



MEMORANDUM

TO: Community Relations Committee

FROM: Nick J. M. Partipilo, Administrative Intern, Office of the Village Manager

MEETING DATE: August 12, 2019

SUBJECT: **Amendments to the Village Electronic Message Board Policy**

The Village of Lombard has an existing Electronic Message Board Policy. In connection with the reevaluation of the Village's existing Room Use Policy, the Electronic Message Board Policy has been updated and revised.

The policy that the Village currently has in place was updated to include stipulations regarding usage of the sign by elected officials. The primary use of Village elected officials for Village electronic message boards would be for publication of public interest community meetings, along similar lines as the parameters for Lombard-based not for profit organizations. The proposed restrictions upon sign use include, but are not limited to: non-approval for messages that include advertisements, messages seeking solicitation for collections, as well as for messages which includes a public service announcement or general messaging.

Action Requested

Staff recommends that the Community Relations Committee support the amendments made to the Village's Electronic Message Board Policy.



VILLAGE OF LOMBARD

VILLAGE BOARD POLICY

MEMORANDUM

**SUBJECT: Public Information
Notification System**

**Section: 5.H.
Dept.: Village Manager's Office
Date: August 12, 2019**

Distribution: All Departments

I. Purpose

This administrative policy is intended to establish procedures and guidelines governing the use of the Village's electronic messaging sign, used to distribute messages to the community. The primary use of the sign is to convey Village of Lombard messages to residents and to communicate in times of emergency. The focus of the new signage shall be on village news, events, and information.

II. Responsibility

The Village's Communication Coordinator will act as the administrator for the electronic sign. The following employees shall have access to the Watchfire software to schedule, monitor and control non-emergency and emergency messages:

- Communications Coordinator
- Communications Specialist
- Assistant Village Manager
- Administrative Secretary
- IT Manager

III. Forms

- Not-for-profit Electronic Sign Request Form
- Unit of Local Government or School District Electronic Sign Request Form

IV. Procedures

The Village of Lombard owns and operates the electronic sign located at the southeast corner of Main Street and Wilson Avenue. The Village utilizes the sign to provide pertinent news, announcements, and information to the public. In an emergency, all messages will be suspended and only crisis related information will be displayed.

The electronic sign allows the Village to display multiple messages throughout the day. The following guidelines outline electronic sign usage:

Eligibility: The following entities are eligible to submit requests for electronic sign messages. Priority for messaging is in the following order:

1. Village of Lombard messaging including emergency messages. Per the direction of the Village Manager, or as designated to the PIO (Public Information Officer), Fire Chief, Police Chief, emergency or public safety messages will override all other messaging. Village of Lombard messaging of any type will always maintain top priority with use of the sign.

2. Other units of local government and school districts with jurisdictional boundaries which overlap the corporate limits of the Village, in whole or in part.
3. Lombard not-for-profit organizations that are sponsoring an event within the Village of Lombard which is open to the community, whose primary purpose is not-for-profit and not for commercial gain. No private business messages can be displayed on the electronic sign and no outside advertising will be permitted.
 - a. A not-for-profit organization is defined as an Illinois and IRS/Internal Revenue Service registered not-for-profit organization, with a tax exemption number, either based in the Village of Lombard or whose service area consists principally in the Village of Lombard.
4. Formal recognition of Lombard student athletes, Lombard athletic teams or Lombard student individual all-state academics, under the following conditions:
 - a. The individual student athlete has placed first in State for his/her respective sport/program; or
 - b. The athletic team is the State Champion in its respective sport/program; or
 - c. The individual student receives an all-state academic award;
 - d. And a school representative contacts the Village office to request posting of a message.
5. Elected Officials Holding Office can request the display of messages under the following conditions:
 - a. The requested message promotes a meeting or event that is open to the general public.
 - b. The message does not include Public Service Announcements or general messaging.
 - c. Messages do not include advertisements for programs hosted by outside organizations or agencies.
 - d. Messages seeking solicitation for collection (example: pop-top collection) will not be approved.

Regulations for Operation of Electronic Sign: The electronic sign is in operation 24 hours a day, 7 days a week, and complies with the following regulations:

- Messages must not exceed 4 lines of text;
- Messages cannot exceed 18 characters per line;
- Any message would be displayed for a period of no less than 10 seconds at a time;
- Messages will change instantaneously and will not fade out or dissolve; and
- Each message shall be limited to one screen.

Request Process

- The number of community messages displayed during quarterly time periods will be limited. There will be no more than 6 non-Village messages in the queue at any given time.
- Message board requests from not-for-profits are accepted on a first-come, first-served basis, subject to the eligibility and priority standards set forth above in this policy. The Village reserves the right to display or deny messages.
- Requests must be received no earlier than 8 weeks and no later than 4 weeks before the event date.

- The Village will create messages using the text provided by the requester.
- Displayed messages will be displayed in 1 standard color and will not feature any additional effects, such as but not limited to, blinking or flashing.
- External content will be limited to:
 - Group/Event Name
 - Time & Place
 - Website or Phone
 - Student recognition
- External content will NOT include
 - Video
 - Logo
 - Imagery
 - Additional messaging

Frequency:

- Each entity or organization may request 1 message to be displayed per quarter year. (Jan 1 – March 31, April 1 – June 30, July 1 – Sept. 30, Oct. 1 – Dec. 31.)
- Each message will be displayed for a maximum of 2 weeks.
- Unit of Local Government or School Districts may exceed the above limitations.

Editorial: The Village maintains the authority to create and edit all messages. No message will be displayed that includes comments that may be deemed inappropriate. The Village will contact the message requester to notify them of their message request status.

To Submit a message: Please complete the appropriate Village of Lombard Electronic Sign Request Form (attached) and send to messageboard@villageoflombard.org, no earlier than 8 weeks prior to an event, and no later than 4 weeks prior to an event. **A submission is not a guarantee that a message will be displayed.** Messages may not be displayed due to unexpected Village business, weather events or numerous requests for the same time frame.

Village of Lombard
255 E. Wilson Avenue
Lombard, IL 60148
Phone: 630-620-5700
Fax: 630-620-8222
www.villageoflombard.org

Village of Lombard Electronic Sign Request Form

Lombard based Not for Profit Organization

Today's Date: _____ (NO EARLIER THAN 8 WEEKS AND NO LATER THAN 4 WEEKS PRIOR TO EVENT.)

TYPE OF ANNOUNCEMENT: please print CLEARLY

Community Event

Display is limited to 2 weeks. What two weeks would you like to run your message?

Start date: _____ End Date: _____

Name of Organization: _____
(Please Print Clearly)

Contact Person: _____ Daytime #: _____

Email: _____

ANNOUNCEMENT:

4 LINE LIMIT- EACH LINE HAS 18 CHARACTER LIMIT.

Include spaces in count

Message will be limited to: organization name, event title, event location, date/time of event, phone or website.

OFFICE USE ONLY:

Date Received: _____ Approved/Denied by: _____ Date: _____

Date Posted/Scheduled: _____ By: _____

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 255 E. Wilson Avenue
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**Village of Lombard
 Electronic Sign Request Form**

[[Lombard based Government Agency (Library, Park District, and School Districts)

Today's Date: _____ (NO EARLIER THAN 8 WEEKS AND NO LATER THAN 4 WEEKS PRIOR TO EVENT.)

TYPE OF ANNOUNCEMENT: please print CLEARLY

Community Event Recognition

Display is limited to 2 weeks. What two weeks would you like to run your message?

Start date: _____ End Date: _____

Name of Organization: _____
(Please Print Clearly)

Contact Person: _____ Daytime #: _____

Email: _____

ANNOUNCEMENT:

4 LINE LIMIT- EACH LINE HAS 18 CHARACTER LIMIT.

Include spaces in count

If this is an event please include event name, location, time/date, and phone/website with more information.

OFFICE USE ONLY:

Date Received: _____ Approved/Denied by: _____ Date: _____

Date Posted/Scheduled: _____ By: _____