ADVISORY BULLETIN

COUNCIL MEMBERS’ ELECTION CAMPAIGN-RELATED ACTIVITY

I. PURPOSE OF THE BULLETIN

The purpose of this Bulletin is to provide guidance for Members of Council (“Members”) in understanding their obligations under the Code of Conduct for Members of Council (the “Code”) during a campaign for re-election or election to Council, whether a general election or an election to fill a vacancy.

II. DEFINITIONS

For the purposes of this Bulletin, the following definitions apply:

“Campaign” means an organized effort to secure the nomination and re-election or, in the case of a Councillor running for Mayor, election, of incumbent individuals seeking to be elected to the City of Winnipeg Council.

“Campaign Period” means:

(a) in a general election
   (i) in the case of a candidate for Mayor, begins on May 1 in the year of the election and ends on the start of the new term of Council as defined in Section 18 of The City of Winnipeg Charter; and
   (ii) in the case of other candidates, begins on June 30 in the year of the election and ends on the start of the new term of Council as defined in Section 18 of The City of Winnipeg Charter.

(b) in a by-election, beginning on the day when the returning officer receives the direction from the City Clerk to hold the election and ends on the start of the term as defined in section 18(2) of The City of Winnipeg Charter.

“City” means the City of Winnipeg;

“Code” means the Code of Conduct for Members of Council;

“Council” means Winnipeg City Council;

“Duties of Office” are the duties and activities that relate to the position of the Member, namely participation in activities relating to the proceedings and work of council and activities undertaken in representing the City or the Member’s ward or constituents but do not include:

• activities related to the private interests of the Member;
• activities related to a Member’s campaign for re-election; and

• activities including fundraising activities designed, in the context of a federal, provincial or municipal election, or any other local election, to support or oppose a political party or an individual candidate.

“Election” means an election for Winnipeg City Council, whether a general election or an election to fill a vacancy (or by-election);

“General Election” means an election of the mayor and councillors for all wards required to be held in October in every fourth year;

“Member” means a member of Council whether the Mayor or a Councillor.

III. ELECTION-RELATED ACTIVITY UNDER THE CODE

A Member’s election-related activity is regulated by Section E, Rule 7 of the Code, as follows:

7. Election-Related Activity

a. Members are required to follow all applicable election legislation and By-laws, including without limitation, The City of Winnipeg Charter, The Municipal Councils and School Boards Elections Act and all relevant City of Winnipeg By-laws.

b. Members must not use the facilities, equipment, supplies, services or other resources of the City (including Members’ newsletters or websites linked through the City’s website) for any election campaign or campaign-related activities.

c. Members must not use the services of staff for election-related purposes during hours in which those staff members are in the paid employment of the City or paid by the use of City resources.

IV. GUIDING PRINCIPLE

The guiding principle Members must keep in mind during their campaign is that using their position and/or the resources available to them as a Member of Council to supplement campaign activities would give them an unfair advantage over non-council member nominees and is, therefore, not permitted under the Code.
V. KEEP ACTIVITIES SEPARATE

1. In order to comply with the requirements imposed by the Code, Members must establish a clear separation between their election-related activities and the performance of their duties of office.

2. This means that Members must not use any City-owned resources for their campaign-related purposes including, but not limited to:

   a. Cellphones;
   b. Business cards;
   c. Computers;
   d. Phone numbers associated with City Hall and the City;
   e. City email addresses;
   f. City logos; or
   g. City offices.

3. Members may only use City property for their campaign purposes if such property is similarly available to all candidates.

   Example: they may use a photograph of themselves which is taken at a location that is available to be used by any candidate.

4. Members must not use their incumbent position as their title in any communication that supports their campaign.

   Example: A Member cannot say
   
   • "Re-elect Mayor [Member’s name]"
   • "Re-elect Councillor [Member’s name]"

   A Member can say
   
   • "Re-elect [Member’s name] for Mayor"
   • "Re-elect [Member’s name] for Councillor"
VI. USE OF CONTACT INFORMATION FOR CAMPAIGN PURPOSES

Members must not use information including mailing lists or email lists which they obtained as a Member of Council during the performance of their duties of office, for the purposes of their campaign.

VII. MEMBERS’ USE OF STAFF

Rule 7(c) of the Code specifically prohibits Members from using the services of staff for election-related purposes during the hours in which those staff are in the paid employ of the City. The definition of “Staff” for the purposes of the Code includes City staff and the Member’s own staff.

VIII. PRACTICAL SUGGESTIONS

- Situations may arise where a Member receives messages through their City phone system, email address or website during a campaign period. It is not permissible for the Member to use these resources for campaign-related purposes. The following suggested strategies may be used to avoid an inadvertent breach of the Code:
  - Set an autoreply email message indicating that:
    - “in accordance with election year rules this email address is being used exclusively for City of Winnipeg business and I will not be reviewing or responding to any campaign-related communications sent to this email address. Please direct any campaign-related inquiries to the appropriate campaign office. Thank you for your cooperation.”
  - Add an email disclaimer to be put at the bottom of the response for all outgoing emails:
    - “in accordance with election year campaign rules this message is exclusively related to the business of the City of Winnipeg.”
  - Set a telephone voicemail message stating:
    - “Thank you for your call. Please note that in accordance with election year campaign rules this telephone number is being used exclusively for City of Winnipeg business. Accordingly, campaign-related messages will not be responded to from this number.”
  - If an incumbent Member wishes to respond to any written correspondence relating to their campaign that is sent or delivered to their City offices, they should do so
outside of the hours they spend performing their duties of office and without using any City resources.

- If a Member wishes to use their staff to work on campaign-related activities, the Member should document the time that the staff spends working on their campaign to demonstrate that staff are not working on the Member’s campaign during the hours when they are being paid by City resources.

- Members may also wish to consult the Councillors’ Ward Allowance Fund Policy or the Mayor’s Office Expenditure Policy (as applicable) for restrictions around use of City-owned equipment, office space, etc. during an election.

IX. USE OF SOCIAL MEDIA DURING AN ELECTION CAMPAIGN

Social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, YouTube and Snapchat are often used by Members of Council for communicating with their constituents and the public in general, during the performance of their duties of office.

In order to comply with the Code during their campaign, Members must clearly distinguish between their use of social media for campaign activity and their use of social media for City and Council-related activity.

For the purpose of campaign activity, Members must not use any social media accounts which are paid for by City resources.

A Member must not at any time place a link to a social media account or website they are using for campaign purposes, on a website which is funded by City resources or which contains phone numbers, emails addresses, street addresses, or logos associated with the City. A Member may, however, provide a link on a website or social media account that they use for their campaign purposes, to a site or account that they use for City or Council-related activity.

A Member may use social media accounts which are created in their personal names for campaign purposes even if they have been using those accounts prior to their campaign for work relating to the performance of their duties of office, provided that:

- The social media accounts are not funded in any way by City resources;

- They remove all identifying information associated with their role as a Member of Council from the social media account such as, for example, any address, email address, or telephone number associated with City Hall, any City logo; and any reference to the Member’s title;
• They refrain from using the social media account in performing their duties of office during the campaign; and

• They add a disclaimer that says the social media account is not City-funded and is not being used for any Council or City-related business.

If, after the campaign is over, a Member wishes to use a social media account that they used for their campaign, as an account for Council-related purposes in the performance of their duties of office, that account can no longer be used for any campaign-related activity.

*Example: if a Member converts a social media account used for campaign purposes back to an account being used for Council-related business, they cannot use that account to thank people who supported them during their campaign.*

Members are encouraged to review the Advisory Bulletin entitled “Council Members’ Use of Social Media”.

**X. APPLICATION OF THE CODE OF CONDUCT DURING AN ELECTION**

Members are reminded that all of the rules of the *Code* continue to apply to their conduct during the campaign period. They are encouraged to contact the Integrity Commissioner for assistance and advice regarding compliance with their ethical obligations under the *Code*, during that time.

The *Complaint Procedures* set out in Appendix B, Part B of the *Code* state that during the campaign period, with respect to complaints alleging that a Member of Council has breached the *Code of Conduct*, the Integrity Commissioner will:

a. Not receive any complaints;

b. Suspend any ongoing investigation of a previously filed complaint; and

c. Not submit any report to Council, of findings with respect to complaints.

The rationale behind this provision is to prevent undue influence and interference in the electoral process including preventing the complaint process from being used as a political or campaign tool.

**XI. CONCLUSION**

The next general election will not be taking place until October 26, 2022. Accordingly, my guidance on this topic may be amended as the time for the election draws nearer.
XII. RELEVANT LEGISLATION, BY-LAWS AND POLICIES

- *Code of Conduct for Members of Council*
- *The City of Winnipeg Charter, S.M. 2002, c. 39*
- Policies, by-laws and procedures of the City of Winnipeg

Date: October 18, 2021