Policy/Program: Use of Corporate Resources during a Municipal Campaign Period	
Administrator: Legislative Services	**Approved by:** Council
Date Last Reviewed: March 2026	**Date Last Revised:** March 2026

1. Purpose/Policy Statement

The Township of Tay recognizes that it is responsible to ensure the fair and consistent treatment of all candidates running for office as well as Third Party Advertisers and to clarify the use of corporate resources in the Municipal Election.

This Policy is intended to:

a) ensure compliance with the Municipal Elections Act, 1996, with respect to the role of the Township contribution to a municipal and trustee election campaign.

b) ensure Candidates and Registered Third Parties are treated fairly and consistently within the Township.

c) ensure the integrity of the election process is always maintained.

d) establish the appropriate use of resources during an election period, to:

   i. protect the interests of Council Members, Candidates, Registered Third Parties, Staff and the Township; and

   ii. ensure accountable and transparent election practices.

In order to preserve the public trust and comply with the provisions of the Act, it is essential that Members, Candidates, Third Party Advertisers and all Staff maintain the highest standard of ethical conduct throughout the election campaign period, generally recognized as beginning with the candidate's registration date through to Voting Day in an election year.

2. Application & Scope

The purpose of this policy is to provide a consistent approach and direction regarding the use of Corporate Resources during the election campaign period in accordance with Municipal Elections Act, 1996 and clarify that all Candidates and Third Parties, including Members, are required to follow the provisions of the Act and the following:

a) No Member, Candidate or Registered Third Party shall use equipment, supplies, services, staff, or other corporate resources of the Township (including Council budgets) for any election campaign or campaign related activities.

b) No Member, Candidate or Registered Third Party shall undertake campaign-related activities on municipal property.

c) No Member, Candidate or Registered Third Party shall use the services of persons during hours in which those persons receive any compensation from the Township for campaign-related activities.

This policy applies to all Members, Candidates, and Registered Third Parties in a municipal election, including by-elections, during a campaign period. This Policy also applies to an acclaimed Member or Candidate and a Member not seeking re-election.

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3. Definitions

The following definitions apply throughout this Policy:

"Act" means the Municipal Elections Act, 1996, S.O. 1996, c. 32, as amended.

"Candidate" means a person who has filed a Nomination Form for an office pursuant to section 33 of the Act and includes a person who has filed a nomination for election to a school board pursuant to the Education Act, 1990, c. E.2, as amended.

"Campaign(ing)" means any activity by, or on behalf of a Candidate, political party, constituency association, Third Party Advertiser, or question on a ballot meant to elicit support during the Campaign Period. This does not include the appearance of elected officials, other candidates or their supporters, or registrants at an event in their personal capacity without the display of any signage or graphics which identify the individual as a candidate or registrant without the solicitation of votes.

"Campaign material" means any materials used to solicit votes for a Candidate or question during the Campaign Period including, but not limited to, literature, banners, posters, pictures, buttons, clothing or other paraphernalia. Campaign materials include materials in all media, for example, print, displays, electronic radio or television, online including website or social media.

"Campaign Period" means the date on which the Nomination Form is filed until December 31st in the year of an election (unless a request for an extension of the campaign period has been filed) for Candidates and the date on which the Notice of Registration is filed until December 31st in the year of an election (unless a request for an extension of the campaign period has been filed) for Third Party Advertisers.

"Clerk" means the Municipal Clerk for the Township.

"Member" means a member of the Council for the Township, including the Mayor and Deputy Mayor.

"Nomination Day" means the third Friday in August in the year of the election, as prescribed by the Act.

"Third Party Advertiser" means an individual, corporation or trade union that has filed a Notice of Registration pursuant to s. 88.6 of the Act.

"Staff" means the CAO, the Senior Leadership Team, the Leadership Team, and all employees, including full-time, part-time, contract, seasonal, and student positions, employed by the Township.

"Township" means The Corporation of the Township of Tay.

"Voting Day" means, in a regular election, the fourth Monday of October in the year of the election or, in the case of a by-election, 45 days after Nomination Day, as noted in subsection 65(4) of the Act.

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4. Policy

In accordance with the provisions of the Act, Members, Candidates and Third Party Advertisers, during a campaign period are not permitted to:

4.1 Use Corporate resources, funding, supplies, services, Staff or other resources for any election related purposes. Resources include, but are not limited to:

- Telephones, Voicemail
- Cell phones
- Corporate electronic devices including laptops
- Printer
- E-mail
- Scanner
- Fax Machine
- Copier
- Consumables related to the above equipment such as paper, toner, etc.
- Township logo, crest, slogans, corporate program identifiers

4.2 Undertake campaign-related activities on Township property unless authorized by the township.

4.3 Use any newsletter or website linked through the Township's website for any election campaign or campaign-related activity.

4.4 Use the services of any staff for election-related purposes during hours in which that person receives any compensation from the township.

4.5 Use distribution lists, contact lists, and ratepayer information acquired, developed and provided utilizing Township resources or through contact in a Member's role for election purposes. Voters lists provided to all candidates being excepted.

4.6 Use the Township's logo, slogan, brand, other marks, chain of office, etc. in any campaign-related activities/materials or included on campaign related websites, social media or electronic publications.

4.7 Use photographs and videos produced for and owned by the Township for campaign related activities.

4.8 Use websites or domain names that are funded, owned or operated by the Township for any election campaign or campaign related activities, other than non-partisan election material that is required for the proper administration of the municipal election under the Act and basic contact information for candidates.

Notwithstanding the above, Township resources that have been published to the Township website (i.e., strategic plans, staff reports, minutes, agendas, press releases) may be linked on Candidate and Third Party Advertisers' websites but may not be housed on the candidate website, and may not be taken out of context/modified/reproduced for use in any campaign related material.

4.9 Use Township facilities/buildings as a campaign office.

4.10 Use any Township-owned property or facility for any election related purpose including campaign signs and related materials that identify a candidate, unless the facility is generally available for rent by the public and it is rented in accordance with the Township's rental procedures.

If a municipal facility/building is rented, campaigning and the distribution or display of campaign materials is only permitted during the rental period and only within the rented area.

4.11 Use campaign related activities or materials at any Township operated or sponsored events.

4.12 Submit any written materials to an agenda or make statements at a Council or Committee or Board meeting or Township operated or sponsored event which may be construed as supporting the personal or political agenda of a nominated candidate during an election period.

Any material printed, distributed or paid for by the Township, shall not include any election campaign or campaign related activities other than non-partisan election material that is required for the proper administration of the municipal election under the Act.

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5. Further Restrictions

The following shall be discontinued for Members from the day prior to Nomination Day in a municipal election year through to Election Day:

5.1 All forms of advertising, including in municipal publications;

5.2 All printing, photocopying and distribution, including printing and general distribution of newsletters;

5.3 The ordering of stationary, including business cards;

5.4 Use of municipal tools and/or equipment.

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6. Limitations

6.1 Nothing in this Policy shall preclude a Member from performing their job as Councillor, nor inhibit them from representing the interests of the constituents who elected them.

6.2 Nothing in this Policy shall preclude a Staff member from exercising their civic duty to participate in the municipal election process as a private citizen.

6.3 Nothing in this Policy shall prevent Staff from conducting an election in accordance with the Act, or providing non-partisan election information material on behalf of the Township so as to inform the public about the election and the election process.

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7. Integrity Commissioner

7.1 As per s. 223.4(9) of the Municipal Act, 2001, S.O. 2001, Chapter 25, the following rules apply during the period starting on Nomination Day through to Voting Day in a regular election:

a. There shall be no requests for an inquiry about whether a member of council or of a local board has contravened the code of conduct applicable to the member.

b. The Commissioner shall not report to the Township or local board about whether, in his or her opinion, a Member of Council or of a local board has contravened the code of conduct applicable to the member.

c. The Township or local board shall not consider whether to impose the penalties referred to in subsection (5) on a member of council or of a local board.

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8. Council, Committee of the Whole, Advisory Committees and Board Meetings

8.1 Any Candidate or Third Party Advertiser may attend Council, Committee, Advisory Committee and Board Meetings, with the exception of any

meeting held in Closed Session; however, they shall not use these forums to speak on, or address, any matter relating to their campaign.

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9. Responsibility

9.1 Candidates and Third Party Advertisers shall adhere to the guidelines and parameters established by this policy.

9.2 The Clerk, in accordance with the Act, is authorized and directed to take the necessary action(s) to give effect to this policy.

9.3 Municipal staff shall ensure that Corporate resources, as identified in this Policy, are not used for campaigning.

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10. Amendments & Circulation

The Township reserves its rights to create, amend, alter, vary and/or revoke all policies at its sole discretion and without notice. This policy will be:

- Distributed to applicable employees within 30 calendar days of implementation/fundamental changes to the policy;
- Distributed to new, applicable employees within 30 calendar days of the employee commencing employment with the Township;
- Knowingly available to applicable employees with Township computer access always via an electronic repository; and
- Reviewed by Human Resources and approved, as applicable, to ensure compliance with legislation and to ensure that it continues to meet the needs of the Township.

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11. Approval Authority

By signing below, the official representative validates that the policy has been approved by the appropriate Approval Authority (Council, Chief Administrative Officer).

Approval Authority Official Representative:	Council	**Report #: CS-2026-018**
Signature:	Ted Walker	
Date Signed:	March 25, 2026	

12. Revision Record

Rev.	Description of Revision	Admin	Effective	Circulation Date
2	Updates	Legislative Services	2026-03-25	2026-03-31
1	Updates		2022-04-27	
0	Initial Release		2017-09-27	