

Bridge Lighting Display Policy

Administered by; Manager, Corporate Communications

Approved on XX XX, 2024

1. Purpose

The purpose of this Policy is to regulate requests from the public for specific light colours on bridges within the Municipality of Chatham-Kent to commemorate dates of significance.

2. Application and Scope

This Policy applies to the display and duration of lighting display requests made by members of the public specific to the lighting system on bridges within the Municipality of Chatham-Kent.

2.1 Exceptions

This Policy is not meant to impede the standards of practice of recognizing significant National or Provincially recognized Dates of Significance.

3. Definitions

3.1 "Bridge Lighting System" means the decorative, programmable, permanent lighting installed on both sides of the bridge façade.

3.2 "First Come, First Served" means requests received in the order of arrival.

4. Outcomes

4.1 All requests shall be received on a 'First Come, First Served' basis.

4.2 The Municipality shall not accept requests for recurring annual dates of significance. For recurring requests for annual dates of significance, each request shall need to be resubmitted annually at the beginning of each calendar year.

5. Restrictions on Lighting Display Requests

5.1 The Municipality's Bridge Lighting Display shall not be used for commercial purposes by any external organization, unless it is the organization that holds naming rights to the bridge.

5.2 The Municipality of Chatham-Kent reserves the right to refuse, deny, or restrict the use of a Bridge Lighting System.

6. Community Display Requests

6.1 Community lighting display requests shall only take place using the Bridge Lighting System.

6.2 It shall be the responsibility of the requesting organization to submit an application for a community lighting display through the Chatham-Kent website.

6.3 Requests will be confirmed on a first come, first served basis.

6.4 Organizations with approved lighting display requests are required to provide at least one colour option pertaining to their lighting display request two weeks prior to the date requested. Options will be limited to the spectrum of colours currently available and capabilities of the lighting system.

6.5 The Municipality may identify dates to light the bridge as a sign of goodwill. (i.e., National Day for Truth and Reconciliation, Remembrance Day, etc.)

6.6 The Manager of Corporate Communications will assess based on the following criteria:

i. The Municipality may approve lighting display requests for a Bridge Lighting System based on the following criteria:

a. nations recognized by the Government of Canada to celebrate a country's national day or on the anniversary of a special occasion;

b. charitable or non-profit organizations to help increase public awareness of their programs and activities;

c. organizations that have achieved national or international distinction or made a significant contribution to the community; and

d. organizations that have a presence in the Chatham-Kent community, except those outlined in item ii. below.

ii. The Municipality shall not approve requests for lighting displays for a Bridge Lighting System requested by:

- a. Organizations or groups that are political or partisan in nature, including political parties or political organizations;
- b. Organizations that promote hatred, violence, racism, or discrimination of any kind or where it is deemed to be discriminatory under the *Ontario Human Rights Code*;
- c. Religious organizations;
- d. Organizations that have already had a lighting display request approved within the same calendar year; or
- e. Commercial entities (unless it holds the naming rights to the bridge).

6.7 The Mayor, in consultation with the CAO and Manager of Corporate Communications, may apply discretion to approve or deny a request for a lighting display based on reputational risk to the Municipality.

6.8 The Municipality reserves the right to cancel a lighting display in the case of an unforeseen circumstance or in the case of a technical error or malfunction with the Lighting Display System.

6.9 Community lighting displays may be shown for a maximum of one (1) week.

7. Roles and Responsibilities

7.1 Municipal Council

- i. Approve lighting display requests that fall outside of the criteria of this Policy.

7.2 Mayor

- i. Discretion to approve special or ceremonial occasions not identified in the Policy.
- ii. Discretion to approve a lighting display request that does not meet the criteria, and discretion to deny a

community lighting display request that has reputational risk to the Municipality.

iii. Provide communication to Council on decisions approving requests that fall under this category.

7.3 Chief Administrative Officer

i. Provide advice to the Mayor on special or ceremonial occasions not identified in the Policy.

ii. Provide advice to the Mayor for dignitary and other requests not identified in this Policy.

iii. Provide direction to the Manager, Communications on any requests requiring review.

7.4 The Manager of Corporate Communications

i. Interpret and administer this Policy and associated standard operating procedures.

ii. Respond to all requests in a timely manner.

iii. Bring forward to the Mayor and/or CAO on special or ceremonial occasions not identified in the Policy, or other requests for direction and guidance.

8. Monitoring and Compliance

8.1 The Clerk in consultation with the Manager of Corporate Communications shall ensure this Policy is reviewed as per governing policy and remains relevant to the needs of the Municipality, in accordance with legislative requirements and good business practices.