

**TOWN OF MORAGA**  
**ELECTRONIC COMMUNITY INFORMATION SIGN**  
**POLICIES AND PROCEDURES**

**1. PURPOSE:**

The Electronic Community Information Sign (“Community Sign”) on Moraga Road across from the Moraga Commons Park, serves to notify citizens and visitors of upcoming events that are (i) Town-sponsored, or (ii) Town co-sponsored, or (iii) sponsored by a local non-profit oriented or government assisting non-profit, or (iv) sponsored by any other local governmental entity, so long as Moraga receives benefit(s) (collectively and individually “Town Programming”). The information on the Community Sign, typically consisting of event dates/names/details/contact information, is updated usually on a weekly basis and may display the maximum of six (6) events at any one time.

**2. WHO CAN APPLY:**

The use of the Community Sign shall be administered at the Town’s discretion and is restricted to use by the Town for Town-sponsored, Town co-sponsored events, events by a local non-profit oriented or government assisting non-profit, or any other local governmental entity, so long as Moraga receives benefit(s). The Community Sign may be used to promote events that are:

1. of broad benefit to the entire Moraga community;
2. not of a(n) political, commercial, obscene, indecent, religious, or partisan nature;
3. not for the sole purpose of soliciting donations, supporters, or members;
4. of interest to a substantial portion of the community;
5. taking place within the limits of Lamorinda.

**3. DEFINITIONS:**

- 3.1 *Applicant:* Representative or agent representing the Town, local non-profit or any other local governmental entity seeking to publicize an event on the Community Sign.
- 3.2 *Town of Moraga Co-sponsored:* An event coordinated and conducted through a partnership between the Town of Moraga and another organization.
- 3.3 *Town of Moraga Sponsored:* An event coordinated and conducted entirely by the Town of Moraga.
- 3.4 *Event:* An organized function, open to the public, located within the Town of Moraga and benefitting the Town of Moraga residents. To be eligible the event must occur within 365 calendar days of the first day the applicant seeks to post about the event on the Community Sign. City-sponsored and City Co-sponsored events are excluded from this 30-day requirement herein as provided in Section 4.4.
- 3.5 *Local Not-for profit Organization:* Organizations located in Moraga or that serve Moraga residents that are registered with the State of California as a “non-for-profit” community organization and/or are exempt under section 501(c)(3) of the Internal Revenue Code.

- 3.6 *Other Local Governmental Entity:* Any Moraga local subsidiary of the Federal, State, County or Town governments, including but not limited to school districts, and schools serving Moraga residents. The activity must be of benefit to the Town and its residents to be considered for placement on the Community Sign.

#### **4. POLICY:**

- 4.1 The Town of Moraga shall, for the benefit of the community at large, allow for temporary display of event information on the Community Sign to promote events.
- 4.2 The display of information on the Community Sign is limited to Town Programming. Events that are religious in nature may not be posted on the Community Sign. "Not-for-profit" applicants shall submit proof of their non-profit status as defined herein by Section 3.5 concurrently with their application to post on the Community Sign.
- 4.3 The Town of Moraga Parks and Recreation Department shall consider requests to display information on the Community Sign in the following priority:
1. Town of Moraga sponsored events
  2. Town of Moraga co-sponsored events
  3. Local "not-for-profit" organization events that benefit the Town
  4. Local governmental entity events that benefit the Town
- 4.4 Event information shall typically be displayed for approximately seven days. The maximum allowable period of display on the Community Sign is:
1. Unlimited for Town of Moraga sponsored events.
  2. Unlimited for Town of Moraga co-sponsored events.
  3. Thirty days prior to event for local "not-for-profit" organizations and/or local governmental entities.

#### **5. PROCEDURES:**

- 5.1 Event information to be considered for display on the Community Sign must be submitted to the Parks and Recreation Department Office, not less than a minimum of four weeks prior to the event. The Town Manager or her/his designee, may allow a shorter time period.
- 5.2 Event name, date, location of the event, phone number for more information, and contact person must be included with the request on the application form. Requests will not be taken over the phone. Additional information such as event details, anticipated attendance, website, email address, and organization information is encouraged and may be required for a better understanding of the event and organization.
- 5.3 The length of messages is limited due to the size of the sign. The number of messages which appears at any given time period is also limited to six (6) individual messages at any one time.

- 5.4 “Not-for-profit” organizations shall submit proof of their non-profit status as defined herein by Section 3.5 concurrently with their application to post on the Community Sign.
- 5.5 The Town Manager and/or her/his designee shall review all information submitted and have final decision as to the information to be displayed on the Community Sign, including rejection of application(s) based on established policies.
- 5.6 The Town offers no guarantee with respect to posting of messages on the Community Sign or the number of seconds during which the message will be displayed. Prospective users are encouraged to use a variety of media for events and not rely solely on the Community Sign.

**6. MISCELLANEOUS:**

- 6.1 All policies and regulations are subject to change at any time, and without advance notice. No rights are obtained or enforceable as regards to any request or submittal and all costs related to a submittal shall be solely borne by the applicant.
- 6.2 Fees are adopted by Moraga Town Council and subject to yearly review.
- 6.3 Urgent Town business, as determined by the Town Manager, or her/his designee, takes precedence over any previously scheduled requests. In the event your posting is bumped, refunds will be issued for messages only posted for less than 72 hours.

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Town Manager

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Date