
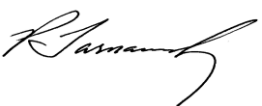


Request for Decision

Title	Election Campaigns Policy
Proposed Motion	That Council approve the Election Campaigns Policy.
Administrative Recommendation	Administration recommends the adoption of the Election Campaigns Policy to assist members of Council, potential election candidates, Administration, and the general public with understanding the expectations, restrictions, and abilities during election campaigning.
Previous Council Direction	July 10, 2017- Motion 353/17: That Council direct Administration to bring forward an Election Campaign Guidelines Policy to the August 22, 2017 regular Council Meeting.
Report	<p><u>Background Information</u></p> <p>On July 10, 2017 Council directed that a policy be established to provide clarity on provisions and expectations during election campaigns.</p> <p>The Election Campaigns Policy was drafted with the intent to assist members of Council, potential election candidates, Administration, and the general public with understanding expectations, restrictions, and abilities during election campaigning.</p> <p>Specific details as to how Administration is to distribute information along with setting out parameters of the use of County resources are communicated within the policy. Clear direction for use of County resources is set out to protect incumbent candidates from allegations of benefit or privilege or inappropriate use of County resources by taxpayers and other Candidates. The policy also provides guidance to Administration if they choose to work on a municipal campaign.</p> <p>There was no previous policy in place that provided guidance related to election campaigns.</p> <p><u>External Communication</u></p> <ul style="list-style-type: none"> • The policy will be posted on the website under the Election section. • Social media would be used to advise stakeholders. • On Nomination Day, all registered candidates will receive a copy of the policy.

	<u>Relevant Policy/Legislation/Practices:</u> <ul style="list-style-type: none"> Local Authorities Election Act, RSA 2000 c.L-21
Implication of Administrative Recommendation	<u>Strategic Alignment:</u> Strong Local Governance - promoting consistent and accountable leadership through collaborative and transparent processes. <u>Organizational:</u> The result of the policy being in place will eliminate the risk of Administration unintentionally treating candidates differently. <u>Financial:</u> None.
Alternatives Considered	Continue without the policy.
Implications of Alternatives	<u>Strategic Alignment:</u> <ul style="list-style-type: none"> The alternative is not consistent with the focus area of strong local governance. The practice would not be formalized and available to the key stakeholders. Therefore, a lack of transparency would exist. <u>Organizational:</u> <ul style="list-style-type: none"> If the policy is not in place, there is a moderate risk of lack of clarity for the expectations to members of Council, candidates and Administration related to the involved in an election campaign. <u>Financial:</u> <ul style="list-style-type: none"> None.
Follow up Action	<ol style="list-style-type: none"> Place the policy on the election portion of the County website. Publish on social media. On Nomination Day, provide a copy of the Election Campaigns Policy to all registered candidates.
Attachment(s)	1. Election Campaigns Policy
Report Reviewed by:	 Christine Beveridge, Senior Legislative Officer, Legislative Services  Peter Tarnawsky, County Commissioner – CAO

Strategic Alignment Checklist

Vision: Sturgeon County: a diverse, active community that pioneers opportunities and promotes initiative while embracing rural lifestyles.

Mission: Provide quality, cost effective services and infrastructure to meet the diverse needs of the Sturgeon County community, while improving competitiveness and sustainability.

Focus Areas	Not consistent	N/A	Consistent
Strong Local Governance and Regional Leadership			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Consistent with neighborhood role (see MDP), master plans, policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers fiscal stability and sustainability</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Has a positive impact on regional and sub-regional cooperation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Respect the Natural Environment			
<i>We acknowledge the importance of a healthy environment and will minimize and monitor our impact on ecosystems (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Compliance with Provincial and Federal regulations and/or legislation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Ensure effective environmental risk management</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community Identity & Spirit			
<i>We will build upon our strengths, where together we will create an inclusive, caring community (Strategic Plan, (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes and/or enhances residents' identification with Sturgeon County</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Enhances service provision through community partnerships</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports Sturgeon County's cultural history</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planned Growth and Prosperity			
<i>We encourage varied and integrated enterprises that enhance our strong economic base, while balancing the needs of the community and natural environment. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Does the proposal align with the Integrated Regional Growth Strategy (map/policies) pg. 26 MDP</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers cumulative costs and long-term funding implications</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Targets growth around current or planned infrastructure</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintain and Enhance Strong Communities			
<i>We are committed to a safe, secure community, where our residents are respected and provided with access to opportunities. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Positive impact on residents' quality of life</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports and promotes volunteer efforts</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Provides programs and services that are accessible to all residents</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Operational Excellence			
<i>We have the organizational capability to deliver consistent and defined levels of service to all stakeholders in a professional, efficient, and cost effective manner</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Staff have the knowledge, skills and capability to perform their jobs</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Streamlines operational processes and policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes engagement and professional interaction with stakeholders</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers a cost-structure which allows Sturgeon County to remain competitive within a regional, national and global context</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>