



## Municipal Noticeboard Policy

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<b>Approving Committee:</b>	
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Version	Date	Meeting Type	Resolution #	Reason for Change

# NOTICEBOARD POLICY

## 1.0 Statement

Communication with residents is a priority for Loyalist Township. The Township is committed to communicating messages that will both impact residents and provide opportunity for community engagement and enrichment. Loyalist Township owned noticeboards are used for municipal information and to advertise community groups and events that will enrich the lives of residents, ratepayers, and visitors.

## 2.0 Purpose

- 2.1 The purpose of this policy is to facilitate effective and equitable communication on Loyalist Township owned noticeboards.
- 2.2 This policy provides direction for the appropriate use of Township noticeboards.
- 2.3 This policy provides a consistent and uniform process for community groups to request the use of Township noticeboards and formalizes the procedure for service requests.
- 2.4 This policy defines who may access municipal signage for promotional messaging.
- 2.5 This policy provides staff with the authority to prioritize Loyalist Township noticeboards for service delivery, emergency situations, and corporate communications.

## 3.0 Scope

- 3.1 This policy applies to:
  - The digital noticeboards at the Amherst Island Ferry Docks
  - The digital noticeboard at the W.J. Henderson Recreation Centre
  - The channel letter signs at the Amherstview Fire Hall and the Bath Fire Hall
  - All municipally owned physical noticeboards including those installed in the future with the exception of any signs installed with a unique/singular purpose.

This policy shall be reviewed after one (1) year from the date it becomes effective, and/or sooner at the discretion of the CAO or designate.

## 4.0 Principles

- 4.1 This policy and its procedures are based on the following communications principles:

Confidence	Noticeboard users and the public should have confidence in the reliability of the process
Confidentiality	Customer requests will remain confidential in accordance with applicable policies
Fairness & independence	The process should be fair and include an independent review process.
Effectiveness	Staff should address issues within their authority and capacity. Community Groups and other noticeboard users should be advised of available noticeboard options
Flexibility	Staff should have the discretion to adjust and adapt their response based on the nature of the request
Timeliness	Timelines should be established by staff in responding to requests filed

## 5.0 Definitions:

**“Government or Agency”** means another tier of government, municipality, department or body providing a specific service for a government or similar organization.

**“Municipal Noticeboards”** means digital and analog signs owned by Loyalist Township.

**“Physical Noticeboards”** means bulletin boards owned by Loyalist Township on which notices can be posted.

**“Commercial advertisements”** means advertisements with the intent to promote a commercial business.

**“Non-profit Community Groups”** means an organization seeking to relieve poverty, advance education, or has other benefits to the community deemed to be charitable.

**“Registered Charity”** means charitable organizations, public foundations, or private foundations that use their resources for charitable activities and have charitable purposes.

**“Programs”** means sports or athletic groups and other activity groups.

**“Service Club”** means a voluntary non-profit organization where members meet regularly to perform charitable works.

**“Service Request”** means a request made to the Township for a specific service. In this instance a noticeboard service request is the request to post a message on a Township noticeboard.

**“Township”** means the Corporation of Loyalist Township.

## **6.0 General Conditions**

- 6.1** Content on Municipal Noticeboards conveys information to the public as a representation of Loyalist Township and will be operated in a manner that represents Loyalist Township in a positive manner.
- 6.2** The number of messages to appear on noticeboards is limited and Township Staff will prioritize messages in the following order.
- a) Emergency messages (in the event of an emergency the Township reserves the right to suspend all messages and use noticeboards for emergency purposes only.)
  - b) Messages that support Loyalist Township operations.
  - c) Corporate messages from Loyalist Township.
  - d) Messages specific to the facility where the noticeboard is located are given priority.
  - e) Messages from community groups including service clubs, non-profit community groups, government or agencies and programs promoting events, programs, or charity initiatives.
  - f) Precedence will be given to messages promoting the earliest event.
- 6.3** Whenever possible, Loyalist Township Staff will post messages in the format they are received, however, messages may need to be edited for clarity, accessibility and conformity to noticeboard constraints. Constraints can include but are not limited to font size, maximum length, colour and slide delay.
- 6.4** Noticeboard requests must be submitted a minimum of five (5) business days prior to posting. The maximum length of time a message can appear on a Township noticeboard is fourteen (14) days, unless an alternative arrangement is approved by Township staff.
- 6.5** The following information shall not be permitted to be posted on Township Noticeboards.
- a) Promotion of political, factional, or religious viewpoints.
  - b) False, misleading, or deceptive messages.
  - c) Messages expressing discriminatory views pursuant to the Ontario Humans Rights code.
  - d) Messages containing material protected by copyright without express written permission of the copyright holder.

- e) Messages advocating substance use and/or abuse.
- f) Messages or advertisements promoting participation in gambling.
- g) Messages that may violate an individual's privacy.
- h) Messages promoting events only open to members.
- i) Commercial advertisements are not permitted unless an agreement has been executed between the advertiser and Loyalist Township in accordance with any applicable Township policies.

**6.6** The Township is not liable for power outages, electronic or mechanical disruptions or other acts beyond its control which affect the ability to display messages on Township noticeboards.

## 7.0 Procedures

- **Online:** A standardized fillable form can be accessed on the Township website to request access to noticeboard and provide information to be included in message.  
<https://www.loyalist.ca/NoticeboardRequest/>
- **Phone:** Those requiring assistance with technology, can call the Township office at 613-386-7351, ext. 115 and provide the Marketing and Communications Specialist with their noticeboard request information.
- **In Person:** Visit the Odessa Municipal Office or the W.J. Henderson Recreation Centre during Township business hours and speak with a customer service staff for assistance with your noticeboard request.



