

# Township of Brock Corporate Policy



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**Policy Name:** Interim Digital Message Sign Policy

**Policy Type:** Administration and Personnel

**Policy Number:** AP 32

**Reference:** (i.e. Council Resolution)

**Date Approved:**

**Date Revised:**

**Approval By:** (most cases Council)

**Point of Contact:** (i.e. person responsible for implementing policy)

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## Policy Purpose

- a. The purpose of this policy is to establish guidelines for the inclusion of community messages on Township owned digital message signs located at the Beaverton Townhall, Municipal Administration building, and any other future sign locations.
- b. The Township recognizes the importance of providing a public information service and promoting the municipality's commitment to increasing communication to its residents and visitors; however, the demand and cost of doing so must not adversely affect the operations of the Township.

## Principles

1. Organizations may submit messages for inclusion on Township owned digital message signs
2. Submissions that contain any or all of the following will not be approved for display:
  - a. Promotion of political, factional or religious viewpoints
  - b. Promotion of a political campaign or political party
  - c. False, misleading or deceptive messages
  - d. Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code

- e. Events or functions open only to members of an organization
  - f. Personal messages such as birthdays, engagements, weddings, anniversaries, etc.;
  - g. References to the sale or consumption of alcohol or other drugs
  - h. Profane language or content, personal attacks, sexual content;
  - i. Any other content that is considered inappropriate in the opinion of the Township
3. Submissions must be on behalf of organizations that are registered charities or not-for-profit
  4. All requests must be submitted through the prescribed form made available by the Township to the designated staff representatives for approval
  5. Requests will be processed as they are received. The Township may not be able to fulfill requests if demand exceeds availability at any given time. Submission of a request does not guarantee placement of the message
  6. Requests shall be submitted in the prescribed form at least seven (7) business days prior to the date the message is to be posted
  7. Only designated staff members will administer the electronic sign
  8. Requests must conform to the following standards:
    - a. All messages must be written clearly and professionally
    - b. All graphics must be attractive and professionally designed whenever possible
    - c. Message length, graphic size, must conform to the limitations of the given sign
  9. Designated staff representatives have the right to modify submitted messages in order to make submissions conform to the requirements outlined in this policy provided the general meaning of the message is not altered or diminished
  10. All messages must present a general benefit to the community
  11. The duration of approved messages shall not exceed two (2) weeks. Exceptions may be approved at the Township's discretion
  12. Messages pertaining to Township, Regional and Provincial business, emergencies, and events shall be prioritized
  13. Messages sponsored by community partners who contribute to the purchase, installation, and/or maintenance of digital signs shall also be prioritized

14. Any other municipally owned display screens at Municipal facilities shall display information at the discretion of the Department responsible; these screens are not available for public advertising
15. The Township is not responsible for any disruption in the display of approved requests due to unforeseen outages of sign equipment or other circumstances beyond the Township's control
16. The Township reserves the right to reject or revise any submitted content, or to cancel display of content at any time
17. The sponsor shall not hold the Township liable or responsible for any error and/or omissions that may occur, however caused
18. Approval of a request does not constitute endorsement of the approved message or sponsoring organization

## **Fees**

19. This policy does not contemplate charging fees however in the 2022 review this point will be reviewed by staff and Council