



# Municipal Digital Signs and Lobby Screens Policy

**Policy Number:** G-CP-002

**Authority:** 07/16, 0/20

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**Department Responsible:** Strategy and Engagement Department

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## 1. Policy Statement

- 1.1 The Town of LaSalle will ensure open, honest and clear communication channels including use of the Digital Signs and Lobby Screens at municipal facilities. The Digital Signs and Lobby Screens shall be used for the dissemination of information by displaying information about events, meetings and public messages etc.

## 2. Scope

- 2.1 This policy applies to the practice of facilitating effective communication tools for community messaging on all Digital Signs and Lobby Screens located at all Town of LaSalle facilities.

## 3. Definitions

- 3.1 In this Policy,

**Department** means the Director of the Strategy and Engagement Department and the Corporate Communication and Promotions Officer.

**Digital Signs** means outdoor digital signs that can display messages.

**Director** means the Director of the Strategy and Engagement Department or their designate.

**Lobby Screens** means indoor television screens that can display messages that are in Town facilities.

**Messages** means graphics and text that provide information, education and updates.

**Town** means the Corporation of the Town of LaSalle.

## **4. Policy**

### **4.1 Priority of Messages**

- 4.1.1 The following priority system shall be used in selecting Messages to be posted on the Digital Signs and/or Lobby Screens:
- a. Emergency Measures (in the event of an emergency, the Town has the right to suspend all Messages and use the Digital Signs and/or Lobby Screens for emergency purposes only).
  - b. Information from the Town.
  - c. Safety-related messages such as fire prevention, education and notices.
  - d. Messages from other government agencies that have a local impact or significance.
  - e. Community events and Messages hosted and/or sponsored by a non-profit organization.

### **4.2 Appearance and Use of Messages**

- 4.2.1 Requests for displaying Messages shall be submitted in writing to the Department at least three weeks before an event/posting date.
- 4.2.2 The number of Messages at any given time is limited and precedence will be given to the Messages advertising the earliest event.
- 4.2.3 The Department offers no guarantee for the appearance of any Message, or the length of time that the Message will be displayed.
- 4.2.4 The Town is not liable for power outages or other acts beyond its control that affect the ability to convey Messages on behalf of third parties.
- 4.2.5 Appearance of Messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
- 4.2.6 Messages may be edited for clarity and conformity to the requirements of the device.
- 4.2.7 The Department may use Messages to thank sponsors for supporting Town events.
- 4.2.8 Messages unrelated to municipal affairs shall not state and/or imply Town endorsement and/or approval.

[Municipal Digital Signs and Lobby Screens]

### 4.3 Messages Not Permitted

4.3.1 The following Messages shall not be permitted on the Digital Signs and/or Lobby Screens:

- Private sector messages, whether from an individual, group, organization and/or business.
- Paid advertising or commercial messaging.
- Political advertising of any type.
- Promotion of political, factional or religious viewpoints.
- False, misleading or deceptive messages.
- Messages expressing discriminating viewpoints pursuant to the *Ontario Human Rights Code*.
- Material protected by copyright without the express written permission of the copyright holder.
- Messages advocating/encouraging the consumption of alcohol, tobacco, marijuana and/or drugs.
- Messages advocating and/or encouraging the participation in gambling or games of chance.
- Events and/or functions open only to members of an organization.
- Material that may violate an individual's privacy.

## 5. Roles and Responsibilities

5.1 The Director is responsible for this Policy.

5.2 The Department is responsible for managing the content of the Digital Signs and Lobby Screens and will delegate authority as determined appropriate.

## 6. References and Related Documents

Town of LaSalle Brand Identity Standards  
Town of LaSalle Customer Service Standards  
Ontario Human Rights Code

## 7. Attachments

None