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// bringing change

## UPTOWN BUSINESS IMPROVEMENT DISTRICT EXPANSION BALLOT

### REPORT TO: UPTOWN BUSINESS ASSOCIATION

From Independent Election Services Ltd

3 April 2017

#### *Outline*

*A ballot to determine whether there is enough support to expand the Business Improvement District in the Uptown Business association area closed at 12 noon 31 March 2017.*

*The ballot indicated support for the expansion of the Business Improvement District area.*

*This report summarises the ballot process.*

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## 1. INTRODUCTION

### 1.1 Background

Notification of a ballot in the Uptown Business Association area, to determine whether to extend the existing Business Improvement District (BID) area, was received from Gary Holmes, General Manager, Uptown Business Association in November 2016. A ballot date of 31 March 2017 was agreed.

A 25% return of voting documents from all eligible electors is required for the ballot to be valid, and support from a 51% majority of those who voted is required for the BID area to be expanded.

Auckland Council's Business Improvement District (BID) Policy was updated and came into effect on 1 July 2016. One change to the BID Policy was the introduction of online voting as an option.

The Uptown BID ballot was conducted by postal and online voting.

## 2. NARRATIVE

### 2.1 Timetable

Voting packs for all electors on the supplied electoral data were lodged with NZ Post on Friday 3 March 2017. Electors then had four weeks to complete and return their voting documents, with voting closing at 12 noon on Friday 31 March 2017.

A more detailed timetable is attached ([Appendix 1](#)).

### 2.2 Roll of Electors

Every ratepayer/tenant/business owner of commercially rated property within the proposed BID expansion area was eligible to vote.

A roll of electors within the Uptown Business Association expansion area was compiled from Auckland Council and Uptown Business Association data and contained 290 entities/electors. A marked roll of electors (with a line through those who returned their voting document) is attached ([Appendix 2](#)).

### 2.3 Voting Packs

The voting packs consisted of:

- outward Maxpop sized envelope;
- return DLE sized prepaid envelope;
- personalised voting document;
- covering letter insert;
- information insert supplied by Uptown Business Association.

A sample voting document is attached ([Appendix 3](#)).

### 2.4 Additional Voting Packs

During the voting period 23 replacement voting packs were sent out – some to electors at different postal addresses and/or contact people, and some to electors who had been sent a voting pack in the original mailout, but who had misplaced or not received it.

## 2.5 Returns

When voting closed, 78 of 290 electors had returned their vote (this being a 26.9% return). A schedule of daily returns is attached ([Appendix 4](#)).

This compares to other BID ballot returns of:

Wiri BID Expansion Ballot (March 2017)	29.4%
Manukau BID Expansion Ballot (November 2016)	30.9%
North Harbour BID Expansion Ballot (April 2016)	30.6%
Warkworth BID Establishment Ballot (April 2016)	62.23%
Parnell BID Expansion Ballot [May 2015]	52.3%
Dominion Rd BID Expansion Ballot (May 2015)	39.5%
Devonport BID Establishment Ballot (March 2014)	41.8%
North West District BID Establishment Ballot (March 2014)	29.8%
Manukau BID Expansion Ballot (April 2014)	15.1%
Otahuhu BID Expansion Ballot (April 2014)	31.4%

## 2.6 Results

Each returned voting document was counted twice and the two counts reconciled. The results of the ballot are:

Question:

*Do you support the expansion of the Uptown Business Improvement District (BID) programme (to include the area shown on the accompanying map) which is to be delivered by the Uptown Business Association and accordingly support the paying of a targeted rate?*

Yes	50	(64.1%)
No	28	(35.9%)
Informal or Blank	0	

As more than 25% of the eligible electors returned their voting document and over 51% of those that voted supported the expansion of the Uptown Business Improvement District, the poll is successful.

A copy of the final results is attached ([Appendix 5](#)).

## 2.7 Costs

The cost to conduct the ballot is \$3,167.50 + GST, made up of:

- \$2,900.00 + GST, being \$10.00 + GST for each elector, for original 290 electors
- \$230.00 + GST being 23 additional packs issued @ \$10.00 per pack
- \$37.50 + GST being 3 packs sent same day by courier

Our invoice for this is included with this report for your attention.

### 3. SUMMARY

A ballot was undertaken on whether there is support for the expansion of the Business Improvement District in the Uptown Business Association area. The ballot indicated that of those who returned their vote, a majority supported expanding the BID area.

We trust that the Uptown Business Association is satisfied with the conduct of the ballot.

Please do not hesitate to contact us if we can be of any further assistance.

### 4. RECOMMENDATION

That this report be received.

Yours faithfully,



**Judith Ofoske**  
Director // Operations Manager  
Election Services

## APPENDIX 1

### Uptown Business Association Proposed Business Improvement District Expansion Ballot

## Ballot Timetable

Close of Voting: 12 noon, Friday 31 March 2017

(Number of Electors: 300)


by Friday 24 February 2017	Voter register complete Receive voter data and additional information from UBA/AC
Friday 3 March 2017	Lodgement of Voting Packs with NZ Post
from Monday 6 March 2017	Delivery of Voting Mailers
Monday 6 March - Monday 31 March 2017	Voting period  Progressive roll scrutiny Early processing
Friday 31 March 2017	Polling Day Voting closes (12 noon)  Results available as soon as possible



Dale Ofoske  
March 2017

APPENDIX 3

Fold Here



<<Numbers>>  
THE ELECTORAL OFFICER  
INDEPENDENT ELECTION SERVICES LTD  
PO BOX 5135  
WELLESLEY STREET  
AUCKLAND 1141


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## 2 ways to vote


you can choose ONE of these methods to vote

### vote by post

Tick your preferred option on the voting document  
(over page)



Tear off and discard your details below and post the  
voting document in the return envelope




OR

### vote online

Go to [www.voteonline.co.nz/uptown](http://www.voteonline.co.nz/uptown)  
Enter the following details, which are unique to you.

**Your Voter ID is**  
**Your Password is**


NOTE: All passwords are case sensitive - letters must  
be entered in capitals.



Follow the instructions online on how to vote

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Tear Along Perforation



<<Numbers>>  
Contact  
Name  
Postal Add1  
Postal Add2  
Postal Add3  
Postal Add4

## VOTING DOCUMENT



### Uptown Business Association BUSINESS IMPROVEMENT DISTRICT (BID) EXPANSION BALLOT 31 MARCH 2017

**Before you vote:** please read the accompanying information.

**How to vote:** indicate your preferred choice by placing a tick ✓ clearly in one box after the question below.

**After voting:** tear off top portion, fold the voting document and place in the prepaid envelope so the return address is shown in the window. Post or deliver the envelope to Independent Election Services Ltd, so that it is received before **12 noon, Friday 31 March 2017.**



**Question:**

Do you support the expansion of the Uptown Business Improvement District (BID) programme (to include the area shown on the accompanying map) which is to be delivered by the Uptown Business Association and accordingly support the paying of a targeted rate?

YES

NO

**Voting closes at 12 noon Friday 31 March 2017. Online voting must be completed by this time.  
If voting by post, post your vote early to ensure it is received at the Electoral Office in time.**

Independent Election Services Ltd  
PO Box 5135, Wellesley Street, Auckland 1141  
Level 2, 198 Federal Street, Auckland 1010  
Ph (09) 973 5212.

Tear Along Perforation

### Uptown Business Improvement District (BID) Expansion Ballot – 31 March 2017

#### Have your say on the proposed Uptown Business Improvement District (BID) programme.

The purpose of this ballot is to seek your opinion as an eligible voter on whether you support the expansion of the Business Improvement District (BID) in the Uptown Business Association area as defined on the enclosed map.

Funding for the Uptown BID would be by way of a targeted rate on all commercial properties within the proposed BID area.

To be eligible to vote in the ballot, a person must be a commercial property ratepayer or a business tenant of commercially rated property within the area.

There is one vote for each ratepayer or one vote for each business tenant irrespective of how many properties or businesses you own within the proposed BID area.

For the BID proposal to proceed, at least 25% of eligible voters are required to return a vote, and of these at least 51% support the establishment of the BID. Please vote (either by voting online or by completing and posting this voting document) to have your say.

The results of the ballot will be considered by the Auckland Council.

**VOTING CLOSSES AT 12 NOON, FRIDAY 31 MARCH 2017.**

If you would like further information, please contact:

Uptown Business Association: Gary Holmes Ph: 0274 966 283 or gary@uptown.co.nz

Auckland Council: Claire Siddens, Auckland Council BID Partnership Advisor, Ph: 021 984 065 or claire.siddens@aucklandcouncil.govt.nz

For any electoral related queries please contact the electoral office on (09) 973 5212 or info@electionservices.co.nz

FINAL RETURN



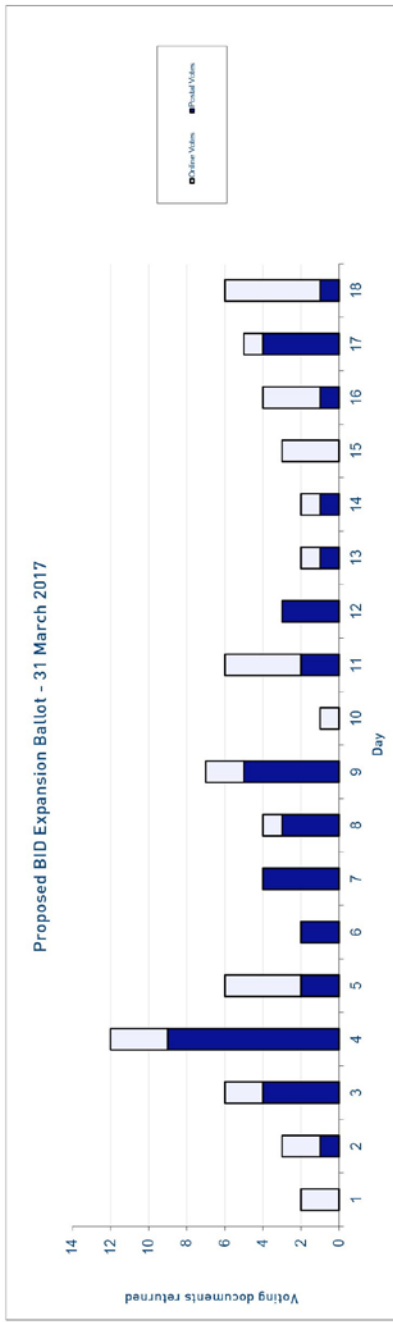
UP TO WIN

**Uptown Business Improvement District  
Proposed BID Expansion Ballot  
31 March 2017**

Voting document returns  
290

Voting Document Returns	8-Mar	9-Mar	10-Mar	13-Mar	14-Mar	15-Mar	16-Mar	17-Mar	20-Mar	21-Mar	22-Mar	23-Mar	24-Mar	27-Mar	28-Mar	29-Mar	30-Mar	31-Mar
Postal Votes	0	1	4	9	2	2	4	3	5	0	2	3	1	1	0	1	4	1
Online Votes	2	2	2	3	4	0	0	1	2	1	4	0	1	1	3	3	1	5
Daily Total	2	3	6	12	6	2	4	4	7	1	6	3	2	2	3	4	5	6
<b>Accum Total</b>	<b>2</b>	<b>5</b>	<b>11</b>	<b>23</b>	<b>29</b>	<b>31</b>	<b>35</b>	<b>39</b>	<b>46</b>	<b>47</b>	<b>53</b>	<b>56</b>	<b>58</b>	<b>60</b>	<b>63</b>	<b>67</b>	<b>72</b>	<b>78</b>
Daily %	0.7%	1.0%	2.1%	4.1%	2.1%	0.7%	1.4%	1.4%	2.4%	0.3%	2.1%	1.0%	0.7%	0.7%	1.0%	1.4%	1.7%	2.1%
<b>Accum %</b>	<b>0.7%</b>	<b>1.7%</b>	<b>3.8%</b>	<b>7.9%</b>	<b>10.0%</b>	<b>10.7%</b>	<b>12.1%</b>	<b>13.4%</b>	<b>15.9%</b>	<b>16.2%</b>	<b>18.3%</b>	<b>19.3%</b>	<b>20.0%</b>	<b>20.7%</b>	<b>21.7%</b>	<b>23.1%</b>	<b>24.8%</b>	<b>26.9%</b>

43  
35





APPENDIX 5

# RESULT SHEET

OFFICIAL RESULT

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## Uptown Business Improvement District BID EXPANSION BALLOT 31 March 2017

*Question: Do you support the expansion of the Uptown Business Improvement District (BID) programme (to include the area shown on the accompanying map) which is to be delivered by Uptown Business Association and accordingly support the paying of a targeted rate?*

		TOTAL	
YES	101	50	64.10%
NO	102	28	35.90%
INFORMALS	103	0	0.00%
BLANK	104	0	0.00%

78