

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