



CORPORATION OF THE TOWN OF AJAX

CORPORATE POLICIES AND PROCEDURES

SUBJECT: USE OF CORPORATE RESOURCES FOR ELECTION PURPOSES

ISSUED: 05 / 12 / 08	REVISED: 17 / 04 / 11	REVISION NO.: 7	PAGE 1 OF 5	POLICY: 076
----------------------	-----------------------	-----------------	-------------	-------------

1. GENERAL POLICY STATEMENT

1.1 The purpose of this policy is to clarify that Members of Council and candidates running for the office of municipal council within the Town of Ajax as well as anyone acting on their behalf are required to follow the provisions of the *Municipal Elections Act, 1996*, as amended as it relates to the use of corporate resources for election purposes. The *Municipal Elections Act* [sec. 88.8(4)] prohibits the municipality from making contributions in any form, which includes its assets, resources and employees.

2. APPLICATION

2.1 This policy is applicable to all Members of Council and candidates running for the office of municipal council within the Town of Ajax as well as anyone acting on their behalf. The policy is also applicable to all staff of the Town of Ajax.

3. GENERAL PROVISIONS

3.1 That, in accordance with the spirit and intent of the *Municipal Elections Act, 1996*, as amended:

3.1.1 Corporate resources and/or funding, including but not limited to facilities, equipment, services, staff, and information technology devices (computers, smartphones, tablets, etc.) may not be used for any election-related purpose;

3.1.2 The tenets of this policy also apply to an acclaimed Member or a Member not seeking re-election;

3.1.3 The Municipal Clerk be authorized and directed to take the necessary action to give effect to this policy;

3.1.4 This policy does not preclude a member of Council from performing their duties as a Councillor, nor inhibit them from representing the interests of their constituents;

3.1.5 Individuals who have questions about this policy are encouraged to contact the Clerk to obtain further clarification.

4. TECHNOLOGY-RELATED PROVISIONS

4.1 Candidates and members of Council shall not use Corporate resources for any election-related purposes, including computers, cell/smart phones, tablets, printers, scanners, or other services such as email, internet and file storage;

4.2 Websites or domain names that are funded by the Town of Ajax shall not include any election-related campaign material, or links to sites that feature campaign material, with the exception that each candidate may have a single URL linking to a campaign site or social media page from the town's election website;

4.3 Once a member of Council registers to be a candidate, any links from a town website to his/her website or social media pages will be removed from the town's webpages if the website or social media page contains campaign material or is being used for some purpose other than to fulfill their representative role as an elected member of Council. If the website has been utilized consistently over the member's term of office for the purposes of communications with constituents, and contains no election-related material, it will be permitted;

4.4 In an Election year, Mayor and Council biographies on the Town website will remain static and no changes to these pages will be allowed;

4.5 The Town of Ajax's voicemail system shall not be used by candidates to record campaign-related messages nor shall the computer network, including the email system, be used to distribute campaign-related correspondence.

5. FACILITIES-RELATED PROVISIONS

5.1 Members of Council and candidates may not use their constituency office, or any municipally-provided facilities for any election-related purpose, which

includes the display of any campaign-related signs in the window or on the premises, as well as the display of election-related material in the office;

5.1.1 Notwithstanding clause 5.1 in the event of a public debate hosted by a community service group, a Town facility may be offered as the venue at the discretion of the Town Clerk, provided that all registered candidates, within each specific category must be invited to attend such meetings, and provided that the event meets any other requisite criteria established by the Clerk;

5.1.2 Should the Town Clerk sanction an event for this explicit purpose, candidates will be permitted to distribute a modest amount of campaign literature at the event such as flyers, brochures, or business cards, in a controlled manner. Large posters, signs, buttons, giveaways, and campaign clothing will not be permitted;

5.1.3 Campaign literature shall be permitted only for candidates within the electoral category for which the debate is being held (e.g., a Mayoral candidate may not distribute literature at a Ward 3 debate);

5.1.4 The above limitations apply only where a debate is held at the town facility; debates held at other venues will be subject to any rules and requirements which may be established by the host.

5.2 Candidates with campaign material affixed to a vehicle may not park the vehicle in the parking lot of a town facility, or within viewing distance of a polling station.

6. COMMUNICATIONS-RELATED PROVISIONS

6.1 Members of Council are responsible to ensure that the content of any communications material, including web sites and printed material such as newsletters, advertising, etc. funded by the municipality for the operation of each Councillor's Office, is not directly election-related;

6.2 Candidates shall not print or distribute any election campaign-related material using municipal funds; the Town of Ajax will not distribute material, through electronic or non-electronic means, which it determines is election campaign-related;

6.3 The Town's corporate logos, crest, coat of arms, slogans, etc. shall not be printed or distributed on any election materials or included on any election campaign related website;

- 6.4 Town resources (e.g. strategic plans, staff reports, minutes and agendas) may be linked to from candidate websites, but may not be housed on the candidate website, or modified/reproduced for use in any campaign related material. The only exception to these rules shall be that candidates may promote and/or distribute town materials developed by the town specifically for promotion of the election (e.g. promotional videos, infographics, voting calendars), provided that they are not modified from their original format in any way;
- 6.5 The following be discontinued for Members of Council from the day prior to Nomination Day in a municipal election year to Voting Day:
- 6.5.1 All printing, high speed photocopying and distribution, including printing and general distribution of newsletters unless so directed and approved by Council;
- 6.5.2 The ordering of business cards and stationery.
- 6.6 Members of Council may not deliver any unsolicited material outside their existing ward where the printing and/or distribution costs are paid by the municipality. Care should be taken to ensure that the mailing of information is restricted to the member's ward only (with accommodation made for the normal spillage associated with Canada Post postal walks). This recommendation is to be effective not only during an election year but at all times;
- 6.7 As per Sec. 4.2 of this policy, Candidates may provide a single URL to a website that includes election-related material or messaging, which will be linked directly from the Town's Election website with the permission of the candidate;
- 6.8 Candidates and Members of Council may not use the Town's corporate logo and/or messaging in any election-related campaign communications including candidate web sites and printed materials, except as permitted under Section 6.4;
- 6.9 Photographs produced for and owned by the Town of Ajax may not be used for any election purposes;
- 6.10 Members of Council may not:
- 6.10.1 Print, post or distribute any material paid 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;

