

Town of Needham Board of Selectmen

Policy Number:	BOS-DPW-009
Policy:	Policy for Use of Electronic Message Boards
Date Approved:	October 4, 2016
Date Revised:	
Approved:	 Chairman, Board of Selectman

Section 1: Definitions

Electronic Message Board – On-line communication system consisting of one or more display boards electronically connected to a computer, where information can be shared with the public.

Section 2: Purpose and Criteria

Purpose: The purpose of this policy is to provide a mechanism to notify the general public about events and issues that may affect or be of interest to residents and visitors to the Town of Needham. This policy is to provide guidance for the use of these boards.

Criteria: Use of the boards will be accomplished through a three phased expansion. During all phases, notifications related to public safety shall receive priority over all other messages.

Phase I: Public Safety—These types of message are for matters of public safety either for the entire town or certain sections of the town.

Phase II: Municipal Messages Only – These types of messages are for events and notifications originated by Town of Needham departments.

Phase III: Town Benefitted Events – These include any non-municipal event which directly benefits a Town or Public School entity.

Phase IV: Organized Group Event – These include events sponsored by a Needham-based formally organized, not for profit group that are open to the general public, take place in Needham, and will enrich the lives of those attending the event.

Section 3: Application

- a. Events may be posted no more than two weeks prior to the date of the event and will expire the day of the event at midnight.
- b. Requests for message displays should be submitted using the online form located on the Town's website.

- c. The Town reserves the right to arrange messages so that there is equitable publicity for all.
- d. In certain cases, the Town Manager is authorized to bump an event if deemed in the best interest of the Town.
- e. In determining priority of messages/notifications, the following order will be applied:
 - 1. Public Safety
 - 2. Municipal Messages Only
 - 3. Town Benefitted Events
 - 4. Organized Group Event