

POLICY

Policy No. 11 305 23/10/16
Legislative and Communications Department

MUNICIPAL DIGITAL SIGNAGE

SCOPE:

This policy applies to all digital communication utilizing municipally owned digital sign installations or kiosks for vehicles and pedestrians (all departments and external).

STATEMENT:

The Town of Nanton is committed to providing its residents, taxpayers 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 statutory notices, events, meetings and public messages from the municipality, partner municipalities, local non-profit organizations and local clubs/ associations.

PURPOSE:

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

GENERAL CONDITIONS:

1.0 Content on Municipal Digital Signage

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 Nanton positively.

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

- a) Personal advertisements from individuals or material that could violate privacy of an individual;
- b) Advertisements for private business, with the exception of a signage installation sponsorship agreement (see 1.3);
- c) Fund-raising announcements for causes that are not directly supported or formally endorsed by the Town or its local municipal/ not-for-profit partners;
- d) Promotion of political, factional or religious viewpoints;

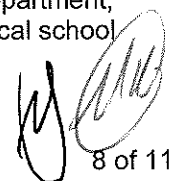
- e) False, misleading or deceptive messages;
 - f) Messages expressing discriminatory views pursuant to provincial or federal legislation;
 - g) Material that is protected by copyright without the express written permission of the copyright holder;
 - h) Messages advocating/encouraging the consumption of alcohol, tobacco, marijuana, or drugs;
 - i) Messages advocating/encouraging the participation in gambling or games of chance.
- 1.2 Information provided for the municipal digital signage may be adapted for use on the Town website or social media platforms at its discretion.
- 1.3 The Town will consider multi-year private sector proposals for municipal digital signage sponsorship on a case-by-case basis pursuant to the Town sponsorship policy.
- 1.4 The Town will consider proposals for the tasteful and sensitive posting of local area obituaries provided by area funeral homes on a case-by-case basis;
- 1.5 The Town may consider the posting of basic church and religious organization general meeting or service times and places on a single information slide for all participating faiths and denominations.
- 1.6 The Town will approve a much more limited level of content to the highway 'gateway' electronic signs as third party content must be legible to vehicles and promote visitation.

2.0 Appearance, Use and Functionality of Municipal Digital Signage

- 2.1 The municipality may utilize its municipal digital signage to thank organizers sponsors for supporting community or town events.
- 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.
- 2.3 Messages may be edited for clarity and conformity to the requirements of the medium.
- 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.
- 2.5 Appearance of messages are subject to constraints of priorities, as well as electronic and mechanical limitations.

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) and statutory municipal notices;
- b) Messages from the Town of Nanton, partner municipalities, Nanton Fire Department, Nanton Quality of Life Foundation, Nanton RCMP, Thelma Fanning Library, local school division and public/community health entities;




- c) Community events and messages hosted and/or sponsored by registered Nanton non-profit organizations;
- d) Other content if approved.

3.0 Application

- 3.1 If an advertising fee is set in future, third parties must pay the processing fee in accordance with a rate set in the current *Fees and Rates Bylaw*. If no rate is set, the service is free of charge.
- 3.2 Requests to utilize municipal digital signage will generally only be considered from registered Nanton registered non-profit organizations.
- 3.3 Organizations wishing to utilize municipal digital signage must accept any terms or conditions set by the Chief Administrative Officer or designate.
- 3.4 Organizations wishing to utilize municipal digital signage must comply with this policy.

4.0 Responsibilities

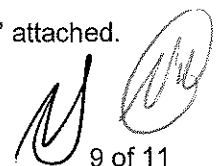
- 4.1 Council approves the *Municipal Digital Signage Policy*.
- 4.2 The Chief Administrative Officer or designate has the authority and responsibility to:
 - a) Ensure staff compliance with the policy;
 - b) Review the effectiveness of the Municipal Digital Signage program and provide recommendations to Council.
- 4.4 The Administration Department, in conjunction with contracted service providers and Public Works, is responsible for all operational and maintenance aspects of the Municipal Digital Signage.
- 4.5 Municipal staff are required to comply with the *Municipal Digital Signage Policy*.

5.0 References and Related Documents

- 5.1 Communications and Social Media Policy.
- 5.2 Fees and Rates Bylaw.
- 5.3 Municipal Government Act.
- 5.4 Sponsorship Policy.

6.0 Specifications

- 6.1 Basic submission guidelines for graphics are appended to this policy in schedule 'A' attached.



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MR Gop

MAYOR

[Signature]

CHIEF ADMINISTRATIVE OFFICER

October 16, 2023

Date

October 16, 2023

Date



Policy No. 11 305 – 23/10/16 - Schedule 'A'

Graphics should ideally be provided at either *.png or *.jpeg formats. Colours must be in RGB format to replicate successfully.

20th Street Pedestrian Kiosk:

Typical graphic specifications:

1080x1920 pixels (full screen) 1080x960 pixels (half screen-top or bottom)

540x1920 pixels (half screen – left or right) 1080x640 pixels (third screen)

540x960 pixels (quarter screen)

PowerPoint slideshows:

Export as a landscape MP4 file. Duration no longer than 20 seconds.

Organizations are encouraged to generate ½, 1/3, or ¼ screen graphics in the interests of making the overall slideshow on the unit more effective/ dynamic.

Highway 2 Gateway Signs:

Typical graphic specifications: LANDSCAPE ONLY

Recommended size:

600x200 pixels Guidance: keep contrasts sharp and fonts large and legible.

PowerPoint slideshows:

Export as a landscape MP4 file. Duration no longer than 7 seconds.

