OAKLEY
CALIFORNIA

Purpose

The City of Oakley (City) has two electronic message boards; one is located at Civic Center Plaza, and one is located on Laurel Road near Live Oak Avenue. The purpose of this policy is to identify the criteria for posting messages on the message boards.

Definitions

"City-sponsored activities, event and programs" means any public activity, event or program in which the City allows the use of its name and/or logo by another sponsoring organization with regards to the conduct of the activity, event or program, as well as advertising, promotion or general public awareness. In addition to the use of its name and/or logo, the City may provide personnel, facilities, and services in the preparation and conduct of the activity, event or program.

General Policy

The Civic Center message board is managed by the City's Public Information Officer under the direction of the City Manager. The Laurel Road message board is managed by the City's Recreation and Events Coordinator under the direction of the Recreation Manager and Administrative Services Director. The City of Oakley has sole authority over what information is displayed on the electronic message boards.

No promotions for any individual businesses or group of businesses or any type of commercial or corporate activity shall be permitted. No messages conveying political, campaign or religious messages or graphics shall be permitted. Community events open to the public of a non-religious nature, but hosted by a religious organization may be posted if they meet the criteria below.

The Civic Center message board is available for use by:

- Other governmental organizations serving Oakley (such as the Library, Assemblymember or County Supervisor's Office or the Water or Sanitary Districts);
- Oakley-based School Districts; and
- Organizations offering City-sponsored activities, events and programs.

The Civic Center message board may be used to communicate important messages about:

- City of Oakley City Council and Commission/Committee meetings;
- City of Oakley activities, events, and programs;

- Activities, events and programs sponsored by government agencies serving Oakley (such as those offered by the Oakley Library or the Assemblymember or County Supervisor's Office); and
- City-sponsored activities, events and programs (such as those offered by the Oakley Senior Center).

The Civic Center message board shall have no more than 12 messages at all times, ten slides for City messages and two slides for other messages. The City and its programs have first priority to utilize the message board. In rare circumstances, the City may utilize all slides (or exceed the 12-message limit) for City messages. Approved community messages will play for no more than two weeks.

Submission of a request does not guarantee placement on the message board and should not be relied upon as the only form of advertisement.

The Laurel Road message board is limited to displaying the Recreation Division's activities, events and programs and communicating emergency information such as emergency alerts and major road closure, disaster, and evacuation information.

Request Submission

Requests may be submitted no more than 60 days prior to the posting date. Your requests must include specific dates; "ongoing" messages will not be accepted. Requests that are submitted will be reviewed by the Public Information Officer; changes to your submittal may be requested. Requests not submitted in post-ready format as described on the submittal form are limited to three lines of no more than 20 characters per line. These requests will be posted with text only, no graphics.

Submit requests to info@ci.oakley.ca.us.

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Date Submitted: _____

Contact Information

Please note that if we receive calls related to your message this contact information will be given to the inquiring party.

Name: _____

Organization:_____

Address: _____

Phone Number: _____

Email address: _____

Website: _____

Requested Dates (2 Week Maximum):

    Start Date: _____ End Date: _____

Message Requested

Please fill in the grid below with your requested text message. Messages are limited to three lines of 20 characters each.

COMMUNITY SLIDE ONE
COMMUNITY SLIDE TWO
COMMUNITY SLIDE THREE

OR submit a jpg or png image that is 384x123 pixels with text meeting the text criteria above.