



TOWNSHIP OF MACDONALD, MEREDITH & ABERDEEN ADDITIONAL USE OF CORPORATE RESOURCES FOR ELECTION PURPOSES POLICY (2026)

Policy Number:	2026-1
Policy Title:	Use of Corporate Resources for Election Purposes Policy (2026)
Approval Date:	April 21, 2026
Council Resolution:	#26-108

1. Purpose

The purpose of this policy is to provide direction on the appropriate use of municipal (“corporate”) resources during municipal and school board elections, as well as provincial and federal elections, including campaigns related to a question on a ballot.

This policy ensures compliance with the Municipal Elections Act, 1996 and promotes fairness, transparency, and accountability in the electoral process.

2. Legislative Authority

Under the Municipal Elections Act, 1996:

- A municipality shall not make a contribution (including money, goods, or services) to:
 - a candidate, or
 - a registered third party advertiser
- A contribution includes the use of municipal:
 - property
 - equipment
 - supplies
 - services
 - staff time

Any use of Township resources for campaign purposes may be considered a contribution and is therefore prohibited.

3. Principles

- Municipal resources must not be used for election-related purposes.
- All candidates and registered third parties shall be treated fairly and consistently.
- The Township must remain neutral in all elections.
- The normal business of the Township must continue during the election period.

Members of Council continue to perform their official duties but must separate those duties from campaign activities.

4. Definitions

Corporate Resources include, but are not limited to:

- Facilities and property
- Equipment and supplies
- Staff time and services
- Communication tools (website, social media, email systems)
- Technology infrastructure (phones, computers, internet)

Campaign Activity means any activity that promotes or opposes:

- a candidate
 - a political party
 - a registered third party advertiser
 - a question on a ballot
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5. General Prohibition

No candidate or registered third party shall use corporate resources for campaign purposes. No Township resource shall be used, directly or indirectly, to influence the outcome of an election.

6. Specific Restrictions

6.1 Use of Township Facilities

- Township facilities shall not be used for campaign purposes, unless:
 - they are rented by a candidate under the same terms as the public
 - Campaign materials (signs, posters, etc.) shall not be displayed in Township facilities
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6.2 Township Events

- Campaigning or distribution of campaign materials is not permitted at Township-hosted events
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6.3 Township Infrastructure & Technology

The following shall not be used for campaign purposes:

- Computers, printers, photocopiers
 - Phones, email systems, internet
 - Tablets, mobile devices
 - Municipal databases (including voters' list access beyond legislated use)
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6.4 Township Staff

- Staff shall not perform campaign-related work during paid working hours
 - Staff shall not use Township resources for campaign purposes at any time
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6.5 Supplies

- Township supplies (paper, envelopes, postage, etc.) shall not be used for campaign purposes

6.6 Printing and Distribution

- Campaign materials shall not be produced or distributed using Township resources

6.7 Website & Social Media

Township-managed platforms shall not:

- Promote or oppose any candidate or third party
- Display campaign materials
- Link to campaign content (except for neutral election information)

6.8 Communications Materials

Township communications (including newsletters, press releases, and social media) shall not:

- Profile or identify individuals as candidates
- Include campaign messaging
- Promote or oppose any candidate or issue

6.9 Photographs and Videos

Township-owned photos and videos shall not be used in campaign materials.

6.10 Corporate Branding

- Township logos, branding, and identifiers shall not be used in campaign materials

6.11 Contact Information

Township contact information (email, phone numbers, addresses) shall not be used as campaign contact information.

7. Election Period Communications

During the election period:

- Township communications shall be limited to essential municipal business
- New promotional or discretionary communications should be avoided where possible
- Council members shall not use Township platforms to highlight personal achievements in a way that could be perceived as campaign-related

8. Online Voting Considerations

Given the use of internet voting:

- Access to election systems (e.g., VIL distribution, help centre equipment) shall be strictly controlled
- Township-provided voting assistance (e.g., Help Centre) shall be:
 - neutral
 - non-influencing
 - accessible to all electors equally

No candidate shall be permitted to:

- be present in the Help Centre for campaign purposes
 - assist voters in casting ballots
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9. Exceptions

The following are permitted:

- Official election information prepared and distributed by the Clerk
 - Candidate information as required under legislation (e.g., certified candidate lists)
 - Agendas and minutes of Council and Committee meetings
 - Routine municipal communications necessary for operations
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10. Compliance and Enforcement

- The Clerk (or designate) is responsible for administering this policy
 - Any alleged misuse of corporate resources shall be reviewed and addressed by the Clerk
 - Violations may be subject to further action under applicable legislation
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11. Effective Date

This policy shall apply to the 2026 Municipal and School Board Election and remain in effect for future elections unless amended.

Dated this 21st day of April 2026

Lynn Watson, Mayor

Lacey Kastikainen, CAO/Clerk