

Picture Rocks Fire District LED Sign Policy 2013

Adopted by the Picture Rocks Fire District Board
On August 19, 2013

A. Purpose [as set forth in the Intergovernmental Agreement (revised 09/20/2011)]:

The District's use of the LED Sign is intended to provide public service information including but not limited to: community events and messages, road closures, Amber alerts, wildfire danger, share the road and other messages of public importance.

Picture Rocks Fire District is to retain the title to, operate and maintain the electronic message board.

B. Policy:

It is understood that all matters regarding the LED sign that the sign is secondary to Picture Rocks Fire District's primary mission of life and property safety for the citizens of Picture Rocks Fire District. Use of the sign is intended to advance the District's Mission to provide life safety to our community through protection, prevention and education.

It is further understood that from time to time it may be necessary to postpone/delay some or all aspects of the sign to maintain the primary Picture Rocks Fire District mission.

C. Posting messages:

In general, members of the public may request that messages be posted on the LED sign that comply with the Intergovernmental Agreement (revised 09/20/2011) as noted above.

In addition, the following conditions will apply to all postings:

1. Postings must be on behalf of a "not for profit" or nonprofit entity.
2. Postings must be for the benefit of the citizens of the Picture Rocks Fire District or adjacent vicinity.
3. Postings must not be targeted to individuals.
4. Postings must not be slanderous, derogatory, opinionated or obscene.
5. Postings are to be non-political and non-religious.

The following uses by community groups are PROHIBITED on the sign:

- Commercial or private advertising
- Images that advertise any political candidate and/or religion
- Advertising of events not open to the general public
- Private and/or congratulatory messages (i.e. birthdays, engagements, births, etc.)

D. Public Posting Submissions:

A member of the public (referred to as the "Postee") may submit a "Public Posting Form" to Picture Rocks Fire District Administration office during regular business hours. In addition, this form will be available on the District's website at www.picturerocksfire.org.

The following conditions apply to all submissions:

NOTE: The Fire Chief is responsible for carrying out the intent of this Policy and has sole discretion to grant or deny any public posting.

1. The Form must be turned in at least one week before the desired initial posting date.
2. The Fire Chief, at his discretion, can alter the time frame set forth in item 1 above if, in the sole discretion of the Fire Chief doing so reflects an urgent or valid purpose to serve the public.
3. All public postings forms must be reviewed by PRFD administration for compliance to this policy.
4. The Fire Chief has the right of final approval of the public posting form.
5. If the Public Posting Form is denied, PRFD administration will contact the Postee to advise of the denial.
6. In the case of standing events (meetings, classes, etc.) it is the responsibility of the Postee to notify PRFD Administration of changes in the event regarding location, date and time.
7. In the case of standing events, three consecutive postings may be renewed by contacting the PRFD Administrative via phone or in person and presenting the corresponding "Public Posting Form" number. It is the Postee's responsibility to renew the posting.
8. All postings will be halted on the date noted on the Public Posting Form unless the Postee renews the posting as noted above.
9. All postings will be halted upon completion on the third renewal. If the Postee desires additional postings, a new Public Posting Form must be submitted as noted above.

Emergency Usage:

- All public posting may be suspended for certain emergencies, including:
Amber Alerts

- Severe weather warnings
- Other public safety emergencies as deemed by Picture Rocks Fire District.
- Other emergency messages will be rotated in with other public posting, including:
 - Fire restriction information
 - Severe weather watches
 - Traffic impacts other than closures
 - Other public safety messages as deemed by Picture Rocks Fire District.

E. Criteria for General Operation:

1. Post wording limited to 18 characters with spaces with up to 3 lines.
2. The sign will display entire message at 4-5 second intervals, during the hours of 6:00 am- 1:00 am, 7 days a week.
3. The entire message shall appear on/off the sign at the same time. One message can appear and will be in static mode for 4-5 seconds than a different message will appear and stay in static mode for 4-5 seconds.
4. Sign messages shall be worded in a general manner and cannot provide any commercial advertising and/or names of local officials.
5. The order in which messages appear will be at the discretion of the Fire Chief with dates of the event and submission of application taken into account.