

# Route 2

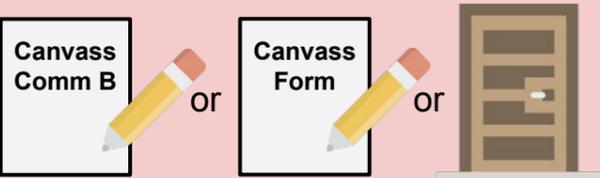
## The 'Unmatched Properties' Route

### Canvass Rules

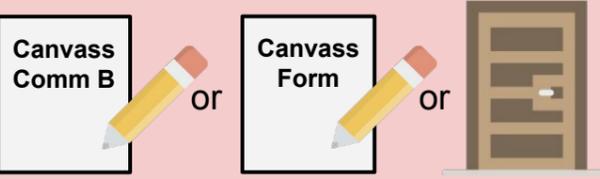
Under the reformed canvass, there will be more communication options that EROs can choose from. Before EROs decide what type of communication they will use and in what order they use them (known as a 'permutations'), it is important to understand the rules that are laid out in legislation that affect these decisions. Once you have read these rules, please go to Worksheet 5, where the process for deciding the Route 2 contact permutations is outlined.

**1** EROs are required to make a minimum of three contact attempts (where they do not receive a response) during Route 2.

**2** The first contact attempt must be with the property, rather than using individual contact details, i.e. it must be either one of two paper communications or a household visit.



**3** A further contact in the process must also be made with the property where no response is received, i.e. it must be either one of two paper communications or a household visit.



**!** If EROs choose to use telephone calls to meet the personal contact requirement, they will have to call each elector that they believe is resident at the property - if they hold their contact number - until they receive a response.

There will be two written property communication options available to EROs:

- A written letter, known as Canvass Communication B (CCB), which invites recipients to respond online or by phone.
- A prescribed Canvass Form. This differs from a CCB as it includes a full paper form for recipients to complete and return, as well as offering the options of responding online or by phone.

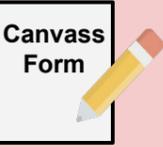
The reformed canvass introduces new types of communication methods that contact electors at an individual level (e.g. telephone, SMS, emails etc.). Previously, canvass communications were all directed to a property as a whole (e.g. household visit or form). With the introduction of individual level contacts, the rules in boxes 2 and 3 have been created to ensure information continues to be directed to the right audience under the reformed canvass.

**4** At least one step in the chasing cycle has to be a personal canvass, if no response has been received.



A personal canvass is either a telephone call to a matched elector or a household visit.

**5** The prescribed Canvass Form must be sent at some point in the cycle, along with a prepaid, pre-addressed envelope. This can be sent as the first communication or if the ERO has not received a response to previous communications.



**Key**

- Route 2 Rule
- Information ( Important Info )
- Link to Information