



2018 Municipal Election Bulletin Number 1 Election Campaign Signs Identification Requirements

Note: 2018 Municipal Election Bulletins will be issued periodically by the Election Office to provide important information for Electors, Candidates and Third Party Advertisers. For the latest information regarding the 2018 Municipal Election, please check the City's Elections website (www.cityofkingston.ca/elections).

Identification Information on Election Campaign Signs

The purpose of this Bulletin is to provide Municipal and School Board Candidates and Third Party Advertisers, as well as the general public, with the City of Kingston's interpretation of the *Municipal Elections Act* (the Act) requirements for identification information to be provided on election campaign signs. This interpretation is being provided in accordance with the City Clerk's authority under Section 12 of the Act to provide for any matter or procedure that "is not otherwise provided for in an Act or regulation," and "in the clerk's opinion, is necessary or desirable for conducting the election".

Recent changes to the Act require Candidates and Third Party Advertisers to provide identification information on election campaign signs. The new identification requirements are different for Candidates and Third Party Advertisers.

Candidate Campaign Signs

Subsection 88.3 (2) of the Act requires that "an election campaign advertisement purchased by or under the direction of a candidate shall identify the candidate." There are no further provisions in the Act or its regulations to indicate how the advertisement is to "identify the candidate".

After reviewing this matter, the City of Kingston will interpret this identification information requirement as follows:

- Traditional election campaign signs that state "Elect (Candidate X)", "Re-Elect (Candidate X)" or "Vote for (Candidate X)" **WILL MEET** the identification requirements as set out in the Act and no additional identification information is required on candidate campaign signs.

Third Party Advertiser Campaign Signs

Subsection 88.5 (1) of the Act requires the following mandatory information that must appear on Third Party Advertiser campaign signs:

- The name of the registered third party;

- The municipality where the third party is registered; and
- A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement.

If the Third Party Advertiser is a corporation or trade union, the name of the corporation or trade union must appear on the sign, not the name of the representative who filed the registration. The inclusion of this mandatory identification information will differentiate Third Party Advertiser campaign signs from Candidate campaign signs.

The foregoing identification information requirements regarding Third Party Advertiser campaign signs are also included in Section 9 of the City's Election Signs By-law Number 2014-16, as amended.

Election Signs By-law Number 2014-16

Candidates and Third Party Advertisers are reminded that all election campaign signs must comply with all of the provisions of the City's Election Signs By-law Number 2014-16, as amended. Candidates and Third Party Advertisers are encouraged to review the provisions of the By-law with their campaign teams with respect to such matters as the permitted locations for signs and the timing for the placement and removal of signs. A copy of the Elections Sign By-law is available in the Candidates Tab on the Elections website (www.cityofkingston.ca/elections).

Timing for the Placement of Campaign Signs

Candidates and Third Party Advertisers are reminded that campaign signs may not be erected or displayed prior to thirty (30) days immediately preceding the municipal election, i.e. the earliest date to erect or display campaign signs is **September 22, 2018**.

Enforcement Matters

Pursuant to Section 88.7 of the Act and Section 10 of the City's Election Signs By-law, the City is authorized to remove any campaign signs that contravene the identification information requirements or any other provision of the Act or the Election Signs By-law. A Provincial Offences Officer or any other individual designated by the City Clerk may remove the sign(s) without notice.

Further Information

If you require further information regarding the content of this Bulletin please contact:

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