

2025 ELECTION SIGNAGE (E. RUTHERFORD)

Recommendation

That the March 2, 2026, Community Services report CS03278, be received for information.

Requested Action	Information only
ConnectEdmonton's Guiding Principle	ConnectEdmonton Strategic Goals
CONNECTED This unifies our work to achieve our strategic goals.	Healthy City
City Plan Values	LIVE
Corporate Business Plan	Serving Edmontonians
Council Policy, Program or Project Relationships	<ul style="list-style-type: none"> • N/A
Related Council Discussions	<ul style="list-style-type: none"> • N/A

Previous Council/Committee Action

At the November 18, 2025, City Council meeting, Councillor E. Rutherford made the following inquiry:

Can Administration provide a report with a summary of the following information regarding election signs for the 2025 municipal general election:

1. number of complaints received,
2. fines or other enforcement action taken related to complaints received,
3. staffing resources deployed to address complaints regarding election signs, and
4. existing standard operating procedures for election sign complaints?

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Executive Summary

- This report provides an analysis of complaints, enforcement, staffing and standard operating procedures for election signage during Edmonton's 2025 municipal general election.
- Between March and November 2025, approximately 240 complaints about election signage were received, resulting in 135 warnings and no tickets.
- No overtime or additional staffing resources were deployed to manage the complaints; Community Standards Peace Officers carry out this work as part of their regular duties.
- As part of the Spring 2026 Minor Revisions and General Repeals Bylaw, to be considered by Council at the March 17/18, 2026, City Council meeting, Bylaw 20700, Public Spaces Bylaw, will consider an amendment to clarify that it is inapplicable to election signs and advertisements, in alignment with provincial legislation.

REPORT

Between March and November 2025, approximately 240 complaints regarding election signage were received, including approximately half a dozen initiated by officers. In response to these complaints, 135 warnings and no tickets were issued during the same period as the recent changes to the *Election Act* prohibit municipalities from passing bylaws or resolutions with respect to election signs or advertising.

Administration is providing the information below as a comparison between the 2021 and 2025 municipal elections.

Election Sign Complaints and Enforcement Action Comparison (March - November)						
Election Year	Investigations	Tickets	Warnings	No violation	Duplicate complaints	Referred to Roadways
2025	240	0	135	81	22	2
2021	298	3	26	Unknown	Unknown	Unknown

Staffing Resources and Standard Operating Procedures

Election sign complaints are managed by the Community Standards Peace Officers as part of their regular duties. The General Duties Unit is staffed seven days a week and consists of 16 officers divided into two squads, who work 11-hour shifts. Four officers, each assigned to one of the city's four quadrants, address signage complaints daily along with their regular duties, which include responding to over 5,300 resident complaints to the general duty unit in 2025. Election periods are busy for peace officers and require a significant allocation of staff resources. However, no overtime or additional staffing was deployed to address complaints about election signs in 2025. Where appropriate, officers will provide education to campaigns on best practices for election signs.

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Election Signs on Road Right of Way

The terms and conditions for free-standing election signs are outlined in Attachment 1 and provided on the City's website and also in materials provided by Edmonton Elections.

Community Insight

Administration has primarily heard from Edmontonians through direct complaints from the community, which informed the content of this report.

GBA+

Compliance requirements related to monitoring and removing signs can disproportionately affect certain candidates, such as those from equity-seeking groups or first-time candidates. Due to limited campaign size and existing resources and capacity, these requirements may pose financial and administrative hurdles, potentially hindering their participation in the democratic process.

Administration's practice of issuing a high volume of warnings (135 warnings and no tickets) suggests a measure aimed at educating campaigns and fostering compliance with best practice.

Environment and Climate Review

No significant environment or climate interactions are associated with this inquiry.

Attachment

1. Election Signs on City Road Right-of-Way