

## CORPORATE POLICY

**POLICY TITLE:** VAUGHAN ELECTRONIC SIGNAGE NETWORK

**POLICY NO.:** 17.C.04

<b>Section:</b>	Public Information		
<b>Effective Date:</b>	December 4, 2020	<b>Date of Last Review:</b>	July 8, 2016
<b>Approval Authority:</b> Administration	<b>Policy Owner:</b> City Manager		

### POLICY STATEMENT

The City of Vaughan Electronic Signage Network consists of large street-level digital signs placed at high-traffic areas in Wards across Vaughan. These digital signs enhance public awareness of significant City initiatives, corporate events, calls to action and emergency messaging for Vaughan citizens and visitors. This policy provides procedures and guidelines relating to the usage and content deployed to the screen by the Corporate and Strategic Communications Department.

### PURPOSE

The Vaughan Electronic Signage Network Policy establishes guidelines and procedures relating to the network of monument-style signs (outdoor digital signs) located at City facilities and the existing City Hall TV monitors, for the purpose of:

1. Providing accurate, timely and clear information about City news, community events, municipal programs and services, public safety and emergency preparedness messages, weather updates and city-building initiatives to City of Vaughan residents, businesses, visitors and other stakeholders;
2. Increasing accessibility to local government in order to encourage greater interest and participation in local affairs;
3. Promoting greater transparency in government;
4. Providing information which will add value to the City by raising awareness; and,
5. Sharing information and encouraging public involvement.

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**SCOPE**

This policy applies to the entire organization, including requests by Mayor and Members of Council relating to the usage of the Vaughan Electronic Signage Network and content deployed to the screens by the Corporate and Strategic Communications Department.

**LEGISLATIVE REQUIREMENTS**

None.

**DEFINITIONS**

**1. Electronic/Digital Signage:** The network of digital signs located at City facilities, including the existing City Hall TV monitors.

**POLICY**

**1. Administration**

- 1.1. Corporate and Strategic Communications is responsible for managing content within the signage network and City Hall, including the uploading and deletion of content.
- 1.2. All requests for posting material will be submitted via designated electronic form.
- 1.3. For outdoor digital signs, all slides are made by Corporate and Strategic Communications with input from departments.
- 1.4. The electronic signage is updated and monitored by Corporate and Strategic Communications during regular office hours, Monday to Friday, 8:30 a.m. to 4:30 p.m.
- 1.5. Remote access for emergency situations is available for the digital signs at City facilities and will be managed by Corporate and Strategic Communications at the direction of the Director or Manager of Corporate and Strategic Communications.
- 1.6. Corporate and Strategic Communications will maintain a tracking log which will include details of the posting request, including date, department, topic and duration.

## **2. Content and Criteria**

- 2.1. Corporate and Strategic Communications staff should ensure all information, photos, illustrations and design submitted for posting meet a professional standard consistent with the City's brand and image.
- 2.2. Copy must meet the City's "plain language" standard, making it easy to read and understand.
- 2.3. Corporate and Strategic Communications will provide content and design direction and may change copy to fit road safety standards.
- 2.4. Live motion video, animation or flash images cannot be posted on the network with the exception of City Hall TV monitors.
- 2.5. Items considered for posting should meet one or more of the following criteria:
  - 2.5.1. Upcoming City of Vaughan hosted events, public meetings or workshops;
  - 2.5.2. Upcoming Council meetings;
  - 2.5.3. Festivals and events that have been endorsed by Council;
  - 2.5.4. Vaughan public service announcements, including closures and disruptions to a City facility or service;
  - 2.5.5. Emergency communications;
  - 2.5.6. Promotion of a city-wide strategic initiative or program;
  - 2.5.7. International delegations to City Hall;
  - 2.5.8. Distribution notice of a city-wide report to the public and other city-wide communication tools (i.e. Recreation Guide);
  - 2.5.9. Community Services Organizations (CSO's) identified and approved by Recreation Services as an official Fairs and Festivals group. Corporate and Strategic Communications will confirm with Recreation Services, where required; and,
  - 2.5.10. The criteria to consider recognition for a sponsoring company on the digital sign network will depend on the relevance, reason and context of the contribution; and will be evaluated on a case-by-case basis by Corporate and Strategic Communications. No logo or identity other than

Vaughan's can take more than 1/8 of screen space. In every case, the external company's identity will be adapted to the City's screen layout standards and will only be included on the slide with the words "Presenting Sponsor" next to the logo.

2.6. The following material will not be posted to the electronic signage network:

- 2.6.1. Political messages, promotion or advertising;
- 2.6.2. Non-formatted or content that does not meet City brand guidelines, as outlined in s.2.1 (City Standards);
- 2.6.3. Content that is not presented in a professional manner and is not easy to read and understand, at the discretion of the Director or a Manager of Corporate and Strategic Communications;
- 2.6.4. For outdoor digital signs, any content that is a visual distraction for drivers as defined by Corporate and Strategic Communications staff;
- 2.6.5. Unapproved content from originating department;
- 2.6.6. Initiatives that are not associated with the City of Vaughan;
- 2.6.7. Non-for-profit events unless endorsed by City Council;
- 2.6.8. Requests not made within the stipulated time frame (four business days) unless it is an emergency or urgent notice; and,
- 2.6.9. During a municipal election, there will be a black-out period where no content related to Councillor events or messaging will be played.

### **3. State of Emergency**

3.1. In the event of a declared emergency, precedence on the electronic signage network will be given to emergency messaging and all scheduled placements will be removed during this time.

### **4. Submitting A Request**

4.1. All requests require a minimum four-day lead time (business days) before posting and will not be posted for longer than 14 days unless approved by the Director or Manager of Corporate and Strategic Communications.

4.2. All requests must be submitted for review and scheduling to [corpcomm@vaughan.ca](mailto:corpcomm@vaughan.ca).

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4.3. Corporate and Strategic Communications will respond to the originator via email within two business days of receiving the request to let the requestor know the request has been received, approved/rejected, logged for processing and expected date of activation.

**ADMINISTRATION**

*Administered by the Office of the City Clerk.*

<b>Review Schedule:</b>	5 Years If other, specify here	<b>Next Review Date:</b>	December 4, 2025
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<b>Related Policy(ies):</b>	
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<b>Related By-Law(s):</b>	
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<b>Procedural Document:</b>	
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**Revision History**

<b>Date:</b>	<b>Description:</b>
29-Jan-21	Policy migrated onto new template, minor administrative updates.
Click or tap to enter a date.	
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