



## THE CORPORATION OF THE TOWN OF MIDLAND

### Use of Corporate Resources During Municipal Election Campaign Period

#### PURPOSE

The purpose of this policy is to comply with the *Municipal Elections Act, 1996 (MEA)*, to establish rules and procedures with respect to the use of municipal resources during the election campaign period. The *MEA* prohibits a municipality from making a contribution to a candidate and, as a contribution may take the form of money, goods or services, this policy provides guidance on the appropriate use of corporate resources during an election.

In order to preserve public trust and comply with the provisions of the *MEA*, it is essential that members of Council, all election candidates and all Town employees maintain the highest standard of ethical conduct throughout the election campaign period, generally recognized as commencing with the candidates' registration date through to election day in an election year.

#### SCOPE

This policy applies to all members of Council and all candidates for the Municipal Election who have filed a nomination paper pursuant to the *MEA* or the *Education Act*.

#### IMPLEMENTATION

1. No candidate shall use Town facilities, equipment, supplies, services or other resources for election-related purposes.
2. No candidate shall use municipally-provided facilities for election-related purposes.
3. No candidate shall use the Town's technology systems such as laptops, emails, internet, fax, photocopiers, etc., for election-related purposes.
4. No candidate shall use the Town's computer network (including the Town's email system) to distribute election-related campaign material.
5. No candidate shall use municipally-funded services such as mobile phones for election-related purposes.
6. No candidate shall use municipally-funded expense allowances for election-related purposes.
7. No candidate shall undertake any election-related activities on any municipal property.

8. No candidate shall display campaign signs or materials in/at any Town-owned or operated facility, Town-operated event or on Town-operated buses.
9. The following will be discontinued for all members of Council from the beginning date of the nomination period through to election day:
  - i. All forms of advertising, in municipal publications
  - ii. All printing, photocopying and distribution, including printing and general distribution of newsletters (except for any printing or photocopying required to carry out their regular Council duties, i.e. agendas)
  - iii. The ordering of stationary, including business cards
10. No candidate shall use business cards, letterhead or any material imprinted with the municipal logo for election-related purposes.
11. No candidate shall use the Town's logo, crest, slogan, etc., on any campaign materials or be included on any election campaign-related website, except in the case of a link to the Town's website to obtain general information regarding the municipal election.
12. No candidate shall print or distribute election-related material paid by municipal funds that:
  - i. Illustrates that an individual is a candidate; or
  - ii. Identifies where the candidate or any other individual will be running for office; or
  - iii. Profiles or makes reference to a candidate.
13. No candidate shall use distribution lists, contact lists and ratepayer information acquired, developed and provided utilizing municipal resources or through contact in a member of Council's role for election-related purposes.
14. No candidate shall use the services of any Town employee for election-related purposes during hours in which that employee receives any compensation from the municipality.
15. No candidate shall use any newsletter, websites, social media accounts or domain names, that are funded by the municipality, to distribute election-related campaign material.

## **LIMITATION**

1. Nothing in this policy shall preclude a member of Council from performing in his or her role as a Council member nor inhibit the member from representing the interests of the constituents who elected the member.

2. Nothing in this policy shall preclude a staff member from exercising his/her civic duty to participate in the municipal election process as a private citizen.
3. Nothing in this policy shall prevent staff from conducting an election in accordance with the MEA or providing non-partisan election information material on behalf of the Town so as to inform the public about the election and the election process.