

Section:	Operational Policies
Subject:	Messaging on Electronic Signage or Banners Policy
Policy Number:	OP.01
Version:	1
Review Frequency:	Annually
Approved by:	Council
Approval Date:	December 6, 2017
Application:	This policy applies to all municipally-owned electronic signs and banners installed by or behalf of the Municipality.

Notes:

Legislative Authority: None

Intent:

To share information which will promote and enhance our local communities and provide fair access to the various electronic signs owned or banners installed by the Municipality of North Middlesex while ensuring that only appropriate messages are posted and reduces possible distractions

Scope:

This policy applies to all municipally-owned electronic signs and banners installed by or on behalf of the Municipality and shall be administered by the Clerk and/or Chief Administrative Officer (CAO) in collaboration with the Recreation Department and the Public Works Department.

Procedure:

This policy establishes the criteria for message users on electronic signage and banners owned or installed by the Municipality of North Middlesex including the following locations:

- (a) Shared Services Centre electronic sign at corner of Parkhill Main Street and King Street;
- (b) Shared Services Centre and Parkhill Arena Lobby monitors;
- (c) Banner location on Parkhill Main Street and McLeod Street; and the
- (d) Banner location on the east end of Ailsa Craig Main Street.



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1. Messages on electronic signs or banners are viewed by the general public as representing the Municipality of North Middlesex, and so must be operated in a manner to showcase the Municipality in a positive manner.
2. Prospective users are encouraged to use a variety of communication means for announcements rather than relying solely on the Municipality's signage opportunities.
3. The first priority for messaging on municipal electronic signage is to give important instructions and information to ensure public safety during emergencies including, but not limited to, extreme weather preparedness, road closures and police and fire emergencies. Use of an electronic sign by any other user may be restricted or suspended at the discretion of the Municipality at this time.
4. The following priority system shall be used in selecting messages to be posted on electronic signs depending on the sign location:
 - a. Emergency messages as identified in (3) above;
 - b. Other non-emergency messages announcements from the Municipality;
 - c. Messages from other levels of government/governmental agencies having a local impact or significance;
 - d. Messages from a community partner of the County of Middlesex Library system having a local impact or significance;
 - e. Non-profit community groups may request announcements be placed on the electronic sign either by calling the municipal office or by completing and submitting the "Message on Sign Submission Form". The municipality has the sole discretion to accept or reject the organization making the request and/or content of the message, as well as the ability to alter the text accordingly to fit the sign design. In the event there are several requests for any given time period the requests will be posted on a first come – first served basis.
5. The following messages will not be permitted:
 - a. Promotion of political, factional or religious viewpoints;
 - b. False, deceptive, discriminating or misleading messages; and

- c. Events/functions open only to members of an organization.
6. Receipt or acceptance of a message request does not guarantee the appearance of any message on an electronic sign.
7. The number of messages at any given time is limited on electronic signs and precedence will be given to the messages advertising the earliest event at the appropriate venue.
8. Appearance of messages is subject to constraints of priorities, as well as, electronic and mechanical limitations.
9. The brightness of the display will automatically adjust to the ambient light levels.
10. Electronic signage will be alight from sunrise to sunset if adjacent to residential properties.
11. Animation in displays will be limited in movement or static to reduce possible distractions to passerby. Each message will stay on the electronic board for a minimum of five (5) seconds.
12. Messages may be edited for conciseness, clarity and conformity to the requirements of the medium and the Municipality is not responsible for any errors or omissions in content.
13. Messages, other than those from the Municipality, shall not state or imply municipal endorsement or approval.
14. The Municipality reserves the right to deny a request based upon merit, staff time and/or number of requests being made.
15. The maximum number of characteristics in a message is limited to the capability of the medium.
16. A "Message on Sign Submission Form" Application, will be available at the Shared Services Centre or on the North Middlesex website. These can be submitted in person or scanned and emailed to: admin@northmiddlesex.on.ca, or can be faxed to 519-294-0573 or by mail to 229 Parkhill Main Street, Parkhill, ON N0M 2K0.
17. Requests must be made a minimum three weeks prior to the posting. Any notices or events shall be on the sign for a maximum of two weeks. For an event, the two



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weeks will be, where possible accommodated two weeks prior to the event being held.

PROCEDURE

1. Any outside organization or municipal department shall complete and submit the messaging application form to the Clerk or designate. This step is not required for an emergency message.
2. The Clerk and/or the CAO shall review any application and either approve or reject the application. All applications shall be reviewed based on this policy and/or any other approved Corporate policies.
3. If a request is denied, the Clerk or CAO shall state reasons why it was denied and this information will be communicated by phone or e-mail to the requesting person within 2 business days of the denial.