



CITY OF LAGO VISTA

MUNICIPAL ELECTRONIC MESSAGE CENTER SIGN POLICY

POLICY STATEMENT:

The City of Lago Vista (the "City") is committed to providing its citizens and residents with accurate information regarding the community and local government through the inclusion of Electronic Message Centers ("EMC") signs and lobby screens in which are designed to promote and enhance the City's communication efforts effectively through digital signage. The use of EMC signs and lobby screens shall be used for the dissemination of information to residents and visitors about events, meetings, and public messages.

PURPOSE:

This policy is designed to provide guidelines associated with the usage of the City-owned EMC signs and lobby screens.

This policy will ensure that all communication efforts are clear, open, and transparent, and do not reflect City sponsorship of (i) immoral behavior or ideas, (ii) religious beliefs or rejection of all religious beliefs, or (iii) a political candidate, ballot measure, or other political issue which will be voted upon by residents.

This policy will provide direction for appropriate usage of the City-owned EMC signs and lobby screens.

This policy will outline who may have access to advertise or utilize City-owned EMC signs and lobby screens to promote their communication efforts through marketing and advertising.

SCOPE:

This policy applies to all digital communication utilizing City-owned EMC signs and lobby screens, which provide an effective communication tool to disseminate important information and messages to the community. These digital communication entities are not meant for general information, rather they are meant for the notice of certain events, meetings, public messages, and emergency notifications.

POLICY:

Content on municipal signage

All EMC signs and lobby screens convey information to the public as a representation of the municipality, and therefore will be operated in a manner that represents the City of Lago Vista in a positive perspective. Although the City will avoid the inclusion of messages which violate this policy, the inclusion of a commercial or other message on EMC signs and lobby screens does not constitute a guaranty of the accuracy of such messages, nor a guaranty of any goods or services, nor a grant of the City's credit to any entity whose message is published nor readers of such messages.

News, events, safety, or emergency information promulgated directly by the City government or directly related to the local government of the City takes precedence over any other content.

The City reserves the right to temporarily suspend all messages and use the EMC signage for emergency purposes, or other local government messages only.

CONTENT:

The City may use messages on the EMC signs or lobby screens to thank sponsors for supporting City events or in coordination of other efforts.

Advertisements for any community event will be taken down the day after the scheduled event.

The message content is subject to constraints of priorities of the City Manager or their designee, as well as electronic and mechanical limitations.

To avoid the endorsement and appearance of endorsement of one candidate, political outcome over another, messages shall not constitute political advertising or campaign communications as those terms are used in the Texas Election Code.

To avoid the appearance of endorsing religion or support for one religion over another religion, messages shall not promote or describe one or more religions or religious ideas, or the rejection of religious belief. Messages shall not advertise religious services, but religious organizations may submit messages promoting community events such as fund-raisers for local charities, provided those messages comply in all other ways with the SOP.

The message may not be an advertisement of a private business, service, nor product. This provision does not prohibit messages thanking sponsors of City events, or entities coordinating efforts with the City.

The message shall not contain any false, misleading, deceptive information, nor express any discrimination viewpoints.

The City is not liable for power outages or other acts of nature beyond its control which would affect the ability to convey information requested to be displayed on EMC signage.

Messages may be edited for clarity or conformity by authorized City personnel at any given time, on an as-needed basis. Staff will exercise the right to make design changes in order to adhere to proper aspect ratio display, as well as keeping in Dark Skies compliance.

In accordance with the City's Sign Ordinance [Sec 5.108 Design Requirements](#), EMC signs shall contain static messages only, and shall not have movement or the optical illusion of movement during the static display period of any part of the sign. Each static message shall not include any flashing or the varying of light intensity, and the message shall not scroll.

For effective dissemination of information, it is advised that content be as brief and concise as possible due to limited space and display timeframes.

Each static message on the sign must be displayed for a minimum of eight seconds duration. Message changes shall be completed within one (1) second.

SUBMITTING A REQUEST:

All submissions must be completed on the Electronic Message Center Sign Application ("Application") form located on the City's website, or in person at City Hall, and directed to the City Marketing and Communications Coordinator, or other individual designated by the City Manager.

Graphics, logo's, or any other visual aids that need to accompany the message content, will have to be uploaded on the online submission for, or sent to the City Marketing and Communications Coordinator at digitalsign@lagovistatexas.gov.

All digital art should be submitted in hi-res vector format (such as .ai, .pdf, jpeg or .png) so that we may alter to the appropriate scale for the display.

Photographs and images should be professional, clear, and maintain proper aspect ratio.

Text should be clearly displayed and easy to read with sufficient size, contrast, and separation from other text, images, and backgrounds.

Please verify accuracy of data including event date, time, and location before submission of such information of the City. The City may not be able to amend a display after an Application has been submitted.

Staff reserves the right to display messages as far in advance as needed, in a case-by-case situation.

All applicants must pay the application processing fee of \$15.00 before the application will be approved.

Applicants must submit their applications no later than 7 days prior to the desired start date of the display launch.

Only non-profit, school, or governmental organizations may apply.

All non-profit entities will need to supply their 9-digit EIN 501c-3 number prior to approval if applicable.

Applications advertising an event will be prioritized based on the timeframe of the event occurrence.

The municipality offers no guarantee with respect to the appearance of any message on the digital signs or lobby screens, or length of time that the message will be displayed. Applicants are encouraged to use a variety of communication efforts as a means for announcements rather than relying solely on the use of the municipal EMC signage.

Submission of an Application constitutes a representation and warranty by the applicant that the applicant (i) has the legal right to publish all information, logos, graphics, visual aids, photographs, and all other intellectual property included in the Application, (ii) has the authority to allow the City to display such intellectual property on the City's signage, and (iii) does, by submitting such Application, allow the City to display intellectual property in a manner feasible in light of the technical and administrative limits of the City and City equipment. Information submitted in an Application shall be available to the public and applicants shall have no right to object to release of such information by the City. The City is not responsible for preventing the unauthorized use of any intellectual property submitted in an application by any third party.