



Village of Sundridge Corporate Policy

Schedule "A" to By-law No. 2018-016

POLICY: Use of Corporate Resources for Election Purposes	COUNCIL APPROVAL DATE: April 25, 2018
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1. POLICY STATEMENT

The *Municipal Elections Act*, prohibits a municipality from making contributions in any form to a Candidate or Registered Third Party.

All provisions contained within this policy shall endeavour to ensure that individual rights and freedoms are respected while maintaining that: 1) Corporate Resources shall not be used during an Election Period to promote or provide an unfair advantage to any Candidate, political party, constituency association or Registered Third Party; 2) Members of Council shall not be precluded from performing their duties as elected Officials, nor inhibit them from representing the interests of their constituents; and 3) Information and communication related to an election shall continue to be open and accessible to the public.

2. PURPOSE

The purpose of this policy is to create guidelines in the Village of Sundridge for all Candidates running for an elected office during an Election Period and to establish parameters for use of Corporate Resources for election related purposes.

3. SCOPE

This policy applies to all Elected Officials, Candidates and their representatives, Registered Third Parties, and employees of the Village of Sundridge.

4. DEFINITIONS

- 4.1 Campaign(ing)** means any activity by or on behalf of a Candidate, political party, constituency association or Registered Third Party during the Election Period. This does not include the appearance of elected officials, other candidates or their supporters, or registrants at an event in their personal capacity without the display of any signage or graphic which identifies the individual as a candidate or registrant and without the solicitation of votes.
- 4.2 Campaign Materials** means any materials used to solicit votes for a Candidate(s) or question during the Election Period including but not limited to literature, banners, posters, pictures, buttons, clothing, or other paraphernalia. Campaign Materials include materials in all media, for example, print, displays, electronic radio or television, online including websites or social media.
- 4.3 Candidate** means any person who has filed and not withdrawn a nomination in a municipal, school board, provincial or federal election or by-election. Where referred to herein, the term Candidate can also be substituted to read Registered Third Party.

4.4 Corporate Resource means items, services, or resources which are the property of the Village of Sundridge including but not limited to: materials, equipment, vehicles, facilities, land, technology, intellectual property, images, logos and supplies. Working hours, the time where the Village pays its employees to complete certain duties or tasks, is also considered to be a Corporate Resource.

4.5 Election Period means the official Campaign period of an election for:

- A municipal or school board election; the Election Period commences on the first day prescribed for the filing of nominations in accordance with the MEA and ends on voting day.
- A provincial or federal election; the Election Period commences the day the writ for the election is issued and ends on voting day.
- A by-election; the period commences when the by-election is called and ends on voting day.

4.6 MEA means the *Municipal Elections Act*, 1996, S.O. 1996, c. 32, Sched.

4.7 Registered Third Party shall have the same meaning as “Registered Third Party” under the MEA.

5. POLICY DETAILS

5.1 Responsibilities

5.1.1 Candidates are required to adhere to the guidelines and parameters established by this policy.

5.1.2 The Clerk is required to administer this policy in the capacity of Returning Officer and provide for any related procedures as may be required for conducting an election.

5.1.3 Village of Sundridge Staff are required to ensure that Corporate Resources as identified in this policy are not used for Campaigning.

5.2 General

Corporate Resources shall not be used by a Candidate for Campaigning during the Election Period.

The Clerk as Returning Officer for the municipal election, shall be empowered to decide on any matters that may not be covered in this policy. Such decision shall be made in good faith and is not debatable or appealable.

5.3 Technology

The following is provided for clarity when considering the use of Corporate Technology Resources:

- 5.3.1** If Members of Council are provided access to corporate information technology (I.T) assets to fulfill their duties and responsibilities as an elected official they may not use those assets for Campaigning or for the development of Campaign Materials.
- 5.3.2** Websites or domain names that are funded by the Village of Sundridge may not be used for Campaigning. Candidates and Registered Third Parties may provide a link to the Village's official election website or webpages in their Campaign Materials in order for electors to access additional information about the election and voting process. The Village's official election website or webpages will provide Candidate contact information, including a link to a Candidate's website, but shall in no way endorse any Candidate.
- 5.3.3** Once a Member of Council registers to be a Candidate, any links from the Village website or social media account to his or her website or social media pages will be removed from the Village's web pages if the Member's website or social media page contains or will contain Campaign Material. Members shall advise the Clerk of any intention to use a website or social media page for Campaign Material so that links may be removed from the Village website prior to any material being published.
- 5.3.4** Members of Council shall not convert a constituency website to an election Campaign website if all or a portion of the costs associated with the creating or maintaining of the site were paid by the Village of Sundridge at any time.

5.4 Communication

The following is provided for greater clarity when considering the use of Corporate Communication Resources:

- 5.4.1** Members of Council may not use Council portraits funded by the Village of Sundridge, either as a corporate or Member expense, in Campaign Materials.
- 5.4.2** Candidates may not print or distribute reference to any of the Village's email addresses, telephone numbers, or facility addresses on any Campaign Materials.
- 5.4.3** Notwithstanding Section 5.4.2, Candidates may provide a link to the "Elections" page of the Village of Sundridge official website in order for electors to access additional information about the election and voting process.

- 5.4.4** The Clerk may develop and distribute information through various means for the purpose of advising and educating electors. Candidates are permitted to promote and distribute election information provided by the Clerk, provided that such information is not modified in any way.
- 5.4.5** The Village of Sundridge logo, crest, coat of arms, and slogans, or any other images or illustrations owned or under the jurisdiction of the Village of Sundridge may not be used in any Campaign Materials.
- 5.4.6** Notwithstanding Section 5.4.5, Candidates may capture their own photos of Village of Sundridge property for use in Campaign Material, provided the photo is not taken while on, in, or over Village of Sundridge property and does not contain a Village of Sundridge sign, logo, crest, coat of arms or slogan in the background.
- 5.4.7** Distribution lists or contact lists developed utilizing Corporate Resources and in the custody and control of the Village of Sundridge shall not be utilized for election purposes.

5.5 Municipal Facilities

The following is provided for greater clarity when considering the use of Municipal Facilities, including municipally-owned or leased lands, as Corporate Resources:

- 5.5.1** Any Candidate may attend any public Standing Committee, Advisory Committee or Council meeting; however, they shall not use this forum to speak on or address any matter relating to their Campaign.
- 5.5.2** Campaigning and Campaign Material is not permitted in any municipal facilities, on municipal land, or at municipally-operated events.
- 5.5.3** A vehicle or trailer displaying Campaign Material, whether the Campaign Material is displayed on the outside or inside of the vehicle or trailer, shall be prohibited during the Election Period from parking in a municipally-owned or operated parking lots.
- 5.5.4** A vehicle or trailer displaying Campaign Material, whether the Campaign Material is displayed on the outside or inside of the vehicle or trailer, shall be prohibited from parking on municipal property or a Highway within 150 meters of a polling location for the dates such locations are open for voting from two hours before the polling location opens for voting until two hours after the polling location is closed for voting.

5.6 Municipal Staff

Municipal Staff are prohibited from using Corporate Resources for the benefit of a Candidate or Campaign.