

**ELECTRONIC SIGN AND BANNER USE POLICY**

# PURPOSE

* This policy facilitates effective communication tools for important community messaging.
* This policy ensures open, honest and clear channels of communication in the use of municipal signage.
* This policy provides direction for the appropriate use of signage in the municipality.

*Appearance, Use and Functionality of Municipal Digital Signage*

* 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.
* Messages may be edited for clarity and conformity to the requirements of the medium.
* 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.
* Appearance of messages are subject to constraints of capacity, priorities, as well as electronic and mechanical limitations.

*The following priority system shall be utilized in selecting messages to be posted:*

1. Emergency messages - in the event of an emergency, the City reserves the right to suspend all messages and use signage for emergency purposes only;
2. Messages from the City of Estacada;
3. Messages from other government agencies that have a local impact or significance; and
4. Community events and messages hosted and/or sponsored by non-profit organizations, located or operated within the City of Estacada.

CONTENT OF MESSAGING

The sign shall be used for community benefit and not to promote individual businesses. The City of Estacada cannot allow speech that would violate Federal or State law, ie. unauthorized use of trademarks, messages that violate state neutrality laws, obscene language.

# SUBMITTING A REQUEST

Requests to utilize municipal digital signage and banners will only be considered from registered non-profit organizations or government agencies and must be submitted to City Hall using the request form located on the website - *hard copies are also available at City Hall*. All requests shall be submitted at least one (1) week prior to the requested posting date. Messages will be posted for a maximum of 2 weeks in any calendar year, depending on availability.