

Policy No.:	167.23	Council Approval: Resolution No.: 217/11 Date: June 28, 2011
Policy Title:	Electronic Sign Policy	
Department:	Corporate Services	
Reviewed:		
Revised:	January 24, 2023	
Supersedes Policy/Bylaw:	Community Event Sign	

1. Policy Statement

1.1 The Town of Blackfalds electronic sign boards are utilized to engage and inform the community residents and visitors about upcoming events, functions, celebrations, and other important news.

2. Reason for Policy

2.1 This Policy will allow staff, advertisers, public, and community groups a clear and concise requirement of what can be posted on the two (2) town owned electronic signs.

3. Definitions

3.1 Highway 2A Electronic Sign refers to the electronic sign located on the west side of Highway 2A.

3.2 Broadway Avenue Electronic Sign refers to the electronic sign located at the intersection of Broadway Avenue and East Railway Street.

4. Responsibilities

4.1 Municipal Council to:

4.1.1 Approve by resolution this policy and any amendments.

4.1.2 Consider the allocation of resources for successful implementation of this policy in the annual budget process.

4.2 Chief Administrative Officer to:

4.2.1 Implement this policy and approve procedures.

4.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

4.3 Director of the Department to:

4.3.1 Ensure implementation of this policy and procedure.

4.3.2 Ensure that this policy and procedure is reviewed every three years.

4.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

4.4 Manager to:

4.4.1 Understand and adhere to this policy and procedure.

4.4.2 Ensure employees are aware of this policy and procedure.

4.5 All Employees to:

4.5.1 Understand and adhere to this policy and procedure.

4.6 All Advertisers to:

4.5.2 Understand and adhere to this policy and procedure.

5. Appendix

5.1 Electronic Sign Procedure

5.2 Electric Sign Board Advertising Contract

6. End of Policy

PROCEDURE	Policy No.: Policy Title: Department:	#167.23 Electronic Sign Policy Corporate Services
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1. Preamble

The Town of Blackfalds has two (2) electronic signs that vary performance and programming. The electronic sign on Highway 2A has enhanced graphic capabilities and programming vs the electronic sign on Broadway Avenue which has limited graphics. The electronic sign system on Broadway Avenue will only be utilized for municipal messaging.

2. Electronic Sign Messaging

- 2.1 The Town reserves the right to determine message priority, display time, display order, and wording.
- 2.2 The electronic sign boards will be changed once per week.
- 2.3 The Town of Blackfalds messaging and advertising takes precedence over all other advertising.
 - 2.3.1 In the case of an emergency, all notifications can/will come down to allow for the posting of a message from the Town of Blackfalds.

3. Community Use

- 3.1 Advertising contract/prices will only pertain to the Highway 2A Electronic Sign, as the Broadway Electronic Sign does not allow for customization and will only be for Town of Blackfalds use.
- 3.2 Messages from community groups and businesses (both profit and non-profit) will be allowed on the 2A Electronic Sign
- 3.3 The Town will provide a maximum of two (2) slots per advertiser per week.
- 3.4 The Town will determine the final layout and design of all messages and reserves the right to modify and/or remove all messages.
- 3.5 Messages will be considered on a first come, first serve basis.
 - 3.5.1 No one is guaranteed a space on the electronic sign board.
 - 3.5.2 The length of time displayed will depend on the number of messages.
 - 3.5.3 Messages will be up on the electronic sign board a minimum of one week (7 days).
 - 3.5.4 There will be a limit of 20 adverts per week (10 businesses, 10 community groups).
 - 3.5.5 The fees for advertising on the electronic sign are set by the Town of Blackfalds for a maximum of seven (7) day increments and must be paid prior to advertising.
- 3.6 Ad appropriateness is at the discretion of the Town of Blackfalds.
- 3.7 Prohibited advertising

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- 3.7.1 The Town will not solicit or accept advertising or sponsorship from companies whose reputation could prove detrimental to the Town's public image and/or whose main business is derived from:
 - 3.7.1.1 The sale of tobacco
 - 3.7.1.2 Pornography
 - 3.7.1.3 Represents political endorsement of a party, elected representative or candidate, or candidate from any level of government
 - 3.7.2 The Town will not allow advertising or sponsorship, either directly or through third party arrangements that
 - 3.7.2.1 Convey a negative religious message that might be deemed prejudicial to religious groups
 - 3.7.2.2 Present demeaning or derogatory portrayals of individuals or groups or contain anything, which, considering generally prevailing community standards, is likely to cause deep or widespread offence
 - 3.7.3 Council may also consider any proposal or direct staff to pursue any opportunities for advertising and sponsorship that do not strictly adhere to this policy
 - 3.7.4 Alcohol related advertising/promotions must abide by the Alberta Gaming, Liquor and Cannabis' (AGLC) Licensee Handbook (Section 7 and 8)
 - 3.7.5 The Town may, at its discretion, bring any proposals to Council for their approval even if they do not meet the guidelines of this policy
 - 3.8 The Town of Blackfalds is not responsible for any malfunctions to the sign boards beyond our control. Best efforts will be made to provide an equivalent schedule of advertisements upon repair.
 - 3.9 The Town of Blackfalds reserves the right to limit messages for events held on a regular basis, i.e., weekly, or monthly events. This is to ensure fair opportunity for all groups wishing to display a community message.
 - 3.10 The Town of Blackfalds is not responsible for verifying the accuracy of information except for municipal information.

4. End of Procedure

Approval

Chief Administrative Officer

Date