

REGULAR AGENDA – AGENDA 55
CORPORATION OF THE TOWNSHIP OF LAIRD
April 16, 2026, at 6:00 pm
Laird Township Council Chambers

ADDENDUM

9. e. Use of Corporate Resources for Election Purposes Policy

Recommendation: BE IT RESOLVED THAT Council adopts the *Use of Corporate Resources for Election Purposes Policy* as presented, effective this 16th day of April, 2026.

14. a. Regulate Election Signs By-law 2080-26

Recommendation: BE IT RESOLVED THAT Council adopts By-law 2080-26, being a by-law to regulate Election Signs within the Township of Laird.



Township of Laird Policy

Policy Title:	Use of Corporate Resources for Election Purposes Policy
Reference:	Municipal Elections Act, 1996, Council Resolution #_____-26
Approval Date:	
Next Review Date:	Prior to May 1, 2030, or before each municipal election year as required by the Municipal Elections Act, 1996.
Approved By:	Council
Point of Contact:	Township Clerk

Purpose

This policy establishes rules governing the use of Township of Laird corporate resources during any election campaign period or campaign on a question on a ballot. Its purpose is to ensure that Township resources, staff, facilities, and communications are used in a neutral and non-partisan manner and are not used to support or oppose any candidate, registered third party advertiser, or campaign activity.

Legislative Authority

This policy is adopted in accordance with:

- **MEA s. 88.18**, which requires municipalities to establish rules and procedures regarding the use of municipal resources during an election campaign period
- **MEA s. 88.8(4)**, which prohibits municipalities and local boards from making contributions to candidates
- **MEA s. 88.12(4)**, which prohibits contributions to registered third party advertisers
- **MEA s. 88.15**, which defines contributions to include money, goods, and services

Any use of Township resources for an election campaign may be interpreted as a contribution, which is prohibited.

Definitions

For the purposes of this policy:

- **Candidate:** An individual who has filed a nomination under the MEA.
- **Registered Third Party:** An individual, corporation, or trade union registered under the MEA to conduct third party advertising.

- **Campaign Materials:** Any materials promoting, opposing, or referencing a candidate, political party, or position on a ballot question.
- **Campaign-Related Activities:** Any action, event, communication, or material intended to influence electors.
- **Corporate Resources:** All Township property, assets, infrastructure, equipment, supplies, technology, vehicles, facilities, staff time, and intellectual property.
- **Township Facilities:** All buildings, lands, and spaces owned, leased, or operated by the Township.

Principles

- Public funds and municipal resources must not be used to support or oppose a candidate, registered third party, or ballot question.
- The Township must remain neutral during all election periods.
- Members of Council continue to perform their official duties until the end of their term.
- All candidates and registered third parties must be treated consistently and fairly.

General Restrictions

The following restrictions apply to all candidates, registered third parties, members of Council (including acclaimed or retiring members), and their representatives.

Use of Township Facilities

- Campaign materials may not be displayed or distributed in Township facilities.
- Township facilities may be rented for private events; however, all advertising for the event must clearly state that it is **not affiliated with the Township of Laird**.
- Campaign events may not be held in Township workplaces during operating hours.

Township Events

- Campaigning, distributing materials, or soliciting support is prohibited at Township-hosted events, whether on or off municipal property.

Township Infrastructure and Technology

Corporate infrastructure may not be used for campaign purposes, including:

- Computer systems, networks, printers, photocopiers
- Email, voicemail, telephones
- Township-provided mobile devices
- Internet, intranet, or Wi-Fi
- Township vehicles, tools, or equipment

Township Staff

- Staff must remain politically neutral and should avoid providing advice or assistance related to election campaigns.

- Staff may not assist with campaign activities during paid hours or using municipal resources.
- Staff may not wear campaign materials while on duty.
- Staff may refer election-related questions to the Clerk if clarification or official information is required.

Supplies and Printing

- Township supplies, paper, postage, or printing services may not be used for campaign purposes.

Websites and Social Media

- Township websites, social media accounts, and domain names may not reference or profile candidates.
- No campaign materials, slogans, or symbols may appear on Township digital platforms.
- Township accounts may not tag, share, repost, or react to candidate content.

Communications Materials

The Township's communication materials, whether for internal or public distribution, cannot:

- Profile (name or photograph), make reference to and/or identify any individual as a candidate.
- Advocate for or against a particular candidate.

Communication materials include but are not limited to: news releases, media advisories, invitations for special events, flyers, posters, banners, brochures, newsletters, e-newsletters and social media accounts.

This restriction does not apply to statutory election notices issued by the Clerk, including the posting of candidate names, certified lists, nomination updates, third party registrant information, or election results as required under the Municipal Elections Act, 1996.

Photographs and Videos

- Township-owned photos, videos, or promotional materials may not be used in campaign materials.

Corporate Identifiers

- Township logos, branding, and identifiers may not be used in campaign materials.
- Candidates may link to the Township website only for general information.

Contact Information

- Township email addresses, phone numbers, and facility addresses may not be used as campaign contact information.

Exemptions

The following are exempt from this policy:

- Election information prepared and posted by the Clerk
- Council member names, photos, and contact information posted by the Clerk as part of normal municipal operations
- Agendas and minutes of Council and Committee meetings
- Fulfilling statutory duties under the MEA or other legislation

Enforcement

- The Clerk is responsible for administering and interpreting this policy.
- The Clerk may order the removal of campaign materials or activities that violate this policy.
- Violations may be referred to the Compliance Audit Committee or other authorities as appropriate.

THE CORPORATION OF THE TOWNSHIP OF LAIRD

By-law Number 2080-26

BEING A BY-LAW to Regulate Election Signs in the Township of Laird.

WHEREAS Section 11(2) of the *Municipal Act, 2001* authorizes municipalities to pass by-laws respecting structures, including signs;

AND WHEREAS Section 99 of the *Municipal Act, 2001* permits municipalities to regulate advertising devices;

AND WHEREAS the Council of the Township of Laird deems it desirable to regulate the placement of election signs to ensure public safety, maintain municipal property, and promote fairness during election campaigns;

NOW THEREFORE the Council of the Corporation of the Township of Laird enacts as follows:

1. Definitions

“Election Sign” means any sign, poster, placard, banner, or device that promotes, opposes, or relates to:

- a) a candidate in an election;
- b) a registered third party advertiser; or
- c) a question on a ballot.

“Election” means an election held under the *Municipal Elections Act, 1996*, the *Canada Elections Act*, or the *Election Act (Ontario)*.

“Municipal Property” means all lands, buildings, and structures owned, leased, or operated by the Township of Laird, including parks, halls, facilities, and cemeteries.

“Road Allowance” means land owned by the Township or the Crown that is intended for use as a public roadway, including ditches and boulevards.

“Voting Day” means the day on which electors cast ballots in an election.

2. General Provisions

2.1 No person shall place an election sign on municipal property.

2.2 Election signs may be placed on private property with the consent of the owner or occupant.

2.3 Election signs may be placed on road allowances, subject to the restrictions in this by-law.

2.4 No election sign shall be placed in a manner that obstructs visibility, creates a safety hazard, or interferes with municipal operations.

3. Timing of Election Signs

3.1 Election signs may be erected no earlier than:

- The day the candidate files their nomination, or
- The day a third party registers, or
- The day a writ is issued for a provincial or federal election.

3.2 All election signs shall be removed no later than 72 hours after Voting Day.

4. Placement and Size Restrictions

4.1 Election signs shall not be placed:

- a) On or inside any municipal building, facility, or structure, including walls, doors, windows, fences, interior spaces, bulletin boards, or display areas;
- b) On or within 50 metres of a voting place, at any time;
- c) On utility poles, traffic signs, or municipal equipment;
- d) In a manner that obstructs sidewalks, driveways, or entrances;
- e) In a location that obstructs sightlines at intersections or curves.

4.2 Election signs on road allowances must:

- a) Be set back at least 3 metres from the edge of the travelled roadway;
- b) Not exceed 1.5 square metres in area;
- c) Not exceed 2 metres in height;
- d) Be securely fastened and maintained in good condition.

5. Removal of Signs

5.1 The Township may remove any election sign that:

- a) Violates this by-law;
- b) Creates a safety hazard;
- c) Is placed on municipal property;
- d) Is not removed within 72 hours after Voting Day.

5.2 Removed signs may be stored at a Township facility for 7 days, after which they may be disposed of without notice.

5.3 The Township is not responsible for damage to signs removed under this by-law.

6. Enforcement

6.1 The Clerk, Roads Department staff, or a designate is authorized to enforce this by-law.

6.2 A person who contravenes this by-law may be subject to penalties under the *Provincial Offences Act*.

7. Severability

If any section of this by-law is found invalid, the remainder shall remain in full force and effect.

8. Effective Date

This by-law shall come into force and take effect on the date of its passing.

READ and passed in Open Council this 16th day of April 2026.

Mayor _____
Shawn Evoy

Seal

Clerk _____
Jennifer Errington