

Election Sign Bylaw Communications Plan Outline

Date: May 27, 2024

Department: City Clerk's Office

Department lead: Lindsay O'Mara

Proposed communications launch / start date: April 1, 2025

TIMELINE

The Election Sign Bylaw applies to candidates erecting election signs as of the following dates:

- Private property: August 22, 2025 to Election day, October 20, 2025
- Public property: September 22, 2025 at 12:01 am to Election day, October 20, 2025

Election signs must be removed within 5 calendar days after the election.

PROJECT/INITIATIVE/EVENT GOAL

The Election Sign Bylaw provides a mandated structure to standardize election signage throughout the municipality starting 60 days before Election Day for private property and starting on Nomination Day for public property. Ensuring candidates are aware of this bylaw will help strengthen the accountability of candidates and control the number of election signs around the City.

Compliance and success with the Election Sign Bylaw will be indicated by a candidate's adherence to the allowances outlined within the bylaw. Providing educational opportunities such as Candidate Information Sessions will aid in the success of getting the messaging out to candidates.

KEY MESSAGES

The City of Spruce Grove's new Election Sign Bylaw standardizes where and when election candidates can place signs within Spruce Grove to help manage the number of signs in the community during elections.

Election candidates, campaign staff, and volunteers will be able to identify the regulations around election signs in Spruce Grove, including timing, size, and placement.

The bylaw also helps prevent election signs from interfering with vehicle and pedestrian safety.

The Election Sign Bylaw applies to federal, provincial, and municipal elections.

PUBLIC ENGAGEMENT

Candidate Information Sessions will be held in 2025 to inform candidates about the Election Sign Bylaw and to provide an opportunity for attendees to ask questions.

The Election Sign Bylaw will be available on the City's website after the bylaw passes, and also weaved into general election communication, including but not limited to the candidate's information package.

BUDGET

Communications of the Election Sign Bylaw would fall under the election communications budget line, which is \$15,000.

COMMUNICATIONS GOALS

The Election Sign Bylaw and related information is available on the City's website.

Candidates in upcoming elections are aware that Spruce Grove has specific regulations around election signage that other municipalities may not have.

Candidates and their campaign staff and volunteers can access specific information about the timing, size, and placement of election signs, as well as the prohibitions, on the City's website.

City staff are aware of the Election Sign Bylaw, why it exists, where they can find specific information about it, and where to direct inquiries on the subject.

COMMUNICATIONS STRATEGIES AND TIMING

Communications strategy	Timing
• Website tools	• May 2024
• Engagement sessions	• Q2 2025
• Print materials	• Q1 - Q2 2025
• Internal communications	• Q1 2025
• Social media campaign	• Q1 - Q3 2025