

Title: Light Up City Hall	Policy No: 4.33 Supersedes: New
Authority: <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Operational Approval: <input type="checkbox"/> Council <input type="checkbox"/> CMT <input checked="" type="checkbox"/> General Manager	Effective Date: March 15, 2021
	Review Date: March 15, 2022
<p>Background Statement:</p> <p>The City of Maple Ridge has an exterior lighting system at City Hall that can be programmed to change colours to recognize important events, cultural celebrations or commemorative days.</p> <p>Pre-programmed events include:</p> <ul style="list-style-type: none"> ▪ Valentine’s Day, February 14 ▪ St. Patrick’s Day, March 17 ▪ Earth Day, April 22 ▪ Canada Day, July 1 ▪ Maple Ridge Birthday, September 12 ▪ Halloween, October 31 ▪ Remembrance Day, November 11 ▪ Christmas Day, December 25 ▪ New Year’s Eve, December 31 <p>Pre-programmed events that occur on different dates each year include:</p> <ul style="list-style-type: none"> ▪ Anti-Bullying Recognition ▪ Chinese New Year ▪ Diwali Celebration ▪ Pride Celebrations ▪ Hanukah Celebrations ▪ Thanksgiving Celebrations <p>The lighting system is pre-programmed for these events.</p> <p>The City of Maple Ridge has the ability to manually change City Hall lighting to recognize important community events, organizations and special occasions. This policy outlines the process and conditions by which lighting requests may be submitted and reviewed.</p>	

Purpose:

The purpose of this policy is to establish the process by which organizations can apply to 'Light Up City Hall' in Maple Ridge (within the capacity of the system) and outlines the criteria that is used to evaluate these requests.

Definitions:

City or the City means the City of Maple Ridge.

Lighting refers to the rotunda lighting at the City of Maple Ridge's City Hall.

Applicant refers to an individual or organization representative making the lighting request.

Key Principles:

Organizations are invited to submit free requests to change the City Hall lighting colour to recognize occasions that are not on the list of scheduled events (see page 1). Requests must be submitted by email and these will be processed in the order that they are received. All applications are considered on a case-by-case basis using the following criteria:

- Nondenominational and non-political in nature
- Supports an event of provincial, national or international significance
- Supports a local festival or event that positively impacts community spirit
- Supports a local, national or international awareness issue that builds community or is related to community health operated by a nationally recognized charitable organization
- Does not conflict with a pre-designated event that is already scheduled in the system

Please note that lighting requests will not be considered for:

- Commercial requests (e.g. product launches, corporate events)
- Individual recognition or personal occasions (e.g. gender reveals, birthdays, anniversaries)
- Religious or political events or observances
- Promotion of institutions or professions (e.g. hospitals, schools)
- Polarizing events that divide, rather than unite, the community

Requests will not be considered if they are contrary to any City policy or bylaw.

Other:

- Publicity related to the lighting of City Hall is the responsibility of the applicant.
- Lighting requests made via petitions and/or social media campaigns will not be considered.
- Multi-Day requests will not be accepted.
- We will do our best to fulfill the lighting request, however please be aware that technical issues or power outages could impact the system and pre-programmed request.

Technical Considerations:

Available lighting colours are:

Blue	Orange
Blue/Cyan	Orange/Red
Cyan	Red/Magenta
Cyan/Green	Magenta
Green	Magenta/Blue
Green/Yellow	Pride Colours
Yellow	Orange
Yellow/Orange	Anti-Bullying Pink

Lights come on automatically at dusk when it is sufficiently dark and automatically turn off the next day when the sun rises.

How to Apply:

Light Up City Hall requests must be received a minimum of four weeks before the desired date. You can email a request to communications@mapleridge.ca. Please include the following information:

- 1 The name of the organizer with email and phone contact information.
- 2 The name of the organization and website and social media links for the organization.
- 3 The name of the event that the lighting request is for.
- 4 The date that the applicant would like the lighting set.
- 5 The reasons for the lighting request and background information for the request.
- 6 What colour(s) are being requested by the applicant (based on the available settings).
- 7 How requester will notify the public if the request is approved.

Evaluation Process:

Lighting requests submitted on the City website are reviewed by the City's Manager of Corporate Communications & Community Engagement or a designate based on this policy framework. A reply either confirming or declining the lighting request will be sent within a reasonable period of time to the requester on the application form.

The City may reach out to that applicant or organization they represent for additional information to confirm the details of the request or to verify the credentials of the individual making the request. People making a request on behalf of an organization must be a member or authorized agent of the organization. Third party requests will not be accepted. Requests need to come directly from designated staff or representatives of an organization.

Key Areas of Responsibility

Action to Take	Responsibility
<ol style="list-style-type: none">1 Review of the online application for a lighting request.2 Approve or decline request and reply to the applicant representing the organization.3 Schedule the lighting request in the system.4 Understand and adhere to the Light Up Maple Ridge Policy.	Corporate Communications & Community Engagement Manager or Designate
<ol style="list-style-type: none">5 Maintenance of the City Hall rotunda lighting equipment and software.	City of Maple Ridge IT Department & Operations Department.