

Town of Ajax – Work Instruction			Page 1 of 3
Document Title:	Municipal Elections – Election Sign Enforcement	DMS #:	CSD-WI-065
Authored by:	Thomas Street	Issue / Rev. #:	4
Approved by:	Jaclyn Grossi	Issue Date: (YYYY-MM-DD)	25/12/18

1 Purpose

- 1.1 To provide general guidelines for the enforcement of the Town’s Election Sign By-law during an election.

2 Inputs

- 2.1 Candidates require the use of Election Signs to raise awareness of their campaigns.
- 2.2 Electors require that Election Signs be regulated in a manner that ensures public safety and enjoyment of public spaces.

3 Outputs

- 3.1 Election Signs shall be permitted during an Election in a manner that allows effective communication with the public while not interfering with public safety or the enjoyment of public spaces.

4 Definitions

- 4.1 Definitions and abbreviations applicable to this work instruction are listed in CSD-OP-050 Municipal and School Board Elections.

5 Responsibilities

- 5.1 It is the responsibility of By-law Services Staff to enforce the provisions of the Town’s Election Sign By-law.

6 Interested Parties (Customers)

- 6.1 Electors
- 6.2 Candidates
- 6.3 RTPAs
- 6.4 All Ajax residents

7 Level of Service

- 7.1 Enforcement of the Election Sign By-law shall be on a complaint basis only (except where proactive enforcement may be conducted in accordance with Sec.11.6 of this WI) and for specifically identified areas/locations in the complaint. Where enforcement is requested at a specific area/location, all Election Signs at that location shall be examined for compliance, and all non-compliant Election Signs shall be removed.
- 7.2 For clarity, all Candidates’ and RTPAs’ Election Signs shall be examined at a location when a complaint is received, regardless of whether the original complaint specified any particular Candidates or RTPAs.

8 Quality Records

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8.1 AMANDA – By-law Services complaints & officer notes

9 Risk-Based Thinking

9.1 The Election Sign By-law must be enforced in a manner that is consistent and clearly understood by all Candidates and the public. Failure to follow the provisions of these Work Instructions may result in the following risks:

9.1.1 The Election Sign By-law is not properly enforced, resulting in legal Election Signs being inadvertently removed;

9.1.2 Improperly placed Election Signs may not be removed, potentially creating a public safety hazard and reducing the visual appeal of public spaces;

9.1.3 Candidates may feel that enforcement is inconsistent or unfair, potentially resulting in challenges to the outcome of the Election.

9.2 The risks identified herein are mitigated in the following manner:

9.2.1 The Election Sign By-law is regularly reviewed to ensure the provisions are effective and clearly understandable;

9.2.2 By-law Services officers are trained on the contents of the Election Sign By-law;

9.2.3 Candidates are provided with a copy of the Election Sign By-law in their Nomination Package and are educated on the requirements of the by-law when they submit their nomination;

9.2.4 Information about the Election Sign By-law is made available to the public through the Town’s Election website.

10 Resources

10.1 Election Sign By-law

10.2 General Fees By-law

10.3 Ajax Municipal Elections – Candidate’s Guide

10.4 Ajax Municipal Elections – Register Third Party Advertiser’s Guide

11 Instructions

11.1 The Town’s Election Sign By-law describes the rules pertaining to Election Signs erected in relation to any municipal, provincial, or federal election occurring in the Town of Ajax.

11.2 By-law Services shall review the Election Sign By-law at least once before a regularly scheduled municipal election and propose any changes to the by-law that may be required in advance of the next regular election. The Election Sign By-law does not need to be reviewed prior to any provincial or federal election, or any municipal or school board by-election.

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- 11.3 All Candidates and Registered Third Party Advertisers (RTPA) shall be provided with a copy of the approved Election Sign By-law and related Road Ownership Map (if applicable) upon nomination/registration, included in their corresponding guide package.
- 11.4 Candidates and RTPAs shall be responsible for ensuring that all Election Signs erected on their behalf by campaign workers are done in a manner that is compliant with the Election Sign By-law.
- 11.5 Any individual that believes an Election Sign has been erected in violation of the Election Sign By-law may contact By-law Services through their general access email or phone line to lodge a complaint. Complaints related to Election Signs may not be lodged directly with the Clerk, Deputy Clerk, or any other election officials, in the interests of maintaining fair and equitable access and response to Election Sign enforcement amongst all complainants.
- 11.6 By-law Services staff shall investigate any complaint pertaining to an Election Sign and may remove any infringing signs in accordance with the provisions of the Election Sign By-law. Enforcement of the Election Sign By-law shall typically be on a complaint basis only, and will not usually be conducted pro-actively by By-law Services except during the Voting Period, or where signs present a safety concern.
- 11.7 By-law Services may contact Candidates or RTPAs whose signs have been removed to advise that collected signs may be picked up from Town Hall at their convenience. Fees may apply to the return of any collected signs, as specified in the Election Sign By-law and General Fees By-law.

12 Related Documentation

- 12.1 CSD-OP-050 Municipal & School Board Elections
- 12.2 CSD-WI-058 Candidate Nominations
- 12.3 CSD-WI-059 Third Party Advertiser Registration