

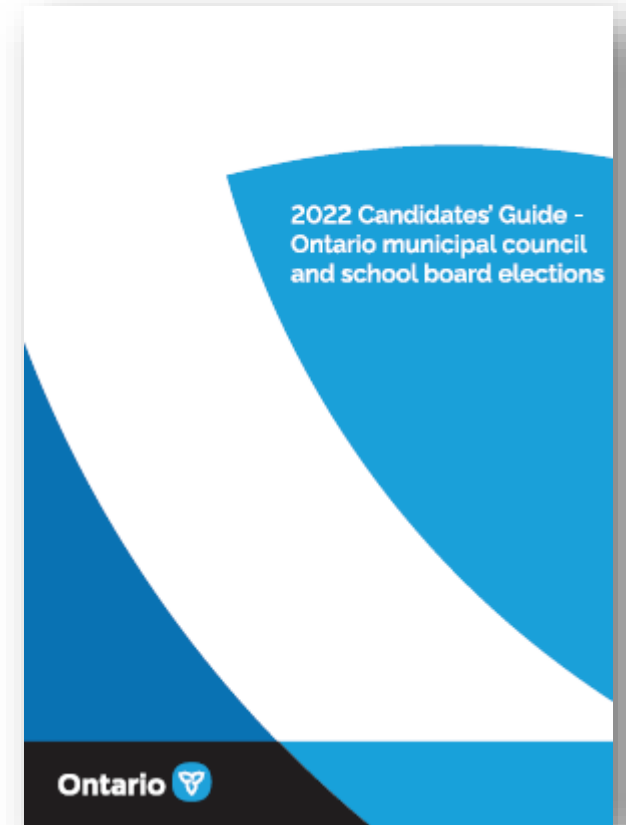


Managing Your Campaign

May 18, 2023

Agenda

- Key Dates
- Accessible Campaigns
- Campaign Finances
- Contribution Rebate Program
- MyCampaign & the Electronic Financial Filing System
- Election Signs (presented by Municipal Licensing & Standards)
- Voters' Lists
- Ballots
- All-Candidate Debates
- Canvassing – Before & During Voting
- Mail-In Voting
- Scrutineers
- Advance Vote & Election Day
- Election Night Results



Key Dates

Date	Description
May 15	Voters' list and final spending limits available to candidates
May 23, 25 & 26	Tabulator logic & accuracy testing (viewable by appointment only)
June 1	Sample ballot available in MyCampaign
June 1	Election signs may be erected
June 8 – 13	Advance Vote
June 26	Election Day
August 10	End of campaign period, last day to file a Form 6 to extend campaign to erase a deficit
September 11	Financial filing deadline @ 2 p.m.
June 14, 2024	Last day for contributors to apply for a contribution rebate

Accessible Campaigns

- The City Clerk has the responsibility to ensure the 2023 Mayoral By-Election is accessible for both candidates and electors
- Our website, election resources, forms and documents are provided in accessible formats
- We encourage all candidates to run accessible campaigns and review the provided resource on best practices for promoting accessibility:
 - [AMCTO Candidates' Guide to Accessible Elections](#)

Campaign Finances - General

- Candidates who raise or spend money **must** open a bank account for their campaign
 - All contributions must be deposited into the campaign account (including candidate contributions)
 - All expenses must be paid from the campaign account
- If a candidate is not raising or spending any money on their campaign, a bank account is not required
- Candidates can only accept contributions / incur expenses during the campaign period
 - Starts the day the nomination paper is filed and ends on August 10, 2023

Campaign Finances - Contributions

- Contributions can be money, goods, or services
 - Goods and services must be recorded at current market value
 - Contributions of goods and services count as both a contribution and an expense
- Contributions of money must be deposited into the campaign bank account
- Contributions can only be accepted from:
 - Individuals who normally reside in Ontario
 - The candidate and their spouse
- Contributions **cannot** be accepted from:
 - Corporations, trade unions, businesses, or other groups

Campaign Finances - Contribution Limits

- The maximum amount an individual can contribute to a candidate for mayor is:
 - **\$2,500** to any single candidate
 - **\$5,000** in total to multiple candidates (2 or more)
- Contributions of goods and services count towards the contribution limits, and must be considered at current market value
- Candidates must inform their contributors of all applicable limits

Campaign Finances - Contributions

- Contributions over \$25 cannot be made in cash
 - Must be paid by cheque, money order or by another method that clearly shows where the funds originated
- Candidates must issue a receipt for every contribution received showing who made the contribution, as well as the date and value of the contribution.
- Candidates must keep a record of the full name and address of every contributor to their campaign
 - Full names and addresses of contributors who give **more than a total of \$100** to a candidate's campaign must be listed on a candidate's financial statement.

Campaign Finances - Self-Funding Limit

- There is a limit on the amount a candidate and their spouse combined can give to their own campaign
 - This limit is **\$25,000** in the 2023 By-Election for Mayor
- Contributions made by the candidate or their spouse must be deposited into the campaign account like any other contribution received
 - A receipt should be provided, and the contribution(s) reported on the financial statement

Campaign Finances - Refunds

- Only ineligible contributions can be returned to contributors.
- Ineligible contributions may include:
 - Contributions received outside of the campaign period
 - Contributions that exceed the \$2,500 limit
 - Contributions from ineligible contributors (e.g., corporations, unions, outside Ontario)
 - Anonymous contributions (exception: donations of \$25 or less at a fundraising event)
 - Contributions over \$25 that were made in cash
 - Contributions where the money given does not belong to the contributor
- If an ineligible contribution cannot be refunded to the contributor, the contribution amount must be paid to the City Clerk when filing a financial statement

Campaign Finances - Expenses

- Campaign expenses are costs that incurred during the campaign period
- Nomination filing fee is not an campaign expense
 - Filing fee is reimbursed after election if financial statement is filed by deadline
 - Filing fee should not be reported on the financial statement
- All expenses must be paid from the campaign account
- If a candidate uses a credit card to pay for purchases, clear records must be kept showing that the credit card expenses were reimbursed from the campaign account
- Inventory from a previous election counts as both a contribution from the candidate and a campaign expense

Campaign Finances - Spending Limits

- General spending limit (includes expenses up to the close of voting)
 - Final spending limit is **\$1,616,751.45**
- Spending limit for parties and other expressions of appreciation:
 - Limit is **\$161,675.15**

Campaign Finances - Expenses Not Subject to the Spending Limit

- The financial statement outlines a number of expenses that do not count against the general spending limit, including:
 - Expenses related to a fundraising events or activities
 - Expenses incurred after voting day
 - Expenses incurred by a candidate with a disability, as related to their disability
 - Audit and accounting fees
 - Expenses related to compliance audit, recount, or controverted election
- All expenses still need to be recorded on the financial statement, even if not subject to the general spending limit

Fundraising Events

- Fundraising functions are events or activities held by a candidate for which the **primary purpose** is raising money for the campaign
 - Events promoting a candidate's campaign where they happen to receive contributions or ask people to consider contributing **do not qualify** as fundraising events
- If tickets are sold for a fundraising event, the full ticket price is considered to be a contribution
- If goods are sold to raise funds, the difference between the market value and the amount paid is considered to be a contribution
 - Goods sold for \$25 or less, as well as donations of \$25 or less at a fundraising event, are not recorded as contributions but rather as income

Campaign Finances - Record Keeping

- Candidates are required to keep all financial records until November 15, 2026
- These records may include (but are not limited to):
 - Receipts issued for every contribution
 - Value of every contribution, whether the contribution is in the form of money, goods or service and the date the contribution was received
 - Contributors full name and address
 - All expenses, including the receipt obtained for each expense
 - Funds raised and expenses incurred for each separate fundraising event or activity
 - Terms of any loan obtained

Contribution Rebate Program

- The Contribution Rebate Program allows contributors to receive a portion of their contribution back (based on a formula)
 - Only monetary contributions are eligible for a rebate (does not apply to contributions of goods or services)
 - Total contributions of \$25 or less are not eligible for a rebate
- Contributor's rebate amount is based on **all** contributions they made to **all** candidates participating in the rebate program
 - Maximum amount a contributor can receive back is \$1,000

Contribution Rebate Program - Overview

The Candidate:

- Issues a Contribution Rebate Receipt/Application form for every monetary contribution (even if it's not eligible for a rebate)
- Completes the 'Contribution Receipt' section of the form
- Sends the form to the contributor to complete

The Contributor:

- Submits their rebate claim by either:
 - Using the online rebate claim portal (available in June 2023), **OR**
 - Mailing the completed form to Toronto Elections, 89 Northline Rd

Deadline for submitting rebate applications is June 14, 2024

- Eligible contributors will receive their rebate cheque by mail in late summer 2024.



TORONTO		Receipt & Application Contribution Rebate	
Contribution Receipt (completed by candidate)			
Election	Date Accepted	Amount Accepted	Receipt No.
Contributor Last Name or Single Name			
Contributor First Name			
Contributor Mailing Address		Unit	City Postal Code
Candidate Name			Office/Ward
Candidate Signature			Date (yyyy/mm/dd)
Rebate Application (completed by contributor)			
Last Name or Single Name <input type="checkbox"/> I have a legally registered single name			First Name
Mailing Address		Unit	City Postal Code
email			Daytime Phone
Contributor Signature			Date (yyyy/mm/dd)
Terms and Conditions			
<ul style="list-style-type: none">• Contributor agrees to the terms and conditions on this form and acknowledges that the City Clerk has the authority to request additional information to accept or deny this application• Contributor shall complete all sections of this application and mail the original to Election Services: 89 Northline Rd., Toronto, ON M4B 3G1• Election Services must receive this application by 4:30 p.m., December 30, 2019			
Information for Contributors			
<ul style="list-style-type: none">• Rebates are based on all contributions made to all candidates up to a maximum of \$1,000• Rebates will not be paid for contributions of \$25.00 or less, or donations of goods and services• A contributor cannot contribute \$5,000 or more to two or more candidates on the same council• Contributor's information is posted on the City's website for contributions totalling more than \$100• Rebates are payable after the candidate has closed their campaign, filed an audited financial statement and complied with all requirements of the <i>Municipal Elections Act, 1996</i> and the Contribution Rebate By-law• Rebates cannot be paid until any proceeding in relation to a compliance audit is complete• Municipal campaign contributions are not eligible for federal income tax purposes• Keep a copy of this application for your records• For complete instructions visit our website: www.toronto.ca/elections			

Rebate Program - Requirements

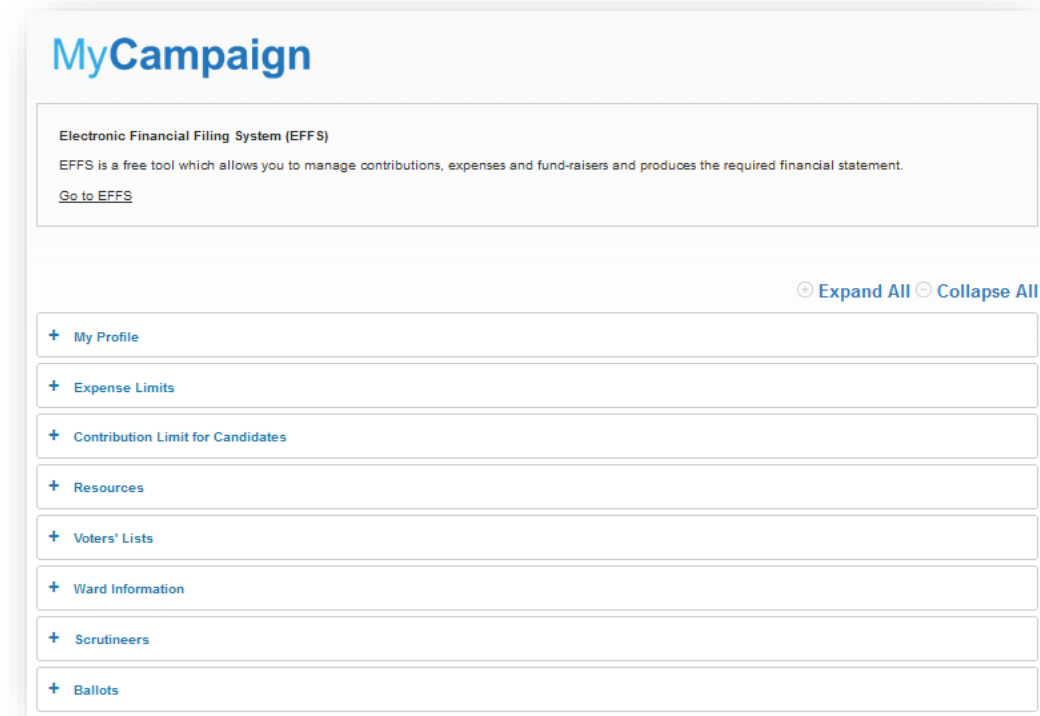
In order to participate, candidates must submit the following to the City Clerk

- Audited financial statement (Form 4)
 - Auditor's Report is required, no matter how much money was raised or spent
 - Financial statement must be filed by 2 p.m., September 11, 2023
- Copies of all expense invoices
 - Must be provided when filing the financial statement
- All contributor/contribution information submitted either:
 - Electronically, using the Electronic Financial Filing System (EFFS) OR
 - Manually, using the pink copies of the contribution rebate

MyCampaign

Through MyCampaign, candidates can:

- Access spending and self-contribution limits
- Submit contact information for display on the public [List of Candidates](#) webpage
- Download ward maps and list of voting places
- View a sample ballot (beginning June 1)
- Find the number of scrutineers allowed in each voting place (beginning June 1)



Electronic Financial Filing System (EFFS)

- EFFS is a free tool for candidates designed to make financial filing easier and to administer rebate forms for the Contribution Rebate Program
- It allows candidates to:
 - Record expenses and fundraising activities
 - Add contributors and record their contributions
 - Produce receipts for each contribution (including Contribution Rebate Receipt Applications)
 - Produce a completed financial statement, with EFFS doing the calculations
 - Submit the financial statement electronically*
 - If a candidate has a campaign surplus, or they are participating in the Contribution Rebate Program, the financial statement may need to be submitted in-person



Election Signs

Municipal Licencing & Standards

Presentation Purpose

We will cover the following:

- General Information
- Sign Placements: Public and Private
- ML&S Role
- Sign Storage and Disposal
- Top 10 Election Sign Complaint Types
- Resources

About TMC 693 Article II



- Election Signs are regulated by Article II of the Toronto Municipal Code Chapter 693
- Election & campaign office signs can be erected on **June 1, 2023**
- All Election Signs **MUST** be removed **within 72 hours after Voting Day**
- **There are no permit or sign retrieval fees**

What is an Election Sign?

A sign which has been displayed **with the authorization, direction or involvement** of a candidate that:

- Advertises or promotes a candidate in a federal, provincial or **municipal election**, including an election of a local board or commission
- or
- Is intended to influence persons to vote for or against any candidate or any question or bylaw submitted to the electors (Outsider Election Sign)

General Restrictions

Election Signs **cannot** interfere with:

- the safe operation of vehicular traffic
- the safety of pedestrians
- the City's maintenance operations
- the City's underground utilities
- the sightlines on roadways



General Restrictions

Election Signs **cannot**:

- be illuminated, have flashing lights, emit sounds or simulate motion
- include/use the City logo, crest, seal in whole or in part
- be larger than 1.2 square metres in area, except election signs on campaign offices
- be higher than two metres above ground level, except on campaign offices or secured to windows or balconies

Placement on Public Property

Election Signs **cannot** be attached to:

- Utility poles or boxes
- Light poles or traffic lights
- Trees
- Fences
- TTC property or structures without a permit



Placement on Public Property

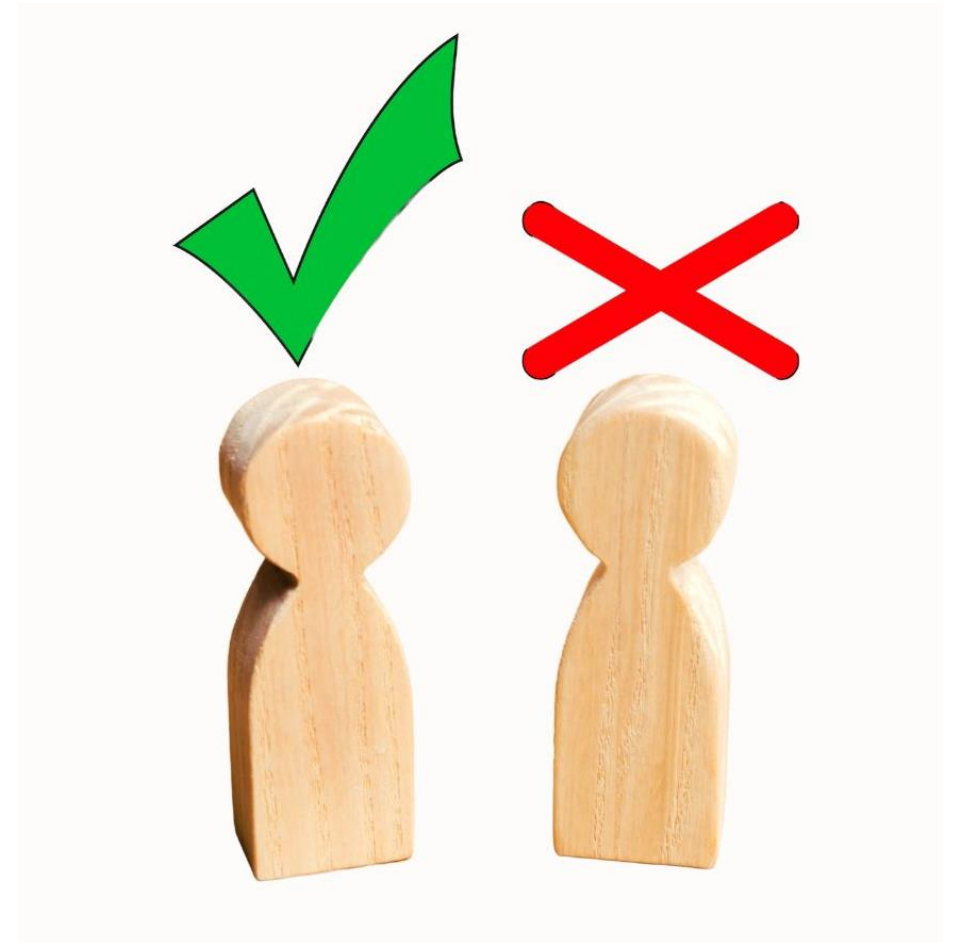
On streets, election signs **cannot** be displayed:

- within 1.5 metres of the curb
- within 0.6 metres of either side of a sidewalk
- within 15 metres of an intersection of a collector or arterial road
- within 3 metres of an intersection of a local road
- on a median or island
- adjacent to a voting place, City park or a facility owned or operated by the City; and
- without the consent of the owner/occupant of the property

Placement on Private Property

Election Signs may not be placed:

- Without **the consent of the owner or occupant** of the property
- Less than one metre from any other Election Sign on private property without the consent of the owner or occupant
- Within the 0.6 metres of the private side of a sidewalk



- ✔ **Permitted**
- ✗ **Not Permitted**



Campaign Office



- Must meet the permanent sign requirements under TMC Chapter 694, that would otherwise apply to the sign on the property or unit; or
- Grandfathered under a permit issued under the authority of a sign bylaw passed by the City or former area municipality
- Candidates for Mayor may display Election Signs in up to four campaign offices

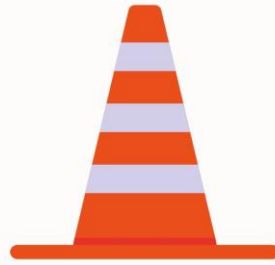
Size and Height Restrictions

Election signs **cannot** be larger than 1.2 square metres in area and higher than 2 metres above ground level, **except**:

- on campaign offices
- on TTC dedicated advertising spaces
- on street installation dedicated advertising spaces
- on third party advertising spaces (e.g. billboards)
- when displayed indoors



Safety Precautions



Take proper safety precautions to ensure your safety and the safety of the public including:

- All persons working near roadways should wear reflective clothing and safety footwear
- Signs should be installed and removed outside of peak travel times and not at night
- Vehicles should be parked to minimize impact to other motorists, pedestrians and cyclists
- Ensure signs are properly placed to avoid being damaged or removed

ML&S Role in 2023 Mayoral By-Election



INVESTIGATE COMPLAINTS

Enforcement is reactive and not
proactive (Complaint-based)
ML&S does not investigate stolen or
damaged Election Signs



SIGN REMOVAL

Election Signs
found in violation
will be removed
without notice



SUPPORT

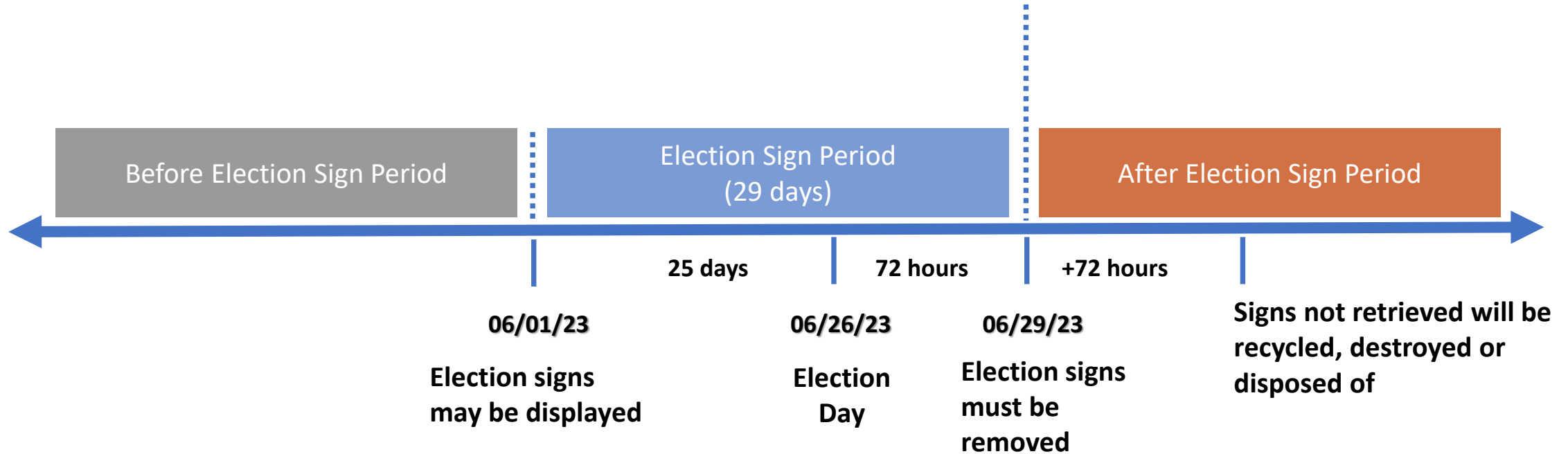
Answer
questions/concerns via
email or by telephone

Storage and Disposal of Election Signs

- Election signs that have been removed by City Officials for being improperly displayed will be stored for the duration of the Election Sign Period
- Candidates may retrieve their election signs at designated locations after voting day
- Any signs not retrieved will be recycled or disposed of by the City



Timeframes: Display of Municipal Election Signs



TOP 10

Here is a list of the top 10 Election Sign complaint types:

- Placed on private property w/o consent
- Too close to an intersection (sightlines)
- Blocking driveway sightlines
- Being erected more than 25 Voting Day
- Uprooted and damaged signs
- Not removed within 72 hrs after the Voting Day
- On or around voting place or advance poll
- On public property
- Posted on fences
- Too close to sidewalks



Web Link to the City of Toronto Road Classification System:

<https://www.toronto.ca/services-payments/streets-parking-transportation/traffic-management/road-classification-system/maps-and-indices/>



How to contact us. **We are here to** **help!**

Email address:

ElectionSigns@toronto.ca

Telephone: 416-392-4125

Monday- Friday, 8:00am-4:00pm



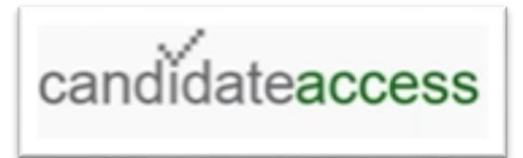
Voters' List - Getting on the List

- From May 1st through to Election Day
 - Electors can check if they are on the voters' list using the City's **MyVote** tool (www.toronto.ca/myvote)
- Electors can use **MyVote** to add themselves to the voters' list, or correct their information, up to May 26th at 11:59 p.m.
 - After May 26th, if an electors wants to add themselves to the list or update their info, they can do so at the voting place

The logo for MyVote, featuring the word "MyVote" in a blue, sans-serif font. The "My" is in a lighter blue and the "Vote" is in a darker blue. The logo is set against a white background with a subtle drop shadow.

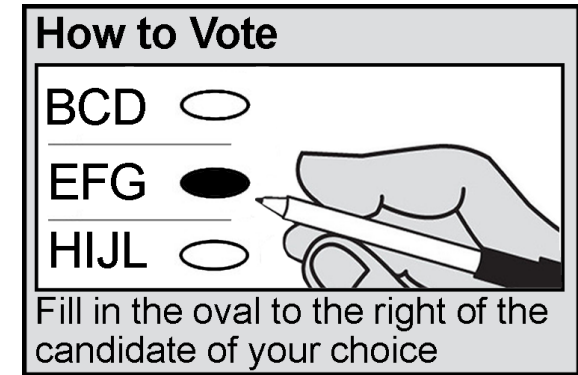
Voters' List - Getting Your Copy

- Candidates access the voters' list through an application called **CandidateAccess**
 - All candidates were sent an email on May 15 (from elections@toronto.ca) with login credentials
- Through **CandidateAccess**, candidates will have access to 3 types of voters' list, as well as a Toronto street index:
 - Preliminary list of electors (available May 15)
 - List of electors who voted during Advance Vote (available after each Advance Vote date)
 - List of electors who voted by mail (June 16)



Ballots

- Sample ballots will be available on June 1, 2023
- Sample ballots can be viewed using
 - MyCampaign (for candidates)
 - MyVote (for the public)
- Names on the ballot are listed in alphabetical order (by last name) and each candidate is numbered
- Vote by filling in the oval to the right of the candidate's name



All-Candidate Debates

- The Municipal Elections Act, 1996 does not set out any rules or requirements related to all-candidates meetings or debates
- The City of Toronto does not organize meetings or debates
 - They are typically organized by media organizations, community groups, business improvements area, or other interested individuals

Canvassing

Before voting day(s):

- Canvassing can start as soon as a candidate has filed their nomination
- Candidates (and representatives) are allowed access to apartments/condos from 9 a.m. to 9 p.m.
- Candidates cannot campaign on City-owned property
 - Exception: canvassing is permitted in public parks and some City-managed public squares

On voting day(s)

- Canvassing is allowed during advance vote and on election day
- Cannot canvass on property where voting is held (including the parking lot)
 - Exception: apartments/condos being used as voting locations
 - Canvassing is permitted on floors where people live
 - Canvassing is not permitted in common areas (including elevators)

Mail-In Voting

- Mail-in voting application period opened on May 1st and ends on May 26th
- Toronto Elections must receive an elector's completed mail-in voting package by 12:00 p.m. (noon) on June 15
- The processing and tabulation of mail-in ballots will be open to candidates and scrutineers to observe (by appointment only)
 - Processing return packages: June 5 and June 6 (10 a.m. to 12 noon)
 - Tabulation of ballots: June 9 and June 21 (10 a.m. to 2 p.m.)

Scrutineers

- Scrutineers can observe the voting process and generation of election results
 - Cannot communicate with electors
 - Cannot interfere with voting process
- Candidates must complete a 'Scrutineer Appointment Notice' for each scrutineer
- Candidates are allowed one scrutineer for each ballot issuer at the voting place, as well as at the vote tabulator
- Scrutineers or candidates will be removed from a voting place if they are interfering with the voting process or causing a disruption

Advance Vote & Election Day

Advance Vote is 6 days long

- June 8 – June 13, from 10 a.m. to 7 p.m.
- Two advance vote locations in each ward
- Electors can vote at any location in any ward

Election Day

- Monday, June 26, from 10 a.m. to 8 p.m.
- Electors must vote at their assigned voting location



Election Results

- Unofficial election results
 - Available in real time on the City's website beginning shortly after polls close on election night
- Results for Advance Vote, mail-in voting, and long-term care homes
 - Results are generated after polls close on election night at 89 Northline Road
 - Candidates/scrutineers may be present to observe the process
- Official election results
 - Posted on the City's website a few days after election day
 - Includes poll-by-poll results

Questions?

Toronto Elections

- candidateinfo@toronto.ca
- 416-395-0025

Municipal Licensing & Standards (election signs)

- ElectionSigns@toronto.ca
- 416-392-4125 (candidate questions about sign rules)
- 311 (reporting election sign violations)

