

<b>Section:</b> Governance & Communication	<b>Effective Date:</b> November 27 <sup>th</sup> , 2015
<b>Subject:</b> Electronic Signage	<b>Revision Date:</b>
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## **Policy to Govern the Use of Municipally Owned Electronic Information Signs**

### **1.0 Policy Statement**

This policy shall govern the use of municipally owned electronic information signs (L.E.D.).

### **2.0 Strategic Plan**

The Electronic Information Signs Policy aligns with the following Corporate Strategic Plan goals:

- Foster a healthy, engaged and connected community
- Achieve excellence in governance and service delivery
- Cultivate partnerships and promote collaboration

### **3.0 Purpose**

The purpose of the electronic signs is to provide government and community information to residents, ratepayers and visitors to the Township of Selwyn by displaying events, functions and celebrations that serve to inform and enrich the Selwyn community as a whole.

Types of Information to be displayed:

- Government Messages (Township, County, Provincial, Federal)  
(ie: fire bans, proclamations, tax notices, waste management notices, Council and committee meeting schedules, etc.)
- Community Events, Functions, Celebrations and Appreciation (ie: Parks and Recreation, Lions Club, Royal Canadian Legion, Rotary Club, minor sports, youth events, not-for-profit charitable organizations etc.)
- Policing and Emergency Planning Messages (ie: O.P.P., Community Policing and Fire messages)
- Fundraising Events within the community provided that the net proceeds are for charitable purposes with the exception of lottery events.

#### **4.0 Administration**

- Requests for displaying messages shall be submitted in writing to the municipal office for the approval by designated staff.
- Paid advertising or commercial messaging shall not be accepted.
- Political and partisan messages shall not be posted.
- The Township reserves the right to determine message priority, display time, display order and wording (ie. word order, appropriate short forms).
- The Township reserves the right to limit messages for events held on a regular basis (ie. regular weekly/monthly events) to ensure fair opportunity for all groups wishing to display a community message.
- The Township is not responsible for verifying the accuracy of information except for municipal information.

#### **5.0 Attachments**

- Application form