



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

NOTICE OF MOTION

From: Councillor Ken Armour and Mayor Barbara Desjardins

Introduced: Council Meeting – December 7, 2020

Subject: Election Signs in Esquimalt

WHEREAS: outdoor/lawn election signs result in environmental/plastic waste;

WHEREAS: outdoor/lawn election signs lead to visual clutter in Esquimalt, particularly because of the perceived need for candidates to enter into a “sign war” by placing as many signs as possible;

WHEREAS: outdoor/lawn election signs can contribute to financially inequitable election campaigns, or even discourage people from even running for political officer, by increasing the need to secure significant funding for the production of election signs;

AND WHEREAS: the abundance of social media provides significant opportunities for candidates to publicize their campaigns instead of using election signs;

THEREFORE BE IT RESOLVED:

That Council agree, in principle to ban the use of municipal, provincial and federal outdoor/lawn election signs on all public, commercial and residential (excluding signs placed within a residence) properties in Esquimalt and that staff be directed to develop a report on this for Council's consideration.

BACKGROUND:

Other cities across Canada, including Surrey, Kingston and Yarmouth, have adopted a similar approach.

“In an age of climate change and plastic bans, it may be time for Canadians to take a closer look at this issue of whether signs are really needed.” – Peter McKenna, University of PEI Professor of Political Science