

Town of Greater Napanee Use of Corporate Resources for Election Purposes Policy



Approval Date:	November 25, 2025	Resolution #	505/25
Revised Date:		Resolution #	
Review Scheduled:	January 2030		
Department:	Legislative Services	Contact:	Clerk
Approval Authority:	Council	Policy No:	LS-2025-02

1. Introduction

Section 88.18 of the *Municipal Elections Act, 1996* requires municipalities and local boards to establish rules and procedures with respect to the use of municipal or board resources, as the case may be, during the election campaign period.

Section 88.8(4) of the Act specifies that a municipality, as a corporation in Ontario, shall not make a contribution to a Candidates and Section 88.12(4) specifies that a municipality shall not make a contribution to a Registered Third Party.

This policy is enacted to ensure these legislated obligations are met without limiting the ability of the Mayor and Members of Council from discharging their duties as elected officials. Nothing in this policy shall preclude any Member of Council from performing their duties as a Member of Council, or inhibit them from representing the interests of their constituents.

2. Purpose

The purpose of this Policy is to:

- Ensure compliance with the *Municipal Elections Act, 1996* with regards to the prohibition of a municipality making a contribution to a Candidate or a Registered Third Party in the form of money, goods or services;
- Establish guidelines for Municipal Candidates, Members of Council and Municipal Employees on the appropriate use of corporate resources during a municipal election campaign period;
- Protect the interests of Members of Council, Candidates, Registered Third Parties, Town Staff and the Corporation;
- Ensure Candidates and Registered Third Parties are treated fairly and consistently within the municipality; and
- Ensure transparent, accountable and equitable practices during municipal elections.

3. Scope

This policy applies to all candidates, current Members of Council, whether seeking re-election or not, and Town employees and volunteers, when acting in the course of their duties for the Town. This policy is in effect during any election or by-election period.

4. Definitions

“Campaign Related Materials” mean materials that promote or oppose the candidacy of a person for elected office or a question on the ballot;

“Candidate” means a person who is running for office in a Town of Greater Napanee municipal election, nominated under Section 33 of the *Municipal Election Act*, or a person acting on their behalf;

“Clerk” means the individual appointed as the Town Clerk and includes their designate;

“Corporate Resources” means the Town’s employees, events, services, facilities, supplies, funds, information and assets;

“Election Campaign Period” begins the first date a Candidate may file his/her nomination through to the end of Voting Day;

“Town Employees” means all full-time, part-time, and contract staff employed by the Town;

“Town” means the Corporation of the Town of Greater Napanee.

5. Responsibilities

5.1. Council is responsible for:

- a) Approval of this policy and review at least once prior to each regular municipal election; and
- b) Compliance with the requirements of the policy as they relate to members of Council.

5.2. The Clerk is responsible for and authorized to:

- a) Ensure all Candidates, Members of Council, Third-Party Advertisers, and Town employees are aware of and understand their responsibilities under this policy;
- b) Review and assessing and allegations of a breach of this policy;
- c) 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; and
- d) Respond to inquiries from the public about the application of this policy.

5.3. Town employees are responsible for:

- a) Ensuring that they do not provide material support to any candidate for elected office while they are acting in their role as a Town employee, and that they do not present themselves as a Town employee when working to support any candidate for elected office.

6. Policy

6.1. General Provisions

The Town of Greater Napanee is prohibited from making contributions in any form, using corporate resources, towards the promotion of or opposition to the candidacy of a person for elected office.

6.2. Technology Related Resources

Candidates, Members of Council or Town Employees shall not use the following Town corporate resources as applicable, for the creation of campaign related material, recording of election campaign-related messages, or to link to web sites that feature campaign related material:

- a) Computers or tablets;
- b) Cell phones or phone systems;
- c) Printers, scanners or photocopiers, or other Town-owned technology;
- d) Electronic or other signage that can be used to display messages;
- e) Town email accounts or other Town-owned technology accounts;
- f) Websites and domain names that are operated or funded by the Town;
- g) Social media accounts. To avoid confusion, Members of Council who choose to use social media accounts for Campaign Purposes must include for the duration of the campaign, a clear statement on each campaign account's homepage indicating that the account is being used for Campaign Purposes.

6.3. Town Facilities and Property

Candidates, Members of Council or Town Employees shall not:

- a) campaign and/or distribute campaign related materials during any function being hosted by the Town of Greater Napanee, whether on municipal property or not. For greater clarity, functions hosted by the Town are those listed in the Town's Corporate Events Policy;
- b) display or install campaign related materials in Town owned facilities; or
- c) use/rent a municipal facility/property for any election-related purposes.

6.4. Communications

Candidates, Members of Council or Municipal Employees shall not:

- a) print or distribute, through electronic or non-electronic means, any election campaign related material using Town corporate resources;
- b) print or distribute the Town of Greater Napanee's logo on any election

- campaign related materials;
- c) use a combination of colors, fonts, or slogans associated with the Town of Greater Napanee corporate branding in a manner which would reasonably be interpreted to imply that the materials have been produced by or with the endorsement of the Town;
- d) use photographs produced for and/or owned by the Town of Greater Napanee for any election campaign related purposes; or
- e) take personal photos inside of Town of Greater Napanee facilities, with Town vehicles or equipment, outside Town facilities, or on Town of Greater Napanee property for any campaign related purposes.
- f) Notwithstanding Section 6.4(e), candidates may use their own personal photos and videos taken in public parks, streets or sidewalks as generally public areas.
- g) Any Candidate may attend any public Advisory Committee or Council meeting; however, they shall not use this forum to speak on, or address, any matter relating to their Campaign. This includes, but is not limited to, a restriction on Candidates from registering as deputations during their Campaign Period, and on Council Members from using the Announcements forum of Council agenda to raise campaign issues.

6.5. Town Employees

- a) Town employees shall not actively work in support of a candidate's municipal election campaign during work hours.
- b) Town employees wishing to support a candidate's election campaign shall not identify or position themselves as a municipal employee or official when performing campaign work.
- c) The rules in Section 6.5 also apply to federal and provincial elections.

6.6. Election Education Resources

- a) Nothing in this policy prohibits a Candidate from providing the election telephone number, election email address, or a link to the Town of Greater Napanee's official election website or webpages in Campaign Materials for electors to access additional information about the election and the voting process.
- b) Candidates are permitted to promote and distribute election information provided by the Clerk for the purpose of advising and educating electors, provided that such information is not modified in any way.
- c) Notwithstanding the provisions of Section 6.2, the Town may host standard format profiles of all candidates on the election website as the primary purpose is to serve as a voter education and awareness tool and no special benefit is being conferred on any candidate. The Clerk is responsible for managing this education tool.
- d) Notwithstanding the provision of Section 6.3, Town facilities may be used to host all-candidate meetings as voter education and awareness tools. However, the booking must be made by a third party and not by

any individual Candidate or Candidate's agent.

7. Enforcement

Should a written complaint be received alleging contravention of this policy, the Town Clerk, or their designate, shall have the delegated authority to investigate the allegation. Written complaints must set out specific example(s) and details of how the alleged use of a Town resource may have contravened this Policy. If a breach of this policy is confirmed, the person may be required to personally repay any of the costs associated with the breach.

If an investigation by the Clerk determines that a Town employee has contravened this Policy, the Policy breach may result in disciplinary action to be conducted with the oversight of Human Resources in accordance with the Town's policies.

8. Related Documents

- *Municipal Elections Act, 1996*
- Clerk's Election Procedures Document

Revision History

Date	Number	Description
Nov 25, 2025	By-law 2025-0079	Update policy format; update language regarding resources equally available to all candidates; update rules for employees to apply to all elections
April 5, 2022	By-law 2022-0022	Update effective dates; add clarifying language regarding policy application; add delegation restriction
Feb 27, 2018	Policy	Election cycle review; minor language amendments
Aug 18, 2014	By-law 2014-0053	Initial version