

 <p>Town of East Gwillimbury</p>	Title:	Use of Corporate Resources Policy
	Effective:	April 4, 2018
	Administered by:	Town Clerk's Office
	Applicability:	Members of Council Election Candidates Third Party Advertisers All Employees

1. GENERAL PURPOSE STATEMENT

The purpose of this policy is to provide Members of Council, Members of Town Boards & Committees, Registered Candidates (including acclaimed candidates), Registered Third Parties, Staff, and Town Volunteers (including appointed members) with guidelines on the use of Corporate resources for election purposes to ensure compliance with the Municipal Elections Act, 1996, ("MEA"), and other applicable Federal and Provincial legislation. This policy should be interpreted as a general prohibition against the use of corporate resources for any election related purpose.

2. POLICY PRINCIPLES

The following principles apply to this policy, and to the interpretation and understanding of the policy:

- i) East Gwillimbury (the "Town") is committed to a fair and transparent municipal election process, and to abide by the principles of the *MEA*, including but not limited to the principles that:
 - a) elections must be fair, unbiased and accessible to all voters; and,
 - b) voters and candidates should be treated fairly and consistently;
- ii) The Town is prohibited from making any contribution to any Candidate's election campaign;
- iii) The use of any Town resources for any campaigning, or any election-related purpose, is prohibited;
- iv) Town resources, events and other activities should be non-partisan; and,
- v) Members of Council should not be impeded from fulfilling their representative duties, nor should they be impeded from representing the interests of their constituents, during an election period.

3. POLICY

3.1 General Provisions:

- 3.1.1 No person shall use any Town resource for campaigning or any election-related activity.

- 3.1.2 Town owned or leased facilities/properties shall not be used for any election related purposes unless the Candidate or Registered Third Party has paid the market value rental rate and any campaigning is limited to the rented space.
- 3.1.3 Any event whereby the organizer has a permit to rent a Town owned or leased facility/property and sublets rentable booths or space to Candidates or Registered Third Parties is permitted and must be made available to all Candidates or Registered Third Parties.
- 3.1.4 The Town's voice mail system shall not be used to record any partisan election-related messages and the computer network and related information technology systems shall not be used to distribute partisan election-related correspondence or any other election campaign related material.
- 3.1.5 Candidates or Registered Third Parties may only undertake campaigning or election-related activities at Town facilities provided they have paid full-market rental fees and rates for use of such facilities.
- 3.1.6 No Candidate, Registered Third Party, or person under the direction of either, shall use the services of Town staff for any campaigning, or any election-related activities, during hours in which Town staff are at work.
- 3.1.7 Political involvement and activity by staff is governed by the Town's Employee Code of Conduct.
- 3.1.8 The Town's logo, crest, coat of arms, slogan, brand, etc. may not be printed or distributed on any election materials or included on any election campaign related website, domain or social media site, except in the case of a link to the Town's website to obtain information about the municipal election process.
- 3.1.9 Photographs produced for and owned by the Town shall not be used for campaigning.

3.2 Procedures for Members of Council during an election period:

- 3.2.1 Constituent information (including email and mailing addresses) collected by Members of Council as part of their constituent communications shall not be used for election purposes.

- 3.2.2 The Town will discontinue the following services between Nomination Day and Voting Day for Members of Council who are candidates in the Municipal Election:
- i) Newsletters or other ward communication, unless specifically authorized by Council;
 - ii) All forms of advertising;
 - iii) All printing or photocopying and distribution of above referenced materials;
 - iv) The ordering of stationery;
 - v) The ordering or moving of office furniture and furnishings (including electronic devices), except those of an emergency nature; and,
 - vi) The organizing or booking of ward or community meetings, unless authorized by Council.

4. ROLES AND RESPONSIBILITY

- 4.1 The Clerk is responsible for interpreting and administering this Policy.
- 4.2 Any complaints of non-compliance with this policy shall be processed as follows:
- i) Complaints must be submitted in writing to the Clerk along with evidence of non-compliance;
 - ii) The Clerk shall review the complaint within 5 days and provide an interpretation and recommendation to the CAO and Town Solicitor;
 - iii) Upon the review by the Clerk, CAO, and Town Solicitor, the Clerk will issue an interpretive decision or bulletin to the affected parties.
- 4.3 The Clerk is delegated the authority to make administrative changes to this policy that may be required from time to time due to legislative changes or if, in the opinion of the Clerk, the amendments do not change the intent of the policy.