

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 5/2/2022 12:41:53 PM

Subject: 2022 Election Communications Quiet Period Guidance

Attachments: 20220502-CEC-Memo Election Quiet Period FINAL.pdf

Dear Mayor and Council,

Please see the attached memo from Maria Pontikis regarding the 2022 Election Communications Quiet Period. A short summary of the memo is as follows:

- The City and Vancouver Board of Parks & Recreation will observe a communications "quiet period" from the last Council dates/Board meeting on July 19/20 and July 18, respectively, through to the municipal election on October 15, 2022.
- The quiet period is undertaken with the overarching goal to convey neutrality and maintain a non-partisan environment in the lead-up to the election.
- During the quiet period, "business-as-usual" communications for projects and initiatives underway will proceed. Communications for projects and initiatives that require public engagement or where there is a likelihood of public debate or scrutiny will pause.
- Civic Engagement & Communications is available to advise business areas with any quiet period questions they may have.

If you have any questions, please feel free to contact Maria Pontikis at 604.218.6319 or maria.pontikis@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x^wməθk^wəyəm (Musqueam), Sḵwəxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

MEMORANDUM

May 2, 2022

TO: Mayor & Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Donnie Rosa, General Manager, Vancouver Board of Parks and Recreation

FROM: Maria Pontikis, Chief Communications Officer

SUBJECT: 2022 Election Communications Quiet Period

This memo outlines the scale-down of the City's public-facing communications activity (a "quiet period") leading up to the 2022 Vancouver municipal election on October 15.

What is a quiet period?

- Undertaken with the overarching goal to convey neutrality and maintain a non-partisan environment in the lead-up to the election.
- Helps ensure that the operational work of the City does not become politicized, or appears to be in support of or aligned with any political candidate, group, or issue.

When is the quiet period?

The 2022 quiet period applies to matters or business related to City of Vancouver and Vancouver Board of Parks and Recreation. It starts after the last Park Board Commissioner meeting on July 18, and Council meeting on July 19-20, respectively, and runs through to the municipal election on October 15.

How does this affect City programs or initiatives?

“Business-as-usual” communications and announcements for projects and initiatives underway will proceed.

Communications and announcements for projects and initiatives that require public engagement or where there is a likelihood of public debate or scrutiny will pause. This includes being aware of and assessing issues that declared candidates have taken on as part of their platforms.

This may include stopping or limiting:

- **Advertising**, including print, radio, out-of-home, newspaper, social and online ads, and search ads. Advertising that relates to “business as usual” or promoting electoral/civic participation would continue.
- **Earned media**, including news releases, statements, information bulletins, social media content, third-party announcements and City spokesperson availability that fall outside of “business as usual”. This would not include communications materials that are required to convey operational or emergency information to the public.

During the quiet period, no City communications will reference the name or image of a member of Council or Park Board Commissioner. In no circumstance would the City comment on media inquiries related to partisan campaign-related matters.

Examples of quiet period communications

(Illustrative, not exhaustive)

<i>Would proceed during quiet period</i>	<i>Would not proceed during quiet period</i>
<ul style="list-style-type: none"> • Tweets about closures/maintenance (e.g., event-related road closures, facilities maintenance) • Emergency communications (e.g., heat event, public health) • Promotional “register to vote” content across City channels • Informational Instagram stories (e.g., watering restrictions, recreational programming) 	<ul style="list-style-type: none"> • Joint housing announcement with Federal government and BC Housing • In-person or online engagement about plaza upgrades • Amplifying non-City news on social media channels • City spokesperson commenting on partisan campaign-related matters or matters that may be perceived as such

Civic Engagement and Communications is available to advise business areas on any quiet period questions they may have, including the benefits and risks of undertaking a particular communications activity.

Guidance for sitting Council members

Sitting members of Council or Commissioners seeking reelection:

- Must ensure that City funds provided for the communications operations of each member's/Commissioner's office are not used toward communications or advertising related to the election or election efforts.
- Should follow advertising rules set by Elections BC. All political advertising questions should be directed to Elections BC's Electoral Finance department. See <https://elections.bc.ca/local-elections/advertising-rules>.

If you have any questions, please contact me directly at 604.218.6319 or maria.pontikis@vancouver.ca.

A handwritten signature in black ink, appearing to read 'Maria Pontikis', with a stylized flourish at the end.

Maria Pontikis
Chief Communications Officer