

SUBJECT: ELECTION CAMPAIGNING POLICY	
EFFECTIVE DATE: January 2026	ORIGIN: Legislative Services

PURPOSE

This policy provides clear direction to District employees on managing the use of District-operated buildings and spaces for any municipal election campaign activities, to ensure that such places remain non-partisan venues.

This policy recognizes that Members of Council are holders of their office until the end of the term and supports them in continuing to fulfill their responsibilities as Members of Council. Nothing in this policy shall preclude a Member of Council from performing their duty as an elected official, nor inhibit them from representing the interests of their constituents.

SCOPE

Elections

This policy applies to municipal (including school board), provincial or federal elections or by-elections and to questions on the ballot. References in the policy with respect to political parties refers to provincial and federal elections or by-elections and do not apply to the District of Saanich's municipal elections or by-elections

Individuals and Groups

This policy applies to:

- all candidates;
- all third party advertisers;
- all elector organizations (registered political parties);
- all members of Council including any member/s of Council who is/are not seeking re-election; and
- any individual acting on behalf of a member of Council, a candidate or third-party advertiser.

Civic Facilities

This policy applies to any use of District-operated facilities for political and campaign activities. Such facilities include but are not limited to:

- Municipal Hall, including all lands surrounding the Municipal Hall.
- Municipal administration buildings and public works yards;

- District of Saanich community and recreation centres; and
- Cedar Hill golf course
(collectively, the “District Facilities”)

This policy does not apply to:

- Greater Victoria Public Library facilities in Saanich.
- District buildings leased to and operated by third parties.

DEFINITIONS

“**Candidate**” means a person who is running or has expressed an intention to run in a municipal, provincial or federal election, and shall be deemed to include a person seeking to influence other persons to vote for or against any candidate or any question submitted to the electors.

“**Campaign Materials**” means any materials used to solicit support or opposition to a candidate(s) or question on the ballot in an election period including, but not limited to: literature, banners, posters, pictures, buttons, clothing, or other paraphernalia.

“**Campaigning**” means any activity by or on behalf of a candidate, or political party meant to elicit support or opposition during the election period and includes the distribution and display of campaign materials. Campaigning does not include the appearance of elected officials, potential candidates or candidates’ supporters at an event in their personal capacity without the display of any signage that identifies the individual.

“**District**” means the Corporation of the Municipal District of Saanich.

“**Resources**” includes but is not limited to the District employees, event, funds, information and assets.

AUTHORITY

The Director of Legislative and Protective Services/Corporate Officer is responsible for the administration of this policy.

PROVISIONS

1. Access to District Facilities during an Election Period

1.1 Campaigning within the District Facilities is prohibited, unless such activities occur within spaces where rental is permitted and done according with the standard of the District of Saanich civic facility rental procedures and established rental fees.

- a) Such activities must be contained within the perimeters of the rented space and are not permitted in the common areas; and
- b) Campaign Materials including signage and posters must be contained within the rented space.

- 1.2 All-candidate meetings may be held at District Facilities with the exception of Municipal Hall; however, no campaign related signs or materials may be displayed in a District Facility. The hosting of an all candidate meeting must be rented in accordance with the District of Saanich's rental procedures.
- 1.3 Candidates, third party advertisers or political parties shall not campaign and/or distribute campaign materials during any event being hosted by the District whether on municipal property or not.
- 1.4 Campaigning is generally permitted on public realm and common areas outside of District Facilities provided that:
 - a) Such activities do not impede access to the District Facilities.
 - b) such activities do not disrupt regular District business and are compliant with any event permits and related bylaws and policies; and
 - c) no Campaign Materials including signage and posters are attached.

2. Restrictions on District Resources during an Election Period

- 2.1 The District's logo, crest, slogans, etc., may not be printed, posted or distributed on any election-related campaign materials or included on any election-related website, except to link to the District's website to obtain information about the municipal election.
- 2.2 Campaigning material may not replicate the District's Visual Identity Program.
- 2.3 Photographic or video materials which have been or may be created by District employees or with District resources may not be used for any election purpose or in campaign materials.
- 2.4 The District throughout the election will post nonpartisan election outreach content on social media channels including but not limited to Facebook, Instagram, Linked etc. To preserve the nonpartisan nature of the District's election posts, candidates, third party advertisers, all members of Council, or any individual acting on behalf of a member of Council, and a candidate or third-party advertiser are not permitted to write any comments on the District's social media posting. Any such postings shall be removed immediately.

3. Attending District Events during an Election Period

- 3.1 Candidates, registered third party advertisers or political parties are permitted to attend District events, in either their capacity as elected representatives or as private citizens, but may not campaign. No election signs may be posted and no campaign materials may be displayed or disseminated at District events.
- 3.2 Elected officials are permitted to attend District-organized events and act as ceremonial participants in their capacity as elected officials, including speaking at the event and partaking in ceremonial activities.

4. Compliance

The Director of Legislative and Protection Services/Corporate Officer or the Chief Election Officer may immediately order the cessation of any campaign related activities or the removal of campaign related materials found to be in violation of this policy.

References

- District of Saanich Sign Bylaw
- District of Saanich Administrative Policy: Election Signs on Municipal Property