

Public Safety Message Board Sign Policy
Adopted October 12, 2011

The Town of Cape Elizabeth acquired a portable message board sign through a grant from the US Department of Homeland Security. The sign is approximately 5' x 8' and is moved with a trailer hitch on a pick up truck. The sign is powered with a rechargeable battery and with a small solar panel.

The sign face may support 3 lines of message with each line having up to 8 characters. Upon each placement, the sign needs to be programmed and we utilize approximately 3 person hours for two persons to move the sign from its storage location, to set it up and to return it to storage. The sign is not used prior to snow plowing due to potential damage.

The sign has traditionally been utilized for public safety messages and for providing advance word of upcoming road construction projects.

Prioritization of Sign Use

The sign shall first be utilized for the purposes for which it was acquired. The sign was purchased to assist with information in public emergencies and especially in instances when Internet services and other means of communication may be unavailable.

The sign shall next be used for purposes affecting the public health, safety and welfare of citizens. These uses include road closings or restrictions, new or temporary speed limits, information about public safety programs, water or sewer use restrictions, air quality alerts etc.

The sign may next be used within 7 days of a regular or special election to alert citizens about the dates and location of Election Day voting.

As the primary purpose of the sign is for public safety, and extensive use could diminish attention given to the sign, the sign shall not be utilized for fundraising purposes, to advertise meetings, athletic or cultural events (excepting road closures) or to provide recognition of teams or individuals.