



Elections - Election Campaign Material Policy

Created By:	Clerk's Department	Approval Date:	August 15 th , 2017
Policy No.:		Revisions:	February 8 th , 2018 March 3 rd , 2026

1.0 PURPOSE

1.1 The purpose of this policy is to provide Candidates, Registered Third Parties, Employees and the public with guidance related to campaign election materials and advertisement in municipal elections.

2.0 LEGISLATIVE AUTHORITY

2.1 Section 12 of the *Municipal Elections Act* states that a Clerk who is responsible for conducting an election may provide for any matter or procedure that is not otherwise provided for in an Act or regulation, and, in the Clerk's opinion, is necessary or desirable for conducting the election.

3.0 APPLICATION

3.1 This policy is applicable to all Candidates and Registered Third Parties during the Campaign Period, including Members of Council, as well as acclaimed Candidates or Current Members of Council not seeking re-election.

3.2 Additionally, this policy is applicable to municipal Employees.

4.0 DEFINITIONS

"Campaign Materials" means any information, posters, signage, clothing, etc. relating to a candidate or political party made available to the public.

"Campaign Period" means the official campaign period of a municipal election, namely from May 1st to December 31st in a regular election year, or, in the case of a by-election, as determined by the *Municipal Elections Act*.

"Candidate" means a person who has filed a Nomination Form for an office pursuant to Section 33 of the *Municipal Elections Act*.

"Clerk" means the Clerk, or their designate, for the Township of Montague.

“Election Campaign Advertisement” means “an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting or supporting the election of a candidate” as defined under the *Municipal Elections Act*.

“Employees” means all employees of the Township of Montague.

“Municipal Elections Act” means the *Municipal Elections Act, 1996, S.O. 1996, c. 32*, as amended.

“Registered Third Party” means an individual, corporation or trade union that has filed a Notice of Registration with the Clerk in order to promote, support or oppose a Candidate, or a “yes” or “no” vote related to a question on the ballot, in accordance with the *Municipal Elections Act*.

“Township” means the Township of Montague.

5.0 GENERAL PROVISIONS

5.1 Candidate Campaign Materials – General and Locations

- a) Campaign Materials, including general campaigning, are permitted no earlier than the filing of Nomination Papers by the candidate. No municipal election signs shall be erected or displayed until after 2:00pm on Nomination Day (third Friday in August in a regular election year).
- b) No Campaign Material shall be permitted on municipal property, whether owned or leased, with the only exception being along municipal road allowances. This includes, but is not limited to, the following locations:
 1. No Campaign Materials in/on municipal parks, community centres, municipally-owned vacant lands, municipal facilities or other municipal structures, etc.
- c) Campaign Materials shall be permitted along municipal road allowances provided the following requirements are complied with:
 1. No Campaign Materials are allowed on the road allowances abutting municipal properties/facilities.
 2. The visibility of intersections or private entrances is not to be obstructed and does not create a safety hazard.
 3. The Campaign Material is of sufficient material and/or proper installation that weather conditions will not displace the material and create a safety hazard.
- d) Campaign Materials that will be installed along provincial or county roads will require the permission of the respective approval authority.

- e) Campaign Materials that will be installed or affixed to poles belonging to Hydro One Network, Bell Canada, or other public utilities, will require the permission of these respective approving authorities.

5.2 Candidate Campaign Advertising

- a) In accordance with the *Municipal Elections Act*, an Election Campaign Advertisement purchased by or under the direction of a Candidate shall identify the Candidate.
- b) The Candidate shall ensure that all Campaign Materials are produced in accordance with the *Municipal Elections Act*.
- c) Information contained on/in all Campaign Material is the responsibility of the Candidate, and any questions or concerns related to the same should be directed to the Candidate.

5.3 Registered Third Party Advertising

- a) In accordance with the *Municipal Elections Act*, Registered Third Parties may create campaign advertising in the municipal election.
- b) Registered Third Parties shall be registered with the Township prior to advertising, distributing or displaying material related to the municipal elections.
- c) The Registered Third Party shall ensure that all materials are produced in accordance with the *Municipal Elections Act*.
- d) Registered Third parties shall provide the following in any Election Campaign Advertisement:
 - 1. Name of the Registered Third Party;
 - 2. The municipality where the third party is registered; and
 - 3. Contact information.
- e) No Registered Third Party materials shall be permitted on municipal property, whether owned or leased, with the only exception being along municipal road allowances. This includes, but is not limited to the following locations:
 - 1. No campaign materials in/on municipal parks, community centres, municipally-owned vacant lands, municipal facilities or other municipal structures, etc.
- f) Registered Third Party materials shall be permitted along municipal road allowances provided the following requirements are complied with:
 - 1. No Campaign Materials are allowed on the road allowances abutting municipal properties/facilities.

2. The visibility of intersections or private entrances is not to be obstructed and does not create a safety hazard.
 3. The Campaign Material is of sufficient material and/or proper installation that weather conditions will not displace the material and create a safety hazard.
- g) Campaign Materials that will be installed along provincial or county roads will require the permission of the respective approval authority.
 - h) Campaign Materials that will be installed or affixed to poles belonging to Hydro One Network, Bell Canada, or other public utilities will require the permission of these respective approving authorities.

6.0 ENFORCEMENT

- 6.1 The Township, its municipal servants, Employees or agents shall not be responsible for investigating or prosecuting for any acts of vandalism to the Campaign Materials of the Candidates.
- 6.2 Should any Campaign Materials be located on municipally-owned property or be located on municipally-owned road allowances which do not comply with the provisions of this policy, the same shall be removed forthwith.
- 6.3 Should any Campaign Materials be non-compliant with the *Municipal Elections Act*, or this policy, they shall be removed forthwith. Questions or concerns about Campaign Materials shall be forwarded to the Candidate. Complaints regarding non-compliance should be forwarded to the Clerk, in writing. The Township or its agents and employees shall not be responsible for the proactive enforcement of this policy. If a breach of the policy is confirmed, the Candidate and/or Registered Third Party will be subject to any penalty provisions under the *Municipal Elections Act*.

7.0 REVIEW CYCLE

- 7.1 This policy shall be reviewed at least once per term of Council.

8.0 REFERENCES & RELATED POLICIES

Municipal Elections Act, 1996, S.O. 1996, s. 32, as amended
Elections - Municipal Employee Involvement Policy
Elections - Use of Municipal Resources Policy