



**Orangevale Recreation & Park District
Electronic Reader Board (ERB) Sign Policy
Adopted 1/13/2011**

Purpose

The Orangevale Recreation and Park District (ORPD, the District) has constructed the electronic reader board sign at the Orangevale Community Center for communication of information to the Orangevale community that supports and advances the District's mission of parks, recreation, and public service. The reader board is meant to announce Orangevale Recreation & Park District and Orangevale Community Center activities and events. In addition, the reader board may display messages that provide notice of community events in the Orangevale area that are open and accessible to the public and that provide a benefit to the Orangevale community.

Use of the Electronic Reader Board (ERB) Sign

Orangevale Recreation & Park District Use. The reader board is primarily used by the Orangevale Recreation and Park District to announce District sponsored activities and events. Display of District messages shall have priority over any other messages.

Non District Use. Service organizations, schools, civic groups, and non-profit community groups may request activity/event messages be placed on the electronic reader board. These messages are limited to announcing Orangevale area community activities or events that are (1) open to the general public and (2) benefit the general Orangevale community. Events open only to members of an organization will not be considered. The message text is limited to the pertinent factual information regarding the event such as the name, date, time, location, and contact information of the event.

Renters or users of the Orangevale Community Center may request a message be placed on the electronic reader board to announce their activity/event at the Community Center. These messages are limited to the pertinent factual information regarding the event being held at the Community Center, such as the name, date, time, and contact information of the event.

Message requests from commercial advertisers and private businesses are prohibited and will not be considered. Requests for personal messages (i.e., birthdays, engagements, weddings) will not be considered.

Priority of non District messages shall be determined by the District, with consideration given to the timeliness of the message and when the message request was received. Generally, precedence will be given to the earliest message request submitted.

Message content

Messages cannot contain commercial, political or religious advertising or endorsements; alcohol or tobacco messages; commercial messages; inappropriate language or messages; or personal messages. False, misleading, or deceptive messages, as well as messages expressing racist, sexist, or bigoted views are



prohibited. Messages may be edited by the District for conciseness, accuracy, clarity, and conformity to the requirements of the sign.

Decision to Post ERB Messages

The District Administrator or his/her designee will review and evaluate the request for compliance with the District's ERB policy. Any application that does not comply with this policy shall be rejected. A response to any message request will be made within ten (10) working days of receipt of the request or be deemed rejected.

The District offers no guarantee that any message will be displayed or when the message will be displayed. The District further reserves the right to suspend any or all messages, at any time.

Operation of the Electronic Reader Board Sign

The District has the responsibility to manage, program, and upload messages to the electronic sign. The ERB sign will operate within the conditions of the approved ERB sign use permit. The number of messages that can appear on the sign at any given time are limited. The number and frequency of appearance of a message will be determined by the District in order to maximize the usefulness of the system, while maintaining marketing effectiveness of the messages. Appearance of messages is subject to electronic and mechanical limitations. Non District messages have a two screen maximum per message, with not more than one message per event. Non District messages will be posted for a maximum of two weeks (14 consecutive days). Liability for errors/omissions in messages appearing on the ERB sign is limited to correction of the message.

Fees for message requests

Fees may be charged for placing messages on the ERB. The fee will offset the cost of administrative processing costs such as accepting and reviewing the ERB Request Form and creating/programming/uploading the message for the ERB. Fees shall be in accordance with the District fee structure/schedule.

Procedure to submit a request for a non District use reader board message

Non District requests for ERB messages must be submitted on an Electronic Reader Board (ERB) Request Form at least ten (10) working days, but not more than ninety (90) days, prior to the requested display dates. The completed form should be submitted to the Orangevale Recreation and Park District office, via email, fax, mail, or in person. No requests will be accepted by phone. Any applicable fees must be submitted along with the request form. Incomplete requests will be rejected.

Once an ERB request form is received, the request will be reviewed for compliance with the ERB sign policy. The District will notify the requestor of the approval or denial of their message request. Approval notifications will include the text of the approved message (as edited, if applicable) and the approved display dates.