

Big Lakes County Policy

Digital Sign Boards

Policy Number:	Admin 77
Legal Authority:	
Approved by Council:	April 8, 2026
Effective Date:	April 8, 2026
Revised Date:	April 8, 2026

Policy Statement

Big Lakes County utilizes digital signage to communicate timely, relevant, and important information to residents and the public in a consistent, effective, and responsible manner.

Definitions

- **CAO** shall mean the Chief Administrative Officer of Big Lakes County or their designate.
- **County** shall mean Big Lakes County.
- **Digital Sign Board** shall mean any county-owned electronic display board, including permanent installations and portable or trailer-mounted units, used to communicate messages to the public.

Digital Sign Usage

Digital signage shall be used to:

- Communicate emergency and public safety information.
- Promote County programs, services, and initiatives.
- Share community information that aligns with the County’s objectives.

All messages shall:

- Be clear, concise, and easily readable.
- Be consistent with the County’s communication standards.
- Support the County’s reputation and public interest.
- Not be used in a manner that creates a traffic or public safety hazard.

Digital signs shall not display:

- Religious or political messaging.
- Personal messages (birthdays, weddings, etc.).
- Messages from Admin 17 Congratulatory Message Policy.

- Commercial advertising for private businesses.
- Messages that could be perceived as endorsing a specific individual during elections.

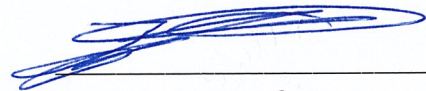
Messages displayed on digital sign boards shall be prioritized in the following order:

- Emergency alerts and public safety notices.
- Urgent municipal service disruptions or notices.
- County programs, services, and initiatives.

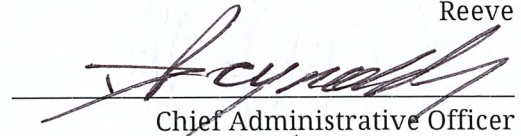
Portable digital signs may be deployed for temporary, location-specific messaging, including traffic control, construction, emergencies, or event-related communication, as determined by the County.

Approvals

- All messages shall be approved by the CAO.
- Any messages that do not align with the policy shall be refused.
- Emergency messages may be posted immediately without prior approval where required.
- The placement and use of portable digital signs shall be coordinated and approved by the CAO.



Reeve



Chief Administrative Officer

4/8/26

Date of Final Signature