

ELECTRONIC SIGN BOARDS – CSRD OWNED FACILITIES

Preamble

The CSRD owns electronic sign boards which have been installed for use as a communication medium at various CSRD owned facilities. The purpose of this policy is to provide eligibility criteria on the agencies that are tasked with posting sign board content, and to provide parameters for messaging on an Electronic Sign Board.

Policy

The CSRD may assign an agency to be responsible for posting messages to the Electronic Sign Board. In the case of CSRD owned Recreation Centres, the agency that has the contract for management and operation of the recreation centre will be responsible for posting messages to the Electronic Sign Board.

The Electronic Sign Board will be available to the following organizations:

- Host municipality
- CSRD
- Local Arts and Culture Organizations
- Local Minor Sports Organizations
- Local Community Organizations

Eligible organizations (non-municipal) must be registered non-profit and must be:

- a) physically located within the member municipality or electoral area that contribute to the subsidy of the CSRD facility; and
- b) primarily provide services to residents of the member municipality or electoral area in accordance with item (a) above. Eligible organizations will not be not subject to any message fees.

Non-eligible groups include commercial organizations, for-profit businesses, faith based organizations, private individuals, politicians (elected or campaigning) and political parties.

Related government or non-profit organizations (i.e. other municipalities, other Regional Districts, the Province of BC, etc.) may be permitted messaging access based on the relevancy of the message to local residents on a message-by-message basis (i.e. major community or regional events).

The name of a commercial organization may be displayed with the name of the event in circumstances where the commercial organization is sponsoring an event at a CSRD facility and the event qualifies to be posted on the Electronic Sign Board, in accordance with the criteria of this policy.

The procedure for posting a message on the Electronic Sign Board will be at the discretion of the agency that assigned as responsible for posting messages.

All messages must comply with the laws, statutes, regulations and bylaws in force within the CSRD and the relevant member municipality (if applicable). All messages must conform to the principles underlying the Canadian Charter of Rights and Freedoms, and in particular must be:

- a) free of any demeaning, derogatory, exploitive or unfair comment or representation of any person or group of persons; and
- b) free of any demeaning, derogatory, exploitive, or unfair comment or representation based on race, colour, ancestry, ethnic origin, creed, religious affiliation, sex, sexual orientation, disability, age, marital, or family status.

JULY 2013

AMENDED: AUGUST 15, 2019