



CITY OF SAN RAMON

Electronic Marquee Sign Policy

June 2018

CITY OF SAN RAMON



ADMINISTRATIVE POLICY

DATE: June 6, 2018

Effective: June 6, 2018

SUBJECT: ELECTRONIC MARQUEE SIGN POLICY

PURPOSE:

This Policy serves as a guideline for the establishment and use of electronic marquee sign by the City of San Ramon as a means of conveying information about the City and its events and activities to the public.

The Electronic Marquee Sign Policy shall become effective upon the date of approval and signature by the City Manager.



Joe Gorton, City Manager



Date

ELECTRONIC MARQUEE SIGN POLICY

PURPOSE

This policy serves as a guideline for the establishment and use of the electronic marquee sign located at 7000 Bollinger Canyon Road by the City of San Ramon as a means of conveying information about the City and its events and activities to the public.

GENERAL POLICY

- Messages are governed by the following operating policies and any deviation is subject to approval by the City Manager.
- Sign will be used exclusively to promote the following:
 - o City of San Ramon Meetings & City Business
 - o Emergency Alerts
 - o City of San Ramon activities including but not limited to: Events, Theater Performances, Classes and Programs
 - o Events and programs hosted by the City of San Ramon non-profit foundations: San Ramon Arts Foundation, San Ramon Historic Foundation, San Ramon Senior Citizen's Foundation and San Ramon Library Foundation
 - o Significant Community Events co-sponsored by the City of San Ramon
- The Marquee sign is intended for the use of the City for distribution of information to the public and is not available for use by individual members of the community for private purposes i.e. birthdays, wedding proposals, etc...
- Programs that promote economic development in the City and do not fit into the categories listed above will be considered on a case by case basis and require approval by the City Manager.
- The marquee sign content is subject to change and high priority content will have precedence and may preempt planned messages if it is in the best interest of the City to change the marquee message schedule.
- The electronic marquee sign is a non-public forum. The City Manager reserves the right to refuse any information to be displayed on the electronic marquee sign that is detrimental to the City of San Ramon's philosophies and rules.
- No signage that would constitute a distraction to drivers will be allowed, with consideration to font size, length of message, duration of message or animations.

INTERNAL GUIDELINES

- When a large number of messages are running concurrently, priority messages will run from 6:00 A.M. to 9:00 A.M., Noon to 2:00 P.M., and 4:00 P.M. to 6:00 P.M. At all other times both priority and non-priority messages will run.
- Messages will generally be scheduled to run for up to two weeks prior to the identified

program date however longer and shorter runs may be implemented if it is in the best interest of the City to alter the schedule.

- Spelling, format and accuracy of the information within a message are the responsibility of the person submitting the message.
- Messages are limited due to the size of the sign. Information must include event/program name, date, time, place, and contact information and may include an image or photo if appropriate.
- Non-emergency messages should be submitted 2 weeks in advance of the proposed display date to the Parks and Community Services department using the marquee sign posting guidelines.
- The marquee sign content and management will be handled by staff from the Parks and Community Services Department and the Information Technology Division with approval by the City Manager.