



## Use of Corporate Resources for Election Purposes Policy

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**Authority:** 68/2026

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**Department Responsible:** Council Services

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**Status:** Active

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### 1. Policy Statement

- 1.1 This Policy provides a fair and consistent approach to the use of Corporate Resources during an Election and meets the legislative requirements under the *Municipal Elections Act, 1996*, as amended (MEA).

### 2. Scope

- 2.1 This Policy applies to municipal, school board, provincial and federal Elections including any by-election and questions on a ballot.
- 2.2 This policy applies to:
  - a. All Candidates registered to run in one or more of the above-listed Elections;
  - b. All Members, including those not seeking re-election and those acclaimed;
  - c. All Town Employees;
  - d. Third Party Advertisers; and
  - e. Any individual or entity representing a Candidate, or Third Party Advertiser.

### 3. Definitions

- 3.1 In this Policy,

**Campaign Related Purpose** shall mean any activity by or on behalf of a Member, Candidate, Third Party Advertiser, and shall include their representatives and volunteers, meant to elicit support during an Election.

**Candidate** shall mean a person who is seeking to be elected (i) to an office on the council of the Town, (ii) to an office of the federal or provincial government, (iii) as a school board trustee, and (iv) those who have been acclaimed to office and includes their representatives and volunteers.

**Clerk** shall mean the Clerk, appointed under s. 228 of the *Municipal Act, 2001*, or their designate.

**Corporate Resources** shall mean any facility, infrastructure, equipment, supplies, technology, media, or other item or asset owned, rented, leased, or controlled by the Town, and also includes financial and human resources.

**Election** shall mean an election or by-election at the municipal, school board, provincial, or federal level of government, or the submission of a question or by-law to the voters.

**Election Official** shall mean any individual to whom the Clerk delegates authority and who has sworn an oath to perform certain Election duties.

**Employee** shall mean any person currently employed by the Town, members of committees, volunteers and any person who has been authorized to act on behalf of the Town.

**Member** shall mean a duly elected member of Council.

**Social Media** shall mean all Town owned social media channels including social media accounts, pages, profiles, feeds, or digital communication platforms that are created, managed, or controlled by the Town or its departments, committees, boards, or staff acting in an official capacity.

**Town Facility** shall mean any property owned, rented, or leased by the Town including the building and property on which it is located.

**Third Party Advertiser** shall mean an individual or entity, or their representative, who is not a Candidate and has registered or certified themselves with the appropriate electoral authority, in order to promote, support or opposes a Candidate or Candidates, or support or oppose a ballot question at the municipal, provincial or federal level.

**Policy** shall mean the Use of Corporate Resources for Election Purposes Policy.

**Town** shall mean the Corporation of the Town of LaSalle.

**Voter Help Centre** shall mean a Town Facility set up to assist voters in registering to vote or being used as a voting station or as a place where electors can vote during the advanced voting period or voting day.

## 4. Policy

### Applicability

- 4.1 In accordance with section 88.18 of the *MEA*, municipalities shall establish rules and procedures with respect to the use of municipal resources during the Election campaign period.
- 4.2 Municipalities are prohibited from making a contribution, including money, goods and services to any Candidate, Member, Registered Third Party, or a supporter of a question on a ballot for Campaign Related Purposes.

### General Provisions

- 4.3 No Candidate or Third Party Advertiser, or their representatives, or any individual shall be permitted to conduct campaign activities, distribute or post campaign material or advertisements on or at Town Facilities, except as may otherwise be permitted under this Policy.
- 4.4 Town Facilities may be rented for Campaign Related Purposes, provided the rental is in accordance with the applicable procedures and current regular rental fees in effect at the time of the rental. The rental is also subject to the following conditions:
  - a. Any Election campaign material must only be displayed within the allotted rental period in the allotted rented area designated in the rental agreement,
  - b. Rental of Town Facilities is not permitted once voting opens.
  - c. Rental of a Town Facility during the period of time in which the Facility is designated as a Voter Help Centre.
  - d. The Town reserves the right to refuse or cancel a rental contract at any time should the rental conflict with the Town's corporate values or established policies or procedures, or present a health and safety concern.
  - e. Rental of any space at the Civic Centre, 5950 Malden Road, is strictly prohibited.
- 4.5 The Town may host or organize a "Meet the Candidates Night", with invitations extended to all Candidates.

- 4.6 Display of Election signs is only permitted in accordance with the applicable by-law(s), in effect at that time.
- 4.7 Candidates and Third Party Advertisers, and their representatives may attend Town organized events in their capacity as a private citizen. They shall not:
  - a. Campaign while in attendance at the event,
  - b. Display or distribute any campaign related material,
  - c. Promote or oppose the candidacy of person or a political party, and
  - d. Promote or oppose a question on a ballot.
- 4.8 Candidates and Third Party Advertisers, and their representatives shall not be invited to deliver formal remarks at a Town event in their capacity as a Candidate, or Third Party Advertisers.
- 4.9 The Town's corporate logo, branding, crest, chain of office, coat of arms, slogan or other corporate identifiers shall not be used by Candidates or Third Party Advertisers for any Campaign Related Purposes.
  - a. The use of photographs or videos not produced/taken/owned by the Town, and taken from a publicly accessible location, in campaign advertising containing the corporate logo, branding, crest, chain of office, coat of arms, slogan or other corporate identifiers is not in contravention of this Policy.
- 4.10 Candidates and Third Party Advertisers are prohibited from using photographs, electronic images, or graphics, taken/produced/owned by the Town for any Campaign Related Purposes.
- 4.11 Candidates, Third Party Advertisers, and their representatives are prohibited from using and commenting on Town Social Media for any Campaign Related Purpose.
- 4.12 Corporate Resources shall not be used for the development, creation, distribution, printing, or design of:
  - a. Any material that illustrates that a Candidate or any other individual is registered or intends to run for office;
  - b. Any campaign material that makes reference to, or contains the names or photographs, or identifies Candidates or Third Party Advertisers;

- c. Any material that is linked in any way to an Election campaign (i.e. campaign logo, messaging, website etc.)
- 4.13 Notwithstanding anything in this Policy, the Town is permitted to publish contact information, including social media handles and website links of Candidates and Third Party Advertisers on its Election webpage(s) with consent of the Candidate or Third Party Advertiser.

### **Town Employees**

- 4.14 Employees shall not canvass or actively work in support of a Candidate or Third Party Advertiser during hours in which they are receiving compensation from the Town, except during scheduled time off (i.e. vacation, lieu time, or leave of absence without pay).
- 4.15 Employees are prohibited from appearing in uniform or wearing attire or accessories, which would identify them as an Employee in campaign material or while they are canvassing or actively working in support of a Candidate or Third Party Advertiser.
- 4.16 Employees are prohibited from using Corporate Resources when canvassing or actively working in support of a Candidate or Third Party Advertiser.
- 4.17 Employees must ensure that any political activities they undertake do not create a perceived or actual conflict of interest as related to their day to day work.
- 4.18 Election Officials are prohibited from campaigning on behalf of any Candidate, Member, Third Party Advertiser, or question on the ballot.

### **Members**

- 4.19 Members shall not:
- a. Print or distribute any material using Corporate Resources that makes reference to, contains the names or photographs, or identifies Candidates for any Election;
  - b. Use the Town's voicemail system to record campaign related messages;
  - c. Use devices including smartphones, computers, laptops, or tablets that are provided by the Town for any Campaign Related Purpose;
  - d. Use Town email address for any Campaign Related Purpose;
  - e. Use Town Social Media for any Campaign Related Purpose;

- f. Discuss a Member's or Candidate's campaign at a Town Council or Committee meeting;
- g. Use photos taken/produced/owned by the Town for any Campaign Related Purpose;
- h. Use Town corporate logo, branding, crest, chain of office, coat of arms, slogan or other corporate identifiers for any Campaign Related Purpose;
- i. Request or procure the services of any Employee to assist in any Campaign Related Purpose;

4.20 The above prohibitions also apply to all Members regardless if they are seeking re-election or have been acclaimed.

4.21 It is a Member's responsibility to ensure that they understand and adhere to the provisions contained within the policy and to seek clarification from the Clerk when required.

### **Limitation**

4.22 Nothing in this Policy shall preclude or limit a Member from performing their responsibilities as an elected official, nor inhibit them from representing the interests of the constituents during their term of office.

## **5. Roles and Responsibilities**

5.1 The Clerk is responsible to oversee and administer this Policy.

5.2 The Clerk has the authority to provide guidance with respect to matters in relation to this Policy and to issue in writing any interpretation on the application of this Policy and any related approvals or prohibitions. Such guidance, interpretation, approvals, and prohibitions shall be based on the overarching legislative requirement for public funds and resources not to be used for any Campaign Related Purposes, including the promotion or opposition to the candidacy of a person for elected office.

## **6. References and Related Documents**

*Municipal Elections Act, 1996, as amended*

## **7. Attachments**

None.