

**CITY MANAGER’S EXECUTIVE ORDER NO. 13-002  
CITY OF DES MOINES**

**AN EXECUTIVE ORDER OF THE CITY MANAGER OF THE CITY OF DES MOINES** relating to the Civic Reader Board Program and establishing policies and eligibility requirements of same.

**RECITALS**

**WHEREAS**, the City finds there is public benefit in communicating City services, community events and emergency management messages to Des Moines citizens and visitors to the City, and

**WHEREAS**, the City wishes to create an effective administrative process to manage a Civic Reader Board Program, and

**WHEREAS**, the City must comply with the provisions of the Des Moines Municipal Code relating to signs; now therefore,

**IT IS HEREBY ORDERED** as follows:

1. A Civic Reader Board Program is created for use by the City of Des Moines and other governmental entities, utilities or civic organizations working in partnership with the City to communicate public service announcements, provide emergency information or to promote non-commercial public events that benefit the citizens of Des Moines.

2. The Civic Reader Board Program application, policies and eligibility requirements outlined below are hereby established:

**I. Civic Reader Board Eligibility Requirement Policy.**

The City of Des Moines and its programs have priority use of the Civic Reader Board. Other governmental, utility or civic organizations working in partnership with the City will have use of the Reader Board on a prioritized space available basis.

Priority 1: City of Des Moines, its Department’s Programs and Committees

Priority 2\*:

- Special Districts serving Des Moines such as: South King Fire and Rescue, Des Moines Metropolitan Pool District, Des Moines Library;
- Utilities Serving Des Moines such as: Highline Water District, Water District 54, Midway Sewer District, Lakehaven Sewer District, Puget Sound Energy, CleanScapes; and

- Community Based Non-Profits serving Des Moines such as: Des Moines Legacy Foundation, Destination Des Moines, Des Moines Waterfront Farmers Market, Rotary Club of Des Moines, SW Chamber of Commerce, Seattle Southside Visitors Service, Des Moines Area Food Bank, Des Moines Historical Society.

Priority 3\*: Announcements deemed to be in the public's interest

\*User fees apply.

## **II. Civic Reader Board Fees**

1. Businesses or Organizations serving Des Moines may contribute funds to the City for the full or partial purchase of a Civic Reader Board in exchange for the option to display its name and/or logo on the Reader Board sign framework;
2. Non-Profit Businesses or Organizations may pay a user fee for the opportunity to display their temporary Civic or Emergency Management message on the Reader Board;
3. Other fees as may be agreed to by the City Manager or his/her designee.

## **III. Civic Reader Board Content Guidelines**

Content shall meet the following Civic Reader Board Program requirements to be eligible for display. The Program will be administered by the City of Des Moines and coordinated by the Parks, Recreation and Senior Services Department:

1. Messages shall not be used for advertising or promotion of commercial products, corporate entity, or services by the sponsoring agency, organization or person.
2. Messages shall not be used to convey political, campaign or religious messages or graphics.
3. Messages shall not contain any offensive, hateful and/or negative messages or graphics.
4. The City at its sole discretion may refuse to display any message or graphics content.

## **IV. Civic Reader Board Message Eligibility**

The Parks, Recreation and Senior Services Director or designee will make the determination as to whether a message qualifies for display. If it is determined not to be eligible, an attempt will be made by the Director or designee to contact the indicated representative and inform them of such. The representative may then, if possible, modify the message to meet the eligibility requirements.

**V. Civic Reader Board Submission Size and Display Period**

1. Size: There is no minimum or maximum size for submissions except to note that space is limited to three pages of written copy and/or graphics, with one (large type) to three lines (smaller type) on each page.

2. Display Period: Event and Activity submissions must be received at least two weeks prior to the event or activity. Emergency messages will be displayed as soon as received or as possible. Display time is limited to two weeks (14 days) per month and may be extended at the discretion of the Director or designee on a space available basis.

**VI. Civic Reader Board Fee for Use Policy**

Reader Board users shall follow the City of Des Moines Civic Reader Board Program Fee for Use Policy as established herein:


1. The fee for Reader Board use reflects the cost of equipment, equipment and software maintenance and message administration. The City of Des Moines reserves the right to update fees at any time.

2. To insure that second priority organizations have equal access to the Reader Board Program, the City of Des Moines reserves the right to limit the number or the length of time a message is displayed (especially during peak event seasons). This requirement may be waived by the City in the event that there are fewer message requests. Third priority organizations are not guaranteed Reader Board Program access.

**VII. Civic Reader Board Application Process**

Complete attached application and submit with payment. Reader Board space may not be reserved without an approved application and payment.

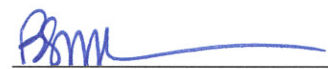
DATED this 5<sup>th</sup> day of December, 2013.

  
\_\_\_\_\_  
Anthony A. Piasecki  
City Manager  
City of Des Moines

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Assistant City Attorney

ATTEST:

  
\_\_\_\_\_  
City Clerk

## City of Des Moines Civic Reader Board Program Application

Date of Request: \_\_\_\_\_

All users must complete the form below and phrase their message in as concise of a manner as possible since space is limited. The message may be edited or abbreviated to meet the reader board formatting or City standards. Message request must be received at least two weeks prior to the requested display date.

Name of event: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### **Civic Reader Board Fees- Select option(s)**

#### **One Day to One Month Displays**

- \$100 Message displayed on the day of the event (\$50 Administrative set up fee included)
- \$250 Message displayed (1-14 consecutive days) prior to the event (one \$50 Administrative set up fee included)
- \$350 Message displayed (up to 30 consecutive days) prior to the event (one \$50 Administrative set up fee included)

#### **Three Month Displays**

- \$500 Message displayed (1-14 consecutive days) per month, for any 3 months during contract year (up to three \$50 Administrative set up fees included)
- \$700 Message displayed (up to 30 consecutive days) per month, for any 3 months during contract year (up to three \$50 Administrative set up fees included)

#### **Six Month Displays**

- \$1,000 Message displayed (1-14 consecutive days) per month, for any 6 months during contract year (up to six \$50 Administrative set up fees included)
- \$1,400 Message displayed (up to 30 consecutive days) per month, for any 6 months during contract year (up to six \$50 Administrative set up fees included)

#### **Annual Displays**

- \$2,000 Message displayed (1 - 14 consecutive days) per month, for 12 months during contract year (up to twelve \$50 Administrative set up fees included)
- \$2,800 Message displayed (up to 30 consecutive days) per month, for 12 months during contract year (up to twelve \$50 Administrative set up fees included)

**Message Display Format**

Message Display includes: Three (3) lines of type, twenty (20) characters per line, three (3) page limit. Submittal must be in Word document format. Fill out a separate Message Display Form for each Message Display content change.

Graphics: Must be provided in JPEG format.

Page 1:


Page 2:


Page 3:


Message Display Start Date(s):

Message Display End Date(s):

Special

Notes: \_\_\_\_\_

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

***Department Staff Use Only***

Message Approved by: _____ Date: _____
Paid <input type="checkbox"/>

***Remit completed application and payment to: (checks should be payable to City of Des Moines)***

City of Des Moines Parks, Recreation & Senior Services  
1000 South 220<sup>th</sup> Street  
Des Moines, WA 98198

***Questions or comments:*** Please contact the Recreation Office at (206) 870-6527 or at recreation@desmoineswa.gov