

Electronic Messaging Signs Policy

Policy Name	Community Electronic Messaging Signs Policy	Department	Community Services
Effective Date	June 11, 2012	Revision Date	February 23, 2026
Approved By	Adam Gilmore – Managing Director of Community Services		
Related Policy	Community Electronic Messaging Signs Policy - 2012		

Policy Statement:

The Township provides Community Electronic Messaging Signs (CEMS) to communicate specific information to the Centre Wellington community within the framework of the Township’s mission, values, and public service. All messages should clearly support and advance this statement.

Purpose

To provide clear guidelines for requesting and displaying messages on Township-owned CEMS, ensuring messages align with the Township’s mission and values. Users are encouraged to use a variety of communication channels and not rely solely on CEMS for announcements.

CEMS Locations

- Centre Wellington Community Sportsplex – 550 Belsyde Avenue, Fergus (interior and exterior displays)
- Jefferson Elora Community Centre – 29 David Street West, Elora (interior display)
- Elora Fire Hall – 72 County Road 7, Elora (exterior display)

This policy includes any future installations of CEMS owned and operated by the Township.

Message Priorities and Eligibility

1. Township Emergency Notifications

- In an emergency, the Township has the authority to suspend all messages and use the Township CEMS for emergencies only.

2. The Corporation of the Township of Centre Wellington

- Public service announcements and Township information. This includes, but is not limited to, Township events and programs, safety messages, and meetings and events coordinated by the Township.

3. The Township of Centre Wellington Community Partners

- Organizations/Businesses that have entered into a community partnership agreement with the Township of Centre Wellington, only messaging as per that specific Agreement.

4. Township of Centre Wellington Facility Client Rental/Public Event Information

Public Events being held at:

- Centre Wellington Community Sportsplex,
- Jefferson Elora Community Centre,
- Belwood Hall,
- Victoria Park Senior Centre,
- Fergus Grand Theatre,
- Township Owned Parks & Open Space
- Centre Wellington Minor Sports Organizations (who rent township facilities)
 - Messaging about their organization's yearly registration, AGM meetings, major tournaments, and championship team, not weekly activities
- Major Township of Centre Wellington team game information (ie, Junior/Senior)

5. County of Wellington

- Emergency notifications and public service information that affects Centre Wellington residents.

6. Centre Wellington Community Organizations (who receive Township Community Investment Fund, Annual Specific Stream funding for their event or organization to support community)

- Messaging about their organization's special event, for which they received the grant funding.
- Any other events must be approved by the Managing Director of Community Services

7. Centre Wellington Not for Profit Community Organizations, which do not rent Township facilities, but their event is in Centre Wellington and is open to the general public. (i.e. Elora Arts Council, BIA's, Chamber of Commerce, Elora Centre for the Arts, Horticultural Societies, etc.).

- All approved messages may be displayed continuously for up to 30 consecutive days. Only one submission can be made per event.

Fees for CEMS Messages:

- Set annually via Council-approved Fees and Charges.
- Priorities 1 through 6 messages are free of charge.
- Priority 7 messages are subject to fees, payable in advance.

Not Permitted: The CEMS is for community information only. Not permitted messages include, but not limited to:

- Private events (weddings, birthdays, family functions)
- Commercial or for-profit advertising unless part of a community partnership (Priority 3)
- Individual messages
- Religious messages or special interest groups

- Political content
 - Stag and Doe events (per AGCO regulations)
 - Promotion of alcohol, cannabis, and tobacco
 - False, misleading, or deceptive messages
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The Township of Centre Wellington reserves the exclusive right to manage, approve, and prioritize all content displayed on the CEMS. This discretion applies to all messages, regardless of the priority list defined in the policy.

Note: The Centre Wellington Chamber of Commerce CEMS is not operated by the Township and is not governed by this policy. For information related to the Chamber's CEMS, please contact chamber@cwchamber.ca.

Content of Message

- The information requested to be placed on the outdoor CEMS must be kept to a minimum for maximum readability and delivery of the message to the motoring and pedestrian public. Messages submitted that do not conform may be removed as they create risk for motorists.
 - Messages on the CEMS appear best with four lines per screen and must be limited to one screen only.
 - Character limits per line will vary depending on the font size, which must meet a minimum height of 6 inches as outlined in the Township Sign By-law.
 - It is strongly recommended that time and thought be given to crafting a clear and concise message that delivers essential information in as few characters as possible.
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Information on Signs

For text-only messages:

- Must be concise for motorists and pedestrians to read safely.
- Messages must not exceed 4 lines and 20 characters per line, including spaces.
- Font size must be a minimum 6 inches in height.
- Messages may be removed if they impair safety or readability

For JPEG image submissions:

- JPEG images are accepted for all signs (indoor and outdoor).
- Images must comply with the Township Sign By-law and have a minimum font height of 6 inches to ensure readability. Do not submit information flyers that would produce images or letters that would not be large enough to read on the sign (i.e. less than 6 inches), these are distracting to motorists and not an effective use of the CEMS. See examples in Schedule B.
- Images may be resized or adjusted as needed to fit display requirements and maintain safety and legibility.

SCHEDULE 1

COMMUNITY ELECTRONIC MESSAGING SIGN (CEMS) REQUEST FORM

Please review the policy before requesting information displayed on the electronic signs. Submissions must be compliant with all outlined requirements. If you agree to the terms, email communitypartners@centrewellington.ca at least 14 days before the message posting date. Submissions by phone or other methods will not be accepted. Include the following in your email:

- Organization Name: _____
 - Contact Person's Name: _____
 - Contact Telephone #: _____ Email Address: _____
 - Date(s) of Event: _____ Type of Event: _____
 - Location of Event: _____
 - Requested Dates for Information to Appear: _____
- (Note: Messages may be displayed for a **maximum of 30 consecutive days** per request.)

Submission Format Options (choose one):

1. Text-Only Submission

Messages must not exceed 4 lines and 20 characters per line, including spaces.

Line 1: _____
Line 2: _____
Line 3: _____
Line 4: _____

2. Image Submission

- Submit a JPEG file format.
- Images must adhere to all provisions in the Township's Sign By-law.
- It is the applicant's responsibility to ensure compliance before submission.
- Images may be resized or adjusted to fit display requirements.
- Images may be rejected if print size is too small to display with minimum 6 inch letters.

The Township of Centre Wellington reserves the exclusive right to determine the content that is displayed on the CEMS.

If there are more requests than display space for a given period, messages will be scheduled on a first-come, first-served basis, following the priority order set out in the CEMS policy.

The Township does not guarantee that any particular message will be displayed. Message display is subject to Township priorities, scheduling, and electronic or mechanical limitations.

If the submission is text-only, the contact person will receive a draft design of the message. This must be approved and signed off at least seven days before the scheduled start date. The contact person is responsible for confirming message accuracy.

I have read and agree to the terms and conditions of the CEMS policy.

Signature: _____

Date: _____

