic renewal were brought before the committee for its consideration and will be included in upcoming reports to the Members of the Legislative Assembly as recommendations are finalized.

INTRODUCTION

Mandate

By virtue of the unanimous adoption of Motion 33, debated on July 9, 2015, the Special Committee on Democratic Renewal was created and directed to guide public engagement and make recommendations in response to the White Paper on Democratic Renewal.

The motion, moved by the Premier, the Honourable H. Wade MacLauchlan, and seconded by the then-Leader of the Official Opposition, the Honourable Steven Myers, was amended during debate in the particulars of the membership of the Special Committee, carried unanimously. The text of the motion follows:

WHEREAS there will be an Electoral Boundaries Commission established in 2016 as required by the Electoral Boundaries Act;

AND WHEREAS it is time to review our current democratic and electoral processes;

AND WHEREAS the government of Prince Edward Island has released a White Paper on Democratic Renewal;

AND WHEREAS engagement with the public and persons with expertise is of the utmost importance when considering the topic of democratic renewal;

AND WHEREAS it is desirable to accurately define the questions to be considered by the public;

AND WHEREAS it is desirable to have considered advice and recommendations regarding changes to current democratic or electoral processes;

THEREFORE BE IT RESOLVED that a five person Special Committee of the Legislative Assembly, consisting of Jordan Brown (Charlottetown-Brighton) (Chair), Dr. Peter Bevan-Baker (Leader of the Third Party), Hon. Paula Biggar (Transportation, Infrastructure and Energy), Janice Sherry (Summerside-Wilmot),

and Sidney MacEwen (Morell-Mermaid), be created to guide public engagement and make recommendations in response to the White Paper on Democratic Renewal.

Background to the Formation of the Special Committee on Democratic Renewal

The Speech from the Throne, delivered on June 3, 2015, indicated that the government of Prince Edward Island was committed to “initiate and support a thorough and comprehensive examination of ways in which to strengthen our electoral system, our representation, and the role and function of the Legislative Assembly.” Evidence of this was contained in the White Paper on Democratic Renewal, released on July 9, 2015, which explored the potential for an improved electoral system and presented options for the basic voting system, or how votes are translated into seats; the size of electoral districts, in terms of geographic size and number of representatives; and the structure of the ballot, whether voters make their choice for a single candidate, two or more candidates, or rank their choices from most preferred to least preferred.

This was not the first time residents of the province were to be consulted regarding electoral reform.

In November 2002, the Speech from the Throne opening the Fourth Session of the Sixty-first General Assembly, stated that government would appoint an independent commission to consult on and consider Prince Edward Island’s electoral system and accompanying statutes and regulations so that it continued to reflect what Islanders require of their legislature.

The Premier, the Honourable Pat Binns, appointed the Honourable Norman H. Carruthers, Retired Chief Justice, in January 2003 as the sole commissioner to lead an impartial debate with regard to electoral reform. This Electoral Reform Commission was directed to review all the statutes and associated regulations respecting the manner in which the members of the Legislative Assembly are elected; to consider the impact which district boundary changes, based on population shifts might have for rural communities; and to determine the relevance of an alternative electoral system, such as proportional representation for the province.

In fulfilling its mandate, the commission was assisted by the work carried out by previous commissions and committees of the Legislative Assembly.

- In 1991, Donald MacKinnon, a resident of the province and later a member of the Legislative Assembly representing the district of Winsloe-West Royalty (1996-2003),

filed an application with the province's Supreme Court (later upheld on Appeal) seeking a declaration that certain sections of the Elections Act should be repealed as they were contrary to section 3 of the Canadian Charter of Rights and Freedoms which guarantees every Canadian citizen the right to vote. The sections were alleged to permit a variance in the number of electors per district resulting in disproportionate representation. His application was successful, and prompted the institution of an electoral boundaries commission, setting the stage for significant electoral reform.

- In March 1994, the Election Act and Electoral Boundaries Commission, chaired by Lynwood MacPherson, Councillor representing the district of Fourth Queens, presented its report to the Legislative Assembly. Entitled "Changing the Political Landscape," it recommended single member ridings with members to be elected according to "the traditional plurality method."
- The Special Committee on the Election Act, chaired by Jim Bagnall, member of the Legislative Assembly for District 4, Montague-Kilmuir, presented its final report to the Legislative Assembly on April 27, 2001, recommending that Elections PEI review the systems of proportional representation in existence in other jurisdictions and report its findings to the Speaker for the consideration of all members. It also recommended that Islanders should be broadly consulted on a specific system or systems.
- Accordingly, Elections PEI researched proportional representation electoral systems and submitted its report in April 2002, concluding that any binding decision for one system over another system should be left to a provincial referendum, preceded by an impartial campaign of public education about the issues involved in the choice.

In his December 2003 report, Commissioner Carruthers ultimately recommended a mixed member proportional system in which some members would be elected by receiving the most votes in their district and a smaller number would be chosen from party lists. He called for a Citizens' Assembly to be created in order to formulate a referendum question on the electoral system.

In response to this recommendation, in December 2004, the Legislative Assembly established a second commission, the Commission on PEI's Electoral Future, composed of eight independent citizens, to refine the specific model for a mixed member proportional system, and to develop a public education program to raise awareness on the current and proposed systems, and to develop a plebiscite question in order for the public to express its preference.

To engage and educate the public, over the course of 2005, the commission employed a communications strategy across the media of television, radio, newsprint, the web and the postal mail, and held public meetings at twelve of the secondary schools across the province. For the plebiscite question, the commission chose “Should Prince Edward Island change to the Mixed Member Proportional System as presented by the Commission on Prince Edward Island’s Electoral Future?”

2005 Plebiscite

The plebiscite took place on November 28, 2005. There were advocates for and opponents of the proposed mixed member proportional system, and both sides put forward many arguments to support their positions. In general, the “Yes” side suggested the proposed system would be more fair and better reflect the popular vote, whereas the “No” side suggested that, while change was needed, the system was flawed in its method of choosing party lists, a lack of direct accountability of members elected from those party lists, and a tendency to produce minority governments. The government decided that, to be implemented, the proposed mixed member proportional system would need 60% of the popular vote in the plebiscite and a majority in at least 60% of the 27 districts. This was more stringent than the simple 50%+1 recommended by the Commission on PEI’s Electoral Future as a suitable plebiscite threshold.

In the end, only 33% of the electorate voted in the plebiscite, and the proposed system received only 36% popular support.

Provincial Election Results 2007-2015

Prince Edward Island has had three general elections since the 2005 plebiscite. In 2007 and 2011, the popular vote was divided roughly 50%:40% between the Liberals and Progressive Conservatives, with the Green and New Democratic Parties sharing the remaining 10%. Yet in both cases, the Liberal Party won over 20 of the 27 seats, and the Progressive Conservatives formed much smaller Official Oppositions. In the third general election since the plebiscite, which took place in May 2015, the popular vote was more spread out: the Liberal Party received 40.8%; the Progressive Conservatives, 37.4%; the New Democratic Party, 11%; and the Green Party, 10.8%. The gap between the governing party and the official opposition was only 3.4%, and the third and fourth parties both reached double digits in popular support. But the final result in seats was 18 Liberal, 8 Progressive Conservative, 1 for the Green Party, and none for the New Democratic Party. This represents a bolstered opposition as compared to that existing at dissolution, and only the second occurrence in recent history of a third party winning a seat; but, as was pointed out after the election, a proportional distribution of seats based on

popular vote would have resulted in 11 Liberal seats, 10 Progressive Conservative, and 3 each for the New Democrats and Greens.

Initial consultations

With this background, and with the mandate of guiding public engagement and making recommendations in response to the White Paper, the Special Committee on Democratic Renewal began its work during the adjournment period following the spring-summer sitting of the Legislative Assembly in August 2015.

PUBLIC CONSULTATIONS: PURPOSE AND PROCESS

Committee Activities

Members of the Special Committee on Democratic Renewal participated in seven *in camera* meetings in the August to October 2015 time frame, initially focusing on an approach and direction to the work of the committee. This was followed by an intensive study of electoral systems aided by an expert from the University of Prince Edward Island, and briefings by former provincial electoral reform commissioners regarding their experiences. The committee met on August 6, August 14, September 3, September 8, September 15, October 7, and October 15, 2015, to complete this work. These meetings served to provide pertinent background information to the committee prior to starting wider public consultations on democratic renewal and, specifically, regarding electoral system reform.

As one of its first decisions, the committee agreed to work, as much as possible, on the basis of consensus. It should be noted that the committee also agreed to change its format for the community meetings, acting on suggestions from those in attendance at the first set of consultations, to make the events more welcoming and inclusive. This involved a meet-and-greet portion where the public could speak with committee members, to be followed by brief, objective introductions to electoral systems, where information about district magnitude, how votes are translated into seats and how voters cast their ballots would be presented by staff members of the Legislative Assembly. Formal presentations from pre-registered participants would take place in a legislative committee hearing setting. Finally, each meeting would include opportunities for audience members to offer comment informally to the committee as a whole.

The committee hosted a series of nine such meetings in communities across Prince Edward Island in October and November 2015, receiving formal presentations and comment from the public. While the focus of the meetings was on options for electoral system reform and a possible plebiscite question, recommendations were received relating to the time frame and objectives of the public consultation process, partisan political activity, election financing and electoral boundaries, among others.

The meetings were scheduled across the province as follows:

October 14, 2015 (2 pm) - Alberton Community Centre, Alberton

October 14, 2015 (7 pm) - Credit Union Place, Summerside

October 21, 2015 (2 pm) - Eastern Kings Sportsplex, Souris

October 21, 2015 (7 pm) - Royal Canadian Legion Branch No. 8, Montague
October 28, 2015 (2 pm) - Village Musical Acadien, Abram Village
October 28, 2015 (7 pm) - Westisle Composite High School, Elmsdale
November 4, 2015 (2 pm) - Murphy's Community Centre, Charlottetown
November 4, 2015 (7 pm) - Murphy's Community Centre, Charlottetown
November 16, 2015 (7 pm) - Fox Meadow Golf and Country Club, Stratford

In co-operation with the Department of Political Science, University of Prince Edward Island; and Colonel Gray High School and Charlottetown Rural High School, two additional meetings were held on November 5 and November 23, 2015, to receive input from young people with a special interest in electoral systems.

The committee reconvened, *in camera*, on November 5, November 12, and November 23, 2015, to review the strong public response received to date at the community consultations, and to begin consideration of its interim report to the Legislative Assembly.

Consultations - Engaging Young People

The committee made a concerted effort to reach young people on the important topic of democratic renewal, believing that the key to engaging youth is to present them with important issues that matter. Strategies included the use of social media to reach these audiences in the digital spaces they occupy, two meetings devoted to hearing specifically from university and high school students, and directed letters of invitation to high school principals and social studies teachers across the province. In addition, the chair met with a class of political science students at the University of Prince Edward Island who were studying electoral systems. Other committee members had a number of personal contacts with youth from across the province. The committee was particularly impressed with the thoughtful comments received from youth who attended community consultations, as well as those received by way of the website and email. In general, the committee heard that inclusiveness, justice, and fairness must be the hallmarks of our democracy.

Consultations - Connecting with the Francophone Community

The public consultation phase of the work of the Special Committee included hosting a bilingual meeting in the community of Abram Village. The commitment of those who work to preserve the language and culture of linguistic minorities in province was clear. Beyond the interpretation service offered at this meeting, all communication elements, including the White Paper itself, letters of invitation, newspaper advertisements, information brochures, and a slide presentation, were made available to the public in both official languages. Bilingual Legislative

Assembly staff were on hand at public meetings to present information on electoral systems, and to speak to audience members in the language of their choice.

Communications Plan

At the beginning of this initial public consultation phase of its work, the committee launched a comprehensive communications plan to ensure it gained the broadest possible public input to fulfill its mandate.

The objectives of this plan were to:

- engage all Islanders about the purpose of the White Paper on Democratic Renewal; the process of engagement must be inclusive and consistent, clear and simple;
- ensure all committee members had consistent communication tools and messages for engaging Islanders;
- provide a vehicle to promote interaction and engagement between the committee and all Islanders;
- provide an education/awareness process to ensure that Islanders understood what the committee is trying to achieve;
- ensure that our principal democratic institution—our electoral process—would be considered in a manner consistent with the expectations and hopes of all Islanders.

The main activities and tools that would be most appropriate to communicate the key messages to the various audiences were identified, focusing on what people would need to know for informed participation.

Along with the communications strategy and action plan, an innovative public engagement strategy was developed, highlighting the committee’s commitment to supporting an engaged community across Prince Edward Island. This included a wide range of opportunities for the public to become actively involved in the response to the White Paper on Democratic Renewal. As an example, 62 letters were sent in English and French from the Chair of the Special Committee on Democratic Renewal inviting groups, organizations or individuals, and schools to present to the committee or to attend and/or present at a community meeting. Other communications activities are outlined in the following table:

Communications Activity	Description and Additional Details
Publications	➤ Communications strategy, action plan and public engagement strategy were approved by committee

	<ul style="list-style-type: none"> ➤ Media advisories, press releases and advertisements for traditional media were developed in English and French ➤ Members of the Legislative Assembly were informed of the public consultation schedule ➤ A toolkit for committee members to engage the public was developed which included key messages, pertinent background information and a calendar of events ➤ Invitations (62 in total) were sent to identified special interest groups informing them of the process and soliciting input ➤ English and French language brochures, posters, power point presentations for meetings, fact sheets, a discussion paper, a schedule of community meetings, news releases, and contact details were drafted, approved and produced, including a post card featuring a listing of when and where the community meetings were being held, along with how to register to provide a formal presentation in person or in writing
Online Tools	<ul style="list-style-type: none"> ➤ Website was developed to encourage public participation which featured in English and French the discussion paper, new releases, brochures, fact sheets, a schedule of community meetings, contact details and other reference material as required ➤ The website also informed the audience as to how to make a formal submission to the committee at a meeting by pre-registering (calling 902-368-5970 or toll-free 1-877-314-5518), or by providing comments through e-mail, postal mail, fax or via the website itself at www.assembly.pe.ca/democraticrenewal ➤ Materials provided to the committee as part of the public consultations, or received as formal briefs, were posted to the website of the committee
Events	<ul style="list-style-type: none"> ➤ The committee endorsed the public engagement strategy and an initial set of community meetings were held across the province including: <ul style="list-style-type: none"> 2 pm, October 14, Alberton Community Centre, Alberton 7 pm, October 14, Credit Union Place, Summerside 2 pm, October 21, Eastern Kings Sportsplex, Souris 7 pm, October 21, Royal Canadian Legion Branch No. 8, Montague 2 pm, October 28, Village Musical Acadien, Abram Village (bilingual) 7 pm, October 28, Westisle Composite High School, Elmsdale

	<p>2 pm, November 4, Murphy's Community Centre, Charlottetown 7 pm, November 4, Murphy's Community Centre, Charlottetown 7 pm, November 16, Fox Meadow Golf and Country Club, Stratford</p> <ul style="list-style-type: none"> ➤ The committee, in co-operation with the University of Prince Edward Island and Charlottetown Rural High School, met with youth engaged in the study of democratic renewal: <p>September 10 – University students from the Department of Political Science, University of Prince Edward Island were provided an overview of the process by the committee chair November 5 - University students from the Department of Political Science, University of Prince Edward Island, met with the committee November 23 - High school students from Charlottetown Rural High School, Charlottetown met with the committee</p> <ul style="list-style-type: none"> ➤ The chair of the committee was available to attend speaking engagements and to provide interviews with various media outlets as required.
Media and Social Media	<ul style="list-style-type: none"> ➤ Media advisories and press releases were coordinated to announce the work of the committee, upcoming community meetings and to highlight areas for comment ➤ Print articles, radio and television interviews and features were undertaken ➤ Ads for all media, with graphic design support, were developed and produced ➤ Transcripts of community consultations were produced and posted to the Legislative Assembly website (www.assembly.pe.ca) ➤ Community consultations were promoted via social media channels and digital advertising, which included Facebook and Twitter posts. ➤ The content of Facebook, Twitter, digital advertising and its effectiveness were consistently monitored and evaluated ➤ Output of broadcast, print and digital media, along with media activity, is attached as Appendix 1.

PUBLIC CONSULTATIONS - PARTICIPATION

The public consultations and meetings provided a forum for both formal presentations and informal comment. As well, additional written briefs, letters and comments from interested and concerned residents of Prince Edward Island, and beyond, were received during this time frame. In total, the committee received input from a total of 112 individuals and groups concerned with democratic renewal. More than 400 people from across the province attended the community consultations. A complete listing of those providing input is attached to this report as Appendix 2.

The presentations and written submissions covered issues ranging from preferred electoral systems and the format of a potential plebiscite question, to concerns about the process undertaken by the Special Committee and the need for further public education on electoral systems, to partisan politics, electoral boundaries and election financing.

The Special Committee was impressed with the quality of the presentations and the commitment of the presenters and participants at public meetings, as well as those who submitted written comment. Many concerns were raised, excellent ideas promoted and a great number of common recommendations were put before the committee for its consideration.

A frequent issue raised by members of the public throughout the consultations was how electoral formulas translate votes into seats. While information about a number of electoral systems was presented to the committee, the system most commonly advocated was proportional representation. As a result, the committee has considered, in some detail, a variety of electoral systems over the past several months.

Assessing Electoral Formulas

The world of electoral systems is a complex one, as virtually every country's electoral system has some unique characteristics. In general, however, electoral systems can be divided into two main types: those which result in single seat constituencies; and those which create, either in whole or in part, multi-member constituencies.

(A) *Single seat constituencies*

First-past-the-post, also known as single member plurality, is used for elections in the United States, the United Kingdom, Canada and India. It is the current system used in Prince Edward Island. For its supporters, the main advantage to this system is that it is a simple and straightforward method of electing members to the Legislative Assembly, each of whom

represents one electoral district. Voters indicate their support for one of the candidates; and the seat is awarded to the person who received the most votes, but not necessarily the majority of the votes. The result is that the distribution of seats among the various political parties does not reflect the distribution of the popular vote, and there can be a large number of voters, often a majority, who do not support the winning candidate. For proponents of proportional systems, the cost in terms of fairness to third and fourth parties is not outweighed by the benefit of simplicity. Nonetheless, a first-past-the-post electoral system supports a central feature of political life in this province, that is, constituents have a single, recognizable member of the Legislative Assembly to approach with their concerns. Islanders are twice as likely (63%) to contact an elected official as compared to Canadians elsewhere (31%)¹.

Preferential vote, sometimes referred to as alternative voting, may be employed as a method of filling single seat constituencies. The ballot structure differs from first-past-the-post, in that voters express their preferences by ranking the candidates on the ballot. They write a "1" beside their first choice, "2" beside their second choice, and so on. To win a seat, a candidate must receive the majority of votes cast (that is, 50% + 1). If no majority exists after the first count, the lowest placed candidate is eliminated and that candidate's votes are redistributed in accordance with the second preferences on each ballot. This continues until a candidate receives a majority. This system is not designed to produce a proportional result, but does allow for a greater degree of voter influence in the final outcome than does first-past-the-post.

(B) Multi seat constituencies

There is a variety of ways to elect members in multi-seat constituencies. While more than one member per district or constituency results in a more proportional outcome, that is, the number of seats each party wins reflects the possible number of votes it has received, there are different degrees of proportionality; the larger the number of seats to be filled in each district, the more proportional the translation of votes to seats; that is, the percentage of the popular vote is matched by the percentage of seats held by the political parties in the legislature.

Single transferable vote is very similar to preferential or alternative voting but is applied to multi-member constituencies. It is used in Ireland and Malta nationally. Voters elect two or more candidates in multi-member districts, the seats going to those who accumulate enough

¹ <http://www.samaracanada.com/research/samara-democracy-360/provinces>.

preferences to meet a certain threshold or quota². The ballot is one in which voters rank available candidates in a numerical order (1, 2, 3, and so on). A candidate who secures the quota is elected. If a candidate has more votes than required, the surplus is distributed among the remaining candidates. If a seat remains unfilled, the candidate who has attracted the least number one preferences is removed from the running and his or her ballots are redistributed on the basis of the next preference. Single transferable vote requires multi-member constituencies, the use of a ranked ballot, and having candidates of the same party in competition with each other. The system is semi-proportional, becoming more proportional with more seats per district.

List proportional representation is the most commonly used electoral system of the OECD³ countries. It employs lists of candidates prepared by the political parties, and requires multi-member districts. While the principle of proportional representation is that the seats are divided according to the number of votes cast for party lists, there are considerable variations in the way in which this is implemented. Party lists may be open, such that voters can express preferences for particular candidates within the list; or they may be closed, in which case the voter selects his or her preferred party and the political party determines the ranking of the candidates. The rank order on the party list determines which candidates are elected, and the electoral formula which allocates votes to seats can be based on a variety of mathematical formulae.

Mixed member proportional representation is a hybrid system which presents voters with a double ballot. One vote is for a selection from a list of candidates in a single member district; it is identical to first-past-the-post. The second vote is for a political party, and those seats are filled from party lists. The number of district seats won is subtracted from each party's total seat share to determine its number of list seats. For example, using the current 27-seat Legislative Assembly, if a party receives 18.5% of the popular vote and is entitled to five seats, but has only won two seats outright, it will receive an additional three seats to fill its complement. The more evenly divided the first-past-the-post seats and the list seats, the more proportional the result will be in the Legislative Assembly. A mixed member proportional system combines the familiarity of first-past-the-post with the fairness of allocating seats on the basis of the popular vote. This specific model of this system was presented in the 2005 plebiscite as an alternative to first-past-the-post.

² A common mechanism to determine the threshold is the Droop quota which is the number of votes divided by the number of seats plus one.

³ The Organization for Economic Cooperation and Development (OECD) is a forum where the governments of 34 democracies with market economies work with each other, as well as with more than 70 non-member economies to promote economic growth, prosperity, and sustainable development.

Dual-member mixed proportional representation is a proposed alternative to other systems that result in proportionality. The committee received a briefing paper which advocated for a dual-member mixed proportional system. In summary, this electoral system calls for a transformation of single-member districts into dual-member districts. Districts would be amalgamated to accommodate this. As an example, 14 larger districts might replace the current 27 constituencies. At the ballot box, voters would still mark a single “x” on the ballot, as they now do for the current electoral system in the province, but the vote cast would be for two ranked candidates running under the same party banner. The first seat, the district seat, is assigned by plurality; and the second seat is assigned to achieve a proportional result at the provincial level. This means that the first listed candidate on the ballot wins a seat in the same manner as the current first-past-the-post electoral system. The most popular candidate in every district joins the legislature. The second seat for each district is allocated to make the province-wide outcome of an election proportional.⁴

The “Perfect” Electoral System

Electoral systems are designed to fulfill a number of functions, some of which are conflicting, beyond placing members in the Legislative Assembly. While presenters to the committee did not agree as to which system is best, a number of standards for evaluation recurred with some frequency, or may be thought to be positive attributes. These are:

- proportionality – voters’ preferences translate into elected candidates;
- representation - the diversity of the population by sex, ethnic, and other considerations is reflected in the Legislative Assembly;
- responsibility - close ties exist between members of the Legislative Assembly and their constituents in recognized geographic districts;
- increased influence of voters on election outcomes - even if a voter’s first choice is not elected, his or her second (and perhaps third) choices will affect the outcome;
- stable and effective government - single-party, majority governments generally last for full terms;
- government accountability - there is a sufficiently robust opposition to hold government to account, and every election presents the opportunity to re-elect or reject a government (and/or an individual candidate); and
- voter turnout - participation in casting a ballot elections remains high across all age groups.

The debates surrounding electoral reform often involve two contested visions about the fundamental principles of democracy. One way of thinking focuses on the decisions made, that

⁴ The Special Committee extends its thanks to Mr. Sean Graham who provided the briefing paper; and to Ms. Anna Keenan who provided additional analysis of the dual-member mixed proportional system.

is, the members of the Legislative Assembly are elected to act in the best interests of their constituents. They *represent* the people of their districts. The other school of thought is more concerned with the social composition of the Legislative Assembly and believe it should be reflective of the people of the province. It should be a mirror of the society that exists outside the rail of the legislative chamber. The members are *representative* of the people of their districts.

Advocates for single member plurality or majoritarian systems (first-past-the-post or preferential ballot) believe that the elections should be decisive. The leading party is empowered to try and implement its policies for a full term of office. The government and individual members of the Legislative Assembly are accountable to the public for their actions, and at regular intervals the electorate is allowed to judge their record. From their perspective, proportional systems can produce instability, give disproportionate power to minor parties in coalition roles, and lack clear-cut accountability.

Proponents of proportional systems (to a greater or lesser degree: single transferable vote, list proportional, mixed member proportional, and dual-member mixed proportional representation) assert that the electoral system should promote coalition-building within government. Political parties are included in the legislature in direct proportion to their level of support by the electorate. Consensus among coalition partners will result in better public policy. Moreover, the makeup of the legislature is intended to reflect the social composition of the electorate. All citizens have voices within the Legislative Assembly. In this view, first-past-the-post produces “false” majorities, and the disproportional results mean that third and fourth parties are systematically excluded.

There can be no simple answer to which system is best, because it depends on what citizens want from an electoral system. No one system can deliver equally on all desired outcomes. A plebiscite, based on an objective and neutrally-worded question, will be the way to determine what the people of Prince Edward Island want from their electoral system. The Special Committee is committed to presenting clear question which will result in a clear expression of the will of the population of the province.

The Plebiscite Question

The committee received a number of recommendations concerning the format of the plebiscite question itself, and the method of conducting a plebiscite, with related concerns. Many presenters to the committee put forward specific ideas for the question, and many asserted that the time frame was constrained, making a meaningful result from a plebiscite unlikely. The committee also heard at a number of the community meetings that a Citizens’ Assembly should

take over the work of formulating the plebiscite question and educating the public on electoral system options. Comment was also received with regard to potential costs of conducting a plebiscite, and the advantages of extending the right to vote in a plebiscite to persons aged 16-17 years.

The White Paper on Democratic Renewal proposes that a plebiscite question be defined by the Special Committee and presented to the Legislative Assembly in its interim report, to be submitted by the end of November 2015. The White Paper further prescribes the form and content of the question as being a preferential ballot on three voting options: the current system, a preferential ballot, and proportional representation. The committee was guided by the instructions in the White Paper on Democratic Renewal, but not constrained by them as it focused on the content and format of a plebiscite question.

In addressing the format of a plebiscite question, the committee considered a number of options: (a) that voters should have a prior question measuring their desire for change, to be followed by a second plebiscite asking voters to indicate what option they preferred if reform was indicated; (b) that the plebiscite question should be of two parts, the first to broadly gauge public opinion and for those that desire change, survey their preferences; (c) that voters should be asked to choose their preferred system from a list which would include the current, first-past-the-post, electoral system, and three to four alternatives; and (d) that voters should rank their preferred electoral system, and then the most popular choice would be measured against the current first-past-the-post system in a second plebiscite. Other options were also explored by the committee, along with the complexities of timing, public engagement and education, and other factors. Throughout the process, the committee remained focused on a “made-in-PEI” solution for the people of this province.

After due consideration, the committee recommends that the plebiscite question be in two parts. The first part of the question will gauge the desire of Prince Edward Island residents for a change to the current electoral system. The second part of the question will solicit additional information by presenting a number of options for change, which will be refined during the next phase of the committee’s work in early 2016.

As such, the Special Committee intends to embark on a second series of public consultations across the province from mid-January to the end of March 2016. Information on four electoral options will be presented for public response and comment. These are the current first-past-the-post system with the addition of seats for leaders of political parties which receive a certain threshold in the popular vote; the preferential ballot as a method of selecting members of the

Legislative Assembly; mixed member proportional representation; and dual member mixed proportional representation. The present first-past-the-post system will also be discussed.

The goal will be to determine which electoral systems are to form part of a plebiscite question for the consideration of voters. The committee believes that the choices must suit Prince Edward Island's specific political and social environment, and looks forward to additional input from the public.

The Special Committee will submit its recommendation for a plebiscite question in its next report to the Legislative Assembly, at the completion of this phase of the public consultations.

The committee further recommends that the plebiscite be supervised by Elections PEI, and that Elections PEI investigate alternative methods of voting for accessibility and convenience of the public.

The Special Committee recommends that the right to vote in the plebiscite be extended to those Island residents aged 16-17 years. The committee believes that, as potential voters in the next provincial general election, they should take part in the democratic life of Prince Edward Island, and are both capable of understanding the issues involved and mature enough to handle the responsibility.

Additional Public Education

Many of those who made personal presentations to the committee, or provided input in other ways, agreed that a public education campaign on options for electoral systems is required prior to a plebiscite taking place. The committee concurred and intends to host a series of town hall meetings in the months of January through March 2016 to provide information on four potential options that might form the basis of the plebiscite question: the current first-past-the-post system with the addition of seats for leaders of political parties which receive a certain threshold in the popular vote; the preferential ballot as a method of selecting members of the Legislative Assembly; mixed member proportional representation; and dual-member mixed proportional representation. As stated, the committee will also discuss the current electoral system in place in the province.

The committee looks forward to receiving comment from the public on these options and to receiving additional suggestions for electoral systems on which the plebiscite question might be based.

The dates and times for these community consultations will be scheduled to minimize conflicts with any other public consultations which might be occurring, and to accommodate career and other concerns of various demographic groups.

Following the determination of a plebiscite question, the education process will continue during the months leading up to the proposed November 2016 plebiscite. The goal of this phase will be to provide information to the public on the electoral systems which will form part of the plebiscite question. It is the committee's intention that this information will be accessible and be offered in a variety of formats.

Parliamentary Reform

The committee received recommendations on a number of issues beyond the plebiscite question and preferred electoral systems. These included improvements to the role of the elected member, the advantages and disadvantages of political party activities, the way and to what degree election campaigns are financed, and improvements to the parliamentary calendar. The committee reports that it will continue its consideration of these issues, and others as raised in the White Paper on Democratic Reform and put forward by Prince Edward Islanders, and submit recommendations to the Legislative Assembly as they are finalized.

RECOMMENDATIONS

The Special Committee on Democratic Renewal is pleased to recommend:

1. That the plebiscite question continue to be shaped by the public of Prince Edward Island over the coming months, resulting in a question which broadly gauges opinion on the desire for a change to the province's electoral system and presents a number of alternatives for change.
2. That electoral systems to be presented to the public for discussion will include the current first-past-the-post system with the addition of seats for leaders of political parties which receive a certain threshold in the popular vote; the preferential ballot as a method of selecting members of the Legislative Assembly; mixed member proportional representation; and dual-member mixed proportional representation. The current electoral system used in Prince Edward Island will also be considered.
3. That this community consultation phase concerning the plebiscite question take place in early 2016, to be followed by additional educational initiatives once the plebiscite question has been determined.
4. That a clear question be presented to Islanders which will result in a clear expression of the will of the population of the province.
5. That the plebiscite be supervised by Elections PEI, and Elections PEI be charged with considering alternative methods of voting in the plebiscite.
6. That the right to vote in the plebiscite be extended to those Island residents 16-17 years of age.
7. That the timeline for this process be as follows:
January to March 2016 – Additional public consultations are scheduled and take place across the province to refine the plebiscite question;
April 2016 – The plebiscite question is drafted based on public comment and response;
May 2016 – The plebiscite question is presented to the Legislative Assembly;
June to October 2016 – An educational campaign takes place regarding the options to appear on the plebiscite question; and
November 2016 – Plebiscite is held.

APPENDIX 1 - COMMUNICATIONS REPORT

The Special Committee on Democratic Renewal focused their communications activities on traditional and new media. When related to advertising, traditional media encompasses that of television, newspaper, and radio ads. These forms of communication are the steadfast way to reach consumers while supporting local media outlets/companies. Though traditional media is effective, the Special Committee wanted to target more youth and therefore embarked on utilizing more new media to reach these audiences.

TRADITIONAL MEDIA

The following is a breakdown of the traditional media (including advertisements):

Source	Date	Title
Guardian	June 20, 2015	Democratic renewal: How many MLAs doth a Legislature make? (editorial)
La Voix acadienne	Le 9 juillet 2015	Les Insulaires sont invités à participer au renouvellement démocratique
Guardian	October 6, 2015	Water Act and Democratic Renewal need more time for public discussion (editorial).
Journal Pioneer	October 6, 2015	Why the Rush?
Guardian	October 7, 2015	Public meetings begin on electoral reform in P.E.I.
West Prince Graphic	October 7, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Reform (advertisement)
Eastern Graphic	October 7, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Reform (advertisement)
Guardian	October 8, 2015	What's the rush?
Guardian	October 8, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Renewal (advertisement)
Guardian	October 10, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Renewal (advertisement)
Journal Pioneer	October 7, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Renewal (advertisement)
Journal Pioneer	October 10, 2015	Legislative Assembly of Prince Edward Island Community Meetings on Democratic Renewal (advertisement)
Journal Pioneer	October 14, 2015	First past the post vs proportional representative debated Legislative Committee on Democratic Renewal hits the road
Ocean 100 website	October 14, 2014	Committee Meetings on electoral reform begin Wednesday http://www.ocean100.com/news.asp?mn=7&id=1572&cc=5

Guardian	October 19, 2015	Looking at renewal First past the post versus proportional representation debated.
CBC Radio	October 21, 2015	P.E.I. electoral reform options open Two public meetings on electoral reform scheduled for Wednesday.
La Voix acadienne	Le 21 octobre 2015	Renouvellement démocratique : le gouvernement provincial explore les options.
CBC Twitter	October 21, 2015	Electoral reform
CBC Island Morning Tweets	October 21, 2015	Public meetings on electoral reform continue today.
Guardian	October 23, 2015	NDP Leader Mike Redmond says vote buying happens in P.E.I. (Steve Sharratt)
Guardian	October 23, 2015	Ditch first past the post: Greenan
CBC Website	October 23, 2015	Consultations have begun on P.E.I.'s electoral reform process, and the chair of the legislative committee says the government is hoping it will hear about different options for voting systems from Islanders.
Journal Pioneer	October 27, 2015	Democratic Renewal hearings continue Two more sessions Wednesday.
Eastern Graphic	October 27, 2015	Voter says there's more important issues facing the province than electoral reform.
The Buzz	October 27, 2015	Democratic Renewal Community Meetings
Guardian	October 28, 2015	Timetable doesn't allow time for discussion on democratic renewal options Letters to the Editor.
Compass	October 28, 2015	You can't talk about an election these days without talking about electoral reform. The P.E.I. government is asking Islanders what they would like to see the next time they head to the polls. Feature interview with Liberal MLA Jordan Brown, chairman of the legislative committee on Democratic Renewal.
Island Morning	October 28, 2015	Similar interview as per above.
Journal Pioneer	October 28, 2015	Democratic Renewal - Hearings continue - Two more sessions Wednesday.
Ocean 100	November 4, 2015	Promotion of the community consultations in Charlottetown for afternoon and evening.

CBC Island Morning	November 4, 2015	UPEI Students joined Matt Rainey who were studying electoral reform and presenting to government committee.
CBC Compass	November 5, 2015	Chair, Jordan Brown's interview with Natalie Goodwin from CBC Compass. http://www.cbc.ca/news/canada/prince-edward-island/compass-november-05-2015-1.3306599
Guardian	November 7, 2015	Ad promoting Fox Meadow Community Meeting
Journal Pioneer	November 7, 2015	Ad promoting Fox Meadow Community Meeting
Guardian	November 12, 2015	Robust agenda kicks off today in legislature.
Guardian	November 13, 2015	P.E.I.'s chief electoral officer recommends eliminating coin toss.

TELEVISION

October 28, 2015

Jordan Brown, Chair of the Special Committee on Democratic Renewal interview with Patrick Fowler from CBC Compass. *Please note interview can be found at 32:27 minute mark.

<http://www.cbc.ca/player/News/Canada/PEI/Compass/ID/2677991872/>

November 5, 2015

Chair, Jordan Brown's interview with Natalie Goodwin from CBC Compass prior to an evening consultation. *The story can be found at the 28:48 mark.

<http://www.cbc.ca/news/canada/prince-edward-island/compass-november-05-2015-1.3306599>

MEDIA ADVISORIES

A media advisory is a one-page sheet that alerts reporters to an upcoming news event. It is sent out a couple of days before the event and is often followed up with a phone call. The following Media Advisories were issued by the Legislative Assembly featuring an example below.

October 13, 2015: Community meetings begin tomorrow

October 20, 2015: Community Meetings tomorrow – Special Committee Invites Islanders to Participate in Democratic Renewal Meetings

October 27, 2015: Community Meetings tomorrow – Special Committee Invites Islanders to Participate in Democratic Renewal Meetings

October 30, 2015: The next meeting of the Special Committee on Democratic Renewal will be held on November 5, 2015, starting at 2:45 pm, in the Committee Room of the J. Angus MacLean Building. The committee will receive presentations from UPEI political science students. As a reminder, the next community consultation meeting is November 4 (2-5 pm) and (7-9 pm) in Murphy's Community Centre, Richmond Street, Charlottetown.

November 13, 2015: Additional community consultation in Fox Meadow Golf and Country Club, Stratford.

Media Advisory Example



CHARLOTTETOWN
Media Advisory

Attention News Editors:

The following is distributed by Island Information Service at the request of the Clerk of the Legislative Assembly.

October 13, 2015

**COMMUNITY MEETINGS BEGIN TOMORROW
SPECIAL COMMITTEE INVITES ISLANDERS TO PARTICIPATE IN DEMOCRATIC RENEWAL
MEETINGS**

An initial series of meetings has been scheduled to focus on different electoral systems for Prince Edward Island. This series of meetings will kick off tomorrow in Alberton and Summerside. The meetings will begin with a welcome and an introduction to electoral systems where there will be an opportunity to interact with the committee members one-on-one. This will be followed by submissions to the committee from pre-registered organizations and individuals. There also will be opportunity for audience members to provide input.

DATE: October 14, 2015

TIME: 2-4 pm, Alberton Community Centre, Alberton
7-9 pm, Credit Union Place, Summerside

Media contact: JoAnne Holden, jdholden@assembly.pe.ca, 902.368.4316

ADVERTISING IN PRINT MEDIA

The English ads appeared in traditional print media in the Journal Pioneer and Guardian on October 7, 10, and November 7, 2015. The English ad also appeared in the Eastern Graphic and the West Prince Graphic on October 7, 2015. The French ad appeared in La Voix acadienne on October 7, 2015.



Legislative Assembly
of
Prince Edward Island

Community Meetings on Democratic Renewal

The Special Committee on Democratic Renewal invites members of the public to attend upcoming community meetings to discuss the recently released White Paper on Democratic Renewal (<http://www.gov.pe.ca/premier/democratic-renewal>).

An initial series of meetings has been scheduled to focus on different electoral systems for Prince Edward Island.

Schedule of Community Meetings

October 14 (2-4 pm) Alberton Community Centre, Alberton
October 14 (7-9 pm) Credit Union Place, Summerside
October 21 (2-4 pm) Eastern Kings Sportsplex, Souris
October 21 (7-9 pm) Royal Canadian Legion Branch No. 8, Montague
October 28 (2-4 pm) Village Musical Acadien, Abram Village (bilingual)
October 28 (7-9 pm) Westisle Composite High School, Elmsdale
November 4 (2-4 pm) Murphy's Community Centre, Charlottetown
November 4 (7-9 pm) Murphy's Community Centre, Charlottetown

The meetings will begin with a welcome and an introduction to electoral systems where there will be an opportunity to interact with the committee one-on-one. This will be followed by submissions to the committee from organizations and individuals.

You can make a formal submission to the committee at a meeting on what electoral system you prefer by pre-registering (call 902-368-5970 or toll-free 1-877-314-5518), or you can provide comments in writing by:

- Submitting comments online via email to assembly@assembly.pe.ca or <http://www.assembly.pe.ca/democraticrenewal>;
- Mailing to: Special Committee on Democratic Renewal, Legislative Assembly of Prince Edward Island, PO Box 2000, Charlottetown, PE C1A 7N8; and
- Faxing to 902-368-5175.

For further information on the Special Committee on Democratic Renewal please refer to the committee's website at <http://www.assembly.pe.ca/democraticrenewal>.

www.assembly.pe.ca



Assemblée législative
de
l'Île-du-Prince-Édouard

Rencontres communautaires sur le renouvellement démocratique

Le comité spécial sur le renouvellement démocratique invite les membres du public à assister aux prochaines rencontres communautaires en vue de discuter du livre blanc sur le renouvellement démocratique rendu public tout récemment (<http://www.gov.pe.ca/premier/renouvellement-democratique>).

Une première série de rencontres est prévue et portera sur différents systèmes électoraux pour l'Île-du-Prince-Édouard.

Horaires des rencontres communautaires

14 octobre (14 h à 16 h) Centre communautaire d'Alberton, Alberton
14 octobre (19 h à 21 h) Credit Union Place, Summerside
21 octobre (14 h à 16 h) Eastern Kings Sportsplex, Souris
21 octobre (19 h à 21 h) Légion royale canadienne, filiale no 8, Montague
28 octobre (14 h à 16 h) Village musical acadien, Abram-Village (bilingue)
28 octobre (19 h à 21 h) École Westisle Composite High, Elmsdale
4 novembre (14 h à 16 h) Murphy's Community Centre, Charlottetown
4 novembre (19 h à 21 h) Murphy's Community Centre, Charlottetown

Les rencontres débuteront par un mot de bienvenue et une explication des systèmes électoraux, et les participants auront la possibilité d'interagir de façon individuelle avec le comité. Les organismes et les particuliers auront ensuite la chance de présenter des soumissions au comité.

Il est possible de présenter une soumission formelle au comité portant sur votre préférence en matière de système électoral en vous inscrivant à l'avance (composez le 902-368-5970 ou sans frais le 1-877-314-5518). Vous pouvez également fournir vos commentaires par écrit en soumettant vos commentaires :

- en ligne, soit par courriel (assembly@assembly.pe.ca) soit par l'entremise du site Web (<http://www.assembly.pe.ca/renouvellement-democratique>);
- à l'adresse : Comité spécial sur le renouvellement démocratique, Assemblée législative de l'Île-du-Prince-Édouard, C.P. 2000, Charlottetown (I.-P.-É.) C1A 7N8;
- par télécopieur au 902-368-5175.

Pour obtenir plus de renseignements sur le comité spécial sur le renouvellement démocratique, veuillez consulter le site Web du comité à l'adresse <http://www.assembly.pe.ca/renouvellement-democratique>.

www.assembly.pe.ca



Legislative Assembly
of
Prince Edward Island

Community Meetings on Democratic Renewal Expanded

The Special Committee on Democratic Renewal invites members of the public to attend an additional community meeting to discuss the recently released White Paper on Democratic Renewal (<http://www.gov.pe.ca/premier/democratic-renewal>).

These initial series of meetings are focusing on the different electoral systems for Prince Edward Island and an additional meeting has now been scheduled.

Additional Community Meeting Scheduled

November 16, 2015 (7-9 pm) Fox Meadow Golf and
Country Club, Stratford

The meetings will begin with a welcome and an introduction to electoral systems where there will be an opportunity to interact with the committee one-on-one. This will be followed by submissions to the committee from organizations and individuals.

You can make a formal submission to the committee at a meeting on what electoral system you prefer by pre-registering (call 902-368-5970 or toll-free 1-877-314-5518), or you can provide comments in writing by:

- Submitting comments online via email to assembly@assembly.pe.ca or <http://www.assembly.pe.ca/democraticrenewal>;
- Mailing to: Special Committee on Democratic Renewal, Legislative Assembly of Prince Edward Island, PO Box 2000, Charlottetown, PE C1A 7N8; and
- Faxing to 902-368-5175.

For further information on the Special Committee on Democratic Renewal please refer to the committee's website at <http://www.assembly.pe.ca/democraticrenewal>

www.assembly.pe.ca

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SPECIAL INTEREST GROUPS

A letter was sent in English and French from the chair inviting groups, organizations or individuals to present to the Special Committee or to attend/present at a community meeting.

Sample letter in English



Prince Edward Island Île-du-Prince-Édouard

Legislative Assembly

Assemblée législative

Office of the Clerk
PO Box 2000, Charlottetown PE
Canada C1A 7N8

Bureau du greffier
C.P. 2000, Charlottetown PE
Canada C1A 7N8

Subject: Democratic Renewal Engagement Launched

The Special Committee on Democratic Renewal for the Legislative Assembly of Prince Edward Island is beginning its work on facilitating a province-wide discussion on Democratic Renewal in response to the recent release of the White Paper. (<http://www.gov.pe.ca/premier/democratic-renewal>). To ensure that we gain the broadest possible public input on the important issues raised in the White Paper, we are inviting you or your organization to provide a presentation or submission to the committee.

Our committee is striving to ensure maximum engagement of Islanders in order to present a report that accurately reflects the population's views as to how democratic renewal should happen. An initial series of meetings has been scheduled to focus on different electoral systems which may be considered for Prince Edward Island. We invite you to make a submission to the committee at such a meeting, relating to the electoral system you prefer, and/or issues you feel need to be addressed and electoral system(s) that might address them, by pre-registering for a community session (call 902-368-5970 or toll-free 1-877-314-5518), or you can provide comments to us in writing as per the contact information below.

All Islanders will be able to offer their input in different ways and there will be various opportunities for all to make their views known. For more information on the Special Committee on Democratic Renewal please refer to the committee's Web site at <http://www.assembly.pe.ca/democraticrenewal> or view the information below.

Sincerely,

Jordan Brown, Chair of the Special Committee on Democratic Renewal

Sample letter in French



Prince Edward Island Île-du-Prince-Édouard

Legislative Assembly

Assemblée législative

Office of the Clerk
PO Box 2000, Charlottetown PE
Canada C1A 7N8

Bureau du greffier
C.P. 2000, Charlottetown PE
Canada C1A 7N8

Objet : Contribution citoyenne au renouvellement démocratique

Le comité spécial de l'Assemblée législative de l'Île-du-Prince-Édouard commence son travail en facilitant un dialogue provincial qui fera suite au livre blanc sur le renouvellement démocratique rendu public récemment (www.gov.pe.ca/premier/democratic-renewal). Afin de recueillir le plus de commentaires possible de la part du public sur les questions importantes soulevées dans le livre blanc, nous vous invitons, vous ou votre organisme, à faire une présentation ou à soumettre vos commentaires au comité.

Notre comité vise à assurer la participation optimale des Insulaires afin de pouvoir préparer un rapport qui reflète réellement l'opinion publique sur la manière de procéder au renouvellement démocratique. La première série de rencontres portera sur différents systèmes électoraux pour l'Île-du-Prince-Édouard. Nous vous invitons à présenter une soumission formelle au comité portant sur votre préférence en matière de système électoral, les problèmes qui doivent être réglés et les systèmes qui pourraient servir de solution en vous inscrivant à l'une des rencontres communautaires (902-368-5970 ou 1-877-314-5518, sans frais). Vous pouvez également fournir vos commentaires par écrit par l'un des moyens indiqués plus bas.

Tous les Insulaires auront plusieurs occasions de faire connaître leurs opinions, et ce, par divers moyens. Pour obtenir plus de renseignements au sujet du comité spécial sur le renouvellement démocratique, veuillez consulter le site Web du comité à l'adresse www.assembly.pe.ca/democraticrenewal ou prendre connaissance de l'information ci-dessous.

Je vous remercie de l'attention que vous porterez à cette demande.

Jordan Brown, président du comité spécial sur le renouvellement démocratique

BROCHURES

Five brochures were printed in English and French for the community consultations including First-Past-the-Post, Single Transferable Vote, Mixed Member Proportional, Preferential Ballot, and a history of plebiscites and referendums. These brochures were also uploaded to the committee's website.

First-Past-the-Post (FPTP): http://www.assembly.pe.ca/photos/original/leg_DRfptpeng.pdf
http://www.assembly.pe.ca/photos/original/leg_DRfptpre.pdf

What is the Special Committee on Democratic Renewal doing?

In July 2015, the Government released a document called the *White Paper on Democratic Renewal*. The paper looks at how Prince Edward Islanders elect their provincial representatives, also known as Members of the Legislative Assembly (MLAs).

The Special Committee on Democratic Renewal of the Legislative Assembly was created to guide public engagement and make recommendations in response to the Government's *White Paper on Democratic Renewal*. You can read the *White Paper* online at www.assembly.pe.ca/democraticrenewal.

Attend a meeting near you!

Albertan Community Centre
 Alberton, October 14, 2-4pm

Credit Union Place
 Summerside, October 14, 7-9pm

Eastern Kings Sportsplex
 Souris, October 21, 2-4pm

Royal Canadian Legion Branch No. 8
 Montague, October 21, 7-9pm

Village Musical Acadien*
 Abram Village, October 28, 2-4pm

Westisle Composite High School
 Elmsdale, October 28, 7-9pm

Murphy's Community Centre
 Charlottetown, November 4, 2-4pm, 7-9pm
 *Bilingual

Looking for more information?

VISIT:

[assembly.pe.ca/
 democraticrenewal](http://assembly.pe.ca/democraticrenewal)

We're on social media!

Follow the work of the Special Committee on Democratic Renewal online:

 facebook.com/peileg

 twitter.com/peileg
 Follow us @peileg

This pamphlet explains one electoral system of the many that exist around the world.



First-Past-the-Post (FPTP)

What is FPTP?

First-Past-the-Post (FPTP) is the current method of electing politicians on Prince Edward Island. It is the way we have traditionally chosen our provincial and federal representatives.

On each ballot you, as a voter, choose one candidate by placing an X beside that candidate's name. That candidate receives your vote. All the votes for the district are counted, and the candidate with most votes wins. The winner does not necessarily have more than 50% of the votes cast—just more than any other candidate. In the 2015 Provincial General Election, most of the winning candidates did not receive a majority of support in their districts.

The political party that wins the most electoral districts forms the government.

FPTP is used throughout Canada at the provincial, territorial and federal level. It is also used to elect members of the UK House of Commons and the US Congress.

What are the advantages?

SIMPLE - FPTP is simple and familiar. The ballot is easy to understand and fill out. Vote counting is straightforward and the final result can be determined quickly.

DIRECT - FPTP establishes a direct relationship between the voter and the MLA. You choose one person among a small group of candidates to be your local representative.

MAJORITIES - Elections using FPTP usually lead to majority governments. It is easier for majority governments to pass laws because there is very little risk they will be out-voted in the legislature.

What are the disadvantages?

LACK OF PARTY DIVERSITY - FPTP favours a two-party system, and can make it difficult for new or smaller parties to win seats.

NOT PROPORTIONAL - FPTP doesn't usually produce legislatures that reflect the distribution of the popular vote (all the votes in an election). In this way, the legislature that is meant to represent the entire province is not composed according to how the entire province voted.

ARTIFICIALLY LARGE MAJORITIES - FPTP can create artificially large majority governments and small oppositions because it is not proportional to the popular vote. A party may receive a significant share of all the votes cast in a general election, but only wins seats in districts where it finishes first.

2015 General Election Results: Percentage of popular vote related to percentage of seats held the legislature

Registered Political Party	# of Seats	% of Popular Vote	% of Seats Held in Legislature
Liberal	18	40.83	66.66
Progressive Conservative	8	37.39	29.63
Green	1	10.81	3.70
New Democratic	0	10.97	0.00

Quel est le rôle du Comité spécial sur le renouvellement démocratique?

En juillet 2015, le gouvernement a publié le *Livre blanc sur le renouvellement démocratique*, qui se penche sur le système par lequel les Insulaires éisent les députés qui les représentent à l'Assemblée législative provinciale.

L'Assemblée législative a créé le Comité spécial sur le renouvellement démocratique pour guider la participation du public et formuler des recommandations en réponse au *Livre blanc sur le renouvellement démocratique*. Vous pouvez consulter le Livre blanc à l'adresse suivante : www.assembly.pe.ca/democraticrenewal.

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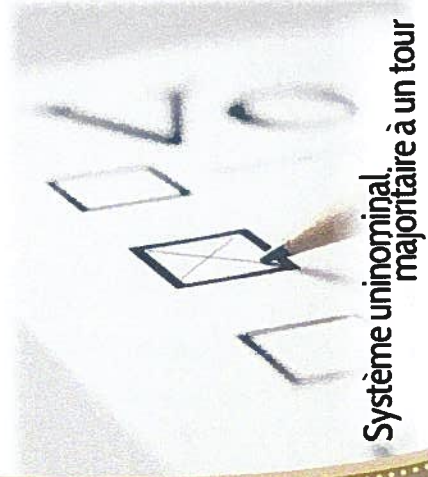
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Systeme uninominal majoritaire à un tour

Cette brochure décrit l'un des nombreux systèmes électoraux qui existent dans le monde.

Comité spécial sur le



RENOUVELLEMENT
DÉMOCRATIQUE

ÎLE-DU-PRINCE-ÉDOUARD

Comment fonctionne le système uninominal majoritaire à un tour?

C'est le système utilisé actuellement à l'Île-du-Prince-Édouard pour l'élection des politiciens. C'est aussi le système utilisé traditionnellement au Canada pour choisir nos députés fédéraux et provinciaux.

À titre d'électeur, vous êtes invité à choisir un candidat en inscrivant un « X » vis-à-vis de son nom sur le bulletin. Le candidat obtient ainsi votre vote. Après le dépouillement du scrutin, le candidat qui a obtenu le plus de votes est déclaré élu. Le gagnant n'est pas celui qui a reçu plus de la moitié des voix exprimées, mais celui qui en a reçu le plus. Lors des élections générales provinciales de 2015, la plupart des gagnants n'avaient pas obtenu une majorité des voix dans leur circonscription.

Le parti politique qui fait élire des candidats dans le plus grand nombre de circonscriptions forme le gouvernement.

Le système uninominal majoritaire à un tour est utilisé partout au Canada, aux échelons provincial, territorial et fédéral. Le même système régit l'élection des représentants à la Chambre des communes du Royaume-Uni et au Congrès américain.

Quels sont les avantages?

SIMPLICITÉ – Le système uninominal majoritaire à un tour est simple et familier. Le bulletin de vote est facile à comprendre et à remplir. Le dépouillement est simple et le résultat final est connu rapidement.

LIEN DIRECT – Ce système établit une relation directe entre l'électeur et le député. Vous choisissez une personne pour représenter votre circonscription parmi un petit nombre de candidats.

MAJORITÉ – Le plus souvent, ce système permet d'élire un gouvernement majoritaire pour qui il sera plus facile de faire adopter des lois en raison du faible risque d'être défait par l'Assemblée législative.

Quels sont les inconvénients?

MANQUE DE DIVERSITÉ DES PARTIS – Le système uninominal majoritaire à un tour favorisant une course à deux partis, il est difficile pour les plus petits ou nouveaux partis de remporter des sièges.

NON-PROPORTIONNALITÉ – La plupart du temps, l'Assemblée législative formée par ce système ne reflète pas la répartition des suffrages exprimés au cours des élections. Par conséquent, en dépit de l'objectif, la composition de l'Assemblée législative élue ne représente pas les choix de l'ensemble des électeurs de la province.

MAJORITÉS FACTICES – Ce système peut engendrer des gouvernements fortement majoritaires et de faibles oppositions parce que la représentation n'est pas proportionnelle aux suffrages exprimés. Même s'il a obtenu une part importante des votes aux élections générales, un parti gagnera des sièges uniquement dans les circonscriptions où son candidat est arrivé en tête.

Résultats des élections générales de 2015 : Proportion des suffrages exprimés par rapport aux sièges remportés à l'Assemblée législative

Parti politique enregistré	Nombre de sièges	% des suffrages	% de sièges remportés à l'Assemblée législative
Libéral	18	40,83	66,66
Progressiste Conservateur	8	37,39	29,63
Vert	1	10,81	3,70
Nouveau Parti démocratique	0	10,97	0,00

Single Transferable Vote (STV): http://www.assembly.pe.ca/photos/original/leg_DRStveng.pdf
http://www.assembly.pe.ca/photos/original/leg_DRStvfre.pdf

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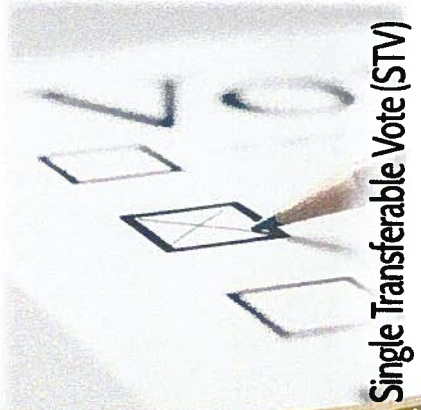
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Single Transferable Vote (STV)

This pamphlet explains one electoral system of the many that exist around the world.



What is STV?

The Single Transferable Vote (STV) electoral system is designed to achieve proportional representation. As a voter in an STV system, you rank your choices among the candidates running in your district by placing numbers next to the names of the candidates on the ballot. Each district will have multiple representatives, which improves the chances of achieving proportionality. This means that parties gain seats in the legislature in proportion to the share of the popular vote they receive.

What are the advantages?

- PROPORTIONAL** - STV is designed to achieve a higher degree of proportional representation than the current First-Past-the-Post system. The legislature that results from an STV election is more reflective of the popular vote.
- VOTER INFLUENCE** - Even if your top choice is eliminated, you can still influence the outcome among the other candidates.
- VARIETY IN REPRESENTATION** - In multi-member districts, voters can work with several representatives to voice their concerns. There may be competition among elected representatives to provide the best service to constituents.

What are the disadvantages?

- COMPLEXITY** - In terms of voting, STV is a more complicated system to understand. Ballots can become quite large and potentially confusing.
- DELAY IN RESULTS** - Counting can take longer due to the process of re-allocating votes among many candidates until the required number of candidates reach the quota.
- DISTRICT SIZE** - Districts typically would be geographically larger.

How is the winner decided?

In an STV election, a candidate requires a minimum number of votes, called the quota, to be elected. There are various ways the winner can be decided.

Where is STV used?

STV systems are used to varying extents in the Republic of Ireland, Northern Ireland, Scotland, Australia and Tasmania, among other countries.

What does the ballot look like?

The number of representatives each district will elect is determined ahead of time, usually by the electoral authority or commission, based on criteria such as population and geographic size. This is called the district magnitude and typically ranges between 4 and 7 representatives.

In each district, each party can nominate as many candidates as there are seats based on the district magnitude. For example, if a district has a magnitude of 5, and there are 4 parties, then 20 names could appear on the ballot.

On Election Day, you rank all or as many candidates as you wish on your ballot, using as many numbers as there candidates.

Mark your first preference candidate "1" in the box next to the name, your second preference candidate "2", and so on, up to a maximum of 20. You may number as many or as few as you wish.

CAT Party	DOG Party	LIZARD Party	RABBIT Party
Figaro	Fido	Peggy	Thumper
Mittens	Rover	Iggy	Peter
Fifi	Molly	Jim	Flopsy
Missy	Goofy	Gecko	Bunny
Garfield	Spike	Sal	Chloe

Quel est le rôle du Comité spécial sur le renouvellement démocratique?

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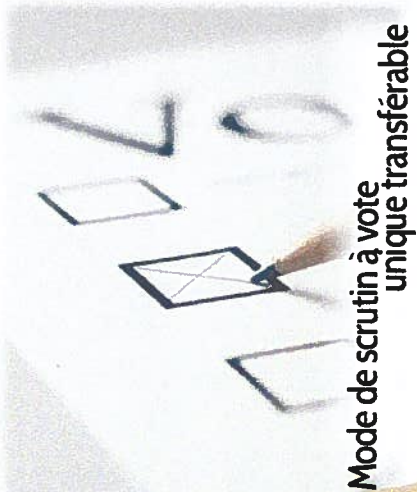
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Mode de scrutin à vote unique transférable

Comité spécial sur le



RENOUVELLEMENT DÉMOCRATIQUE

ÎLE-DU-PRINCE-ÉDOUARD

Comment fonctionne le mode de scrutin à vote unique transférable?

Le mode de scrutin à vote unique transférable (VUT) vise à obtenir une représentation proportionnelle. Selon ce mode de scrutin, vous classez les candidats de votre circonscription par ordre de préférence en inscrivant un chiffre vis-à-vis de leur nom sur le bulletin de vote. Chaque circonscription aura plusieurs représentants, ce qui augmente les chances d'obtenir une représentation proportionnelle.

En effet, le nombre de sièges occupés par un parti à l'Assemblée législative est proportionnel aux suffrages exprimés en sa faveur.

Comment le vainqueur est-il choisi?

Selon le mode de scrutin à vote unique transférable, un candidat doit obtenir un certain nombre de votes, appelé « quotient ». Le choix du vainqueur se fait de diverses façons.

Où le mode de scrutin à vote unique transférable est-il utilisé?

Ce mode de scrutin a été adopté à différents degrés en République d'Irlande, en Irlande du Nord, en Écosse, en Australie et en Tasmanie, notamment.

Quels sont les avantages?

PROPORTIONNALITÉ – Le mode de scrutin à vote unique transférable vise à obtenir une représentation plus proportionnelle que le système uninominal majoritaire à un tour actuel. L'Assemblée législative ainsi formée reflète mieux les suffrages exprimés.

INFLUENCE DES ÉLECTEURS – Même si votre candidat favori est éliminé, votre vote peut influencer le classement final des autres candidats.

REPRÉSENTATION DIVERSIFIÉE – Dans les circonscriptions où il y a plusieurs députés, les électeurs peuvent discuter de leurs préoccupations avec plusieurs représentants. Les représentants élus peuvent rivaliser entre eux pour offrir de meilleurs services aux électeurs.

Quels sont les inconvénients?

COMPLEXITÉ – Le mode de scrutin à vote unique transférable n'est pas facile à comprendre. La taille des bulletins peut être impressionnante et ils peuvent prêter à confusion.

LENTEUR DES RÉSULTATS – Le dépouillement peut être ralenti par le processus de redistribution des votes entre les candidats avant que le nombre requis atteigne le quotient.

TAILLE DE LA CIRCONSCRIPTION – Normalement, les circonscriptions auront une plus grande superficie.

À quoi ressemble le bulletin de vote?

Le nombre de représentants élus dans chaque circonscription sera déterminé à l'avance, généralement par une autorité ou une commission électorale, en fonction de critères tels que la population et la superficie. C'est ce que l'on appelle la magnitude de la circonscription, qui s'établit en général entre quatre et sept représentants.

Dans chaque circonscription, chaque parti peut nommer autant de candidats qu'il y a de sièges (nombre déterminé par la magnitude de la circonscription). Par exemple, si une circonscription est de magnitude 5 et qu'il y a 4 partis, 20 candidats pourraient figurer sur le bulletin de vote.

Le jour du scrutin, au moyen de chiffres, vous classez autant de candidats que vous le souhaitez sur le bulletin de vote.

Indiquez votre premier choix en inscrivant « 1 » vis-à-vis de votre candidat favori, « 2 » vis-à-vis de votre deuxième choix, et ainsi de suite jusqu'à concurrence de 20. Vous pouvez numérotter autant ou aussi peu de candidats que vous le souhaitez.

Parti CHAT	Parti CHIEN	Parti LEZARD	Parti LAPIN
Figaro	Fido	Sarah	Thumper
Mitaine	Médor	Isidore	Peter
Fifi	Molly	Jim	Flopsy
Mihou	Goofy	Gecko	Bijou
Garfield	Spike	Sal	Chloé

Mixed Member Proportional

(MMP): http://www.assembly.pe.ca/photos/original/leg_DRmmpeng.pdf

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Mixed Member Proportional (MMP)

What is MMP?

In an MMP system you, as a voter, get two votes on a ballot. You use one to select your preferred political party and the other your preferred candidate. MMP is used in other countries, including New Zealand and Germany.

How would it work on PEI?

Each voter gets two votes on a ballot: a political party vote and a local candidate vote. On the first part of the ballot, you choose your preferred political party, and that party's share of the total popular vote determines how many of its list candidates will be elected to the legislature. Just as the name suggests, the names of those candidates are found on a list put together by each political party. MLAs elected from this list are called List MLAs.

Then, on the second part of the ballot, you choose your preferred candidate in the traditional way for your district. MLAs elected on this part of the ballot are called Local MLAs.

The List MLAs are elected based on their parties' share of the popular vote, i.e. their share of all the votes cast in the election. List MLAs top up a party's tally of Local MLAs in order to reflect the results of the popular vote across the province. The higher the percentage of the popular vote that a party achieves, the more seats that party gains in the Legislative Assembly.

What are the advantages?

PROPORTIONALITY - The popular vote translates into seats in the legislature. In contrast, in our current First-Past-the-Post voting system, a party's proportion of the popular vote has no direct effect on the number of seats it occupies in the legislature.

DIVERSITY - MMP has been shown to boost the representation of women and more effectively reflect diversity in the legislature.

GEOGRAPHIC REPRESENTATION - Voters still make their local voices heard by selecting their preferred candidate in the traditional way in their districts.

CHOICE - Having two votes gives voters more choice and more influence. Voters can vote for their preferred candidate and their preferred party. In First-Past-the-Post, voters sometimes face a dilemma when their preferred candidate is not a member of their preferred party.

POPULAR VOTE IS IMPORTANT - Smaller or newer political parties have a chance of winning a seat in the Legislative Assembly even if they don't win an individual district outright.

ACCOUNTABILITY - A larger and more varied opposition is likely, and therefore government is more effectively held to account.

What are the disadvantages?

COMPLEXITY - MMP is a new system for Prince Edward Island. It is more complicated than our current First-Past-the-Post system.

TWO CLASSES OF MLAs - Local MLAs are tied to a district and must represent that district's interests. List MLAs are not directly elected by the voters of a district and do not have the same responsibility to constituents of a certain area.

COALITION GOVERNMENTS - MMP can make large majorities unlikely, and coalition governments can result. While coalitions can foster compromise and cooperation among parties, the sharing of power can be challenging.

YOU HAVE 2 VOTES

POLITICAL PARTY VOTE

Explanation
This vote decides the share of seats which each of the parties listed below will have in the legislature. Vote by putting a "X" in the circle immediately after the party you choose.

Vote for only one party

CAT PARTY	<input type="radio"/>
DOG PARTY	<input type="radio"/>
LIZARD PARTY	<input type="radio"/>
RABBIT PARTY	<input type="radio"/>
RACCOON PARTY	<input type="radio"/>
ELEPHANT PARTY	<input type="radio"/>

LOCAL CANDIDATE VOTE

Explanation
This vote decides the candidate who will be elected Member of the Legislative Assembly for DISTRICT #001. Vote by putting a "X" in the circle immediately before the candidate you choose.

Vote for only one candidate

<input type="radio"/>	ALLENDY, Fred Cat Party
<input type="radio"/>	BARHADO, Mary Dog Party
<input type="radio"/>	DUMBLEDDP, Alex Lizard Party
<input type="radio"/>	EDGAR, Joseph Rabbit Party
<input type="radio"/>	FRANKLIN, Wallace Raccoon Party
<input type="radio"/>	GRANWICK, Emma Elephant Party

Quel est le rôle du Comité spécial sur le renouvellement démocratique?

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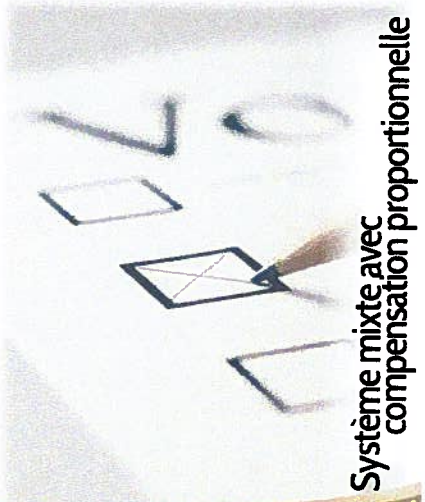
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Systeme mixte avec
compensation proportionnelle

Comité spécial sur le



RENOUVELLEMENT
DÉMOCRATIQUE

ÎLE-DU-PRINCE-ÉDOUARD

Comment fonctionne le système mixte avec compensation proportionnelle?

Dans ce système électoral, vous avez deux chances de vous exprimer. Votre premier vote indique votre parti politique favori, et l'autre, votre candidat favori. C'est le système utilisé en Nouvelle-Zélande et en Allemagne, notamment.

Comment l'Île-du-Prince-Édouard utiliserait-elle ce système?

Chaque électeur voterait deux fois sur un bulletin, soit pour un parti puis pour un candidat local. Dans la première partie du bulletin, vous choisissez votre parti favori. La part des suffrages remportés par ce parti déterminera le nombre de ses candidats de liste qui siègeront comme députés à l'Assemblée législative. Les noms des candidats figurent sur une liste fournie par chaque parti politique. Les députés de la liste qui sont élus sont appelés les « députés de liste ».

Dans la deuxième partie, vous votez pour le représentant de votre circonscription, selon le mode de scrutin traditionnel. Les députés qui reçoivent le plus de voix dans cette partie du bulletin sont appelés des « députés locaux ».

Les députés de liste sont élus en fonction de la part des suffrages exprimés aux élections en faveur de leur parti. Les députés de liste viennent compléter le nombre de députés locaux d'un parti afin de refléter les résultats des suffrages à l'échelle de la province. Plus la proportion des votes obtenus par un parti est élevée, plus il occupera de sièges à l'Assemblée législative.

Quels sont les avantages?

PROPORTIONNALITÉ – Les suffrages exprimés déterminent le nombre de sièges occupés à l'Assemblée législative. À l'inverse, dans notre système uninominal majoritaire à un tour actuel, la proportion des voix obtenues par un parti n'influe pas directement sur le nombre de sièges à l'Assemblée législative.

DIVERSITÉ – Il a été prouvé que le système mixte avec compensation proportionnelle favorise la représentation des femmes et est un meilleur reflet de la diversité à l'Assemblée législative.

REPRÉSENTATION GÉOGRAPHIQUE – Les électeurs conservent leur privilège traditionnel de s'exprimer à l'échelon local en choisissant leur candidat favori dans leur circonscription.

CHOIX – En ayant deux voix, les électeurs ont davantage de latitude et d'influence. Ils peuvent voter à la fois pour leur candidat et leur parti favoris. Dans un système uninominal majoritaire à un tour, les électeurs peuvent se trouver devant un dilemme si leur candidat favori ne représente pas leur parti favori.

IMPORTANCE DES SUFFRAGES EXPRIMÉS – Les plus petits ou nouveaux partis ont une chance d'être représentés à l'Assemblée législative même s'ils n'ont pas remporté de circonscription.

RESPONSABILITÉ – L'opposition est plus susceptible d'être importante et diversifiée, et donc mieux armée pour demander des comptes au gouvernement.

Quels sont les inconvénients?

COMPLEXITÉ – Le système mixte avec compensation proportionnelle, nouveau pour l'Île-du-Prince-Édouard, est plus complexe que le système uninominal majoritaire à un tour actuel.

DEUX CATÉGORIES DE DÉPUTÉS – Les députés locaux sont rattachés à une circonscription et doivent défendre les intérêts de celle-ci. Les députés de liste ne sont pas élus directement par les électeurs d'une circonscription et ils n'ont pas les mêmes responsabilités à l'égard des électeurs d'une certaine région.

GOVERNEMENTS DE COALITION – Le système proportionnel mixte compensatoire n'est pas propice aux fortes majorités et peut donc donner lieu à des gouvernements de coalition. Même si les coalitions peuvent être propices aux compromis et à la coopération entre les partis, le partage du pouvoir peut s'avérer difficile.

VOUS AVEZ DEUX VOTES

VOTE POUR UN PARTI POLITIQUE	RESULTAT OFFICIEL	VOTE POUR UN CANDIDAT LOCAL
<p><i>Explication</i> Ces votes déterminent le nombre de sièges qu'occupera chacun des partis ci-dessous à l'Assemblée législative. Votez en inscrivant un « X » dans le cercle suivant le nom du parti de votre choix.</p>	<p>●</p>	<p><i>Explication</i> Ce vote décide du candidat qui représentera la CIRCONSCRIPTION 00 à l'Assemblée législative. Votez en inscrivant un « X » dans le cercle immédiatement devant le nom du candidat de votre choix.</p>
<p>Votez pour un parti seulement.</p>	<p>●</p>	<p>Votez pour un candidat seulement.</p>
<p>Parti CHAT</p>	<p>●</p>	<p>● ALLENEY, Fred Parti Chat</p>
<p>Parti CHIEN</p>	<p>●</p>	<p>● BARNABO, Mary Parti Chien</p>
<p>Parti LÉZARD</p>	<p>●</p>	<p>● DUNSMUIR, Alex Parti Léopard</p>
<p>Parti LAPIN</p>	<p>●</p>	<p>● EDGAR, Joseph Parti Lapin</p>
<p>Parti RATON LAVEUR</p>	<p>●</p>	<p>● FRANKLIN, Wallace Parti Raton Laveur</p>
<p>Parti ÉLÉPHANT</p>	<p>●</p>	<p>● GRANNICK, Emma Parti Éléphant</p>

Preferential Voting (PV): http://www.assembly.pe.ca/photos/original/leg_DRpveng.pdf
http://www.assembly.pe.ca/photos/original/leg_DRpvfre.pdf

What is the Special Committee on Democratic Renewal doing?

In July 2015, the Government released a document called the *White Paper on Democratic Renewal*. The paper looks at how Prince Edward Islanders elect their provincial representatives, also known as Members of the Legislative Assembly (MLAs).

The Special Committee on Democratic Renewal of the Legislative Assembly was created to guide public engagement and make recommendations in response to the Government's *White Paper on Democratic Renewal*. You can read the *White Paper* online at www.assembly.pe.ca/democraticrenewal.

Attend a meeting near you!

Albertan Community Centre
 Alberton, October 14, 2-4pm

Credit Union Place
 Summerside, October 14, 7-9pm

Eastern Kings Sportsplex
 Souris, October 21, 2-4pm

Royal Canadian Legion Branch No. 8
 Montague, October 21, 7-9pm

Village Musical Acadien*
 Abram-Village, October 28, 2-4pm

Westisle Composite High School
 Elmsdale, October 28, 7-9pm

Murphy's Community Centre
 Charlottetown, November 4, 2-4pm, 7-9pm
 *Bilingual

Looking for more information?

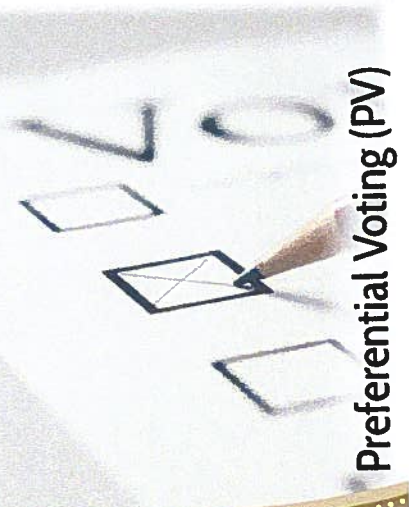
VISIT:
assembly.pe.ca/democraticrenewal

We're on social media!

Follow the work of the Special Committee on Democratic Renewal online:

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Preferential Voting (PV)

This pamphlet explains one electoral system of the many that exist around the world.



What is PV?

In a Preferential Voting (PV) system you, the voter, select not only your top choice candidate on the ballot, but also rank the other candidates in the order you prefer them. You can give as many rankings as there are candidates on the ballot. This differs from our current voting system, known as First-Past-the-Post, which only allows you to place an X beside one candidate.

A ballot in a PV election might look like:

Rank the candidates in order of preference, with "1" indicating top choice, "2" indicating second choice, etc.	
Cat	2
Dog	4
Lizard	1
Rabbit	3

The voter in this case ideally wants Lizard to win, but has indicated an order of preference for the other candidates in case Lizard is unsuccessful.

Where is PV used?

Australia uses the PV system at the federal level, and the Republic of Ireland uses it to elect its president. PV systems may be known by different names, such as Alternative Vote or Ranked Voting, and may also vary somewhat in their rules, but they all involve voters ranking candidates in order of preference.

What are the advantages?

PREFERENCES - Voters can express a range of preferences, rather than putting all their support behind only one candidate.
MAJORITY TO WIN - In most PV systems, the majority requirement ensures that the winner must have the support of more than half the voters.

What are the disadvantages?

SMALL OR NEW PARTIES - PV doesn't necessarily improve the election odds of candidates from new or smaller parties.
NOT PROPORTIONAL - PV doesn't necessarily reflect the popular vote in a general election. A party may receive a large share of the popular vote yet win few or no districts, thus gaining few or no seats in the legislature.

How is the winner decided?

To win, a candidate must receive the majority of the votes cast (more than 50%). If no majority exists after the first count, the last place candidate is eliminated, that candidate's votes are redistributed, and a second count is held. This continues until one candidate gains the majority needed to win.

In a fictional election, 100 animals are voting on which animal they want to represent them.

Example 1

The "1" votes are distributed as follows:

	First count
CAT	23
DOG	62
LIZARD	5
RABBIT	10

RESULT: Dog has received a majority, and is therefore elected after the first count.

Example 2

The "1" votes are distributed differently:

	First count
CAT	29
DOG	38
LIZARD	16
RABBIT	17

RESULT: No candidate has more than 50 votes, so there is no majority. A second count is necessary. Lizard received the fewest votes and is dropped. The 16 ballots that gave Lizard the "1" vote now are re-examined and the "2" votes on those ballots are distributed among the remaining candidates:

	First count	Second count	Total
CAT	29	2	31
DOG	38	13	51
LIZARD	-16		
RABBIT	17	1	18

RESULT: After the second count, Dog has just enough for a majority, and is elected.

Example 3

The "1" votes are distributed the same as in Example 2, but the "2" votes from Lizard do not result in a majority. A third count is necessary, with Rabbit dropped. Rabbit's ballots are re-distributed for their next preference (skipping over any selections of Lizard as the next preference as Lizard is already eliminated).

	First count	Second count	Third count	Total
CAT	29	10	13	52
DOG	38	5	5	48
LIZARD	-16			
RABBIT	-17	-1		

RESULT: With the addition of votes from Rabbit supporters, Cat overtakes Dog to gain the majority needed for election.

Quel est le rôle du Comité spécial sur le renouvellement démocratique?

En juillet 2015, le gouvernement a publié le *Livre blanc sur le renouvellement démocratique*, qui se penche sur le système par lequel les insulaires élisent les députés qui les représentent à l'Assemblée législative provinciale.

L'Assemblée législative a créé le Comité spécial sur le renouvellement démocratique pour guider la participation du public et formuler des recommandations en réponse au *Livre blanc sur le renouvellement démocratique*. Vous pouvez consulter le Livre blanc à l'adresse suivante : www.assembly.pe.ca/democraticrenewal.

Assistez à une réunion près de chez vous!

Centre communautaire d'Alberton
Alberton, 14 octobre, de 14 h à 16 h

Credit Union Place
Summerside, 14 octobre, de 19 h à 21 h

Eastern Kings Sportsplex
Souris, 21 octobre, de 14 h à 16 h

Légion royale canadienne, filiale n° 8
Montague, 21 octobre, de 19 h à 21 h

Village musical acadien*
Abram Village, 28 octobre, de 14 h à 16 h

École Westisle Composite High
Elmsdale, 28 octobre, de 19 h à 21 h

Murphy's Community Centre
Charlottetown, 4 novembre, de 14 h à 16 h et de 19 h à 21 h

*Bilingual

Besoin de plus amples renseignements?

VISITEZ LE SITE WEB:
[assembly.pe.ca/
democraticrenewal](http://assembly.pe.ca/democraticrenewal)

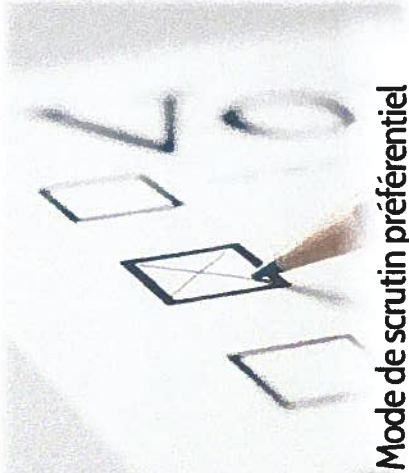
Nous sommes présents sur
les médias sociaux!

Suivez les travaux du Comité spécial sur le renouvellement démocratique en ligne :

 facebook.com/peileg

 twitter.com/peileg
Suivez-nous : @peileg

Cette brochure décrit l'un des nombreux systèmes électoraux qui existent dans le monde.



Mode de scrutin préférentiel

Comité spécial sur le



RENOUVELLEMENT
DÉMOCRATIQUE

ÎLE-DU-PRINCE-ÉDOUARD

Comment fonctionne le mode de scrutin préférentiel?

Dans un mode de scrutin préférentiel, vous choisissez non seulement votre candidat favori sur le bulletin, mais vous classez les autres candidats selon votre ordre de préférence.

Vous pouvez classer autant de candidats qu'il y en a d'inscrits sur le bulletin de vote. Ce mode de scrutin diffère de celui que nous avons actuellement, appelé système uninominal majoritaire à un tour, dans lequel vous pouvez seulement inscrire un « X » vis-à-vis du nom d'un candidat.

Voici à quoi peut ressembler un bulletin de vote dans un mode de scrutin préférentiel :

Classez les candidats selon votre ordre de préférence, en indiquant « 1 » pour votre premier choix, « 2 » pour le suivant, etc.	
Chat	2
Chien	4
Lézard	1
Lapin	3

Dans l'exemple, l'électeur voudrait que le lézard gagne, mais il donne un ordre de préférence pour les autres candidats si jamais le lézard perd.

Où le mode de scrutin préférentiel est-il utilisé?

L'Australie a adopté ce système à l'échelon fédéral, et la République d'Irlande y recourt pour l'élection présidentielle. Ce système peut être désigné autrement (notamment, le « vote alternatif » ou « vote transférable ») et les règles peuvent varier, mais les électeurs sont toujours appelés à classer les candidats par ordre de préférence.

Quels sont les avantages?

PRÉFÉRENCES – Les électeurs peuvent exprimer un éventail de préférences au lieu de jeter leur dévolu sur un seul candidat.

MAJORITÉ POUR GAGNER – Dans la plupart des systèmes de scrutin préférentiel, l'exigence de majorité garantit que le gagnant a recueilli au moins la moitié des suffrages.

Comment le vainqueur est-il choisi?

Pour gagner, un candidat doit obtenir une majorité des suffrages exprimés (plus de la moitié). Si aucun candidat n'a de majorité après le premier dépouillement, celui qui est au dernier rang est éliminé, et ses votes sont redistribués en vue d'un deuxième dépouillement. Ce processus se poursuit jusqu'à ce qu'un candidat obtienne la majorité requise pour gagner.

Dans une élection fictive, 100 animaux doivent voter pour désigner lequel parmi eux les représentera.

Exemple 1

Les votes « 1 » sont répartis comme suit :

	1er dep.
CHAT	23
CHIEN	62
LEZARD	5
LAPIN	10

RÉSULTAT : Le chien ayant obtenu une majorité des votes, il est élu après le premier dépouillement.

Quels sont les inconvénients?

PETITS ET NOUVEAUX PARTIS – Le mode de scrutin préférentiel n'augmente pas forcément les chances de gagner des candidats des petits et nouveaux partis.

NON-PROPORTIONNALITÉ – Le mode de scrutin préférentiel ne reflète pas forcément les suffrages exprimés aux élections générales. Un parti peut recueillir une part importante des suffrages et ne gagner qu'une poignée de circonscriptions – voire aucune – et ainsi ne remporter que quelques sièges – voire aucun – à l'Assemblée législative.

Exemple 2

Les votes « 1 » sont répartis différemment :

	1er dep.
CHAT	29
CHIEN	38
LEZARD	16
LAPIN	17

RÉSULTAT : Aucun candidat n'ayant obtenu plus de 50 votes, il n'y a pas de majorité. Un deuxième dépouillement est nécessaire. Le lézard ayant obtenu le moins de votes, il est éliminé. Les 16 bulletins de vote où le lézard était au premier rang sont revus et les votes « 2 » sont redistribués parmi les autres candidats :

	1er dep.	2e dep.	Totale
CHAT	29	2	31
CHIEN	38	13	51
LEZARD	16	0	16
LAPIN	17	1	18

RÉSULTAT : Après le deuxième dépouillement, le chien obtient tout juste une majorité des voix et il est déclaré élu.

Exemple 3

Les votes « 1 » sont redistribués de la même façon qu'à l'exemple 2, mais les votes « 2 » des bulletins favorisant le lézard ne suffisent pas pour former une majorité. Un troisième dépouillement est nécessaire, à l'issue duquel le lapin est éliminé. Les bulletins favorisant le lapin sont redistribués en fonction du choix suivant (en omettant les sélections donnant le lézard comme choix suivant parce qu'il a été éliminé).

	1er dep.	2e dep.	3e dep.	Totale
CHAT	29	10	13	52
CHIEN	38	5	5	48
LEZARD	16	0	0	16
LAPIN	17	1	0	18

RÉSULTAT : Après l'ajout des votes des partisans du lapin, le chat l'emporte sur le chien et obtient la majorité requise pour être élu.

Upcoming New Zealand Flag Referendums (2015-16)

New Zealand is in the process of evaluating its national flag. Under the New Zealand Flag Referendums Bill, a group of prominent New Zealanders were appointed to form a Flag Consideration Panel and seek alternative flag designs from the New Zealand public over the spring/summer of 2015. In early September, the Panel announced its shortlist of four alternatives to the current flag, later on in the month, the Panel added a fifth design.

Ballot Questions

The first referendum will take place by post over the period of November 20 to December 11, 2015 and will ask New Zealanders:

If the New Zealand flag changes, which flag do you prefer?



The second referendum will take place over multiple weeks in March, 2016. It will ask:

What is your choice for the New Zealand flag?

Option A

The top choice from the first referendum.

Option B

Current Flag

What is the Special Committee on Democratic Renewal doing?

In July 2015, the Government released a document called the *White Paper on Democratic Renewal*. The paper looks at how Prince Edward Islanders elect their provincial representatives, also known as Members of the Legislative Assembly (MLAs).

The Special Committee on Democratic Renewal of the Legislative Assembly was created to guide public engagement and make recommendations in response to the Government's *White Paper on Democratic Renewal*. You can read the *White Paper* online at www.assembly.pe.ca/democraticrenewal.

What are plebiscites & referendums?

Plebiscites and referendums are used throughout the world to gauge public opinion on important questions of public policy. The questions may address elements as fundamental as a nation's independence or constitution or they may address more narrow subjects related to specific societal concerns. Most plebiscites and referendums ask one question, but they can ask multiple questions on the same or different topics.

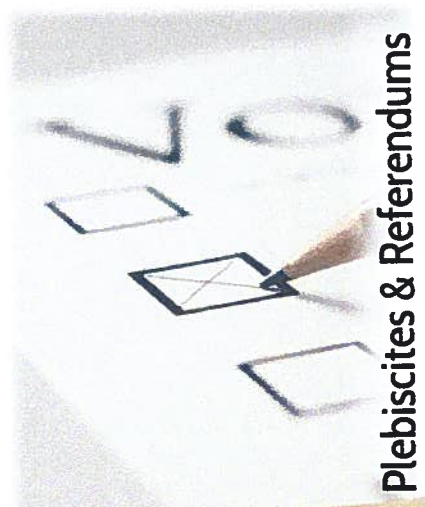
Are they different from one another?

"Plebiscite" and "referendum" are used interchangeably and the Oxford English Dictionary defines them similarly: Plebiscite: A direct vote of the whole electorate of a State etc. to decide a question of public importance, e.g. a proposed change in the constitution, union with another State, acceptance of a government programme, etc. Referendum: The process or principle of referring an important political question, e.g. a proposed constitutional change, to the entire electorate to be decided by a general vote; a vote taken by referendum.

The examples in this brochure demonstrate two-question plebiscites/referendums.

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- "Despite Referendum, Puerto Rico Statehood Unlikely Until At Least 2015." US News and World Report. Nov. 7, 2012. <http://www.usnews.com/news/articles/2012/11/07/despite-referendum-puerto-rican-statehood-unlikely-until-at-least-2015>
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Plebiscites & Referendums



New Zealand 2011 Voting System Referendum

This referendum was held on November 26, 2011 at the same time as the General Election. At the time, New Zealand used a Mixed Member Proportional (MMP) voting system to elect Members of Parliament to the New Zealand House of Representatives. The referendum used two questions to ask New Zealanders if they wanted to keep the MMP system, and if not, what they would prefer instead.

Ballot Questions & Results

Question 1
Should New Zealand keep the Mixed Member Proportional (MMP) voting system?
 Yes 57.77% No 42.23%

Question 2
If New Zealand were to change to another voting system, which voting system would you choose?
 First-Past-the-Post (FPTP) 46.66% Single Transferable Vote (STV) 16.73%
 Preferential Voting (PV) 12.47% Supplementary Member (SM) 24.14%

New Zealand kept its MMP voting system, though an independent review was carried out in 2012 to see if any changes were needed.

Australia 1999 Constitutional Alterations Referendum

This referendum was held on November 6, 1999 and asked Australians to submit their views on two proposed alterations to the Constitution. The first question asked whether Australia should become a Republic with a President appointed by Parliament. The second question asked about a less major change: whether a preamble should be added to the Constitution.

Ballot Questions & Results

Question 1
A Proposed Law: To alter the Constitution to establish the Commonwealth of Australia as a republic with the Queen and Governor-General being replaced by a President appointed by a two-thirds majority of the members of the Commonwealth Parliament. Do you approve this proposed alteration?
 Yes 45.18% No 54.82%

Question 2
A Proposed Law: To alter the Constitution to insert a preamble. Do you approve this proposed alteration?
 Yes 39.34% No 60.66%

Both proposals were defeated and no changes were made.

Scottish Devolution Referendum 1997

The Scottish Devolution Referendum of 1997 was a pre-legislative referendum held in Scotland on September 11, 1997. The issues were whether Scotland should have its own Parliament with powers devolved from the UK Parliament, and whether a Scottish Parliament should have tax-varying powers. The ballots asked the following questions:

Ballot Questions & Results

PART 1
I agree that there should be a Scottish Parliament 74%
 Or
 I do not agree that there should be a Scottish Parliament 26%

PART 2
I agree that a Scottish Parliament should have tax-varying powers 63%
 Or
 I do not agree that a Scottish Parliament should have tax-varying powers 37%

Following the passing of both parts of the referendum, the UK Parliament passed The Scotland Act 1998, and the Scottish Parliament was first convened on July 1, 1999.

Puerto Rican Political Status Plebiscite 2012

Puerto Rico held a referendum on its political status on November 6, 2012. Puerto Rico has been a territory of the United States since 1898, and had held three other referendums on its status prior to 2012. The questions asked voters' opinions on the territorial status, and which of three alternatives they might prefer.

Ballot Questions & Results

Question 1
Instructions: Mark your option of preference. Those ballots with more than one (1) mark in this section shall not be tallied. Do you agree that Puerto Rico should continue to have its present form of territorial status? Yes 46% No 54%

Question 2
Instructions: Regardless of your selection in the first question, please mark which of the following non-territorial options you would prefer. Statehood 61% Independence 6% Sovereign Free Associated State 33%

The referendum was not binding and Puerto Rico remains a US territory.

Référendums à venir sur le drapeau néo-zélandais (2015-16)

La Nouvelle-Zélande est en train d'évaluer son drapeau national. En vertu du projet de loi concernant les référendums sur le drapeau néo-zélandais (New Zealand Flag Referendums Bill), un groupe d'éminents Néo-Zélandais ont été nommés à une commission d'examen du drapeau afin de demander au public néo-zélandais de soumettre des propositions de drapeau au printemps et à l'été 2015. Au début de septembre, la commission a annoncé sa liste de quatre propositions sélectionnées; plus tard le même mois, elle a ajouté une cinquième proposition.

Questions du bulletin de vote

Le premier référendum aura lieu par courrier du 20 novembre au 11 décembre 2015, voici la question qui sera posée aux Néo-Zélandais :

Si le drapeau de la Nouvelle-Zélande devait changer, lequel de ces drapeaux préféreriez-vous?



Le deuxième référendum se déroulera sur plusieurs semaines en mars 2016. La question suivante sera posée :

Parmi ces deux drapeaux, lequel préféreriez-vous pour la Nouvelle-Zélande?

Option A

Le premier choix du premier référendum

Option B

Drapeau actuel

Quel est le rôle du Comité spécial sur le renouvellement démocratique?

En juillet 2015, le gouvernement a publié le Livre blanc sur le renouvellement démocratique, qui se penche sur le système par lequel les Insulaires élisent les députés qui les représentent à l'Assemblée législative provinciale.

L'Assemblée législative a créé le Comité spécial sur le renouvellement démocratique pour guider la participation du public et formuler des recommandations en réponse au Livre blanc sur le renouvellement démocratique. Vous pouvez consulter le Livre blanc à l'adresse suivante : www.assembly.govt.nz/democraticrenewal.

Que sont les plébiscites et les référendums?

Partout dans le monde, les plébiscites et les référendums servent à évaluer l'opinion publique au sujet d'importantes questions de politique gouvernementale. Ces questions peuvent porter sur des enjeux fondamentaux comme l'indépendance ou la constitution d'une nation, ou encore sur des sujets restreints liés à des préoccupations sociétales précises. La plupart des plébiscites et des référendums posent une seule question, mais ils peuvent aussi en poser plusieurs sur un même sujet ou sur différents sujets.

Quelle est la différence entre les deux?

Les termes « plébiscite » et « référendum » sont utilisés de façon interchangeable, et ils sont définis de façon similaire dans le dictionnaire anglais Oxford English Dictionary : Plébiscite : Un vote direct de l'ensemble du corps électoral visant à trancher une question d'importance pour le public, par exemple un changement proposé à la constitution, l'union avec un autre État ou l'approbation d'un programme gouvernemental.

Référendum : Le processus ou le principe de référer une importante question politique (par exemple un changement proposé à la constitution) à l'ensemble du corps électoral afin qu'elle soit tranchée par un vote général; un vote référendaire.

Les exemples dans cette brochure présentent des plébiscites et des référendums à deux questions.

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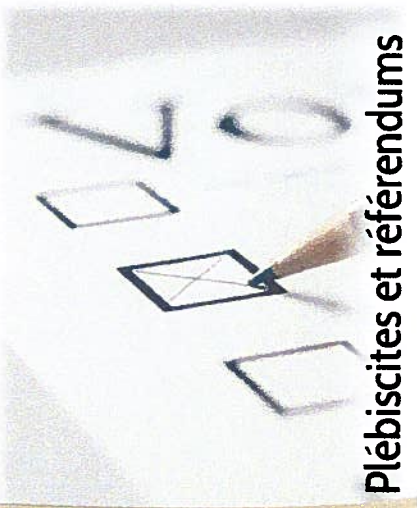
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Plébiscites et référendums

Comité spécial sur le



RENOUVELLEMENT DÉMOCRATIQUE

ÎLE-DU-PRINCE-ÉDOUARD

Référendum de 2011 sur le système de vote en Nouvelle-Zélande

Ce référendum a eu lieu le 26 novembre 2011, en même temps que l'élection générale. À ce moment, la Nouvelle-Zélande utilisait un système mixte proportionnel pour élire les députés à la Chambre des représentants de la Nouvelle-Zélande. Le référendum utilisait deux questions pour demander aux Néo-Zélandais s'ils souhaitent conserver le système mixte proportionnel et, sinon, quel système ils préféreraient.

Questions et résultats du bulletin de vote

Question 1	
La Nouvelle-Zélande devrait-elle conserver le système mixte proportionnel?	Oui 57,77% Non 42,23%
Question 2	
Si la Nouvelle-Zélande devait passer à un autre système de vote, lequel choisiriez-vous?	
Système uninominal majoritaire à un tour : 46,66%	Scrutin à vote unique transférable : 16,73%
Système de scrutin préférentiel : 12,47%	Système du député supplémentaire : 24,14%

La Nouvelle-Zélande a conservé son système mixte proportionnel, mais un examen indépendant a été mené en 2012 afin de voir si des changements s'imposaient.

Référendum de 1999 sur la modification de la Constitution de l'Australie

Ce référendum a eu lieu le 6 novembre 1999; il demandait aux Australiens de se prononcer sur deux modifications proposées à la Constitution. La première question demandait si l'Australie devait devenir une république avec un président nommé par le Parlement. La deuxième question portait sur un changement moins important, c'est-à-dire si une préface devait être ajoutée à la Constitution.

Questions et résultats du bulletin de vote

Question 1	
Loi proposée : Modifier la Constitution pour établir le Commonwealth d'Australie comme république, dans laquelle la Reine et le gouverneur général seraient remplacés par un président nommé par une majorité des deux tiers des membres du Parlement. Êtes-vous d'accord avec cette modification proposée?	Oui 45,18% Non 54,82%
Question 2	
Loi proposée : Modifier la Constitution pour y insérer un préambule. Êtes-vous d'accord avec cette modification proposée?	Oui 39,34% Non 60,66%

Les deux propositions ont été rejetées, et aucun changement n'a été apporté.

Référendum de 1997 sur la déconcentration des pouvoirs de l'Écosse

Le référendum de 1997 sur la déconcentration des pouvoirs de l'Écosse a eu lieu le 11 septembre 1997, avant l'adoption de la loi. Les enjeux en cause étaient si l'Écosse devait avoir son propre Parlement avec une déconcentration des pouvoirs accordés au Parlement du Royaume-Uni, et si un Parlement de l'Écosse devait avoir des pouvoirs de variation des impôts. Les bulletins de vote posaient les questions suivantes :

Questions et résultats du bulletin de vote

PARTIE 1	
Je suis d'accord pour qu'il y ait un Parlement de l'Écosse.	Oui 78%
Je ne suis pas d'accord pour qu'il y ait un Parlement de l'Écosse.	Ou 22%
PARTIE 2	
Je suis d'accord pour qu'un Parlement de l'Écosse ait des pouvoirs de variation des impôts.	Ou 63%
Je ne suis pas d'accord pour qu'un Parlement de l'Écosse ait des pouvoirs de variation des impôts.	Ou 37%

Après l'adoption des deux parties du référendum, le Parlement du Royaume-Uni a fait passer la Scotland Act 1998 (loi sur l'Écosse de 1998), et le Parlement de l'Écosse a été convoqué pour la première fois le 1er juillet 1999.

Plébiscite de 2012 sur le statut politique de Porto Rico

Porto Rico a tenu un référendum sur son statut politique le 6 novembre 2012. Porto Rico est un territoire des États-Unis depuis 1898, et il a tenu trois autres référendums sur son statut avant 2012. Les questions demandaient l'avis des électeurs sur le statut territorial, en plus de leur demander quelle option ils préféreraient parmi les trois choix proposés.

Questions et résultats du bulletin de vote

Question 1	
Instructions : Indiquez votre choix. Les bulletins de vote avec plus d'une (1) marque dans cette section ne seront pas comptés. Êtes-vous d'accord pour que Porto Rico continue d'avoir son statut territorial actuel? Oui 46% Non 54%	
Question 2	
Instructions : Quel que soit votre choix à la première question, veuillez indiquer laquelle des options non territoriales suivantes vous préférez.	
Statut d'État : 61%	Indépendance : 6%
État libre associé souverain : 33%	

Le référendum n'avait pas force exécutoire, et Porto Rico demeure un territoire des États-Unis.

SOCIAL MEDIA AND DIGITAL ADVERTISING

Social media allowed the committee to create, share information, and pictures/videos to our [virtual communities](#) and [networks](#) in an extremely cost effective way. The committee worked with Communications PEI and staff of the Legislative Assembly to enhance [Facebook](#), Twitter, YouTube and display ads through Google network. As 70% of all advertising worldwide is consumed through digital channels and the remainder 30% makes up traditional channels such as newsprint, radio and television, the committee felt it was essential to embark on a consistent digital media campaign while supporting local media.

The Legislative Assembly would broadcast tweets and follow other users' tweets i.e. CBC news. [Google+](#) (pronounced *Google plus*) is [Google's](#) social networking project, designed to replicate the way people interact offline.

Social media “boosts” for upcoming community consultations would start five days prior to the events, meaning that the campaign will start on a Friday for the following Wednesday.

FACEBOOK

Posts boosted

LOCATION	People Reached	Post Clicks	Post Likes, Comments, & Shares
Alberton/Summerside and surrounding areas	5,552	64	15
Montague/Souris and surrounding areas	6,012	110	38
Island target	17,972	348	283
Abram Village/Elmsdale (2 posts, one targeted at French language speakers for the meeting in Abram Village)	With notice of both meetings: 4,739 With notice of bilingual meeting: 3,607	On notice of both meetings: 97 On notice of bilingual meeting: 41	On notice of both meetings: 12 On notice of bilingual meeting: 15
Charlottetown and Stratford	11,762 + 10,952 = 22,714	171	57
TOTAL TO DATE	60,576	831	420

FACEBOOK POSTS (examples)



Legislative Assembly of Prince Edward Island
Published by Laura Morrell [?] · November 3 at 2:04pm · 🌐

General Information about Electoral Systems: Pamphlets

Have you been wondering what all the talk is about electoral systems, but you're not sure what the chatter is about when people start throwing around all those letters? STV, MMP, FPTP, PV. What are they talking about?

Below you'll find links to pamphlets prepared by the staff of the Legislative Assembly of Prince Edward Island to give you a bit of background on each of the different systems. These pamphlets are available in print at the community meetings, too, so be sure to pick them up if you make it to a session!

First-Past-the-Post (FPTP): http://www.assembly.pe.ca/photos/original/leg_DRfptpeng.pdf

Single Transferable Vote (STV): http://www.assembly.pe.ca/photos/original/leg_DRstveng.pdf

Mixed Member Proportional (MMP): http://www.assembly.pe.ca/photos/original/leg_DRmmpeng.pdf



Preferential Voting (PV): http://www.assembly.pe.ca/photos/original/leg_DRpveng.pdf

The website for the Special Committee on Democratic Renewal has lots of great information on the committee's work, as well as links to the presentations and submissions made by Islanders to the committee, and

124 people reached Boost Unavailable

👍 Like 💬 Comment ➦ Share

JoAnne Holden and Annette Campbell like this.

 Write a comment...  



Legislative Assembly of Prince Edward Island

Published by Laura Morrell [?] · November 2 at 9:04am

Public consultations with the Special Committee on Democratic Renewal are happening again this week with meetings on Wednesday, November 4, at Murphy's Community Centre in Charlottetown from 2 pm - 5 pm and 7 pm - 9 pm.

Everyone is welcome!

Find out more about the committee's work and submit your comments at www.assembly.pe.ca/democraticrenewal.



11,252 people reached

Boosted

Like Comment Share

Legislative Assembly of Prince Edward Island, JoAnne Holden, Ann C Kelly, Ann Wheatley and 25 others like this.

18 shares



Ron Chisholm ab.

Like Reply Message · November 2 at 11:06pm



Write a comment

TWITTER @PEILEG (examples)

 **PEI Legislature** @peileg · Oct 21
The Special Committee on Democratic Renewal will meet at Royal Canadian Legion Branch No. 8 in Montague in about 36 minutes. Open to public.

 **PEI Legislature** @peileg · Oct 21
Join the #democraticrenewal discussion!
Public mtgs in Souris(2-4) & Montague(7-9) or email assembly@assembly.pe.ca



 **PEI Legislature** @peileg · Oct 21
Summerside's October 14 Democratic Renewal committee meeting transcript is now online: assembly.pe.ca/sittings/2015s...

 **PEI Legislature** @peileg · Oct 21
Alberton's October 14 Democratic Renewal committee meeting transcript is now online: assembly.pe.ca/sittings/2015s...

 **PEI Legislature** @peileg · Oct 20
Public meetings on #democraticrenewal are happening tomorrow in Souris (2-4) and @MontaguePEI (7-9). We want your input!



PEI Legislature @peileg · Oct 26

Check out [#democraticrenewal](#) submissions & presentations made so far at tinyurl.com/p8c4sm6. Send your own to assembly@assembly.pe.ca!

1 2



PEI Legislature @peileg · Oct 22

MMP? STV? PV? FPTP? Is it alphabet soup? Check out the Resources page on the [#democraticrenewal](#) website for more! tinyurl.com/omcs3hv

1 1



PEI Legislature @peileg · Oct 21

Democratic Renewal committee meeting has concluded.

Next Scheduled Meeting: October 28, 2 PM at Village Musical Acadien in Abram Village.

2 2



PEI Legislature @peileg · Oct 21

Now:

Democratic Renewal committee meeting at Royal Canadian Legion, Montague.

Speaking: Star Child Eliza Knockwood re: electoral reform



PEI Legislature @peileg · Oct 21

In progress:

Democratic Renewal committee meeting at Royal Canadian Legion, Montague.

Presenting: Jesse Hitchcock re: electoral reform

1 1

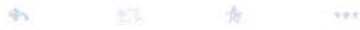


PEI Legislature @peileg · Oct 26

In progress:

Democratic Renewal committee is meeting at Village Musical Acadien, Abram Village

Presenting: Guy LaBonté re: electoral reform



PEI Legislature @peileg · Oct 26

Democratic Renewal committee is meeting at Village Musical Acadien, Abram Village.

Subject: Community Consultations re: electoral reform



PEI Legislature @peileg · Oct 26

The Special Committee on Democratic Renewal meets at Village Musical Acadien in Abram Village in 30 minutes. Bilingual, open to public.



PEI Legislature @peileg · Oct 26

Today's #democraticrenewal community meetings start @ Village Musical Acadien at 2! Can't make it? Head for Westisle Composite at 7.



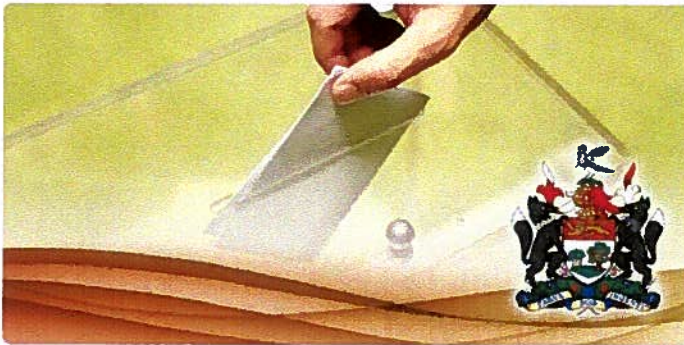
PEI Legislature @peileg · Oct 28

#democraticrenewal community meetings today @ Village Musical Acadien(2-4, bilingual) & Westisle Composite(7-9). Everyone welcome!



PEI Legislature @peileg · Oct 27

Check it out! #democraticrenewal meeting transcripts are available online: tinyurl.com/qes3jmp



PEI Legislature @peileg · Oct 14
In progress:
Democratic Renewal committee is meeting at Credit Union Place,
Summerside.
Presenting: Brenda Oslawsky of Fair Vote PEI

PEI Legislature @peileg · Oct 14
Democratic Renewal committee meeting has concluded.
Next Scheduled Meeting: Tonight at Credit Union Place in Summerside,
7
PM.

PEI Legislature @peileg · Oct 14
In progress:
Democratic Renewal committee meeting at Alberton Community
Centre.
Now Presenting: Marie Burge re: electoral system reform

PEI Legislature @peileg · Oct 14
In progress:
Democratic Renewal committee is meeting at Alberton Community
Centre.
Subject: Community Consultations re: electoral reform.

PEI Legislature @peileg · Oct 14
**Democratic Renewal Committee holding
public consultations @ Alberton Comm
Ctr(2-4) and Credit Union Place(7-9)
TODAY!**



PEI Legislature @peileg · Oct 21
The Special Committee on Democratic Renewal will meet at Royal Canadian Legion Branch No. 8 in Montague in about 36 minutes. Open to public.

PEI Legislature @peileg · Oct 21
Join the **#democraticrenewal** discussion!
Public mtgs in Souris(2-4) & Montague(7-9) or email assembly@assembly.pe.ca



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PEI Legislature @peileg · Oct 21
Public meetings on **#democraticrenewal** are happening tomorrow in Souris (2-4) and **@MontaguePEI** (7-9). We want your input!

TWITTER: Examples from other media outlets



8:41 AM - 05 Nov 2015

[Matt Rainie@islandmorning](#)

Thanks to [@UPEI](#) students for joining me, they are studying electoral reform and presenting to gov. committee [#peihttp://pbs.twimg.com/media/CTDHTpBWoAAVKIY.jpg](http://pbs.twimg.com/media/CTDHTpBWoAAVKIY.jpg)



TELUS 8:51 PM 49%



Teresa Wright [@GuardianTeresa](#)

Lots of people at this meeting tonight in Charlottetown of the special committee looking at electoral reform in [#PEI](#)



TELUS 8:50 PM 49%



Teresa Wright [@GuardianT...](#) 4m

Great to see engaged, young voters interested in electoral reform!

Young Voters of PEI [@Yo...](#)

This front row, though!
twitter.com/GuardianTeresa...

1 retweet 5 likes

APPENDIX 2 - CONTRIBUTORS

Boyd Allen
Nick Arsenaault
Harry Baglole
Bob Baird
Jake Bartlett
Nancy Beck
Greg Bradley
Jennifer Brookes
Carl Brothers
Philip Brown
Matt Bryenton
Marie Burge
Kent Butler
Claire Byrne
Citizens' Alliance
Hon. Norman Carruthers
Horace Carver
Sam Clark
Jeff Collins
Lydia Craig
Amanda Creamer
John Curtis
Stephen DeGrace
Dr. Don Desserud
Dr. Herb Dickieson
Klaus Dieckow
Dave Dixon
Ian Dohoo
Gerard Dougan
Emily Doyle
Teresa Doyle
Michael Dunn
Phil Elder & Alvin Finkel
Fair Vote Canada, PEI Chapter
Kenzie Gertley-Gregan
Rick Gibbs
Travis Gordon
Sean Graham
Jonathan Greenan
Peter Griesbauer

Chelsey Gunn & Courtney Gunn
Ole Hammarlund
Liam Heffernan
Robert Henderson, MLA
Karl "Carlo" Hengst
Jesse Hitchcock
Jason Hogan
Gerry Hopkirk
Emily Jewell
Roy Johnstone
Irwin Judson
Anna Keenan
Star Child Eliza Knockwood
Guy LaBonté
Ben Langille
Darcie Lanthier
La Société Saint-Thomas-d'Aquin
Latin American Mission Program
Colin LaVie, MLA
Sharon Leighton
Nils Ling
Lynne Lund
Kyle MacDonald
Paul MacDonald
Jill MacIntyre
Alexander MacKay
Margaret MacKay
Keith MacLean
Alan MacPhee
Margot Maddison-MacFadyen
Isaac Mazer
Karalee McAskill
Shawn-Patrick McDonald
Hon. Alan McIsaac, MLA
Gary McLeod
Nicholas McRoberts & Joel Arsenaault
Peter Meggs & Darragh Mogan
Brian Meisner
Lucy Morkunas
Steven Myers, MLA
Irene Novaczek

Catherine O'Brien
James O'Brien
Jim O'Leary
Brenda Oslawsky
PEI Advisory Council on the Status of Women
PEI Coalition for Proportional Representation
PEI Coalition for Women in Government
PEI New Democratic Party
Edith Perry
Andy Reddin
Corinne Rowswell
Leonard Russell
Sarah Saunders
Frank Simon
Wilson Sun
John te Raa
The Council of Canadians
Town of Stratford
Bill Trainor
Fulton Underhay
Josh Underhay
Chris van Ouwerkerk
Robert van Waarden
Vision PEI
Walter Wilkins
Harriet Worden
Shelagh Young