



# Maple Ridge Pitt Meadows Parks & Leisure Services

## For the Submission and use of the Community Message Board

Located on Dewdney Trunk Road beside Maple Ridge Municipal Hall

This document is meant to provide guidelines under which local service groups can access free advertising space available through Maple Ridge-Pitt Meadows Parks & Leisure Services on the one (1) electronic reader board on Dewdney Trunk Road in front of the Maple Ridge Municipal Hall.

Maple Ridge-Pitt Meadows Parks & Leisure Services employees will be responsible for approving the electronic reader board content.

### PURPOSE

The purpose of this document is to:

1. outline the process and requirements to submit a community message.
2. outline message restrictions and
3. clarify which District of Maple Ridge and City of Pitt Meadows organizations are eligible to post messages on the Community Message Board

### AUTHORIZATION

The Maple Ridge-Pitt Meadows Parks & Leisure Services Department will be responsible for the operation of the Community Message Board through its Promotions office. This policy has been reviewed and endorsed by Parks & Leisure Services, the District of Maple Ridge and the District of Maple Ridge Communications Manager.

### OBJECTIVES

The Community Message Board policy is designed to provide the District of Maple Ridge and City of Pitt Meadows and their eligible community groups with a medium to promote services to residents and visitors.

### ELIGIBLE GROUPS

The Community Message Board will be available to the following organizations:

- Maple Ridge and Pitt Meadows Parks & Leisure Services Commission
- Maple Ridge-Pitt Meadows Parks & Leisure Services
- Maple Ridge-Pitt Meadows Arts & Culture Organizations
- Maple Ridge-Pitt Meadows Sports Organizations
- Maple Ridge-Pitt Meadows Community Organizations

A non-profit group, located in or serving residents of Maple Ridge and Pitt Meadows, that provides a service and/or information that would be of interest and benefit to the community.

**Eligible** non-municipal groups must be registered non-profit organizations that are: a) physically located within Maple Ridge-Pitt Meadows, and b) primarily provide services to Maple Ridge-Pitt Meadows residents. Eligible organizations are not subject to any message fees.

**Non-eligible groups include** commercial organizations, for-profit businesses, faith based organizations, private individuals, politicians (elected or campaigning) and political parties.

Advertising space is provided for upcoming events on a first come - first serve basis. The local service group is responsible for all costs associated with the development and posting of the ad, and other related costs that are not provided free of charge to the District of under noted agreements.

Parks & Leisure Services will post Community Events, Public Service Announcements on the Community Message Board in a timely manner after reviewing for inclusion based on the following guidelines:

**Community Events must be:**

- Inclusive to all and where everyone is invited
- A reoccurring event or annual event
- One time events
- Community wide events that draw a large broad audience
- Held either in Maple Ridge or Pitt Meadows
- Generally receive District funding either through grants or sponsorship
- A fundraiser that is open to everyone in the community to participate in and where the dollars raised or a portion of the dollars raised, remain in the community of Maple Ridge and/or Pitt Meadows.
- Of limited duration (have a beginning and end date)
- Usually free or financially sustainable or where ticket sales benefit local Arts, Sports or Community based organizations.

**Public Service Announcements will include:**

- Government agencies, School Board, and not-for-profit agencies that provide services to residents
- Council Advisory groups and groups formally recognized or endorsed by Mayor & Council
- Groups supported financially by the District through operating funds, facilities or grants, such as Haney Farmers Market (including Community Associations)
- General interest organizations including: seniors, arts, culture and heritage, community halls, community services, special events, sports, environmental, equestrian, family services, neighbourhood groups, and profit recreation groups that support tourism in Maple Ridge and Pitt Meadows.

They will agree to publish requests for events or public service announcements provided the information is factual rather than opinions or beliefs, and is deemed non-offensive. Parks & Leisure Services will not knowingly approve the use of the Community Message Board to support the activities of any groups or agencies that it deems, in its absolute discretion, may intentionally, or unintentionally:

- Advocate positions on District issues
- Be substantially engaged in political, racial, religious or social movements
- Are corporate, commercial, or business related
- Are individual personal information

The Community Message Board is provided as a public service. The District accepts no responsibility for the information approved for posting on this site, or any damages caused by the posting of incorrect or inappropriate information.

**Message Amenities**

The Community Message Board will be operated using scheduling software and as such, message frequency and duration can be programmed. Messages may include one or a combination of mediums including: text (static, dynamic or scrolling), black & white jpg's and video (board restricted by one colour (gold) only). Messages will be rotated in six to nine second intervals to accommodate motorist viewer limitations.

Message submission should be based on a concise core message (i.e. a combination of text, images or video) followed by a call-to-action (i.e. phone number, website, date and venue). Messages must be brief and concise. Parks & Leisure Services may edit messages to fit the Community Message Board software parameters or meet policy requirements.

### **Message Submission Requirements & Restrictions**

Messages must align with the Districts value for a healthy and vibrant community and avoid sensitive or controversial content. Parks and Leisure Services reserves the right to accept or reject messages using its sole discretion based upon the Community Message Board's policy and procedures.

Messages submitted by eligible groups must meet the message submission procedures or they will not be posted. It is the responsibility of the submitting agency to meet the submission requirements.

### **Submission Requirements**

1. Messages will be updated weekly, Friday by noon, or Thursday by noon if the Friday is a stat holiday.
2. New or amended message requests must be submitted electronically by means of the District of Maple Ridge email, [cdeventsubmissions@mapleridge.ca](mailto:cdeventsubmissions@mapleridge.ca) on Thursdays by 10:00 am one-week prior to the posting need.
3. Messages should be readable within six to nine seconds. Consider this restriction in your submission of text, images, logos or video.
4. Submissions should clearly outline the layout order of the message by identifying the sequence of text and images. For example;
  - i. Introduction – *Ridge Meadows Minor Hockey Registration Has Started* (logo used with text)
  - ii. Message Body – *Register Between August 1 – 15th!* (hockey image or graphic used)
  - iii. Call-to-action – Register Online, [www.xyz.com](http://www.xyz.com) or by calling 604-555-5555
5. Message submissions must clearly indicate the desired text, logo/image placement or other, on the Community Message Board Submission Form.
6. Messages will be posted for a maximum of 30 days.
7. Messages may be altered to correct spelling, meet software requirements or reduced in length. Amendments may also include image cropping and/or applying animation functions to the message.
8. Images submitted can be in a .jpg, .bmp or .gif format. Videos submitted can be in an .mpg or uncompressed .avi format. All images must be sharp, clearly identify a function or service and will be converted to black and white if colour is submitted.
9. Message submissions should Indicate the scheduling start and end dates and preferred frequency and times.

### **Message Restrictions**

1. Message submissions must be under 4 mb in size. The District of Maple Ridge firewall will reject emails greater than 3.9 megabytes.
2. Messages must not be submitted to Parks and Leisure Services more than 30 days prior to the event advertised.
3. Parks and Leisure Services will not retain nor return messages, images, videos or other information provided. It is the eligible group's responsibility to manage and/or retain any message content submitted for posting on the Community Message Board.
4. The Community Message Board will be programmed to reduce the frequency and illumination of messages between 10:00 pm and 6:00 am.
5. Images or text received (i.e. pictures, logos, video, etc.) that are blurry, dark, of poor quality or that are offensive, sexual or controversial in nature or otherwise

questionable will not be posted.

6. Parks and Leisure Services will not scan hard-copy images or otherwise convert images into acceptable formats.

7. Maple Ridge Pitt Meadows Parks & Leisure Services will not be responsible for collecting or ensuring that photo release forms or permission have been provided to the eligible organization for posting on the Community Message Board. Images used are at the responsibility and/or liability of the submitting organization.

8. Community Message Board messages must be submitted by a person(s) of authority within the community organization.