

Department:	Administration	Policy Code:	A09-ADM
Approval Date:	August 2, 2023	Approved by:	Council
Next Review:	July 5, 2027	Revision Date:	February 21, 2024

Purpose

The Township of Springwater recognizes the benefit of digital signage as part of its communications strategy. The Outdoor Digital Signage Policy will establish guidelines and procedures for the messaging content to be approved and displayed on the municipally owned and operated Outdoor Digital Sign Network throughout the Township with the purpose of:

- Providing accurate, timely, consistent and clear information about Township news, municipal programs and services, council endorsed community events, public safety and emergency preparedness messaging, to residents, businesses, visitors and other stakeholders;
- Increasing accessibility to local government in order to encourage greater interest and participation in local government;
- Promoting greater transparency in government;
- Providing information on council endorsed community events and initiatives; and,
- Sharing information and encouraging public involvement.

Scope

This policy applies to the design, approval, and content management of municipally owned and/or operated outdoor digital signs located in the Township of Springwater. The policy applies to internal and external requests relating to the usage of the outdoor digital signage and content deployed to the screens by the Communications Department.

Definitions

Outdoor Electronic/Digital Signage: The network of municipally owned and/or operated digital signs located at Township facilities and properties.

Township means the Corporation of the Township of Springwater including committees (advisory, ad hoc, etc.) established and appointed by Council and local boards as defined in Section 1(1) of the Municipal Act, 2001.

Policy/Procedure

1. Administration of Content

- 1.1 The Township's Communications Department (Communications) is responsible for managing content on the outdoor digital signs.
- 1.2 All requests for posting material will be submitted via a designated electronic application form.
- 1.3 All slides for the outdoor digital signs are created by the Communications department with input from the requesting source.
- 1.4 Content will be limited to a maximum of 8 slides displayed at any one time for a minimum of 6 seconds per slide.
- 1.5 The digital signage is updated and monitored by the Communications department during regular office hours, Monday to Friday, 8:30 a.m. to 5:30 p.m.
- 1.6 Remote access for emergency situations is available for the digital signs located on municipal property and will be managed by the Communications Officer at the direction of the Chief Administration Officer.
- 1.7 Communications will manage a scheduling calendar.

2. Content

- 2.1 Municipal digital signage will be used to convey information to the public as a representation of the municipality, and therefore will be operated in a manner that represents Springwater positively.
- 2.2 Communications staff shall ensure all information, photos, illustrations, and designs submitted for posting, meet a professional standard consistent with the Township's brand and image.
- 2.3 Content, copy and design will be at the discretion of the Communications department.
- 2.4 Live motion video, animation or flash images is not permitted on the outdoor digital signs.
- 2.5 The following organizations and events will be permitted to access the Elmvale Digital Sign:
 - 1) EDHS – Work Day
 - 2) Various church events (turkey dinner, roast beef dinner, fashion show,

- Christmas Bazaars, annual events but not regular services)
- 3) Mission – BBQ (Presbyterian)
 - 4) Sports registration Dates (minor hockey, figure skating, minor baseball etc.)
 - 5) Sport Championship (including sponsor names)
 - 6) Food Bank – Firefighter Stuff the Truck etc.
 - 7) Tim Horton’s Smile Cookie Campaign – recipient receiving funds
 - 8) Horticultural – meeting/guest speakers
 - 9) Community events organized to support accident victims
 - 10) Christmas Tree Lighting
 - 11) Firefighters Pancake Breakfast
 - 12) Elmvale and District Lions Club

3. Criteria

Items considered for posting should meet one or more of the following criteria:

- 3.1 Upcoming Township of Springwater hosted event, public meeting or workshop;
- 3.2 Upcoming Council or committee meeting;
- 3.3 Major Council endorsed community festivals or events (ie: Elmvale Maple Syrup Festival, Fall Fair and CRA events);
- 3.4 Township of Springwater public service announcements, including closures and disruptions to a Township facility/service and/or municipal infrastructure;
- 3.5 Emergency communications;
- 3.6 Promotion of a Township-wide strategic initiative or program;
- 3.7 The municipality may use messages on the digital signs to thank sponsors for supporting Township events;
- 3.8 Seasonal campaigns through the Township’s strategic partnership with the Elmvale & District Food Bank.

4. Content not Permitted

The following material will not be posted to the Outdoor Digital Signage Network:

- 4.1 Political or religious messages, promotion or advertising;
- 4.2 Content promoting a message related to the use of controlled substances/products;
- 4.3 Non-formatted content that does not meet Township brand guidelines;
- 4.4 Content that is not presented in a professional manner and is not easy to read and understand, at the discretion of the Communications department;

- 4.5 Any content that is a visual distraction for drivers as defined by the Highway Traffic Act and at the discretion of the Communications department;
- 4.6 Unapproved content from originating department;
- 4.7 Initiatives that are not associated with the Township of Springwater; unless specified in item 2.5;
- 4.8 Not intended for personal celebratory messages of individual community member;
- 4.9 Not intended for the advertising of private businesses; unless specified in item 2.5;
- 4.10 Paid or commercial advertising will not be permitted; and,
- 4.11 Requests not made within the stipulated time frame (minimum of four weeks) unless it is an emergency or urgent notice.

5. State of Emergency

In the event of a declared emergency, precedence on the outdoor digital signs will be given to emergency messaging and all scheduled placements may be removed during this time.

Responsibility

The Communications department will be responsible for managing all submissions and requests to the Township for digital messaging on the outdoor digital signs.

1. All requests require a minimum four weeks lead time before posting and will not be posted for longer than fourteen (14) days unless approved by the Communications department or designate, or through the hearing process.
2. All requests must be submitted for review and scheduling using the designated electronic application form.
3. Communications will respond to the originator via email within two (2) business days of receiving the request to let the requestor know the request has been received, approved/forwarded to the Hearing Committee, logged for processing and the expected date of activation.

Requests Outside of the Policy Scope – Elmvale Outdoor Digital Sign

The Outdoor Digital Signage Hearing Committee will be responsible for reviewing requests for the Elmvale Outdoor Digital Sign that does not fall within the scope of this policy.

- 1) All requests for the Elmvale sign that do not fall within the scope of this policy shall be referred to the Outdoor Digital Signage Hearing Committee.
- 2) A meeting of the Committee will be called where the Committee will review the application and either approve or deny the request. If the request is approved, the Communications Officer shall follow the remainder of the policy requirements.
- 3) There shall be no appeal mechanism, and the decision of the Committee shall be final.
- 4) Governance and procedures for the Committee shall be established, with Council approval.

Authority

By signing below, the official representative validates that the policy has been approved by the appropriate Approval Authority (Council, Senior Management, Department Director).

Approval Authority Official Representative:	Mayor	Resolution or By-law #: C450-2023 & C94-2024
Signature:		
Date signed:	February 29, 2024	