



Electronic Message Center (EMC) Policy & Standards

1.0 Purpose

The City of Columbia's EMC standards establish guidelines and procedures relating to electronic message board style monument signs owned by the City of Columbia and located on City property. The signs are for City use only for:

- 1.1 Providing accurate, timely and clear information about City news, City-approved community events, municipal programs and services, public safety and emergency preparedness messages, weather updates and city-building initiatives to City of Columbia residents, businesses, visitors and other stakeholders;
- 1.2 Increasing accessibility to local government in order to encourage greater interest and participation in local affairs;
- 1.3 Promoting greater transparency in government
- 1.4 Providing information which will add value to the City by raising awareness, sharing information and encouraging public involvement.
- 1.5 Promoting tourism

2.0 Administration

The City's Community Development department (CDD) is responsible for managing content of the City's EMC signage, including the uploading and deletion of content.

- 2.1 Only City department heads may submit requests to post content generated from outside the CDD. All requests from City department heads for posting material will be submitted to the CDD as described in Section 5.0 Procedures.
- 2.2 All files submitted for posting must be pre-approved by the City department responsible for the content and must be provided in the pre-determined format and specifications. Sign content is strictly limited to that listed in Item 3.4 on the next page.
- 2.3 The electronic signage is updated and monitored by the CDD during regular office hours, Monday to Friday, 8:00 a.m. to 4:30 p.m.
- 2.4 Remote access for emergency situations is available and will be managed by the CDD under the direction of the Director of Community Development.
- 2.5 The CDD will maintain a tracking log which will include details of the posting request (such as date, department, topic, duration, etc.).

3.0 Content and Criteria

Staff will ensure all information and graphics that are posted meet a professional standard consistent with the City's brand and image.

- 3.1 Displayed information will be limited to:
 - Event name
 - Event location
 - Event date and time
 - Contact phone number, email and/or web address
 - Event sponsor logo

- 3.2 The CDD will be solely responsible for content design except for logos

- 3.3 Live motion video, animation or flash images **cannot** be posted on the EMC

- 3.4 City information posted on the sign is strictly limited to:
 - Upcoming City of Columbia public events, public meetings or workshops
 - Upcoming Council and Committee meetings
 - City of Columbia public service announcements, including closures and disruptions to a City facility or service
 - Emergency communications
 - Promotion of a city-wide strategic initiative or program
 - International delegations to City Hall such as Sister Cities
 - Public notice of general information to City residents
 - Festivals and events that take place on City property and have been approved by City Council through a City Special Event Permit Application.

- 3.5 The following material will **not** be posted to the EMC:
 - Political messages, promotion or advertising
 - Non-formatted or content that does not meet the specifications outlined in Section 3.0
 - Content that is unprofessional or difficult to understand
 - Unapproved content
 - Initiatives or announcements that are not associated with the City of Columbia
 - Special events that have not been approved and permitted by the City Council
 - Requests not made within the stipulated timeframe (four business days) unless it is an emergency or urgent notice

- 3.6 The CDD reserves the right to reject any submissions that are not deemed to be acceptable based on the criteria outlined herein.

4.0 State of Emergency

The City reserves the right to pre-empt scheduled advertising in the event of an emergency such as a natural disaster, Amber Alert, terrorist attack, etc.

5.0 Procedures

- 5.1 All non-emergency requests require a minimum 4-day lead time (business days) before posting and will not be posted for longer than 15 days unless approved by the Director of Community Development.
- 5.2 All requests must be submitted to the CDD using the following email:
sign@columbiaillinois.com.
- 5.3 The logo image file shall be emailed to sign@columbiaillinois.com and must meet the following format and specifications:
 - File format: .png or .jpeg
 - Resolution: > 90px X 90px
- 5.4 The CDD will notify the originator via email of the status of their request.