

Department Policy & Procedures

Subject: Community Message Centre		Policy Number:	01302009	
COMMUNITY MESSAGE CENTRE		Effective Date:	January 1, 2009	
		Supersedes Date:	n/a	
Department:	Parks & Recreation		File No.	50046V2
Approved:	<input type="checkbox"/> Parks & Recreation Committee		<input checked="" type="checkbox"/> Department Administration	

PURPOSE

The purpose of this document is to: 1) outline the process and requirements to submit a community message, 2) outline message restrictions, and 3) clarify which City of New Westminster organizations are eligible to post messages on the Community Message Centre.

AUTHORIZATION

The City of New Westminster Parks and Recreation Department will be responsible for the operation of the Community Message Centre through its administration office. This policy has been reviewed and endorsed by the Parks and Recreation Committee, City of New Westminster Communications Manager and City Administrator.

OBJECTIVES

The Community Message Centre policy is designed to provide the City of New Westminster and eligible New Westminster community groups with a medium to promote their services to residents and visitors.

ELIGIBLE GROUPS

The Community Message Centre will be available to the following organizations:

- The City of New Westminster
- New Westminster Arts & Culture Organizations
- New Westminster Minor Sports Organizations
- New Westminster Community Organizations

Eligible non-municipal groups must be registered non-profit organizations that are: a) physically located within the City of New Westminster, and b) primarily provide services to New Westminster residents. Eligible organizations are not subject to any message fees.

Non-eligible groups include commercial organizations, for-profit businesses, faith based organizations, private individuals, politicians (elected or campaigning) and political parties.

Related government or non-profit organizations (i.e. neighbouring municipalities, Metro Vancouver, Province of BC, BC Cancer Society, etc.) may be permitted messaging access based on the relevancy of the message to New Westminster residents on a message-by-message basis (i.e. fire or water restrictions, Olympic messages, major community or regional events, etc.).

Commercial advertising is currently not an option for the Community Message Centre.

MESSAGE AMENITIES

The Community Message Centre will be operated using robust scheduling software. As such, message frequency and duration can be programmed. Messages may include one or a combination of mediums including: text (static, dynamic or scrolling), full colour jpg's and video. Messages will be rotated on approximately six second intervals to accommodate motorist viewer limitations.

Message submission should be based on a concise core message (i.e. a combination of text, images or video) followed by a call-to-action (i.e. phone number, website, date & venue). Messages must be brief and concise. Parks and Recreation may edit messages to fit the Community Message Centre software parameters or meet policy requirements.

The Community Message Centre will provide full colour messaging capabilities.

MESSAGE SUBMISSION REQUIREMENTS & RESTRICTIONS

Messages must align with the City's value for a healthy and vibrant community and avoid sensitive or controversial content. Parks and Recreation reserves the right to accept or reject messages using its sole discretion based upon the Community Message Centre's policy and procedures.

Messages submitted by eligible groups must meet the message submission procedures or they will not be posted. It is the responsibility of the submitting agency to meet the submission requirements.

Submission Requirements

1. Messages will be updated weekly, Friday by noon, or Thursday by noon if the Friday is a stat holiday.
2. New or amended message requests must be submitted electronically by means of the City of New Westminster website, www.newwestcity.ca, on Thursdays by 10:00 am one-week prior to the posting need.
3. Messages should be readable within 10 seconds. Consider this restriction in your submission of text, images, logos or video.
4. Submissions should clearly outline the layout order of the message by identifying the sequence of text and images. For example;

- i. Introduction – *Royal City Soccer Registration Has Started* (logo used with text)
 - ii. Message Body – *Registration: August 1 – 15th!* (soccer image or graphic used)
 - iii. Call-to-action – Register Online, www.xyz.com or by calling 604-555-5555
5. Messages will be posted for a maximum of 30 days.
6. Messages may be altered to correct spelling, meet software requirements or reduced in length. Amendments may also include image cropping and/or applying animation functions to the message.
7. Images submitted can be in a .jpg, .bmp or .gif format. All images must be clear and simple in design. Complex images will be blurry and unusable on the message centre. Videos submitted can be in an .mpg or uncompressed .avi format. All images must be sharp, clearly identify a function or service and may be colour or black and white.
8. Message submissions should indicate the scheduling start and end dates and preferred frequency and times.

Message Restrictions

1. Message submissions must be under 4 mb in size. The City of New Westminster firewall will reject emails greater than 3.9 megabytes.
2. Messages must not be submitted to Parks and Recreation more than 30 days prior to the event advertised.
3. Parks and Recreation will not retain nor return messages, images, videos or other information provided. It is the eligible group's responsibility to manage and/or retain any message content submitted for posting on the Community Message Centre.
4. The Community Message Centre will be programmed to reduce the frequency and illumination of messages between 10:00 pm and 6:00 am.
5. Images or text received (i.e. pictures, logos, video, etc.) that are blurry, dark, of poor quality or that are offensive, sexual or controversial in nature or otherwise questionable will not be posted.
6. Parks and Recreation will not scan hard-copy images or otherwise convert images into acceptable formats.
7. The City will not be responsible for collecting or ensuring that photo release forms or permission have been provided to the eligible organization for posting on the Community Message Centre. Images used are at the responsibility and/or liability of the submitting organization.
8. Community Message Centre messages must be submitted by a person(s) of authority within the community organization.

ATTACHEMENT "A"
COMMUNITY MESSAGE CENTRE
ONLINE SUBMISSION FORM
www.newwestcity.ca