

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

1. PURPOSE:

The purpose of this policy on use of the Electronic Community Information Sign (“Community Sign”) on Moraga Road across from the Moraga Commons Park is to create a non-public forum to promote community events and milestones. The Community Sign serves to notify citizens and visitors of upcoming events that are (i) Town-sponsored, (ii) Town co-sponsored, (iii) sponsored by a local non-profit, (iv) sponsored by any other local governmental or educational entity, (v) life milestones of Moraga residents, or (vi) sponsored by a Moraga-based business (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. GENERAL GUIDELINES:

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 events, Town co-sponsored events, events by a local non-profit, events sponsored by any other local governmental or educational entity, community events sponsored by a local business, and life milestone events of Moraga residents, provided that the event benefits Moraga or its residents and meets the requirements of this Policy. The Town may also use the sign for purposes deemed appropriate to benefit Moraga. The Community Sign may be used to promote events that are:

1. of broad benefit to the Moraga community;
2. not of a political or partisan, commercial (except as provided in Section 4.3.5), obscene, or religious (non-secular) nature;
and
3. taking place within the limits of Lamorinda.

Examples of postings allowed include: Breakfast with Santa, Spring Egg Hunt, Holiday Tree Lighting, and Community Garage Sale at ABC Church. Examples of postings not allowed include; Church ABC – Worship with Us, Vote for John Doe – Moraga Town Council, and Live Nativity at ABC Church.

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 Lamorinda 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.
- 3.5 *Local Non-profit Organization*: Organizations located in Moraga or that serve Moraga residents that are registered with the State of California as a “non-profit” community organization and/or are exempt under section 501(c)(3) of the Internal Revenue Code.
- 3.6 *Other Local Governmental or Educational Entity*: Any local government agency or entity, including but not limited to school districts, that directly serves Moraga residents.
- 3.7 *Life Milestone Events*: Events including, but not limited to Birthdays, Anniversaries, Graduations, Proposals, Retirements and Weddings.
- 3.8 *Moraga Based Business*: Business located in Moraga and serving Moraga residents.

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.
- 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 “non-profit” organization events that benefit the Moraga community or Town
 - 4. Local governmental or educational entity events that benefit the Moraga community or Town
 - 5. Events that benefit the Moraga community or Town and are sponsored by a Moraga based business
 - 6. Life milestone events of Moraga residents
- 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 “non-profit” organizations, local governmental or educational entities, life milestones, and/or Moraga based businesses.

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, but no more than 365 days prior to the event. The Parks and Recreation Director 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 "Non-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 Parks and Recreation Director and/or her/his designee shall review all information submitted and make a final determination as to whether the application for use of the Community Sign is approved based on this policy, including rejection of application(s). The Parks and Recreation Director's decision may be appealed to the Town Manager at no cost. The decision of the Town Manager is appealable to the Town Council upon payment of a fee of twenty-five dollars (\$25.00). A person desiring to appeal a decision shall file notice of appeal in writing with the Town Manager within ten (10) days after the date of the decision being appealed. The notice shall briefly state the facts and the grounds of appeal.
- 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. Adopted fees are intended to be charged on a per week (seven day) basis.
- 6.3 Urgent Town business, including emergency messages, as determined by the Parks and Recreation Director, or her/his designee, takes precedence over any previously scheduled requests. In the event an applicant's previously approved event is not posted, refunds will be reimbursed for messages only posted for less than 72 hours.



Town Manager

5/15/15
Date