

2018



City of Peterborough

Third Party Advertiser's Guide

Version: April 23, 2018

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Introduction

Guide Intent

This guide is intended to provide third party advertisers and potential third party advertisers general information on the election process in the City of Peterborough for the Municipal and School Board Elections on Monday October 22, 2018. This guide is meant to supplement information provided by the Ministry of Municipal Affairs 2018 Guide for Third Party Advertisers available:

Online:

[Ministry of Municipal Affairs 2018 Guide for Third Party Advertisers](http://www.mah.gov.on.ca/Page18736.aspx)
(<http://www.mah.gov.on.ca/Page18736.aspx>)

Elections Legislation

Registered third parties alone, or with the assistance of their own legal counsel, are responsible for ensuring they follow all applicable legislation related to third party advertising, and election finances. Third Parties should refer directly to the **Municipal Elections Act, 1996** for specific details. The legislation is available:

By Phone:

1-800-668-9938 (8:30 a.m. to 5:00 p.m.)

Online:

[Government of Ontario's e-laws website](http://www.e-laws.gov.on.ca)
(www.e-laws.gov.on.ca)

Updates, Notifications and Bulletins

Please ensure that you check the [City of Peterborough's election website](http://www.peterboroughvotes.ca) (www.peterboroughvotes.ca) for the most current information, notifications and bulletins. Updates may also be provided by the Clerk's Office through the mail or e-mail correspondence, so it is important that candidates notify the Clerk of any changes in contact information.

Contact Information

If you have any questions, please contact the City Clerk's Office between the hours of 8:30 a.m. to 4:30 p.m. at:

T: 705-742-7777 extension 1838, or
E-mail: election2018@peterborough.ca

Section 1: General Information

1.1 Key Dates for 2018 Election

Registration Period

Tuesday May 1, 2018 to Friday October 19, 2018

Third party advertisers can file a registration paper at the Clerk's Office at anytime during normal business hours until October 19, 2018.

Campaign Period

Tuesday May 1, 2018 to Monday December 31, 2018

The Campaign Period starts when a candidate files a nomination paper and ends on Monday December 31, 2018.

Election Signs – Third Party

Monday September 3, 2018 to Thursday October 23, 2018

Third parties can display election signs on or after Labour Day until the day after the election.

Campaign Finances

Tuesday September 25, 2018 - Final Certificate of Maximum Campaign Expenses available for candidates.

Voting Day

Monday October 22, 2018

Voting places open at 10:00 a.m. and close at 8:00 p.m.

1.2 Term of Office

The term of office for elected officials is four years, beginning on December 3, 2018 and ending November 14, 2022.

1.3 Candidates to be Elected

Mayor

One to be elected by general vote

Councillor

- Two to be elected for Ward 1 (Otonabee)
- Two to be elected for Ward 2 (Monaghan)
- Two to be elected for Ward 3 (Town)
- Two to be elected for Ward 4 (Ashburnham)
- Two to be elected for Ward 5 (Northcrest)

Trustee: Kawartha Pine Ridge District School Board

Two to be elected by general vote of English Language Public School electors

Trustee: Peterborough, Victoria, Northumberland & Clarington Catholic District School Board

Two to be elected by general vote of English Language Separate School electors

Conseiller(ère), Conseil Scolaire Viamonde

One to be elected by general vote of French Language Public School electors. Nomination forms are filed with the City Clerk of the City of Oshawa. Third party advertisers would need to register with multiple municipalities in addition to the City of Peterborough in order to advertise on behalf of these candidates. For more information contact:

Rundle Tower, City Hall, 5th Floor
50 Centre Street South
Oshawa, ON L1H 3Z7

Telephone: 1-800-667-4292
(8:00 a.m. to 6:00 p.m.)

Conseiller(ère), Conseil Scolaire Catholique Mon Avenir

One to be elected by general vote of French Language Separate School electors. Nomination forms are filed with the City Clerk of the City of Oshawa. Third party advertisers would need to register with multiple municipalities in addition to the City of Peterborough in order to advertise on behalf of these candidates. For more information contact:

Rundle Tower, City Hall, 5th Floor
50 Centre Street South
Oshawa, ON L1H 3Z7

Telephone: 1-800-667-4292
(8:00 a.m. to 6:00 p.m.)

Section 2: Qualification of Third Parties

2.1 General

Third party advertisers must register with the Clerks Office in order to advertise in the City of Peterborough. The City of Peterborough is a single-tier municipality.

Third party advertisers must also register for every other municipality they intend to advertise.

2.2 Third Party Eligibility

Only the following persons and entities are eligible to file a notice of registration:

- An individual who is normally a resident in Ontario
- A corporation that carries on business in Ontario
- A trade union that holds bargaining rights for employees in Ontario

Section 3: Registration Process

3.1 General

An individual, corporation or trade union may, in person or by an agent, file with the Clerk or designate to be a registered third party for the election. The notice of Registration – Third Party – Form 7 is to be submitted with a Declaration of Qualification. Forms are not to be signed until a commissioner is present.

3.2 Registration Process

Registration forms must be filed in person by an individual or official representative of a corporation or trade union. If there are more than one official representatives then additional names may be listed on supplementary attachments. **Forms are not to be signed until a commissioner is present.** At the time of filing, each registrant or official representative must complete a Declaration of Qualification, and show proof of identity with valid government issued ID (See Section: 3.6 Identification).

Please note that registration forms are considered to be public documents and may be made available for inspection.

3.3 Registration Filing Fee

There is no filing fee.

3.4 Time for Filing

The first day that a third party can file a registration paper for the election is Tuesday May 1, 2018. The last day is October 19, 2018.

Registrations can be filed on any day during this period at a time when the Clerk's Office is open.

Normal business hours are Monday to Friday – 8:30 p.m. to 4:30 p.m.

3.5 Certification

Once satisfied the registrant is qualified to incur expenses and that the notice of registration complies with the **Act**, the Clerk or designate will certify qualified registration forms.

3.6 Identification

All registrants or official representatives must show proof of identity (photo ID) at the time the Registration Form is filed.

Acceptable pieces of identification include:

- **Preferred Identification -** Government issued identification or form that contains the name and signature, e.g. driver's license, income tax assessment, along with Photo ID.
- **Proof of Authorization -** Official representatives will be required to show proof they are authorized to act on behalf of the corporation or trade union being registered.

Section 4: Canvassing and Election Signs

4.1 School Policies

In view of the substantial number of school buildings used for voting purposes, the attention of candidates is also drawn to the policies of the school boards and provisions of the **Education Act** which provide as follows:

- No agent or representative may canvass in the schools, nor exhibit advertising material in the schools or on the school property, without the approval in writing of the Director of Education
- All visitors to schools must report to the office
- It is the duty of a principal of a school, in addition to their duties as a teacher, to maintain a visitors' book in the school when so determined by the Board

4.2 Prohibition of Canvassing in a Voting Place

Certified candidates or their scrutineers, but not both, are entitled to attend a voting place on Election Day. There are no such provisions for registered third parties.

Electioneering of any nature in or on the premises used as a voting place on a Voting Day is prohibited. Deputy Returning Officers are instructed to immediately remove from any voting place any person, campaign material or literature of any nature. The premises are deemed to include the entire building and the property on which it is located.

4.3 Access to Resources

It is important that all candidates receive fair and consistent treatment so as to ensure the integrity of the electoral process and a fair and unbiased election. Sections 88.8 and 88.12 of the **Act** outline that a municipality cannot make contributions to a candidate or a registered third party. Corporate Resources will be made available to all candidates and/or registered third parties in a fair and consistent manner. Access to, or availability of, City Resources shall not be considered an endorsement of any candidate or issue.

Therefore, City Resources may be used for or by any candidate or registered third party for their campaign activities, provided they pay the appropriate fee(s) and file appropriate permit(s) or documentation. This may include, but not be limited to, the use of:

- Any City advertising space (except on any Voting Day)
- Any City facility or City property

4.4 City Facilities

Candidates may use any City owned facility that allows for public rentals, provided the application process for use of the facility is followed and that all applicable fees for use of the facility are paid. Candidates and Registered Third Parties will set up and remove all material, including but not limited to signs, posters, and other campaign material within the allotted rental period. Campaign-related material may only be displayed within the designated rental area described in the agreement.

No facility or property shall be rented or used for any election campaign purpose by any members of the public, Council, Candidates, Registered Third Party or function during any day that voting is taking place on the property, including the set-up, hosting or take-down activities.

4.5 Corporate Identity and Resources

No City resources are to be used for or by, or for the benefit of, any candidate or registered third party for their campaign activities, including, but not limited to, the use of:

- The City's Corporate identity,
- Crest or other Corporate Branding Material or Logos,
- City Information Technology (IT) resources, including the City's website, social media sites (nor can there be a link to a candidate's site)
- Any City function, whether on City property or not,
- Photographs or videos owned by the City.

4.6 Public Information

For greater certainty, the **Act** allows the City to make information available to the public on a website or in another electronic format, where the information provided does not constitute a contribution. Staff will post information on all candidates and registered third parties for the public to view on the City's website or make it available for the public in an alternate format upon request.

Official election information will be made available to all candidates through the City's website, the Clerk's Office, or

other alternate format. Staff may supply department specific information and services to candidates in the same manner as would be available to the public.

4.7 Election Campaign Signs ("Campaign Signs")

The City of Peterborough allows campaign signs to be erected on or after Labour Day beginning on September 3, 2018. Third Parties must remove their campaign signs the day after Election Day (October 23, 2018). It is the registered third party's responsibility to familiarize her/himself with applicable City, County and Provincial regulations. Election signs should be located on private property. Special setbacks are required at intersections and from the edge of a roadway. Within the City, no person shall erect a campaign sign:

- Within the travelled portion of a road allowance or a sidewalk;
- Which exceeds a height of 0.9 meters within a 6 meter sight triangle at the intersection of two roads (Figure 1); or
- Which exceeds a height of 0.9 meters within 3 meters of that portion of the road allowance located between the sidewalk and the travelled portion of the road allowance (Figure 2)

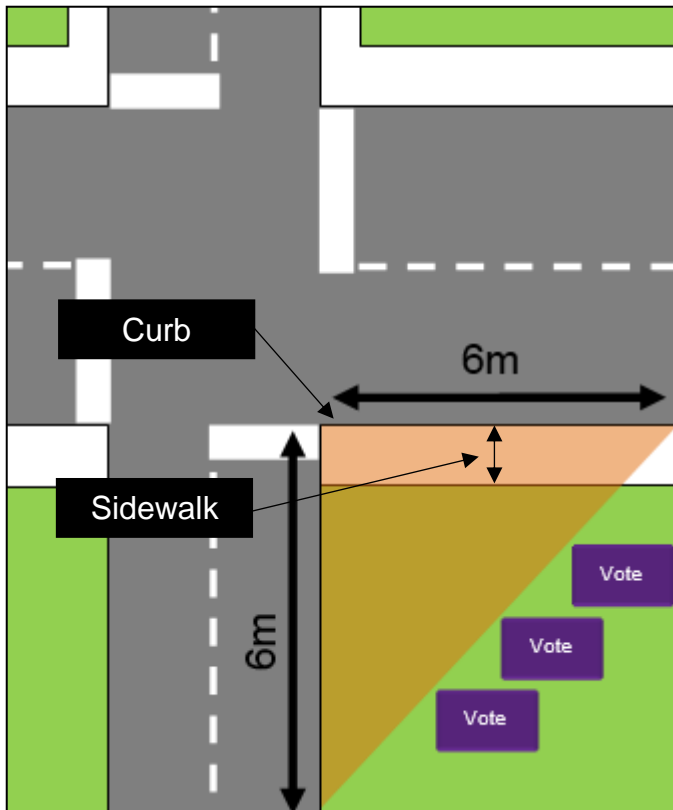


Figure 1
6 meter sight triangle at the intersection of two roads

None of The City, its agents, or any City staff is responsible for informing any candidate that any posters, signs, or other campaign material has been vandalized. Acts of vandalism to campaign signs should be reported to the appropriate police force by the affected candidate or third party.

Public Park and Property and Voting Locations

With the exception of circumstances listed above,

- No person shall at any time erect a campaign sign, or cause a campaign sign to be erected, in any public park or on any property owned or occupied by the City.
- No person shall, on any election voting day, including those days when advance election voting is held, erect a campaign sign, or cause a campaign sign to be erected on or at any premises used as a voting place for elections.
- No person shall, on any election voting day, including those days when advance election voting is held, display or distribute any campaign material, or cause any campaign material to be displayed or distributed on or at any premises used as a voting place for elections.

Removal

Notwithstanding the authority to remove, as outlined in Section 88.7 of the **Act**, the City will remove any election campaign sign on a road allowance or in

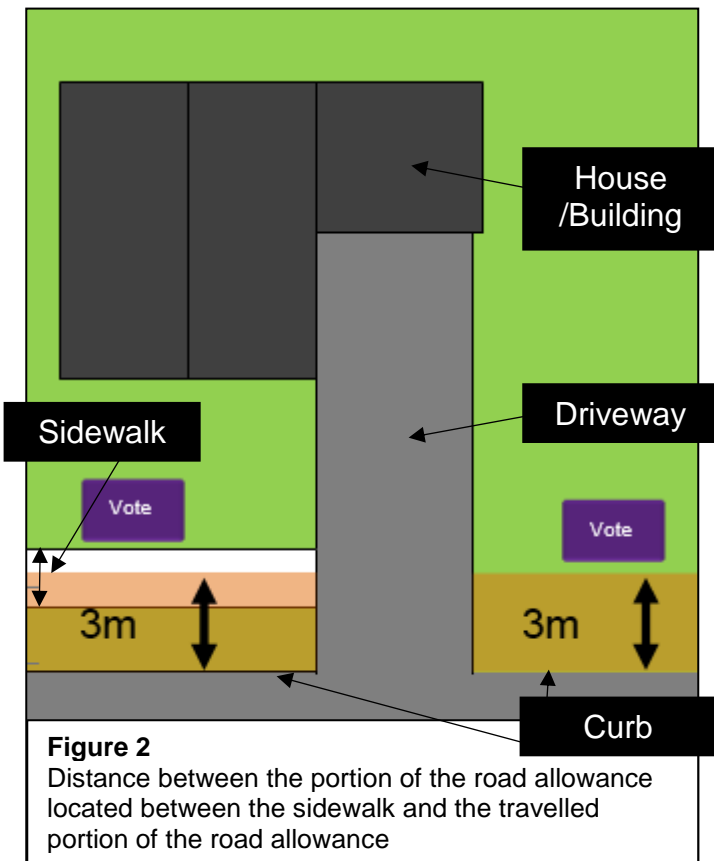


Figure 2
Distance between the portion of the road allowance located between the sidewalk and the travelled portion of the road allowance

any public park or on any property owned or occupied by the City that:

- Is placed or otherwise attached contrary to any provision of the City's Election Policies and Procedures, or
- Is in a condition of disrepair and/or
- In the sole opinion of the City, creates a hazard to vehicular traffic or pedestrians.

4.8 Media Advertising

A third party must have their registration certified by the Clerk or Designate before spending any money and the amount they spend on their campaign is regulated.

4.9 Election Advertisements, Including Campaign Signs

All advertising (including campaign signs and literature) must be paid for by the registered candidate, or registered third party and such advertising needs to be authorized by whoever paid for it. Candidates and third parties are not allowed to incur expenses or pay for advertising before they have filed with the Clerk's Office and they are registered. Specific requirements differ for registered candidates and registered third parties.

While there are no legislated guidelines dictating font, size, colour, etc., candidates and registered third parties must ensure text is clear and legible.

Third Parties

The **Act** states that no registered third party shall cause a third party advertisement to appear during the restricted period unless the advertisement contains the following information:

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

Therefore the authorization needs to say who paid for the advertising, e.g. "Authorized by Registered Third Party Name - City of Peterborough - 705-123-4567 and 123 Main St. and/or ThirdParty@email.com", or something substantially similar.

Section 5: Contributions

5.1 Definition of Campaign Contributions

Money, goods and services given to and accepted by or on behalf of a registered third party.

5.2 Contribution Limit

The **Act** provides that the maximum contribution limit from one contributor to one candidate or third party is \$1200. This limit includes all contributions of money, goods, or services. This limit applies whether the contribution consists of one large donation or is the total of a number of smaller contributions.

A contributor may not make contributions exceeding \$5,000 to multiple third parties or candidates.

5.3 Expense Limits

Each third party has a limit on how much they may spend. Expense limits are determined by a base amount for the office and the number of eligible electors.

Formula:

$\$5,000 + \0.05 per elector in the City of Peterborough

5.4 Campaign Appreciation Event Limits

Each third party or candidate may only spend 10% of their Expense Limits after Election Day on campaign appreciation events (parties, etc.).

5.5 Contribution Limit – Own Campaign

Registered third parties do not have a self-funding limit.

If the third party is an individual, self-funding includes the registrant and their spouse.

5.6 Accepting Campaign Contributions

Contributions must not be solicited or accepted on behalf of a third party unless that third party is registered and only during the campaign period. If any contributions are accepted outside the campaign period and cannot be returned to the contributor, they must be surrendered to the Clerk.

5.7 Acceptable Contribution Sources

Contributions may only be made from the contributor's own funds. No person shall make contributions of money that does not belong to the contributor.

5.8 Refund of Contributions

Contributions to candidates or registered third parties in municipal elections are not income tax deductible.

The City of Peterborough does not have a contribution rebate program in place.

Section 6: Campaign Expenses

6.1 General

Campaign expenses may only be incurred after a third party has filed their

Notice of Registration and it has been certified. Expenses may only be incurred by a registered third party, or an individual acting under the direction of the registered third party.

6.2 Third Party Expense Limits

Third party advertisers are subject to a spending limit that varies by the number of electors in the municipality in which the third party advertiser is registered. The limit includes a base amount plus \$0.05 per elector, to a maximum of \$25,000.

Interim registered third party expense limits for the 2018 Election have been calculated based on the List of Electors as it existed on September 12, 2014. A registered third party expense limit will also be calculated using the number of eligible electors on the List of Electors as it exists on September 15, 2018. The final spending limit for registered third parties will be the maximum of whichever calculation is higher.

Registered Third Party Interim Spending Limit

Base Amount	Eligible Electors (2014)	Interim Spending Limit
\$5000	56,873	\$7,843.65

6.3 Campaign Appreciation Events

Third parties have limits on the amount they may spend towards the cost of holding parties and making other expressions of appreciation after Election Day. Interim campaign appreciation limits for the 2018 Election are 10 per cent of the amount calculated for the interim spending limit. Final campaign appreciation limits will be calculated as 10 per cent of the amount calculated for the final campaign expense limits. Candidates may spend to a maximum of whichever calculation is higher.

Registered Third Party Interim Campaign Appreciation Event Limit

Interim Spending Limit	Interim Campaign Appreciation Event Limit
\$7,843.65	\$784.37

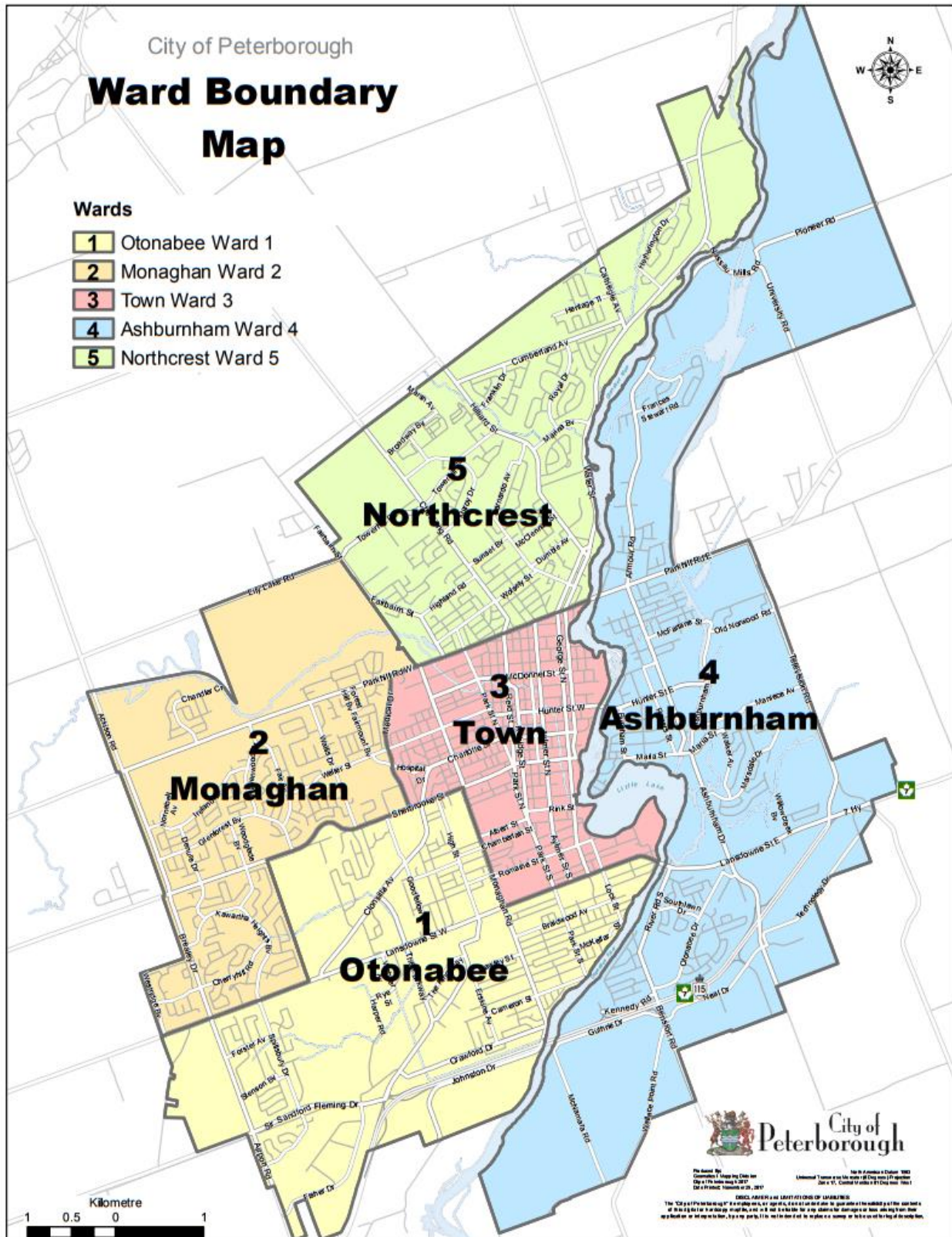
Section 7: Financial Reporting

7.1 Filing Financial Statements

All registered third parties must file a financial statement. The financial statement must be filed by 2:00 p.m. on Friday, March 29, 2019. It is the responsibility of the registrant to file a complete and accurate financial statement on time.

Third party financial statements are filed with the Clerk and are public documents. These documents may be inspected by any person.

Appendix A: Ward Boundary Overview



Appendix B: Links to City Resources

Candidates will want to familiarize themselves with the [City Website](http://www.peterborough.ca) (www.peterborough.ca) and the Municipal Election 2018 pages. The Certificate of Results from the 2014 Election is posted and the results are presented by location as well as by poll. Financial statements for all candidates are posted, as well.

The following documents on the City website may also be of interest:

- [Budget Documents](#)
- [City Departments](#)
- [City Advisory Committees](#)
- [Media Releases](#)
- [Property Tax](#)
- [Community Resources](#)

B.1 Reports to Council & Minutes

All Reports to Council and minutes from meetings can be found by using the links on the calendar, shown on the [City Council Internet Page](#).

(www.peterborough.ca/City_Hall/City_Council_2833.htm)

The following meetings are included:

- Planning Committee
- Committee of the Whole
- City Council
- Budget Committee
- Audit Committee
- Accessibility Advisory Committee
- Museum & Archives Advisory Committee
- Peterborough Architectural Conservation Advisory Committee
- Arts Culture and Heritage Advisory Committee
- Arenas Parks and Recreation Advisory Committee
- Waste Management Committee

- Joint Services Steering Committee

Use the arrows provided to navigate the calendar and click on the meeting type to access the agenda. Report names will appear as underlined links. To access minutes, click on 'minutes' in the calendar.

B.2 By-laws

[City by-laws](#) from 2000 to the present are also available on the City website.

B.3 Community Grants

The City of Peterborough offers an opportunity to not-for-profit organizations to apply for funding. The purpose of the [Community Grants](#) program is to provide financial assistance to non-profit, community-based organizations that provide direct programs, services, or activities that enhance the quality of life for Peterborough residents in the areas of social services and health, arts, culture, heritage, recreation, or the environment.

B.4 Social Media

The City website also has a page explaining how the City manages its [Social Media](#) interchange.

B.5 Provincial Legislation

There are several Provincial Acts that contain important guidelines for candidates. Refer to the following links:

- [The Municipal Act, 2001](#)
- [The Municipal Elections Act, 1996](#)
- [The Municipal Conflict of Interest Act](#)
- [The Condominium Act, 1998](#)
- [Residential Tenancies Act, 2006](#)

Relevant Municipal legislation, e.g. by-laws, and Reports are available from the Municipal Election 2018 web page.

B.6 Studies

- [Central Area Master Plan](#)
- [Charlotte Street Streetscape](#)
- [Class Environmental Assessment: Chemong Road/Reid Street Widening](#)
- [Emerald Ash Borer Management Study](#)
- [Municipal Cultural Plan](#)
- [Official Plan Review](#)
- [Retail Market Analysis](#)
- [Sustainable Peterborough](#)
- [Greater Peterborough Area Community Sustainability Plan](#)
- [2011 Corporate Energy Consumption and Greenhouse Gas Emissions Report](#)

Refer also to the City of Peterborough's [Studies and Projects web page](#).
(www.peterborough.ca/Business/Studies___Projects.htm)

Appendix C: Ministry of Transportation Corridor Signing Policy



MINISTRY OF TRANSPORTATION

CORRIDOR SIGNING POLICY

7. Temporary Signs

7.10 Election Signs

An election sign must not be placed upon or adjacent to the right-of-way of a Class 1 Freeway or Class 2 Staged Freeway.

Election signs may be erected on the right-of-way or adjacent to a Class 2 undivided Staged Freeway, a Class 3 Special Controlled Access highway, a Class 4 Major highway or Class 5 Minor highway after an official election has been called.

Signs up to 0.7 m² (8 ft²) in size must be placed a minimum of 4m (12 ft.) from edge of pavement. Signs over 0.7 m² (8 ft²) and up to 3.7 m² (40 ft²) must be placed at the outer limit of the highway right-of-way.

Election signs may be placed on the right-of-way of a highway other than a Class 1 Freeway and Class 2 divided Staged Freeway, but must be placed at least 4m (12 ft.) from edge of pavement.

An election sign must not be affixed to a permanent or an official sign or to the guide rail or other highway structure or facility and must not be placed where it may interfere with visibility, an official sign, traffic signal, or other safety device.

Portable read-o-graph sign trailers are prohibited on the right-of-way of a highway. Such read-o-graph sign trailers may be utilized providing they are erected on private property and meet the requirements of the Ministry for portable read-o-graph signing.

Permits or Letters of Approval for any election signs erected under this policy are not required.

Candidate committees, or workers shall be allowed three (3) working days after election day in order to remove candidate advertising (election signs) from the Ministry right-of-way and adjacent properties.

Signs not retrieved by this time will be picked up by the Ministry patrol forces and stored in a safe place (patrol yard, etc.,) for a period of two weeks. After this time they will be disposed of.