



## CORPORATE SERVICES DEPARTMENT

### Use of Municipal Resources for Election-Related Purposes

|                                    |                                       |                   |
|------------------------------------|---------------------------------------|-------------------|
| Policy #:<br>CS-013                | Issued:                               | Reviewed/Revised: |
| Prepared By:<br>Jennifer Astrologo | Reviewed By:<br>Senior Administration | Approved By:      |

#### 1.0 PURPOSE

This Policy establishes rules and procedures to ensure that municipal or board resources are not used for municipal, provincial, or federal election-related purposes.

The purpose of this Policy is to preserve public confidence in municipal government, to safeguard the public's trust in the electoral process, to ensure that Candidates, Members of Council and Registered Third Parties are treated fairly, and to comply with legislative requirements.

#### 2.0 SCOPE

This Policy applies to all Candidates, Members of Council, Registered Third Parties, Staff, and members of the public during an election period.

#### 3.0 DEFINITIONS

“**Act**” means the *Municipal Elections Act, 1996*, S.O. 1996, c.32, as amended.

“**Campaign Activity**” means any action, event or pursuit that supports or opposes the election of a Candidate or a question on the ballot, and includes, without limiting the generality of the foregoing, the distribution of Campaign Materials.

“**Campaign Materials**” means any material, regardless of format, that promotes or opposes any Candidate, or a response to any question on a ballot and includes, but is not limited to printed literature, banners, posters, pictures, balloons, signs, magnets, vehicle decals, and clothing.

“**Candidate**” means a person who has filed a nomination for office pursuant to section 33 of the *Act*, and includes a person who has filed a nomination for election to a school board pursuant to the *Education Act*, R.S.O. 1990, c. E.2, as amended, and also includes individuals who are running for office in a provincial or federal election.

**“Clerk”** means the Clerk of the Town, or his/her designate.

**“Council”** means the Council of the Town.

**“Employee(s)”** means any full-time, part-time and contract employee hired by the Town including, but not limited to, unionized and non-unionized employees, students, temporary employees, and cooperative placement employees.

**“Member”** means a member of the Council of the Town.

**“Policy”** means the “Use of Municipal Resources for Election-Related Purposes” Policy.

**“Registered Third Party”** means an individual, corporation or trade union that has filed a Notice of Registration as a third party advertiser in a municipal election.

**“Town”** means The Corporation of the Town of Kingsville.

#### **4.0 REFERENCE DOCUMENTS**

*Municipal Elections Act, 1996*

#### **5.0 RESPONSIBILITIES**

- 5.1 The Corporate Services Department is responsible for communicating this Policy to Candidates, Members, and Registered Third Parties and shall ensure that the Policy is reviewed on a regular basis (at least once during each election cycle).
- 5.2 Department Heads, Managers, and Supervisors are responsible for communicating this Policy to their staff.
- 5.3 Candidates, Members and Registered Third Parties are accountable to read, understand and comply with this Policy. However, nothing in this Policy is intended to prevent a Member from performing their duties as Councillor, nor inhibit them from representing the residents of the Town.
- 5.4 Staff are authorized and directed to take the necessary steps to give effect to this Policy.
- 5.5 The Clerk is delegated the authority to make administrative changes to this Policy that may be required from time to time due to legislative changes, and may make other minor amendments, provided that, in the opinion of the Clerk, those changes do not alter the intent of the Policy.

#### **6.0 POLICY**

## **Responsibilities of Candidates, Members and Third Parties**

- 6.1 Members, Candidates, and Registered Third Parties are not permitted to:
- a) Use equipment, supplies, services, Employees or other resources of the municipality for any Campaign Activity;
  - b) Display Campaign Material in any municipally owned or operated building or facility;
  - c) Use Town funds to acquire any resources for any Campaign Activity, including ordering of stationery and office supplies;
  - d) Use Town facilities or property for Campaign Activity, unless the facility or property is rented in accordance with Town policies, procedures and practices as may be in effect from time to time, and the applicable rental rates are paid;  
NOTE: rentals must be paid from the campaign account of the Registered Third Party or Candidate.
  - e) Use photographs produced for and owned by the Town for Campaign Activity;
  - f) Use Town funds to print or distribute Campaign Material;
  - g) Make reference to and/or identify any individual as a Candidate, political party, Registered Third Party, or support or oppose a question on a ballot during an election, on any social media sites, blogs, or other new media created and managed by Town Employees;
  - h) Use the Town brand, logo, coat of arms, crest, slogan or corporate program identifiers, including any municipal election logo, on any Campaign Material, whether printed or on a campaign website; and
  - i) Use of Town information technology assets, infrastructures, or data (e.g. computers, wireless devices, portals, corporate email, web pages, telephones) for Campaign Activity.
- 6.2 Members are not permitted to use any Council or Councillor budget for Campaign Activity.
- 6.3 Members, Candidates, and Registered Third Parties who attend Town organized or Town sponsored/sanctioned events are not permitted to engage in Campaign Activity at the event.
- 6.4 A Member who attends an event as a representative of Council, is not to engage in Campaign Activity while attending that event.

## **Employee Roles and Responsibilities**

- 6.5 Employees are not permitted to engage in Campaign Activity during hours in which that Employee is receiving compensation from the Town, save and except during scheduled time off (i.e. vacation, leave of absence).

- 6.6 Employees are not permitted to sign nomination papers during hours in which that Employee is receiving compensation from the Town, save and except during scheduled time off (i.e. vacation, leave of absence).
- 6.7 Employees wishing to participate in Campaign Activity must take care to separate those personal activities from their position and responsibilities with the Town. Employees participating in Campaign Activity must ensure that such activity does not take place during hours in which that Employee is receiving compensation from the Town, save and except during scheduled time off (i.e. vacation, leave of absence) and are prohibited from using Town assets, resources or property for those activities.
- 6.8 Employees participating in Campaign Activity may not do so while wearing Town branded clothing, their badge or any other item that identifies them as a Town Employee, or while using a Town branded vehicle.
- 6.9 Employees shall not post or distribute Campaign Materials on behalf of a Candidate or Registered Third Party at Town facilities or on Town property.

**7.0 REVIEW/REVISIONS**

| No. | Revision Details (incl. provision #) | Revision By | Date |
|-----|--------------------------------------|-------------|------|
| 1.  |                                      |             |      |
| 2.  |                                      |             |      |
| 3.  |                                      |             |      |
| 4.  |                                      |             |      |
| 5.  |                                      |             |      |

Questions about this policy can be referred to the Director of Corporate Services.