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Campaign Guide

for

Election to Represent the

Territory Without Municipal Organization on the

District of Parry Sound Social Services Administration

Board

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INTRODUCTION

It is recommended that you read the PSDSSAB manual entitled *Candidates Election Guide* prior to looking at this campaign guide. The election guide provides basic information on:

- (1) How to become a candidate for the PSDSSAB, TWOMO election
- (2) The TWOMO election process and term of office
- (3) The functions of the PSDSSAB (also called the “Board”)
- (4) The responsibilities of a PSDSSAB Board member

The main purpose of this campaign guide is to assist you to develop a plan that best suits your personal decision on how much you wish to put into the election campaign.

THE CAMPAIGN PLAN

If it is likely that you have or are seriously considering submitting your name as a TWOMO candidate, it is usually best to develop a plan on how you wish to maximize your election chances. The TWOMO election is simpler and far less subject to legislative control than election to municipal council under the *Municipal Elections Act*. With this in mind it is suggested that your plan may want to focus on the following key elements:

- (a) Campaign literature
- (b) Local contacts
- (c) Knowledge of the issues and the election process
- (d) Election expenses and help
- (e) Voting day - before and during

CAMPAIGN LITERATURE

When deciding on how best to get the word out it is important to be sure about why you are running for office and what you hope to accomplish. In order to give you a little help with this the PSDSSAB will allow certified candidates to place a photograph, a short bio and a very brief statement of your objectives on the Board web site from the week after nomination day up to the day before Election Day. The Board and its staff must at all times be seen to be unbiased throughout the election process. However, it is felt that this limited web publication which will be provided to all candidates on an equal basis does not violate the intent of the neutral position maintained by the Board and its staff throughout the election process. After you have been notified of your candidacy for election you should contact the Election Returning Officer or Deputy Returning Officer who will advise on restrictions set by the Board on web content. The Board will publish a disclaimer on the web site stating that it is not responsible for, nor does it endorse any statements made by candidates. In addition to the web site you may wish to use other ways to notify the TWOMO residents. For example, a simple one-page poster could contain essentially the same content as the web publication and could be produced on the computer. A photo is usually a good idea because people are attracted to images first and will associate the image with your candidacy. Try to keep poster statements brief and to the point.

It might be a good idea to set up a specific e-mail address for the campaign. Web based addresses can usually be set up at no cost. The address should be included on all campaign literature. You may also find it beneficial to call friends and neighbours to talk about your candidacy.

LOCAL CONTACTS

Generally speaking, residents and local businesses that you know in the unorganized territory will be sufficient contacts to make your candidacy known. The number of people needed to assist you with your candidacy process is directly related to whether you feel it is necessary to have any type of election campaign. In most cases family and/or friends should be sufficient if you want help.

KNOWLEDGE OF THE ISSUES AND THE ELECTION PROCESS

Being elected as a TWOMO representative does not carry the same profile as municipal council. However, you may be asked about the election process and the services that the Board provides.

Should you be seeking election for the first time, it may be a good option to ask about observing a Board meeting just to get some idea of how the Board conducts its business and what some of the key issues are. It should be noted that unless otherwise requested, Board meetings are currently done virtually.

Become familiar with two election forms: one being the nomination paper and the other being the application to amend the voters' list. You may want to have a few copies of the application to amend the voters' list form on hand in case you are talking to people who discover that they are not on the voters' list. These forms are available on the PSDSSAB web site "Election" tab or you can call the Board offices at 705-746-7777, Extension 5290.

Read the PSDSSAB vote by mail policy procedures so you can answer questions about when voters' kits are mailed out and what constitutes a rejected ballot. A copy of the policy procedures can be obtained by contacting the Board offices. Vote by mail kits will be mailed out not less than about three weeks before voting day. Within a week or two of voting day, you will likely hear from friends who have received or not received their kits. If they have not received one, remind them to contact the PSDSSAB offices to see if they are on the voters' list. If they are on the voters' list they should verify the address and if necessary ask for another kit to be mailed out. If they are not on the list they should fill out an application to amend the voters' list to add their name and have a kit mailed out. Kits can also be picked up at the Board office if time does not permit mailing. Please note that all ballots must be received by mail or delivered to the Board office by no later than 8:00 PM on voting day or they are rejected.

Copies of all applicable forms and manuals are available online at the PSDSSAB web site during the election period which runs from May to October in an election year.

ELECTION EXPENSES

TWOMO elections are not subject to the financial reporting requirements set out in the *Municipal Elections Act*. In most cases candidates will finance the limited campaign expenses from personal funds. To our knowledge campaign expenses are not tax deductible. You can verify this with Revenue Canada but given the small amounts involved this is not a significant concern.

VOTING DAY – BEFORE AND DURING

Should the opportunity arise, talk to people about the vote by mail process and how important it is for them to fill out their ballot and their declaration form no matter who they vote for. Remind them that the ballot must be sealed in the ballot secrecy envelope and placed separately in the stamped return envelope. The return envelope must also include their signed declaration of eligibility.

All ballots and declarations are mailed back to the PSDSSAB office which functions as the ballot return station required for the vote by mail process.

After the voting period is concluded at 8:00 PM on voting day the ballots will be removed from the ballot box where they have been placed by the Deputy Returning Officer. Ballots will be counted at the Board offices by two designated election officials (Election Officials) which can include the Returning Officer or Deputy Returning Officer and an Election Assistant. All return envelopes must include one ballot and one declaration otherwise the ballot is subject to being rejected. A certified candidate or a scrutineer representing the candidate is entitled to be present at the ballot count but cannot interfere in any way with the vote counting process except to question a decision on a rejected ballot. In this respect, the decision of the Election Officials is final. If you wish to be present at the vote counting please advise an Election Official a few days ahead of time. Any scrutineer that you appoint should have your written authorization to act on your behalf. The written authorization forms can be obtained at the Board office and must be presented to the Election Officials prior to admission to the vote count. The scrutineer's name should be provided to the Election Officials ahead of time. There is no specific age requirement for a scrutineer but it is reasonable to assume that candidates will choose someone who is at least eighteen years old to best protect their own interests.

All certified candidates will be formally notified of the election results by the Returning Officer.

CONCLUSION

The purpose of this guide is to provide candidates with some ideas on how they may wish to conduct their TWOMO election campaign. It is by no means an all-inclusive list. Candidates are free to pursue whatever path works best for them whether this involves conducting no specific campaign at all or going outside of the suggestions in this manual. The only common element is that the campaign proceeds in an ethical manner that concentrates on the reasons you are standing for public office.