

**Title: Greenview Digital Signs**

**Policy No: 7000**

**Effective Date: February 28, 2023**

**Motion Number: 23.02.105**

**Supersedes Policy No: 7000**

**Department: Communications & Marketing**

**Review Date: February, 2026**



**Legal References:**

*Not applicable*

**Cross References:**

Policy 7006 "Social Media"  
Policy 7002 "Advertising"

**Purpose:** To provide government and community information to residents, ratepayers, and visitors to Greenview by displaying events, functions, and messages that inform and enrich the community while establishing rules for information that is provided on outdoor municipal digital signs.

## 1. DEFINITIONS

- 1.1. **Advertisement or Message** means the content displayed on a Greenview digital or electronic sign board.
- 1.2. **Charity** means an organization, public foundation, or private foundation legally registered with the Canada Revenue Agency or the Government of Alberta and carries a valid registration number for charitable purposes.
- 1.3. **Greenview** means the Municipal District of Greenview No. 16.
- 1.4. **Greenview Area** means the communities within the Municipal District of Greenview No. 16.
- 1.5. **Non-profit** means organisations that provide products or services to improve or benefit a community. Any money made by a non-profit is not for the personal gain of its directors, members, or officers but goes back into the organisation to further its aim and project.

## 2. POLICY STATEMENT

- 2.1. Greenview will not be responsible for any sign malfunction beyond its control.
- 2.2. Digital signs shall be booked on a first-come first-served basis; however, Greenview retains the right to suspend all messages and use the sign for emergency purposes.
- 2.3. Greenview, at its sole discretion, may accept or reject the content of a message if, in its opinion, the content is deemed inappropriate. Greenview also reserves the right to remove messages if a significant number of complaints are received.

- 2.4. Greenview reserves the right to amend or modify the submitted message to conform to the specifications and limitations imposed by the sign size and software. Every endeavour will be made to retain the essence of the message.
- 2.5. Advertisements should promote events within Greenview. Greenview reserves the right to deny messages from outside of the Greenview Area.
- 2.6. From time to time, Greenview may establish a fee for Administration of advertisements and messages in accordance with the Schedule of Fees Bylaw.

### 3. PROCEDURE

- 3.1. The following priority system will be used in selecting messages to be posted on the digital signs:
  - A) Emergency messages;
  - B) Messages from Greenview;
  - C) Safety-related messages, such as fire prevention, education, or notices;
  - D) Messages from other government agencies that have a local impact or significance; and
  - E) Community events and messages hosted or sponsored by a non-profit or charity organization.
- 3.2. The following will not be permitted to post on digital signs:
  - A) Private sector messages, whether from an individual, group, organization, or business;
  - B) Promotion of political, factional or religious viewpoints;
  - C) False, misleading or deceptive messages;
  - D) Messages expressing discriminatory viewpoints or hateful language; and
  - E) Events and functions that are only open to members of a specific organization.
- 3.3. Advertisements should be submitted to the Greenview Communications and Marketing department a minimum of three (3) weeks prior to the posting date.

### 4. APPLICATION

- 4.1. Request for advertising on municipally owned digital signs should be submitted to the Greenview Communications and Marketing department a minimum of three (3) weeks prior to the posting date. Late submissions will be considered at time permits.

### 5. ADMINISTRATION RESPONSIBILITIES

- 5.1. Administration shall advertise and approve events as applicable.