


POLICY

	Policy:	Municipal Digital Signage		
	Department:	Parks, Facilities, Recreation and Culture		
	Division:	Tourism and Culture	By-Law No.:	N/A
	Administered By:	Manager of Tourism and Culture	Approval Date:	Nov. 9, 2020
	Replaces:	N/A		
	Attachment(s):	N/A		

1. POLICY STATEMENT

The Corporation of the Town of Amherstburg is committed to providing its residents, ratepayers and visitors with accurate and appropriate information through the inclusion of digital signage designed to promote and enhance the communication strategies of the Town in disseminating information about events, meetings and public messages from the municipality, registered Amherstburg businesses and non-profit organizations.

2. PURPOSE

- 2.1. This policy facilitates effective digital communication tools for important community messaging.
- 2.2. This policy ensures open, honest and clear channels of communication in the use of municipal digital signage in the Town of Amherstburg.
- 2.3. This policy provides direction for the appropriate use of digital signage in the municipality.
- 2.4. This policy defines who may advertise on municipal digital signage.

3. SCOPE

- 3.1. This policy applies to all digital communication utilizing the north and south gateway signage.
- 3.2. This policy shall be reviewed every five (5) years from the date it becomes effective, and/or sooner at the discretion of the CAO or designate.

4. DEFINITIONS

- 4.1. **Municipal Digital Signage** refers to municipally owned and maintained programmable electronic signals displayed and broadcast publicly on signs, billboards, placards or marquees, etc.
- 4.2. **Registered Amherstburg Business** means all businesses which have applied and been approved by the Town through the procedure established for this process.
- 4.3. **Registered Amherstburg Non-Profit organizations** means all non-profit organizations which have applied and been approved by the Town through the procedure established for this process.

Common definitions, acronyms, and terms are available in the Glossary located on the Town's Policies webpage.

5. INTERPRETATIONS

Any reference in this policy to any statute or any section of a statute shall, unless expressly stated, be deemed to be reference to the statute as amended, restated or re-enacted from time to time. Any references to a by-law or Town policy shall be deemed to be a reference to the most recent passed policy or by-law and any replacements thereto.

6. GENERAL CONDITIONS

6.1. Content on Municipal Digital Signage

6.1.1. Municipal digital signage convey information to the public as a representation of the municipality, and therefore will be operated in a manner that represents Amherstburg positively.

6.1.1.1. The following information shall not be permitted to be posted on municipal digital signage:

- a. Fund-raising announcements for causes that are not directly supported and formally endorsed by the Town of Amherstburg;
- b. Promotion of political, factional or religious viewpoints;
- c. False, misleading or deceptive messages;
- d. Messages expressing discriminatory views pursuant to the *Ontario Human Rights Code*;
- e. Material that is protected by copyright without the express written permission of the copyright holder;
- f. Messages advocating/encouraging the consumption of alcohol, tobacco, marijuana, or drugs;
- g. Messages advocating/encouraging the participation in gambling or games of chance;
- h. Material that may violate individuals' privacy;
- i. Events and/or functions open only to members of an organization.

6.1.2. Information conveyed on municipal digital signage is available for review in an accessible format on the Town webpage.

6.2. Appearance, Use and Functionality of Municipal Digital Signage

- 6.2.1. The municipality may utilize its municipal digital signage to thank sponsors for supporting town events.
- 6.2.2. The municipality is not liable for power outages or other acts beyond its control which affect the ability to utilize municipal digital signage to convey information on behalf of third parties.
- 6.2.3. Messages may be edited for clarity and conformity to the requirements of the medium.
- 6.2.4. The municipality offers no guarantee with respect to the appearance of any conveyance of information on municipal digital signage, or the length of time that a message will be displayed.
- 6.2.5. Appearance of messages are subject to constraints of priorities, as well as electronic and mechanical limitations.
 - 6.2.5.1. The following priority system shall be utilized in selecting messages to be posted:
 - a. Emergency messages (in the event of an emergency, the Town reserves the right to suspend all messages and use signage for emergency purposes only);
 - b. Messages from the Town of Amherstburg;
 - c. Paid programming by Amherstburg registered businesses in the promotion of the business (not in the sale of products);
 - d. Community events and messages hosted and/or sponsored by registered Amherstburg non-profit organizations.
- 6.2.6. Messages unrelated to municipal affairs or initiatives shall not state, insinuate and/or imply the endorsement and/or approval of the Town of Amherstburg, the Amherstburg Fire Department or the Amherstburg Detachment of the Windsor Police Service.

6.3. **Application**

- 6.3.1. All applicants must pay the application processing fee in accordance with the User Fee By-law prior to being considered.
- 6.3.2. Requests to utilize municipal digital signage will only be considered from registered Amherstburg businesses and/or registered non-profit organizations.
- 6.3.3. Registered Amherstburg businesses and non-profit organizations shall:
 - 6.3.3.1. Register through the Town of Amherstburg Municipal Digital Signage program;

- 6.3.3.2. Comply with all contract terms and conditions;
- 6.3.3.3. Comply with the *Municipal Digital Signage Policy*; and,
- 6.3.3.4. Provide payment in full in accordance with the User Fee By-law prior to the execution of the contract period.

7. **RESPONSIBILITIES**

- 7.1. **Council** has the authority and responsibility to:
 - 7.1.1. Approve the *Municipal Digital Signage Policy*.
- 7.2. The **CAO** has the authority and responsibility to:
 - 7.2.1. Ensure compliance with the *Municipal Digital Signage Policy* of all staff.
- 7.3. The **Director of Parks, Facilities, Recreation and Culture** has the authority and responsibility to:
 - 7.3.1. Review the effectiveness of the Municipal Digital Signage program.
- 7.4. The **Manager of Tourism and Culture** has the authority and responsibility to:
 - 7.4.1. Receive, input, maintain and execute, or delegate the receipt, input, maintenance and execution of all applications for municipal digital signage use.
 - 7.4.2. Review and accept or decline all applications for use of municipal digital signage.
 - 7.4.3. Communicate or delegate the communication of any scheduled maintenance, outage, interruption or other condition affecting the display of paid programming on municipal digital signage for a period exceeding 24 hours to the contact for the third party.
 - 7.4.4. Provide a recommendation to Council relative to the application of fees under the User Fee By-law when this By-law is considered.
- 7.5. **Staff** have the authority and responsibility to:
 - 7.5.1. Comply with the *Municipal Digital Signage Policy*.

8. **REFERENCES AND RELATED DOCUMENTS**

- 8.1. *Accessible Customer Service Standards Policy*
- 8.2. *Code of Conduct for Staff Employees Policy*
- 8.3. *Ontario Human Rights Code*
- 8.4. *Use of Corporate Resources for Elections – Not Permitted Policy*
- 8.5. *Sponsorships and Advertisements Policy*
- 8.6. *User Fee By-law*