
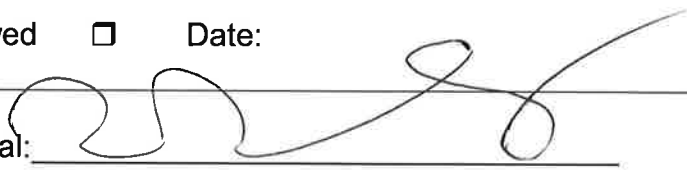


Town of Marathon Policy

Town of Marathon 	Policy: Use of Corporate Resources for Election Purposes	Section: Administration
	New <input checked="" type="checkbox"/> Effective: March 22, 2021 Revised <input type="checkbox"/> Supersedes Policy dated: Reviewed <input type="checkbox"/> Date:	
Policy No. AD0031	Approval: 	Page 1 of 4

PREAMBLE

Section 88.18 of the Municipal Elections Act, 1996 (MEA), requires municipalities and local boards, before May 1 of an election year, to establish rules and procedures with respect to the use of municipal or local board resources during the election campaign period.

The MEA specifies that a municipality or local board cannot make a contribution to a municipal election Candidate (Section 88.8 (4)) or a Registered Third-Party (Section (4)).

A “contribution” includes:

- a) money, goods or services given to and accepted by or on behalf of a person for his or her election campaign (Section 88.15(1)); or
- b) money, goods or services given to and accepted by or on behalf of an individual, corporation or trade union in relation to third-party advertisements (Section 88.15 (2)).

Since a “contribution” may take the form of money, goods or services, any use of the Municipality's resources for an election campaign by a Candidate or Registered Third-Party, would be considered a contribution by the Municipality.


POLICY

1. PURPOSE

- 1.1 To provide a consistent approach and direction regarding the use of corporate resources during an Election Campaign Period.



Town of Marathon Policy

Policy No. AD0031	Approval: 	Page 2 of 4
--------------------------	--	-------------

- 1.2 To ensure compliance with the MEA in regards to the role of the Municipality contributing to a Municipal and Trustee Election Campaign.
- 1.3 To ensure the integrity of the election process is maintained at all times.
- 1.4 To ensure Candidates and Registered Third-Parties are treated fairly and consistently.
- 1.5 To establish the appropriate use of resources during the Election Campaign Period, in order to:
- 1.6 Protect the interests of Candidates, Registered Third-Parties, Staff and the Municipality; and
- 1.7 Ensure accountable and transparent election practices.

2. APPLICATION AND SCOPE

This policy applies to Candidates, Registered Third-Parties and Staff during an Election Campaign Period in an election year and in the event of a by-election.

3. DEFINITIONS

“Campaign Period” means, for candidates, the date on which the Nomination Form is filed until December 31 in the year of an election (unless a request for extension of campaign period has been filed). For registered third-parties, the date on which the Notice of Registration as a third-party advertiser is filed until December 31 in the year of an election (unless a request for extension of campaign period has been filed).

“Candidate” means a Person who has filed a Nomination Form as a candidate in the municipal election.

“Clerk” means the Clerk of the Town of Marathon or his/her designate.

“Council” means the Council of the Corporation of the Town of Marathon.

“Local Board” means a local board as that term is defined in the Municipal Affairs Act, R.S.O. 1990, C.M. 46.



Town of Marathon Policy

Policy No. AD0031	Approval: 	Page 3 of 4
--------------------------	--	-------------

“Municipal Resources” means real property, good and/or services owned, controlled, leased, acquired or operated by the Municipality including, but not limited to: facilities, equipment, supplies, services, Staff, information technology (IT) assets, infrastructure or data.

“Municipality” means the Town of Marathon and its local boards.

“Nomination Day” means the 3rd Friday in August in the year of the election, as prescribed in the Municipal Elections Act, 1996 (MEA).

“Registered Third-Party” means an individual, corporation or trade union that has filed a Notice of Registration as a third-party advertiser in the municipal election.

“Social Media” means online technologies and practices used to share opinions, insights, experiences, and perspectives through words, pictures, music, videos and audio. Social media can take many different forms, including but not limited to internet forums, web logs (blogs), social blogs, messaging, wikis, podcasts, pictures, video, music sharing, rating and bookmarking.

“Staff” means all full-time, part-time and contract employees of the Municipality.

4. CANDIDATES AND REGISTERED THIRD PARTIES

In accordance with the Municipal Elections Act, Candidates and Registered Third-Parties in an Election Campaign Period are not permitted to:

- a) Use Municipal Resources for an election campaign or campaign-related activities.
- b) Use the Municipal Newsletter, Municipal letterhead, business cards, photographs and videos.
- c) Use the Municipal logo, crest, coat of arms, slogan or Municipal program identifiers on any election campaign related material, either printed or on a campaign website. This provision includes the Municipal Election logo and any related identifiers.
- d) Use Municipal email accounts, website, computers, ipads/tablets and cell phones.



**Town of Marathon
Policy**

Policy No. AD0031	Approval: 	Page 4 of 4
--------------------------	--	-------------

5. STAFF

Staff shall not perform any work in support of a Candidate or Registered Third- Party during work hours in which a person is receiving any compensation from the Municipality

6. ROLES AND RESPONSIBILITIES

- a) The Clerk and Clerk's Office are responsible for communicating this Policy to Candidates, Registered Third-Parties and Senior Management.
- b) Candidates, Registered Third-Parties and Staff are accountable to comply with this Policy.

7. CONTRAVENTION

Reported contraventions will be investigated to ensure compliance.

8. LIMITATIONS

It is recognized that Members of Council are holders of their office until the end of their term. Nothing in this Policy shall preclude a Member of Council from performing their job, or inhibit them from representing the interests of the constituents who elected them.

9. EXCEPTIONS

- 9.1 Municipal information prepared, posted and maintained by the Municipality, names and photographs of Members of Council, their contact information, and a list of current representation on committees that is prepared, posted and maintained by the Municipality.
- 9.2 Agendas and minutes of Council meetings.
- 9.3 Media releases and Municipal materials that describe inter-governmental activities of the Mayor, in the capacity as Head of Council, and Chief Executive Officer of the Municipality.

