



peterborough
2026 election

City of Peterborough

Third Party Advertiser's Guide



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Introduction

Guide Intent

This guide is intended to provide third party advertisers with general information on the election process for the City of Peterborough's Municipal and School Board Elections on Monday October 26, 2026. This guide is meant to supplement information provided by the [Ministry of Municipal Affairs 2026 Guide for Third Party Advertisers](#).

Elections Legislation

Registered third parties alone, or with the assistance of their own legal counsel, are responsible for ensuring they follow all applicable legislation related to third party advertising, and election finances. It is recommended that third party advertisers become familiar with the requirements outlined in the Municipal Elections Act, 1996.

Updates, Notifications and Bulletins

Please ensure that you check the [City of Peterborough's election webpage](#) for the most current information, notifications and bulletins. Updates may also be provided by the Clerk's Office through mail or e-mail correspondence, therefore it's important that third party advertisers notify the Clerk of any changes in contact information.

Section 1: General Information

1.1 Key Dates for 2026 Election

Registration Period

Friday May 1, 2026 to Friday October 23, 2026

Third party advertisers can file their registration papers at the Clerk's Office **by appointment only**, between the hours of 9:00 a.m. and 12 noon, and 2:00 p.m. to 4:00 p.m. from Friday, May 1 until Friday October 23, 2026. Email elections@peterborough.ca to arrange an appointment.

Campaign Period

Friday May 1, 2026 to Thursday December 31, 2026

The Campaign Period starts when a third-party advertiser files their registration and ends on Monday December 31, 2026.

Election Signs

It is recommended that signs be placed on private property, subject to the owner's consent. Signs may be erected once a third-party advertiser has registered. Signs

should be removed no later than three days following Voting Day (Thursday, October 29, 2026).

Campaign Expenses

Wednesday September 30, 2026 - Final Certificate of Maximum Campaign Expenses available for candidates and registered third-party advertisers.

Voting Day

Monday October 26, 2026

Voting places open at 10:00 a.m. and close at 8:00 p.m.

1.2 Term of Office

The term of office for elected officials is four years, beginning on November 15, 2026 and ending November 14, 2030.

1.3 Candidates to be Elected

Mayor

One to be elected by general vote

Councillor

- Two to be elected for Ward 1 (Otonabee)
- Two to be elected for Ward 2 (Monaghan)
- Two to be elected for Ward 3 (Town)
- Two to be elected for Ward 4 (Ashburnham)
- Two to be elected for Ward 5 (Northcrest)

School Board Trustees

- Kawartha Pine Ridge District School Board (2 trustees)
- Peterborough, Victoria, Northumberland and Clarington Catholic District School Board (2 trustees)
- Conseil Scolaire Viamonde (1 trustee)
- Conseil Scolaire Catholique Mon Avenir (1 trustee)

Section 2: Qualification of Third Parties

2.1 General

Third-party advertisers must register with the Clerk's Office in order to advertise in the City of Peterborough. The City of Peterborough is a single-tier municipality.

Third-party advertisers are required to register in each municipality where they intend to advertise.

2.2 Third Party Eligibility

Only the following persons and entities are eligible to file a notice of registration:

- An individual who is normally a resident in Ontario
- A corporation that carries on business in Ontario
- A trade union that holds bargaining rights for employees in Ontario

Section 3: Registration Process

3.1 General

An individual, corporation or trade union may, in person or by an agent, file with the Clerk or designate to be a registered third-party advertiser for the election. The notice of Registration – Third Party – Form 7 is to be submitted with a Declaration of Qualification.

3.2 Registration Process

Registration forms must be filed in person by an individual or official representative of a corporation or trade union, **by appointment only**. If there are more than one official representative, then additional names may be listed on supplementary attachments. **Forms are not to be signed until a commissioner is present**. At the time of filing, each registrant or official representative must complete a Declaration of Qualification and show proof of identity with valid government issued ID (See Section: 3.6 Identification).

Please note that registration forms are considered to be public documents and may be made available for inspection.

3.3 Registration Filing Fee

There is no filing fee.

3.4 Certification

Once satisfied the registrant is qualified to incur expenses and that the notice of registration complies with the Act, the Clerk or designate will certify qualified registration forms.

3.5 Identification

All registrants or official representatives must show proof of identity (photo ID) at the time the Registration Form is filed.

Acceptable pieces of identification include:

- **Preferred Identification** - Government issued identification or form that contains the name and signature, e.g. driver's license, income tax assessment, along with Photo ID.

Section 4: Canvassing and Election Signs

4.1 Prohibition of Canvassing in a Voting Place

Certified candidates or their scrutineers, but not both, are entitled to attend a voting place on Election Day. There are no such provisions for registered third parties.

Electioneering of any nature in or on the premises used as a voting place on a Voting Day or advanced voting day is prohibited.

Campaign material will be removed from any voting place in accordance with the provisions of the **Municipal Elections Act, 1996**. The premises are deemed to include the entire building and the property on which it is located.

4.2 Use of City Symbols and Logo

The Act outlines that a municipality cannot make contributions to a candidate or a registered third party. Therefore, no City Resources are to be used for or by any candidate or registered third party for their campaign activities, including, but not limited to, the use of:

- The City's Corporate identity,
- Crest or other Corporate Branding Material or Logos,
- City Information Technology (IT) resources, including the City's website, social media sites (nor can there be a link to a candidate's site)
- Any City function, whether on City property or not,
- Photographs or videos owned by the City.

Corporate Resources, where available, will be made available to all candidates and/or registered third parties in a fair and consistent manner. Access to, or availability of, City Resources shall not be considered an endorsement of any candidate or issue.

Therefore, City Resources may be used for or by any candidate or registered third party for their campaign activities, provided they pay the appropriate fee(s) and file appropriate permit(s) or documentation. This may include, but not be limited to, the use of:

- Any City facility or City property
- Any City advertising space (except on Election Day)

For greater certainty, the Act allows the City to make information available to the public on a website or in another electronic format, where the information provided does not constitute a contribution. Staff will post information on all candidates and registered third

parties for the public to view on the City’s website or make it available for the public in an alternate format upon request.

Official election information will be made available to all candidates through the City’s website, the Clerk’s Office, or other alternate format. Staff may supply department specific information and services to candidates in the same manner as would be available to the public.

4.3 Assisted Voting

It is recommended that third-party advertisers and their agents refrain from assisting electors with the voting process. This may include:

- providing shared electronic devices,
- offering technical help on a voter’s personal device,
- providing transportation to polling stations.

Third-party advertisers and their agents may provide information regarding voting dates, times, locations, and methods. Electors requiring assistance should use the City’s official resources, such as free transit and dedicated voting support services.

4.4 Media Advertising

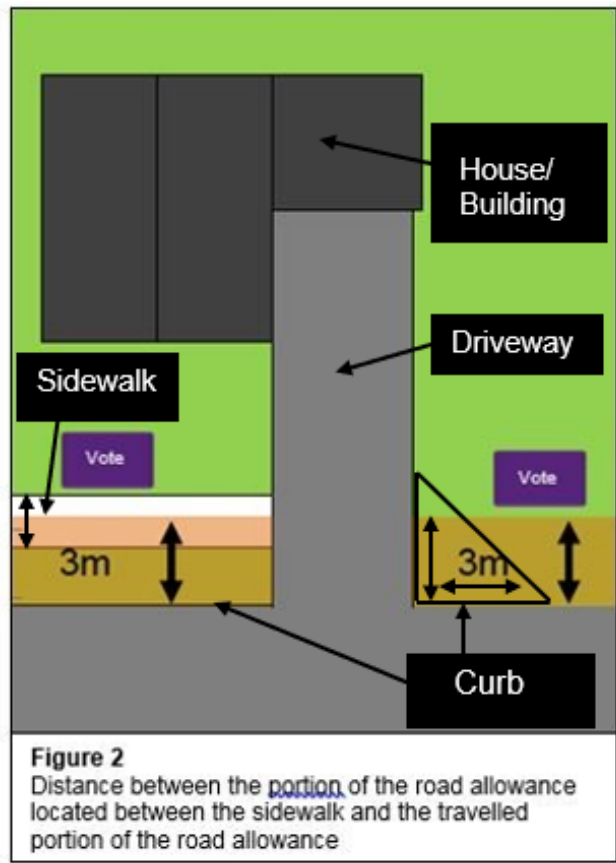
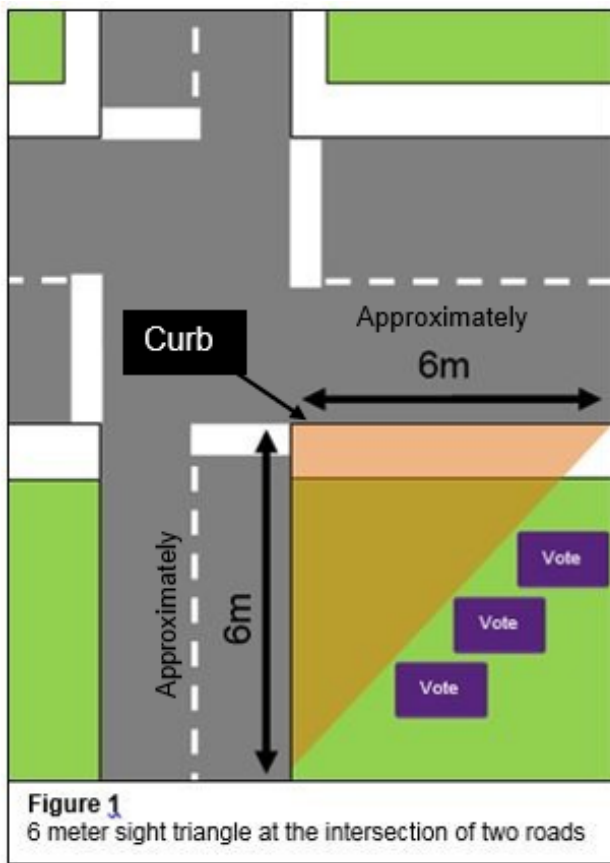
A third party must have their registration certified by the Clerk or Designate before spending any money and the amount they spend on their campaign is regulated.

4.5 Election Campaign Signs (“Campaign Signs”)

Campaign signs may be erected after a third-party advertiser’s registration papers are filed. Signs must be removed 3 days after the election (Thursday, October 29, 2026). A deposit is not required to erect lawn signs in the City of Peterborough. It’s the candidate’s or registered third party’s responsibility to familiarize themselves with applicable City, County and Provincial regulations. It’s suggested that election signs be located on private property, subject to the owner’s consent. Special setbacks are required at intersections and from the edge of a roadway.

Within the City, no person shall erect a campaign sign:

- Within the travelled portion of a road allowance or a sidewalk;
- Which exceeds a height of 0.9 m within an approximate 6 m sight triangle at the intersection of two roads (Figure 1); or
- Which exceeds a height of 0.9 m within 3 m of that portion of the road allowance located between the sidewalk and the travelled portion of the road allowance (Figure 2)



None of the City, its agents, or any City staff is responsible for informing any candidate or third-party advertiser that any posters, signs, or other campaign material has been vandalized. Acts of vandalism to campaign signs should be reported to the appropriate police force by the affected candidate or third party.

4.6 Voting Locations

With the exception of circumstances listed above, on any election day—including advance polls—it is prohibited to display, erect, or distribute campaign signs and materials at any location serving as a voting place.

4.7 Removal

In accordance with Section 88.7 of the **Act**, the City reserves the right to remove any campaign sign from a road allowance that:

- Violates any provision of the City’s Election Policies and Procedures;
- Interferes with site operations or maintenance; or
- Poses a safety hazard to drivers or pedestrians.

Upon removal, City staff will contact the candidate or third party to arrange a time for retrieval.

4.8 Election Advertisements, Including Campaign Signs

All advertising (including campaign signs and literature) must be paid for by the registered candidate or registered third party advertiser, and such advertising needs to be authorized by whoever paid for it. Candidates and third-party advertisers are not allowed to incur expenses or pay for advertising before they have filed a notice of registration as a registered third-party advertiser with the Clerk's Office. Specific requirements exist for registered candidates and registered third parties.

While there are no legislated guidelines dictating font, size, colour, etc., candidates and registered third parties must ensure text is clear and legible.

Third Parties

The **Act** states that no registered third party shall cause a third-party advertisement to appear during the restricted period unless the advertisement contains the following information:

- The name of the registered third party.
- The municipality where the registered third party is registered.
- A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement.

Therefore, the authorization is required to indicate who paid for the advertising, e.g. "Authorized by Registered Third Party Name - City of Peterborough - 705-123-4567 and 123 Main St. and/or ThirdParty@email.com", or something substantially similar.

Section 5: Contributions

5.1 Definition of Campaign Contributions

Money, goods and services given to and accepted by or on behalf of a registered third party.

5.2 Contribution Limit

The Act provides that the maximum contribution limit from one contributor to one candidate or third-party advertiser is \$1200. This limit includes all contributions of money, goods, or services. This limit applies whether the contribution consists of one large donation or is the total of a number of smaller contributions.

A contributor may not make contributions exceeding \$5,000 to multiple third parties or candidates.

5.3 Expense Limits

Each third party has a limit on how much they may spend. Expense limits are determined by a base amount for the office and the number of eligible electors.

Formula:

\$5,000 + \$0.05 per elector in the City of Peterborough

5.4 Campaign Appreciation Event Limits

Each third party or candidate may only spend 10% of their Expense Limits after Election Day on campaign appreciation events (parties, etc.).

5.5 Contribution Limit – Own Campaign

Registered third parties do not have a self-funding limit.

If the third party is an individual, self-funding includes the registrant and their spouse.

5.6 Accepting Campaign Contributions

Contributions must not be solicited or accepted on behalf of a third-party advertiser unless that third party is registered and only during the campaign period. If any contributions are accepted outside the campaign period and cannot be returned to the contributor, they must be surrendered to the Clerk.

5.7 Acceptable Contribution Sources

Contributions may only be made from the contributor's own funds. No person shall make contributions of money that does not belong to the contributor.

5.8 Refund of Contributions

Contributions to candidates or registered third parties in municipal elections are not income tax deductible.

The City of Peterborough does not have a contribution rebate program in place.

Section 6: Campaign Expenses

6.1 General

Campaign expenses may only be incurred after a third-party advertiser has filed their Notice of Registration and it has been certified. Expenses may only be incurred by a registered third party, or an individual acting under the direction of the registered third-party advertiser.

6.2 Third Party Expense Limits

Third party advertisers are subject to a spending limit that varies by the number of electors in the municipality in which the third-party advertiser is registered. The limit includes a base amount plus \$0.05 per elector, to a maximum of \$25,000.

Interim registered third-party expense limits for the 2026 Election have been calculated based on the List of Electors as it existed on September 15, 2022. A registered third-party advertiser expense limit will also be calculated using the number of eligible electors on the List of Electors as it exists on September 20, 2026. The final spending limit for registered third parties will be the maximum of whichever calculation is higher.

Registered Third Party Interim Spending Limit

Base Amount	Eligible Electors (2022)	Interim Spending Limit
\$5000	65,134	\$8,256.70

6.3 Campaign Appreciation Events

Third parties have limits on the amount they may spend towards the cost of holding parties and making other expressions of appreciation after Election Day. Interim campaign appreciation limits for the 2026 Election are 10 per cent of the amount calculated for the interim spending limit. Final campaign appreciation limits will be calculated as 10 per cent of the amount calculated for the final campaign expense limits. Candidates may spend to a maximum of whichever calculation is higher.

Registered Third Party Interim Campaign Appreciation Event Limit

Interim Spending Limit	Interim Campaign Appreciation Event Limit
\$8,256.70	\$825.67

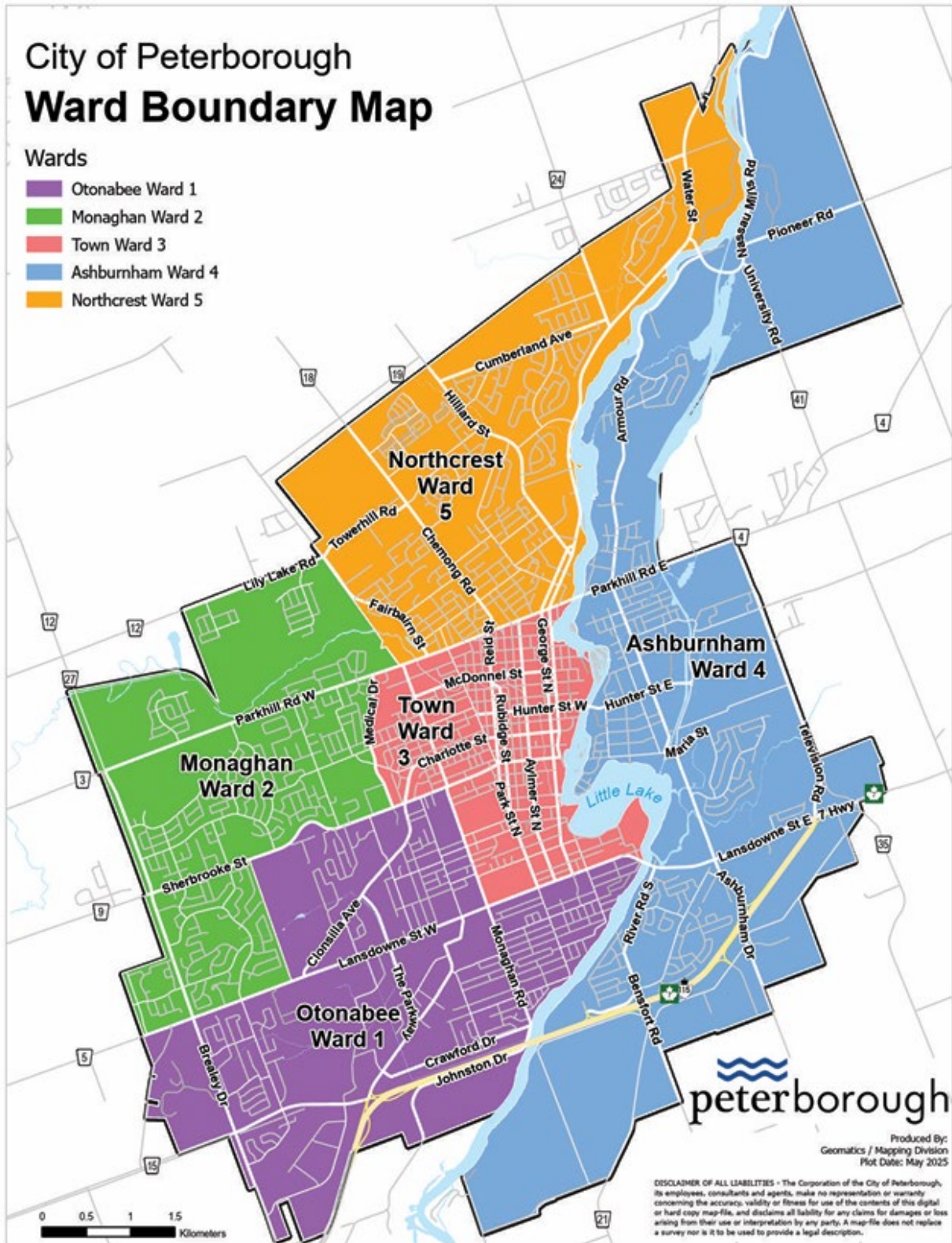
Section 7: Financial Reporting

7.1 Filing Financial Statements

All registered third-party advertisers must file a financial statement. The financial statement must be filed by 2:00 p.m. on Tuesday, March 30, 2027. It is the responsibility of the registrant to file a complete and accurate financial statement on time.

Third party financial statements are filed with the Clerk and are public documents. These documents may be inspected by any person.

Section 8: Ward Boundary Overview



Section 9: Links to City Resources

Candidates and third party advertisers will want to familiarize themselves with the [City Website](#) (www.peterborough.ca) and the Municipal Election 2026 pages.

The following links on the City website may also be of interest:

- [City Budget](#)
- [City Advisory Committees](#)
- [City News](#)
- [Property Tax](#)
- [Moving to Peterborough](#)

9.1 Council Reports and Minutes

All reports and minutes from Council meetings can be found by using the links on the calendar, shown on the [City Council Meetings webpage](#).

Use the arrows provided to navigate the calendar and click on the meeting type to access the agenda. Report names will appear as underlined links. To access minutes, click on 'minutes' in the calendar.

9.2 By-laws

[City by-laws](#) from 2000 to the present are available on the City website.

9.3 Community Grants

The City of Peterborough offers an opportunity to not-for-profit organizations to apply for funding. The purpose of the [Community Grants](#) program is to provide financial assistance to non-profit, community-based organizations that provide direct programs, services, or activities that enhance the quality of life for Peterborough residents in the areas of social services and health, arts, culture, heritage, recreation, or the environment.

9.4 Social Media

The City's [Terms of Use](#) explains how the City ensures appropriate, effective, and secure use of Social Media to improve information sharing, and engage more residents.

9.5 Provincial Legislation

There are several Provincial Acts that contain important guidelines for candidates. Refer to the following links:

- Municipal Act - [The Municipal Act, 2001](#)
- Municipal Elections Act - [The Municipal Elections Act, 1996](#)
- Municipal Conflict of Interest Act - [The Municipal Conflict of Interest Act](#)
- Condominium Act - [The Condominium Act, 1998](#)
- Residential Tenancies Act - [Residential Tenancies Act, 2006](#)

9.6 Studies and Plans

- [Municipal Cultural Plan](#)
- [Official Plan](#)
- [Climate Change Action Plan 2.0](#)
- [Greater Peterborough Area Community Sustainability Plan](#)
- [Climate Action in Peterborough - City of Peterborough](#)

Refer also to the City of Peterborough's [Studies and Projects webpage](#).

Section 10: Key Municipal Contacts

If you have any questions, please contact the City Clerk's Office during normal business hours (8:30 a.m. to 4:30 p.m.):

Vicki King
Elections Supervisor
705-742-7777 extension 1619
vking@peterborough.ca

Chris Cordy
Elections Assistant
705-742-7777 extension 1801
ccordy@peterborough.ca

John Kennedy
City Clerk
705-742-7777 extension 1799
jkennedy@peterborough.ca

Natalie Garnett
Deputy Clerk

705-742-7777 extension 1818
Ngarnett@peterborough.ca

General Inquiries
elections@peterborough.ca

Appendices: Mandatory Filings

Third party advertisers should be prepared to provide the following as mandatory submissions when filing their nomination papers with the Clerk's office:

Appendix 1: [Notice of Registration – Third Party – Form 7](#)

Appendix 2: Declaration of Third-Party Qualifications EL 418C

Appendix 3: Grant of Permission and Acknowledgement Form EL 422A

Appendix 4: Guidelines for Use of Corporate Resources

Declaration of Qualifications

2026 Municipal Third-Party Advertiser
Municipal Elections Act, 1996 (S. 88.6 (1))
Form EL 418C

I, _____, am:
(individual or corporation or trade union name)

- An individual who is normally resident in Ontario
- A corporation that carries on business in Ontario
- A trade union that holds bargaining rights for employees in Ontario

I, _____, am:
(registrants or agents name)

- An individual
- An official representative (corporations and trade unions)

Do Solemnly Declare That:

1. This third party is pursuant to the **Municipal Elections Act, 1996** and the **Municipal Act, 2001** to be registered as a third-party advertiser.
2. This third party is not ineligible or disqualified under the **Municipal Elections Act, 1996**, the **Municipal Act, 2001**, the **Municipal Conflict of Interest Act** or any other **Act** to be registered as a third-party advertiser.
3. Without limiting the generality of paragraph 2, the following persons and entities are not eligible to file a notice of registration:
 - A candidate whose nomination has been filed under section 33
 - A federal political party registered under the *Canada Elections Act* (Canada) or any federal constituency association or registered candidate at a federal election endorsed by that party.
 - A provincial political party, constituency association, registered candidate or leadership contestant registered under the *Election Finances Act*.
 - The Crown in right of Canada or Ontario, a municipality or local board.

AND this third party solemnly declares conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath and by virtue of the **Canada Evidence Act**.

Note: Each individual or representative of the corporation or trade union may be asked for ID and each person or agent filing on behalf of a corporation or trade union may be requested to provide a resolution from the corporation or trade union that authorizes the person or agent to register on their behalf.

Declared before me at the City of Peterborough

This _____ day of _____, 2026

(Signature of registrant)

(Signature of Clerk or designate)

Personal information as defined under the **Municipal Freedom of Information Protection of Privacy Act, R.S.O. 1990, c.M.56**, as amended is collected under the authority of ss. 12, 88 of the **Municipal Elections Act, 1996, S.O. 1996, c. 32, Sched.**, as amended, to confirm in writing an individual's acknowledgment that this information forms part of the public record for the purposes and limitations for inspecting and/or extracting information from elections related documents. Questions about this collection of personal information should be directed to John Kennedy, City Clerk.

Consent to Release Information – Third Party Advertisers

WHEREAS, _____, (please print your corporation, entity or individual name) am a third-party advertiser for the municipal election for the City of Peterborough to be held on October 26, 2026;

AND WHEREAS the City of Peterborough desires to inform the public which third party advertisers are registered for the Municipal Election of 2026 and I agree to assist the City by providing the following information about me;

AND WHEREAS I acknowledge it is beneficial for the public to have access to the following information;

NOW THEREFORE I grant permission to the City of Peterborough to publish and/or post the following information on the City's website.

Third Party Advertiser's Name: _____

Website: _____

Phone: _____ Email: _____

Other Information: _____

I have provided the above information and agree that it is correct. I also agree that the City shall not be held responsible in law for any error for which I am responsible.

I acknowledge that the City is publishing and/or posting this information as a public service and is in no way endorsing me or any position on any issue I may take.

I acknowledge that if any information I have provided changes, after the date I signed this document, that I am solely responsible for informing the City Clerk of such change and that the City shall only be required to use its best efforts to keep my information current.

I hereby authorize the release of the above contact information on the City of Peterborough's website.

Registrant Signature

Date

Be advised, in accordance with the Municipal Elections Act, documents and materials filed with or prepared by the clerk or any other election official under this Act are public records and may be inspected by any person at the Office of the City Clerk during regular business hours.

Guidelines for Use of Corporate Resources

Overview

The Municipal Elections Act, 1996 (Act), as amended, establishes regulations governing campaign finance for candidates running in a municipal election. Section 88.8 (4) of the Act prohibits municipalities from making campaign contributions to municipal candidates and section 88.12 (4) of the Act prohibits municipalities from making campaign contributions to registered Third Parties.

These guidelines are applicable to all candidates, including members of Council and Third-Party Advertisers in order to establish parameters on the appropriate use of corporate resources during an election period to protect the interests of both members of Council and the Corporation.

As a campaign contribution may take the form of money, goods or services, any use of corporate resources for election related purposes, by candidates or staff, is not permitted.

Scope

The guidelines apply to members of Council (Members), candidates, Third Party Advertisers and staff. Nothing in the guidelines precludes a member of Council from performing their regular duties as an elected member of the Council (Members) for the City of Peterborough.

Registered Third Party Advertisers are individuals, corporations, or trade unions in Ontario that may advertise on behalf of a candidate(s).

Corporations and trade unions may not provide direct support to candidates.

Groups whose advertising promote issues, not candidates, are not regulated by legislation in the same manner as registered Third-Party Advertisers.

City of Peterborough (City) Resources and Facilities may not be used for any election related purpose except as identified in this guideline.

Access to Resources

City Resources should be made available to all Members, Candidates and registered Third Parties in a fair and consistent manner. Access to, or availability of, City Resources shall not be considered an endorsement of any Candidate, issue, or be considered a contribution.

City Resources may be used for or by any Member, Candidate or registered Third Party for their campaign activities, provided they pay the appropriate, fair market value fee(s) and file appropriate permit(s) or documentation/agreement(s). This may include, but not be limited to, the use of:

- Any City advertising space (except on any Voting Day)
- Any City facility or City property

City Facilities

Members, Candidates and registered Third Party Advertisers may use any City owned facility that allow for public rentals, except on any Voting Day, provided the application process for use of the facility is followed and that all applicable fees for use of the facility are paid. Members, Candidates and registered Third Parties will set up and remove all material, including but not limited to signs, posters, and other campaign material within the allotted rental period. Campaign-related material may only be displayed within the designated rental area described in the agreement. Members, Candidates, registered Third Parties or campaign staff working on their behalf, must clearly identify to City staff that the booking is for a campaign related event at the time of booking.

While it is possible to use a City-owned or run facility for election related purposes, if rented in accordance with the standards identified in this guideline, no election related activities, including campaigning and the distribution of campaign literature, are permitted to take place inside or outside on the property of City Hall, in the interest of maintaining a neutral civic and community space.

Corporate Identity and Resources

No City resources are to be used for or by, or for the benefit of, any Member, Candidate or registered Third Party for their campaign activities, including, but not limited to, the use of:

- The City's Corporate identity,
- Crest or other Corporate Branding Material or Logos,
- City Information Technology (IT) resources, including the City's website, social media sites (nor can there be a link to a candidate's site)
- Any City function, whether on City property or not,
- Photographs or videos owned by the City. Any City equipment or materials.

Requests for Information, Meetings and Facility Tours

City staff and individual Members enjoy a working relationship within the context of their respective roles. It's particularly important during the election that a candidate's access to City staff does not provide or appear to provide an advantage to Members. Accordingly, each Candidate, including Members, are encouraged to direct any inquiries, in writing, to staff at the administrative rank of Manager or higher. To be fair, consistent and transparent when conveying information, assume that each inquiry and response will be available to share with all Candidates. Where information is available on the City's web site, inquiries will be directed to the appropriate web page.

In the event the information requested is not generally available to the public, the request will be facilitated through the Clerk's Office under the **Municipal Freedom of Information and Protection of Privacy Act**.

Requests for an individual meeting with City staff or for a tour of a City facility by a Candidate, Member or Third-Party Advertiser will be treated like any request from the public. These requests may not always be accommodated due to resource and time constraints. If a meeting or tour is accommodated for one individual or group, the City would need to commit to organizing a similar meeting or tour for all similar parties. As part of the new Council orientation, Council-elect will be orientated on City matters.

Employees of the City of Peterborough

Staff and volunteers cannot campaign or actively work in support of a Member, Candidate or registered Third Party Advertiser during their paid hours of work or while fulfilling their volunteer duties with the City, however, they may do so outside of their paid working hours or volunteer duties with the City. Staff must also clearly separate support from their role as City staff and must not identify as City staff (e.g. cannot wear City issued clothing to canvass or to a campaign event). Staff may be prohibited from participating in campaign activities where there is a potential for a conflict of interest or the perception that the integrity of the election may be compromised.

While an employee of a municipality or local board is eligible to be a Candidate for and to be elected as a member of the council or local board, the employee is required to take an unpaid leave of absence beginning with the employee's nomination and ending on voting day. If the employee is elected to office, he or she is deemed to have resigned from their position.

Members, Candidates, registered Third Party Advertisers, and supporters who have questions regarding these Guidelines should consult the City's website (<https://www.peterborough.ca/council-city-hall/elections/>), the City Clerk's Office staff, or independent counsel as may be necessary.

I, _____, hereby confirm that I have read and understand the Guidelines for Use of Corporate Resources.

Signature

Date