

TOWN OF SAUGEEEN SHORES CORPORATE POLICY

Use of Corporate Resources for Election Purposes	
Department: Corporate	Prepared By: Linda White
Date of Passage: February 26, 2018	Resolution Number: 44-2018

1. PURPOSE

- 1.1 The purpose of this policy is to provide a consistent approach and direction regarding the use of corporate resources during an election campaign.
- 1.2 This policy is intended to:
 - 1.2.1. Ensure compliance with the *Municipal Elections Act, 1996*, (MEA) in regards to the role of the Town contributing to a municipal or trustee election campaign;
 - 1.2.2. Ensure candidates and registered third parties are treated fairly and consistently within the municipality;
 - 1.2.3. Ensure the integrity of the election process is maintained at all times;
 - 1.2.4. Establish the appropriate use of resources during an election, in order to:
 - a) protect the interests of Members of Council, candidates, registered third parties, staff and the Corporation, and
 - b) ensure accountable and transparent election practices.

2. SCOPE

- 2.1. This policy applies to Members of Council, candidates, registered third parties who are running for office in a municipal, school board, provincial or federal election, and staff, during a campaign period.
- 2.2. Exceptions:
 - 2.2.1. Information prepared, posted and maintained by the Town (excluding local boards) including candidates' names and contact information;
 - 2.2.2. The names and photographs of Members of Council, their contact information, and a list of current representation on Committees;
 - 2.2.3. Agendas and Minutes of Council and Committee meetings;

- 2.2.4. Media releases and Town materials that describe inter-governmental activities of the Mayor in the capacity as Head of Council and Chief Executive Officer of the Town.

3. POLICY

- 3.1. Candidates, Registered Third Parties and Members of Council in a campaign period are not permitted to:

- 3.1.1 Use equipment, supplies, services, staff or other resources of the municipality for any election campaign or election campaign related activities;
- 3.1.2 Use Town funds to acquire any resources for any campaign or campaign related activities, including ordering of stationery and office supplies;
- 3.1.3 Use Town owned facilities or property for campaign events, unless the facility or property is rented in accordance with municipal agreements and the appropriate rates are paid;

- Note: a) Such rental must be paid from the campaign account of the candidate or registered third party;
- b) Candidates and registered third parties will set up and remove all election related material, including but not limited to, signs, posters, and other campaign material within the allotted rental period; and
- c) Election related material can only be displayed within the rented area designated within the rental agreement.

- 3.1.4 Use Town funds or Town owned equipment to print or distribute any material that makes reference to any registered third party, candidate, Council Member or individual that is running for elected office in a municipal, school board, provincial or federal election, or political party contest or by-election;
- 3.1.5 Use Town funds or Town owned equipment to print or distribute any material that identifies that they or another individual will be running for elected office;
- 3.1.6 Make reference to and/or identify any individual as a candidate, political party, registered third party, or a supporter or opposed of a question on a ballot during an election, on any social media site, blog, podcast and other media created by the Town or maintained on behalf of the Town by Town employees;

- 3.1.7 Use the Town brand, logo, slogan or corporate program identifiers on any election campaign related material either printed or on a campaign website; and
 - 3.1.8 Use corporate Information Technology (IT) assets, infrastructure or data (i.e. computers, wireless devices, portals, corporate e-mail, web pages, podcasts, telephone) to communicate election related messages.
 - 3.1.9 The following will be discontinued for Councillors on May 1 in an election year until the end of the Council term:
 - a) All forms of advertising, including municipal publications, sponsorships, social media, podcasts etc.
 - b) The ordering of stationary, business cards, office supplies.
 - 3.1.10 Campaigning at events hosted by the Town, including events hosted by Boards and Committees of Council, i.e. Business Improvement Areas, is not permitted.
 - 3.1.11 Campaigning at events hosted by the Chamber of Commerce or Saugeen Shores Tourism shall only take place with the permission of the event organizer. Staff responsible for organizing the event may request that a candidate or registered third party desist if such campaigning is disruptive to the event;
 - 3.1.12 A Member of Council attending an event as a representative of Town Council is not to campaign while conducting Town business. A Member of Council may speak at an event as a representative of Town Council but is not permitted to use the event as an opportunity to campaign; and
 - 3.1.13 Candidates or registered third parties are not permitted to engage in campaign activities directed at Town employees while those employees are at their workplace or engaged in work for the Town.
- 3.2 Town Staff Conduct

Town staff shall not perform any work in support of a candidate or registered third party (i.e. campaign) during hours in which a person is receiving any compensation from the Town, except during scheduled time off (i.e. scheduled vacation time). Staff shall not post or distribute campaign material on behalf of a candidate or registered third party at Town facilities, on Town property, or by means of any Town resource.

4. ROLES AND RESPONSIBILITIES

- 4.1 The Clerk's office is responsible for communicating this policy to candidates, registered third parties and staff.
- 4.2 The Clerk's office is responsible for investigating reported contraventions to ensure that there is compliance.
- 4.3 Members of Council, election candidates, registered third parties and staff are accountable to comply with this policy.

5. MONITORING AND COMPLIANCE

This policy is to be reviewed on a regular basis (not to exceed four years) and remains relevant to the needs of the Corporation.

6. DEFINITIONS

Campaign Period: The date the Nomination Form, or Third Party Registration form, is filed until December 31 in the year of an election (unless a request for extension of campaign period has been filed).

All Other Elections: the date on which the Nomination Form is filed until the end of the campaign period defined by legislation.

Candidate: Person who has filed a Nomination Form as a candidate in a municipal election.

Contribution: A contribution includes:

- a) money, goods and services given to and accepted by or on behalf of a person, for his or her election campaign (MEA Section 88.15[1]);
- b) money, goods and services given to and accepted by or on behalf of an individual, corporation or trade union in relation to third party advertisements (MEA Section 88.15[2] as of April 1, 2018).

Corporation: The Corporation of the Town of Saugeen Shores.

Municipal Publication: Any Town publication.

Nomination Day: 4th Friday in July in the year of the election as prescribed in the MEA.

- Registered Third Party: An individual, corporation or trade union that has filed a Notice of Registration as a third party advertiser in the municipal election.
- Social Media: Online technologies and practices used to share opinions, insights, experiences and perspectives through words, pictures, podcasts, music, videos and audio. Social media can take many different forms, including but not limited to internet forums, web logs (blogs), social blogs, messaging, wikis, podcasts, pictures, video, music sharing, rating and bookmarking.
- Staff: All full-time, part-time and contract employees of the Corporation.
- Town: The Corporation of the Town of Saugeen Shores, including local boards of the Town.