



Equitable and Inclusive Campaigning

A Guide for Candidates

Equitable Campaigning – A Guide for Candidates

While the City of Cambridge does not take any part in the facilitation of candidate outreach, the information contained in this document is important to the City's goal of running an equitable and inclusive 2022 Municipal Election. The information below is being shared for your consideration while planning your campaign:

- Campaign information should include accessible format and communication supports that are compliant with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA). This includes platforms and materials with large print, use of plain inclusive language, braille, closed captioning in any campaign videos, and other formats usable by person's with disabilities.
- In addition to utilizing plain language, provide options for translation throughout your platforms and written materials.
- At candidate meetings, provide a recording secretary and have a screen available to broadcast information for the hearing impaired. Sign language interpreters and other supports that facilitate effective communications should be considered.
- Campaigning locations should be at an accessible building and/or site. Sites should have access to assistive devices, including magnifiers and seating.
- Campaigning locations should be accessible by transit and with public access.
- Offer a range of meet-and-greet sessions through public meetings, workshops, visits to local community spaces, and door to door. Plan to meet the unique needs of Indigenous communities, youth, older adults, persons with disabilities, equity deserving groups, and those who may face barriers in our community.
- Mobilize volunteers to distribute campaign information, facilitate voter registration, and accompany older adults and/or those with disabilities to voting locations. Volunteers should engage respectfully with the community.
- Ensure accommodations are available for services animals and support persons at campaigning events.

More information can be found at AMCTO's Candidate's Guide To Accessible Elections https://documents.ottawa.ca/sites/documents/files/accessibleelectionsguide_en.pdf