

ELECTION ADVICE GUIDELINES/RESOURCES

CODE OF CONDUCT

SECTION 7: ELECTION CAMPAIGN WORK 7.

(1) No Member shall use facilities, equipment, supplies, services or other resources of the City for any election campaign or campaign-related activities, except on the same basis (including paying a fee if any) as such resources are normally made available to members of the public.

(2) No Member shall use her or his newsletter or website linked through the City's website, for any election campaign or campaign-related activities.

(3) No Member shall use the services of any City employee for any election campaign or campaign-related activities during hours in which those City employees receive any compensation from the City.

USE OF CITY RESOURCES DURING AN ELECTION CAMPAIGN

During a campaign period, Members of Council, candidates, and third parties are not permitted to:

- (a) Use equipment, assets, supplies, services, staff or other resources of the City for any campaign or campaign related activities;
- (b) Use City funds to acquire any resources for any campaign or campaign related activities, including ordering of stationery and office supplies;

- (a) Use City facilities or property for campaign events unless the facility or property is rented in accordance with approved corporate policies and procedures;
- (b) Use City funds to print or distribute any material that makes reference to, or contains the names or photographs, or identifies candidates or third parties;
- (c) Use a City brand, logo, crest, coat of arms, chain of office, slogan or corporate program identifiers, including the Municipal Election logo, on any election campaign related material, either printed or on a campaign website;
- (d) Use City Information Technology (IT) assets, infrastructure, or data (e.g. computers, wireless devices, portals, corporate email, web pages, blogs, telephone) to communicate election related messages. Links to the City's website are permitted from a candidate's election website for the purpose of obtaining information about the election or sharing program/service information;
- (e) Use distribution lists or contact lists developed and/or paid for using corporate resources or funding; and
- (f) Use photographic images or videos produced for and owned by the City of Hamilton for any election purposes.

Advertising and Communications

- 4.4 Campaign-related signs or materials shall not be displayed at or in City-owned or leased facilities, unless permitted under the Election Sign By-law and/or the Commercial Advertising and Sponsorship Policy.

4.5 Materials produced or prepared by Staff or Members of Council, shall not contain campaign-related materials and messaging.

(a) Notwithstanding section 4.5, City owned or produced material or websites prepared for the purposes of public education during an Election or for the administration of an election are permitted.

(b) Notwithstanding section 4.5, Members of Council are not prohibited from engaging with constituents on ward or city-related matters.

4.6 The following services will be discontinued for Members of Council who have been certified as a candidate in municipal election, as of August 31:

(a) All forms of advertising, including municipal publications (e.g. paper or web-based); and,

(b) All printing services, including printing, photocopying and distribution of publications, such as newsletters and ward reports, with the exception of communications specifically related to an authorized or scheduled City event (e.g. Public Meeting).

4.7 No Member of Council, including candidates for election and those acclaimed to office, may distribute newsletters following August 31 of an election year in adherence to the Policy and Guidelines for Eligible Expenses for Elected Officials: Budget for the Office of the Mayor, Legislative Budget and Councillor Ward Office Budget; and

4.8 Notwithstanding section 4.6 and 4.7, communications from Members of Council to constituents and use of city resources in response to a declared

emergency are permitted with the approval of the City Manager in consultation with the City Clerk.

Member of Council, Candidate and Third Party Conduct

- 4.9 Candidates and third parties may attend City-organized events but are not permitted to campaign or disseminate election-related campaign materials at such events;
- 4.10 A Member of Council attending an event as a representative of City Council is not permitted to campaign while in attendance at the event; and,
- 4.11 Members of Council, staff, candidates and third parties are not permitted to engage in campaign related activities directed at City employees while those employees are at their workplace or engaged in work for the City.

Staff Involvement in Election Campaigns

- 4.12 Staff shall adhere to the Code of Conduct for Employees Policy and associated Schedule D: Outside Employment and Activity. Under these policies, City staff must ensure that their employment with the City is separate and distinct from any involvement in campaign related activities;
- 4.13 Staff shall not perform any work in support of a candidate or third party (e.g. campaign), during hours in which a person is receiving any compensation from the City, except during scheduled time off (e.g. scheduled vacation time);
- 4.14 Staff shall not post or distribute campaign material on behalf of a candidate or third party at a City facility or while on City property;

- 4.15 Staff shall not use equipment, assets, supplies, services, staff or other resources of the City to support any campaign or campaign related activities;
- 4.16 Staff shall not make reference to and/or identify any individual as a candidate, political party, third party or a supporter or opposition of a question on a ballot during an election, at any meeting or any social media sites, blogs, and other new media created and managed by City employees; and
- 4.17 Staff must comply with all applicable City policies, including those pertaining to fee structures, advertising, and service levels. For greater clarity, Staff shall adhere to the requirements of their role and not provide greater or lesser service or support to candidates or third parties than is normally provided to all clients.