

## Election Campaigns Policy

C-2A.022

Section: 2.0 General Government and Administrative Services  
- A. Governance

Authority: Chief Administrative Officer Council

Administering  
Department: Chief Administrative Officer

### Statement

The Municipal District of Bonnyville (M.D.) recognizes that in an election year, there must be clear delineation between the role of an elected official and the role of a candidate.

### Purpose

The purpose of this policy is to ~~This policy sets out~~ establish guidelines respecting the use of M.D. resources for election-related purposes to promote public confidence and transparency in local government elections, and to protect incumbent candidates from allegations of benefit, privilege or inappropriate use of M.D. resources by taxpayers, voters or other candidates.

### Definitions

For the purposes of this policy:

- (1) “Act” means the Alberta Local Authorities Election Act, R.S.A. 2000, Chapter L-21 as amended;
- (2) “Campaign” means an organized effort to be elected to public office by winning an election;
- (3) “Campaign Period” means the Campaign Period as defined in the Act;
- (4) “Candidate” means a member of Council, or any resident, who seeks the office of Reeve or Councillor pursuant to the ~~Act~~ Local Authorities Election Act;
- (5) “Chief Administrative Officer” (CAO) means the Chief Administrative Officer of the M.D. appointed by Council, or their authorized delegate;
- (6) “Council” means the duly elected Council of the M.D.;
- (7) “M.D. Facilities” means any M.D. owned/operated/leased property including, but not limited to, buildings, offices, structures, parking lots, sports fields, public parks, playgrounds, recreational areas or community halls;
- (8) “M.D. Resources” means any resources (including human and electronic) paid for or acquired with M.D. funds. ~~This includes~~, (but is not limited to), M.D. staff time, equipment, assets (including, but not limited to vehicles, paper or electronic documents, logos, photographs, tools, fax machines, photocopiers, printers, computers, cell phones, telephones), promotional materials, internet services (including email and social media) and intellectual property;

- (9) “Social Media” means ~~refers to~~ freely accessible, third-party hosted, ~~interactive Web 2.0 technologies internet platforms~~ used to produce, post and interact via text, images, video and audio to inform, share, promote, collaborate or network.

## Policy

- (1) No candidate shall use the services of M.D. employees for any election campaign or campaign-related activities during hours in which those M.D. employees receive compensation from the ~~municipality~~ **M.D.**
- (2) No candidate shall use M.D. resources for any election campaign or campaign-related activities, except on the same basis (including paying a fee, if any) as such M.D. resources are normally made available to members of the public.
- ~~(3) No candidate shall use M.D. facilities for any election campaign or campaign-related activities, except on the same basis (including paying a fee, if any) as such M.D. resources are normally made available to members of the public.~~
- (4) No incumbent candidate shall use their M.D. expense account ~~or M.D. resources provided as part of their role on Council~~ for election-related purposes **in accordance with the M.D. Council Code of Conduct Bylaw.**
- (5) No candidate shall create a link from ~~a personal M.D. webpage on~~ the M.D. website to a campaign-related website. ~~Personal information or content created by a member of Council on their personal councillor webpage may be downloaded to a campaign or campaign-related website.~~ M.D. content, graphics, logos or formatting (including official M.D. logo RGB/CMYK colour values) may not be downloaded.
- (6) Social Media accounts that may be used for campaign purposes must be set up on personal cell phones and/or computers.
- (7) No candidate shall post campaign-related materials on M.D. ~~Ssocial Mmedia~~ platforms, including, ~~(but not limited to),~~ Facebook, Twitter, and Instagram. M.D. operated ~~Ssocial Mmedia~~ platforms shall not be used by any candidate, incumbent or otherwise, for campaign purposes.
- (8) Any campaign-related materials posted to any M.D. ~~Ssocial Mmedia~~ platform will be removed. Repeated contravention of this policy will result in the banning of the candidate from the ~~Ssocial Mmedia~~ platform until the election has been completed.
- (9) **Once the nomination period for an election has commenced in accordance with the Act After June 30 in an election year,** and until after the ~~O~~rganizational ~~M~~meeting immediately following the election, no member of Council shall:
  - (a) **personally deliver any municipal cheques or payments to residents of the M.D. including, but not limited to, payments under Policy No. 1.006 Financial Assistance for Victims of Fire Policy;**
  - (b) host an M.D.-sanctioned/funded Ward Open House or event; **or**
  - (c) have a ~~campaign-related website,~~ personal website or ~~Ssocial Mmedia~~ site linked to the M.D. website, mobile device or ~~Ssocial Mmedia~~ platform; ~~or~~

~~(d) use an M.D.-funded newspaper column to promote a campaign or candidate(s) for office.~~

- (10) In the event of a by-election, this policy shall take effect for the position(s) of Council up for nomination effective immediately following the commencement of the nomination period in accordance with the Act.

### Policy Review

Within four (4) years from date adopted / amended / reviewed, ~~or six (6) months before a municipal election – whichever comes first.~~

### For administrative use only:

<b>Previous Policy Number:</b> (prior to July 24, 2019)	10.12.41
<b>Related Documentation:</b> (plans, bylaws, policies, procedures, etc.)	