



POLICY No.: L-19  
DATE ADOPTED: JUNE 20, 2012

## **TOWN OF WEST BOYLSTON BOARD OF SELECTMEN POLICY**

### **Use of the Electronic Signboard**

#### **Purpose**

The purpose of this policy is to outline the care and use of the Town owned electronic signboard.

#### **General**

The electronic signboard was acquired by the Town for the purpose of communicating important, timely public safety information in times of emergency. In addition, the signboard may be used to communicate relevant information when deemed appropriate by the Town Administrator to be in the public interest.

The Emergency Management Director shall be responsible for the care, maintenance and serviceability of the electronic signboard to insure its availability whenever needed.

All requests for use of the signboard shall be made to the Emergency Management Director who will coordinate the posting of information on, and placement location of, the signboard.

#### **Policy**

1. With respect to the use of the electronic signboard, first priority shall be given to emergency notification of public safety information (example, weather emergencies, road closures, etc.)
2. The signboard may also be used to post relevant official Town related information (example, elections, town meeting schedule, brush dump schedule, etc.)
3. At the discretion of the Town Administrator, the signboard may be used to post information for non-profit and civic/community groups when deemed in the public interest by the Town Administrator.
4. All requests to post information on the signboard shall be made in writing to the Emergency Management Director.
5. If at any time the signboard is being used to post non-emergency information, and it is needed to post emergency information, the signboard message shall be changed for said posting of emergency information.