



## Electronic Signage

<b>Procedure No.:</b> PS-Rec-5	<b>Council Resolution No.:</b>
<b>Department:</b> Recreation	<b>Authority:</b> Council
<b>Effective Date:</b> September 24, 2018	<b>Revision Date:</b>
<b>Review Date:</b> September 24, 2021	<b>Repealed Date:</b>
<b>Supersedes:</b>	
<b>Related Policy No.:</b> PS-Rec-5	
<b>Related Policy Name:</b> Electronic Signage Policy	

### Purpose

The purpose of this procedure is to implement a process for the display of information on the Electric Sign. Utilization of this sign will assist the Municipality and its stakeholders with communications and the building of community.

### Operating Guidelines

#### 1) Eligibility

Advertising opportunities will be available for:

- Not-for-Profit or volunteer based organizations that operate within the Town of Taber and MD of Taber.
- Community events that contribute to the social well-being of the community and is of general interest to the residents.
- Individual messages that have been pre-approved by the Municipality.
- Public Safety messages.
- Messages from the Municipality
- Sponsors of Municipal events and facilities.

#### 2) The following will not be considered for inclusion on the sign:

- a) Personal messages/notices;
- b) Messages that promote political, factional or religious viewpoints;
- c) Sexually suggestive material;
- d) Discriminatory notices that would incite hatred towards any group;
- e) Activities or events that are unlawful;
- f) Activities or events that are contrary to the policies of the Municipality;



- g) Business advertisements;
- h) Job postings other than those for the Municipality; and,
- i) Any other content deemed unsuitable by the Municipality at its sole discretion.

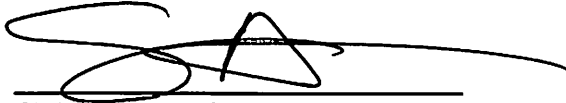
3) Process

- a. Community Organizations or groups, must complete the application form for review;
- b. The Municipality reserves the right edit text and images to appropriately deliver information to the public;
- c. The Municipality has the right to edit or reject any submissions that are not deemed appropriate;
- d. Messages must be brief and concise to allow for the best clarity;
- e. Messages may be displayed for a minimum of one week;
- f. All Digital Media must follow the Town of Taber Land Use Bylaw of which a portion states that:
  - Digital media content must remain in place unchanged for a minimum of 6 (six) seconds.
  - No illuminated sign may incorporate flashing lights, strobe lights, or other features that would interfere or distract traffic.
- g. The advertiser shall not hold the Municipality responsible for any error and/or omissions that may occur, however caused;
- h. Appearance of messages is subject to constraints of priorities, as well as electronic and mechanical limitations;
- i. Posting will take place once per week, where practical;
- j. The dates of the postings, their duration and final content are all at the final discretion of the municipality;
- k. In the event of an emergency, the Municipality has the right to suspend all messages and utilize the sign for emergency purposes only;
- l. Should the sign be down for a period of time due to emergency situations, weather or technical issues, the Municipality will reimburse pro-rated time;
- m. The Municipality reserves the right to make changes to this procedure and the fee schedule;
- n. The Municipality reserves the right to cancel advertising at any time.

4) Advertising Parameters

- a. As per the Land Use Bylaw, videos or flashing images are prohibited;
- b. A white background is not recommended;
- c. The number of messages and length will be determined based on activity and priorities within a designated time frame;
- d. Full payment is required at the time of booking; and
- e. Should an event be cancelled during the appearance of a message, no reimbursement shall be made.





CHIEF ADMINISTRATIVE OFFICER

Oct. 4/2018

DATE

