

Municipality of West Elgin

Schedule “A” to By-Law #2023-15

Policy AD 4.2 Electronic Sign Policy

Effective Date: February 23, 2023

Review Date:

Policy Statement

To establish the rules and procedures surrounding requests for information posted on the Municipal Electronic Signs.

Policy

The Municipality of West Elgin recognizes the community service clubs and other organizations may request announcements be placed on the Municipal Electronic Signs and every effort will be made to accommodate requests that meet the parameters laid out in the policy.

Political organizations and religious affiliations are excluded from being able to post on the signs. Schools, churches and other organizations shall only be permitted to post information about fund raising activities.

Community service clubs shall be permitted to post information on their annual general meetings, community events and fund raising events.

Groups and organizations do not have the right to receive funds for information, including placement of logos, on the electronic signs.

All other requests will be reviewed for appropriateness by municipal staff.

The municipality reserves the right to limit the number of messages on the Electronic signs to ensure readability.

Procedure

Requests for information to be added to the electronic signs must be submitted in writing and include the event details, a contact name and group or organization name. Requests can be submitted to westelgin@westelgin.net or in person at the Municipal Office

Requests will be reviewed for appropriateness by senior municipal staff. The municipality has sole discretion to determine the information to be posted on sign and in what format.

Information will be posted on electronic sign no more than 1 week prior to the event date. Duration of the posting will be determined by the number of requests that have been received for the period of time. Every effort will be made to accommodate all requests.

In the event that there are multiple requests for any given time period the requests will be posted on a first come first serve basis, with municipal events and announcements taking precedence.

Responsibilities

It will be the responsibility of delegated municipal staff to manage and submit messages to the electronic signs. If there are any questions whether or not a group requesting the use of the sign is authorized per this policy or regarding the content of the message, the Clerk or designate will make the decision regarding the request.

Priorities

In order, below is a list of priority messages:

1. Emergency Announcements – such as road closures, snow emergencies, etc.
2. Municipal Announcements
3. Community Events
4. Community announcements or congratulations