



## ELECTION BULLETIN #1

August 23, 2018

### **Election Campaign Signs – Requirements under the Municipal Elections Act, 1996**

The purpose of this Bulletin is to advise on the Township of Guelph/Eramosa's interpretation and administration of the new provisions in the *Municipal Elections Act, 1996* (the "MEA") that require identification information to be included on election campaign signs placed on public and private property.

The legislation and the 2018 Candidates' Guide indicate the following:

<b>Subsection 88.3 (2) Municipal Elections Act</b>	<b>Subsection 88.5 (1) Municipal Elections Act</b>	<b>2018 Candidates' Guide for Ontario Municipal Council and School Board Elections – Ministry of Municipal Affairs and Housing</b>
<p>For candidates: "An election campaign advertisement purchased by or under the direction of a candidate shall identify the candidate". There are no further provisions in the legislation to indicate how a candidate's election campaign sign shall identify the candidate.</p>	<p>For third party advertisers: "...the advertisement contains the following information: 1. The name of the registered third party. 2. The municipality where the registered third party is registered. 3. A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement."</p>	<p>Page 10 - "All of your campaign signs and other advertising must identify that you are responsible for the sign. This is so that people seeing the sign or advertisement can tell that it is from your campaign, rather than from a third party advertiser." The Candidates' Guide also states that it "is not meant to replace provincial legislation."</p>

As outlined in the table above, the Candidates' Guide is not meant to replace provincial legislation and the MEA does not provide clear direction regarding identification requirements for candidate election campaign signs as it does for registered third party advertisers.



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In accordance with Section 12 of the MEA, the Clerk for the Township of Guelph/Eramosa will interpret a candidate election campaign sign **that identifies the candidate** as meeting the requirements of subsection 88.3(2) of the MEA for the purposes of the municipality exercising any authority under Section 88.7 of the MEA.

Section 88.7 of the MEA states that, “If a municipality is satisfied that there has been a contravention of section 88.3, 88.4 or 88.5, the municipality may require a person who the municipality reasonably believes contravened the section or caused or permitted the contravention, or the owner or occupier of the land on which the contravention occurred, to remove the advertisement or discontinue the advertising.

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