

DRAFT: 9/4/2024

Policy #2024-XXX

Town of Ledyard
Digital Sign Use Policy

1. POLICY STATEMENT

The Town of Ledyard is committed to providing residents and visitors with accurate and appropriate information through the use of digital signage. The digital signs shall be used to disseminate information about town sponsored events, special town meetings, referendums and other public messages from the municipality.

2. SCOPE

This policy applies to the design, approval and content management of municipally owned and/or operated outdoor digital signs located in the Town of Ledyard.

3. PURPOSE

- (a) This policy facilitates effective digital communication tools for community messaging
- (b) The policy provides direction for the appropriate use of digital signage in the municipality
- (c) This policy defines who may submit requests for messaging on digital municipal sign

4. POLICY

The Town of Ledyard's digital sign conveys information to the public as a representative of the municipality, and therefore will be operated in a manner that represents the Town of Ledyard positively. Total content will be limited to a maximum of 10 slides displayed at any one time with a maximum exposure of 10 seconds per slide. The Town offers no guarantee with the respect to the appearance of any messages on the digital sign, exact color matches or the length of time that the message will be displayed. Appearance of messages is subject to constraints of priorities, as well as electronic limitations. All content must adhere to the State of Connecticut Department of Transportation Highway Signing Guidelines.

The following system of hierarchy shall be utilized in selecting messages to be posted:

- (a) Emergency Messages – in the event of an emergency, the Town reserves the right to suspend all messages and use signage for emergency purposes only
- (b) Messages from the Town of Ledyard
- (c) Town sponsored events

- (d) Community events hosted and/or sponsored by a non-profit organization located within the Town of Ledyard

The following messages shall not be permitted to be posted on the digital sign:

- (a) Political or religious messages, promotion or advertising
- (b) Private sector messages, whether from an individual, group, organization or business
- (c) Events and/or functions open only to members of an organization

5. SUBMITTING A REQUEST

Subject to availability, the digital signs may be used by a non-profit registered in the Town of Ledyard to announce events or special programs on a first come, first serve basis. Requests to utilize municipal digital signage must be submitted to the Mayor’s Office using the town-provided request form. All requests must be submitted at least (1) week prior to the requested posting date. Messages will be posted for a maximum of (2) weeks prior to the event, depending on availability, and approval by the Mayor.

6. RESPONSIBILITY

The Mayor’s Office will be responsible for design and management of all digital content. The Mayor’s Office may designate representatives from Town Departments to create content. The Mayor’s Office shall ensure all information, photos, and designs submitted for posting meet a professional standard consistent with the Town of Ledyard. The Mayor shall have the authority and sole discretion to deny use of the sign based upon availability or to groups whose mission or purpose is deemed to be offensive or against the best interest of the town.

*Gales Ferry Volunteer Fire Company may designate a representative(s) to add and update fire company related content to the “GFFC Playlist”.

7. EFFECTIVE DATE

The “*Town of Ledyard Digital Sign Use Policy*” shall become effective upon adoption.

Amended and Adopted by the Ledyard Town Council on; _____

S. Naomi Rodriguez, Chairman