



**January 27, 2025**

**To: Oakville Town Council**

**Re: Agenda Item 10.3 Election Sign By-Law**

Thank you to Council for the opportunity to provide feedback on the Election Sign By-law review and proposed changes and thank you to Town staff for the comprehensive review and report.

JCRA supports permitting election signs, and we have spoken in support of election signs to Town Council when this issue has come before Council on a number of occasions over the past 11 years, including most recently in January 2023.

We are pleased that Town staff are recommending changes to the election sign by-law that permit the continued use of signs, while accommodating concerns that have been brought forward to Council by residents, councillors and staff, rather than an outright ban on signs.

A key change is the reduction in the number of days signs can be displayed during a municipal election, from 45 days to 30 days.

While the report states there will be enough time for signs to be displayed prior to advance voting days, that time frame is less than the 30 days identified as acceptable for Election day. Advance voting days are not less important in the election process than Election Day so there should be no difference in the number of days signs can be displayed prior to Advance Voting in a situation where the display of signs is restricted to less than the election period.

Alternatively, municipal elections could be reduced from 45 days to a lower number, such as the minimum days in a provincial or federal election (now 36). Then the number of days signs are permitted is reduced but they can be displayed for the entirety of the election period.

Finally, JCRA respectfully suggests that Council request Halton Region reverse their ban on election signs to ensure increased election visibility on regional roads in Oakville.

Election signs contribute to fair, visible elections that broaden our democracy, not narrow it. JCRA urges Council to support these changes to ensure that election signs continue to be permitted in the Town of Oakville, with consideration to the length of time signs can be displayed during a municipal election in a manner that ensures consistency and equity.

Thank you.

Best regards,  
Elizabeth Chalmers  
President, Joshua Creek Residents Association