



THE CORPORATION OF THE MUNICIPALITY OF MARMORA AND LAKE CORPORATE RESOURCE USE POLICY FOR ELECTION PURPOSES

I. Purpose/Application

The Municipal Elections Act, 1996, as amended, establishes rules and regulations governing the financing of municipal election campaigns in Ontario. Section 88.8 (4) prohibits a municipality from making a contribution to a candidates' election campaign and Section 88.12 (4) prohibits a municipality from making a contribution in relation to third party advertisements. Further to the above, the Act further stipulates that a contribution may be accepted only from a person or an entity that is entitled to make a contribution. In accordance with Section 88.15(1), a contribution may take the form of money, goods and services. Section 88.18 conveys that before May 1 in the year of a regular election, municipalities shall establish rules and procedures with respect to the use of municipal resources during the election campaign period.

The purpose of the Corporate Resource Use Policy For Election Purposes is to meet the Municipality's responsibilities under the Municipal Elections Act, 1996, as amended, by establishing rules and procedures with respect to use of municipal resources during the election campaign period. This policy is established to protect the interest of Election Candidates, Members of Council, Third Party Advertisers as well as the Municipality.

II. Policy Statement

The intent of the policy is to clarify that all Election Candidates, Members of Council and third Party Advertisers are required to follow the provisions of the Municipal Elections Act, 1996, as amended, and that the following shall be prohibited:

- Use of facilities, equipment, supplies, services or other resources of the municipality for any election campaign or campaign-related activities.
- Undertaking campaign-related activities on Municipal property

- Use of the services of Municipal Staff personnel for the purpose of any election campaign or campaign related activities during working hours.

As a campaign contribution may take the form of money, goods and services, any use of a corporate resource for an election-related purpose, by a Candidate, Member of Council, Third Party Advertiser or staff, could be viewed as a contribution by the Municipality which is a violation of the Act, and is therefore prohibited.

This policy shall be applicable to all Election Candidates, Members of Council, Third Party advertisers and Municipal Employees.

III. Policy Guidelines

That all Election Candidates, Members of Council and Third-Party Advertisers shall adhere to the following:

- That Municipal corporate resources, assets and funding shall not be used for any election campaign-related purposes;
- That Municipal property or facilities shall not be used for any election campaign-related purposes. Election campaign-related material and signage shall be prohibited from municipal owned property and facilities.
- The Municipality's corporate identity (e.g. Logos, crest, coat of arms, slogan, etc.) shall not be printed or distributed on any election campaign-related materials or included on any election campaign-related website, with the exception of a link to the Municipal website to obtain information about the municipal election;
- That the use of Municipal Letterhead shall be prohibited for any election campaign-related purposes;
- That campaigning and/or distribution of campaign literature during any function being hosted by the Municipality whether on municipal property or not shall be prohibited;
- That printing, photocopying or distributing any election related material using municipal funds or resources shall be prohibited;
- That corporate technology shall not be used for election campaign purposes;
- That websites, email or domain names that are funded by the Municipality shall not include any election campaign-related material;

- That once a member of Council registers to be a candidate, links to Twitter, Facebook, and other social media accounts, as well as links to personal external website(s) will be removed from all Municipality of Marmora and Lake webpages;
- That the Municipality's voicemail system shall not be used to record election campaign-related messages nor shall the computer network (including the Municipality's e-mail system) be used to distribute election campaign-related correspondence;
- That photographs produced for and owned by the Municipality of Marmora and Lake shall not be used for election campaign-related purposes;
- That in an Election Year, Mayor and Council biographies will remain static, and no changes to these pages will be allowed.
- The use of the Corporate vehicles with Municipal Logos shall not be used by the Mayor, Members of Council, or any individual to which this policy shall apply, commencing May 1st (beginning of nomination period) in the year of a regular election for the duration until the new Council takes office with the exception of such use to attend conferences, seminars and out of town meetings;
- That the following items shall be prohibited:
 - Printing or distributing any material paid by municipal funds that illustrates that a Council member or any other individual is registered in any election or where they will be running for office;
 - Profiling (name or photograph), or making reference to, in any material paid by municipal funds, any individual who is registered as a candidate in any election;
 - Printing or distributing any material using municipal funds that makes reference to, or contains the names of photographs, or identifies candidates for municipal elections; and
 - Current Council members are responsible for ensuring the content of any communication material, printed or distributed by the Municipality of Marmora and Lake, is not election-related;

The above guidelines shall also apply to an acclaimed Council member as well as a member of Council not seeking re-election.

EMPLOYEE PROVISIONS

- Employees engaged in political activities must take care to separate those personal activities from their official positions. Employees may participate on political activities providing that such activity does not take place during work hours or use corporate assets or resources, or property. Notices, posters or similar material in support of a particular candidate are not to be produced, displayed or distributed by employees on Municipality of Marmora and Lake work sites or property;
- Employees shall not be canvass or actively work in support of a municipal Candidate during normal working hours unless they are on a leave of absence without pay, lieu time, flex day, or vacation leave;
- Employees shall not canvass or actively work in support of a municipal Candidate while wearing a uniform, badge, logo, or any other item identifying them as an employee of the Corporation, or using a vehicle owned or leased by the Corporation.

In accordance with the Municipal Elections Act, 1996, as amended, the Municipal Clerk is authorized and directed to take the necessary action to give effect to this policy.

Nothing in this policy shall preclude a Council member from performing their role, nor inhibit them from representing the interest of the constituents who elected them.

This policy shall come into effect immediately upon approval of Municipal Council.