
Election Campaigns

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Lead Role: Council, Chief Commissioner

Replaces: n/a

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Next Review Date: 05/2018

Administrative Responsibility: Chief Commissioner

Special Notes: Policy GOV-001-026: Business Expense Policy

Policy Statement

Pursuant to the *Local Authorities Election Act*, RSA 2000, c. L-21 ("LAEA") and the *Municipal Government Act*, RSA 2000, c. M-26 ("MGA"), an elected official serves in that capacity until such time as a newly elected Council is sworn in.

In an election year, it is important that there be a clear delineation between the role of an elected official and the role of a candidate. This Policy sets out guidelines respecting the use of County resources for election-related purposes to promote public confidence in local government elections and to protect incumbent candidates from allegations of benefit or privilege or inappropriate use of County resources by taxpayers or other candidates.

Definitions

"Campaign" means an effort to achieve an elected office through winning an election.

"Candidate" means a member of Council who seeks the office of Mayor or Councillor pursuant to the LAEA.

"County Facilities" means any County-owned or County-leased building, office, structure or parking lot and any property developed or used by the County as a public park, sports field, playground or recreational area.

"County Resources" means resources (including human resources) paid for or acquired with County funds and includes, but is not limited to, County staff time, equipment, financial assets and non-financial assets (such as vehicles, material, paper or electronic documents, tools, electronic equipment such as fax machines, photocopiers, printers, computers, cell phones, telephones and phone numbers), promotional materials, internet services (including email and social media) and intellectual property.

"Social Media" refers to freely accessible, third-party hosted, interactive Web 2.0 technologies used to produce, post and interact through text, images, video, and audio to inform, share, promote, collaborate or network.

Guidelines

1. No Candidate shall use the services of County employees for any election Campaign or Campaign-related activities during hours in which those County employees receive compensation from the County.

2. No Candidate shall use County Resources for any election Campaign or Campaign-related activities, except on the same basis (including paying a fee if any) as such Resources are normally made available to members of the public.
3. No member of Council shall use County Facilities for any election Campaign or Campaign-related activities, except on the same basis (including paying a fee if any) as such Facilities are normally made available to members of the public.
4. No business expenses authorized by Policy GOV-001-026 shall be used for election-related purposes.
5. No Candidate shall create a link from a personal County webpage on the County website to a campaign-related website. Personal information or content created by a member of Council on their personal councillor webpage may be downloaded to a Campaign or Campaign-related website. County content, graphics, logos or formatting may not be downloaded.
6. Social Media accounts that may be used for Campaign purposes must be set up on personal cell phones and/or computers.
7. After June 30 in an election year and until after the organizational meeting immediately following the election, no member of Council shall:
 - (a) issue a Ward Newsletter, whether in hard copy or electronic format;
 - (b) host a Ward Open House or Ward Goodwill Function;
 - (c) have a campaign-related website, personal website or social media site linked to the County website or County mobile device; or
 - (d) use a newspaper column to promote a campaign or Candidate for office.