



POLICY MANUAL

POLICY NUMBER: COUNCIL-004

SUBJECT: USE OF CORPORATE RESOURCES FOR ELECTION PURPOSES

GENERAL POLICY STATEMENT:

The purpose of this Policy is to clarify for all Municipal Election candidates, including Members of Council seeking re-election, acclaimed Members or a Member not seeking re-election, registered third party advertisers and those acting on its behalf, and all City of Brantford Staff, are required to follow the provisions of the Municipal Elections Act, 1996 as amended and:

- No candidate, registered third party advertiser or its agents, or City Staff shall use the facilities, equipment, supplies, services, staff or other resources of the Municipality for any Municipal Election campaign or campaign-related activities;
- No candidate, registered third party advertiser or its agents, or City Staff shall undertake campaign-related activities on Municipal property unless rented in accordance with City rental procedures (of which expense must be paid from the campaign account of the candidate or registered third party);
- No candidate, registered third party advertiser or its agents, or City Staff shall use the services of persons during hours in which those persons receive any compensation from the City.

Nothing in this Policy precludes a Member of Council from fulfilling his/her role and responsibilities as a Councillor, nor shall it inhibit him/her from representing the interests of the constituents. Further, this Policy does not preclude Members of Council from participating in a formal all-candidates meeting as may be organized for the benefit of the electors.

POLICY PROCEDURES/GUIDELINES:

THAT, in accordance with the provisions of the Municipal Elections Act, 1996 as amended:

- a) Corporate resources, assets and funding may not be used for any Municipal Election campaign-related (hereafter referred to as “campaign-related”) purposes;
- b) Members of Council, a registered third party advertiser or its agents, or City Staff may not display campaign-related materials inside, or on the property of, any Municipal facility, which includes individual offices, parking lots and workspaces. Members of Council, a registered third party advertiser or its agents, or City Staff may not use City facilities for campaign-related activities, unless the facility is rented in accordance with municipal agreements and the appropriate fees are paid. Such rental must be paid from the campaign account of the candidate or registered third party;
- c) Members of Council shall not use their constituency office or any other facility provided by the Municipality for any election related purposes, which includes displaying any campaign related signs or material in or about the area;
- d) Members of Council shall not use their allocated budget for campaign-related purposes. The budgets for Members of Council for the period January 1 to Election Day in a Municipal Election year be restricted to 11/12th of the approved annual budget amount with the provision that subsequent to Election Day:
 - New Members of Council be allocated a budget equal to 1/12th of the approved budget amount for the month of December; and
 - Re-elected Members of Council have available to them the balance of funds remaining as of Election Day;
- e) Members of Council are responsible to ensure that the content of any communication material, including printed, hosted or distributed and funded by the Municipality for the operation of each Councillor’s Office, is not directly or indirectly campaign-related;
- f) Members of Council, a registered third party advertiser or its agents, or City Staff may not, for campaign-related purposes:
 - Print or distribute any material paid for by Municipal funds that illustrates that a Member of Council or any other individual is registered in any election or where they will be running for office;
 - Profile (name or photograph), or make reference to, in any material paid for by Municipal funds, any individual who is registered as a candidate in any election;
 - Print or distribute any material using Municipal funds that makes reference to, or contains the names or photographs of, or identifies registered

candidates for Municipal Elections; and that Minutes of Council and Committee meetings be exempt from this Policy;

- g) Web sites or domain names that are funded or maintained by the Municipality shall not include any campaign-related material;
- h) Members of Council, a registered third party advertiser or its agents, or City Staff may not use the Municipality's Web site to provide links, directly or indirectly, to external Web sites for campaign-related activities. Candidate information will be displayed on the City's Election Web page for all candidates under the candidates section ONLY;
- i) Members of Council, a registered third party advertiser or its agents, or City Staff may not use any corporate Information Technology (IT) assets, infrastructure, or data (e.g. computers, wireless devices, portals, corporate email, web pages, blogs, telephone) to communicate campaign-related messages.
- j) The City of Brantford's logo, crest, Coat of Arms, slogan, etc. shall not be printed or distributed on any campaign-related materials or be included on any campaign-related Web site, except in the case of a link to the City's Election Web site to obtain information about the Municipal Election;
- k) Candidates, registered third party advertisers or its agents, or City Staff shall not use the services of staff to assist in any communication activity related to the preparation or distribution of campaign-related materials or events;
- l) The following shall be discontinued for Members of Council from the day prior to Nomination Day in a Municipal Election year except as required to perform their regular duties as a Member of Council and as approved by Council:
 - all forms of notices, advertisements and communications to ratepayers in Municipal publications;
 - all printing, photocopying and distribution, including printing and general distribution of newsletters;
 - the ordering of stationary (including letterhead, business cards, name tags etc.); and
- m) The City Clerk, or designate, shall have the delegated authority to investigate and resolve any issues arising from any written complaint regarding a contravention of this Policy. If a breach of the policy is confirmed, the Member or Candidate will be subject to any penalty provisions under the Municipal Elections Act, 1996 as amended.

Date of Enactment: June 24, 2013	Related By-law Number/Staff Report Number: CS2013-079 By-law 65-2013 CS2018-019 By-law 43-2018
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Review and Amendment Dates: March 2018	Department Responsible for Review: City Clerk's Department
Date of Next Review: 2020	Applicable Legislation/Legislative Authority: <i>Municipal Act, 2001, as amended</i> <i>Municipal Elections Act, 1996 as amended</i>