

Election Campaign Protocols

Principle: That all candidates are treated equally and no candidate has an advantage - or perceived advantage - based on position or relationship.

Emergencies

If an emergency occurs that requires the City or a School Board to act other than as outlined in this protocol, this protocol will not apply.

Use of City or School Board Logos/Identifiers

Candidates must not use the Edmonton Elections, City of Edmonton, Edmonton Public School District or Edmonton Catholic School District logos (or anything meant to resemble these logos) in any campaign materials.

Use of City or School Board Images for Campaign Materials

No campaign materials may be worn, distributed or displayed in any City or School District building at any time.

No campaign materials displaying images from inside City of Edmonton and School District buildings and facilities may be used. No images of City or School Board staff in their capacity as an employee of that local jurisdiction should be used.

Signs are not permitted on City parkland or roadways except as set out in the Election Signage Guidelines pursuant to the Edmonton Parkland Bylaw and Edmonton Traffic Bylaw.

Exceptions to the displaying of election materials may be granted for a specific election event such as: Teacher resource material, Nomination Day or an all-candidate forum held within a school. Immediately following the election event, the election material must be removed.

Use of City or School Board Facilities

No City or School Board building or facility should be used for election-related activities by an individual candidate or group of candidates. The only permitted use of these facilities for election related activities is one sanctioned by Edmonton Elections, such as use of a facility for a voting location or holding of an all-candidate forum.

Use of Parkland

Candidates may conduct campaigning activities on parkland; however, the [Parkland Bylaw](#) applies and candidates must obtain permits for any event with an expected attendance over 50 people. Candidates are not allowed to set up any booths, tables, structures or signage unless it is in conjunction with a permitted event.

Candidates may only attend a permitted private event on parkland if invited by the user who has obtained a permit. All activities must comply with Parkland Bylaw and the event permit.

If allowed by the permit, temporary election signs may be placed and booths/tables with the candidate's name or information may be displayed within the permitted area but must be removed from parkland immediately following the event. Placement of free-standing signs on parkland outside of a permitted area, or signs hung from park infrastructure (trees, posts, etc.), at any time is prohibited.

Any signage placed by any park user that interferes with pedestrian access or causes safety concerns or damage to parkland will be removed by enforcement officers.

In all circumstances, candidates shall not do anything that is reasonably likely to disturb the peace or enjoyment of other persons using the park.

Access to Information and Data

The Returning Officer provides all candidates with information, maps and details about how to run as a candidate, where to vote, offences and penalties, disclosure and election-related maps. Information should not be provided to one candidate unless it is available to all candidates. Edmonton's Open Data Portal has many data sets available at <https://data.edmonton.ca/>. This site provides data to all candidates and may be used for campaign purposes.

Use of City or School Board Resources

No City or School Board resources - human, technology, supplies or information (including computers, cell phone, email, social media accounts) - can be used by a candidate for campaign purposes. If a candidate-employee or candidate-elected official of the City or School Board has access to information as part of their responsibility, it is not to be used within a campaign unless all candidates have been given access to the information.

Forums for Candidates: In non-City or non-School Board Facilities (Community Leagues Buildings, Churches, Union or Association Buildings)

During an election year, if a group is holding a candidate forum, the group is encouraged to provide details to Edmonton Elections so information can be shared with all electors and candidates.

Employees Running for a Municipal or School Board Office

The Local Authorities Election Act provides City and School District employees the right to an unpaid leave of absence in order to run for municipal or school board office. The employee's notice must be filed with the City Manager or School Board Superintendent, with a completed Leave of Absence form, as specified by the organization. The form must be received by the representative of the local jurisdiction no later than the last working day before Nomination Day.

If the employee is not elected, they may return to work on the fifth working day following the election or as directed by the legislation in the event of a recount. If the employee is elected, they are deemed to have resigned their position when taking the Oath of Office.