	ADMINISTRATIVE ORDER	Approved By: *[signature]* City Manager	No. **3 1**
			Effective Date: 5/1/19 **Revised:**

Subject: **Digital Kiosk Communications**

INTRODUCTION

The City of Highland Park's digital kiosks enable the City to deliver real-time communications to the public. This technology supports the City's economic development activities and enables the City to better serve the community through enhanced and efficient communication and nearly instantaneous access to useful information including wayfinding, points of interest, current events, and emergency notifications. In recognition of these benefits, the City has made a substantial investment in its digital kiosks. The City Manager's Office will manage and update the content remotely.

A. PURPOSE

The intent of this Administrative Order is to promote the safe, responsible and consistent use of the digital kiosks by those authorized by the City Manager to do so. When used properly, digital kiosks can be an effective tool for the City of Highland Park to:

- Directly and publically communicate with residents, businesses, and visitors;
- Communicate educational and public safety information directly to residents, businesses, and visitors, including notification of new businesses, a business directory, and wayfinding; and
- Further engage the public with the City.

A clear, consistent message is necessary to avoid misinformation. Furthermore, digital kiosks must be used appropriately to avoid liability and to reflect a professional image of the City.

The guidelines within this Administrative Order are intended to ensure that the City's digital kiosks are used and managed with best practices to ensure high levels of quality and consistency within the City's communications while protecting the City. The use of digital kiosks must further the core priorities, goals, and objectives of the City.

B. POLICY

1. Management and Administration.

The City, by and through the City Manager, or his or her designee(s), is responsible for the content displayed on the digital kiosks. The City Manager shall authorize specific City staff, at his or her discretion, to administer, maintain, and update the digital kiosks.

a. All content for the digital kiosks must be provided in JPEG format, sized vertically 1920

x 1080.

b. The digital kiosks have a photo-sensor that senses the ambient light and will dim or brighten based on the lighting that reaches the sensor; however, due to the location of the kiosks along the roadway, the photo-sensor may not function properly due to light emitted from vehicle headlights. Therefore, City staff will program each monitor to automatically dim after sunset and will adjust the dimming time through the year to align with the sunset time as it changes.

c. Digital kiosks may be used to display City-generated content, including but not limited to:

    i. New business openings (see Sec. B.2.f of this Order)

    ii. Wayfinding maps

    iii. City-approved special events

    iv. Local government events

    v. Construction updates

    vi. Street and parking lot closures

    vii. Public safety information

    viii. Weather and air quality

    ix. Time and date

    x. Traffic and transportation

d. No less than 5 slides and no more than 10 slides may be in rotation on the digital kiosks at any one time.

e. Slides will transition every 15 seconds but may be adjusted according to the volume of information on an individual slide.

2. *Use.*

a. The City of Highland Park's digital kiosks are provided for official City and local government business.

b. Only digital kiosk administrators authorized by the City Manager are to be provided access to the digital kiosk system.

c. Certain information or images may be protected by copyright laws. Digital kiosk administrators must ensure that the City has written permission to post any copyrighted information or images prior to doing so.

d. Administrators shall not allow any unauthorized person, whether or not employed by the City, to access the digital kiosks system for any reason. Any administrator found to have engaged in unauthorized access or any individual who has attempted unauthorized access to another administrator's account may be subject to discipline.

f. The use of City digital kiosks not related to City or local government business is

prohibited. Requests for posting of information on the digital kiosks made by the City's local governments that serve Highland Park residents must be approved by the City Manager prior to any non-City generated content being published. Local governments are responsible for providing content in publish-ready formats in accordance with the design standards and specifications required to effectively display content on the digital kiosks.

e. The use of City kiosks to transmit, store, or display obscene, pornographic, erotic, profane, racist, sexist, or other offensive material (including messages, images, video or sound) is prohibited.

f. The kiosks may not be used to promote commercial activities, religious, charitable solicitations, support for outside organizations, or other activity not related to the direct conduct of official City business. Any use of the City Kiosk to solicit support or to advocate for any political causes, outside organizations or other non-job related purposes, including, but not limited to, those Politically Prohibited Activities listed in Section 37.003 of the City Code, is prohibited. New business announcements prepared and issued by the City's Business Development Office shall include a welcome message along with the name, contact information, and location of the business, but will not include promotional information, so as to avoid any appearance of the digital kiosks being used for advertising purposes.

DISCIPLINARY ACTION

Failure to follow the policies set forth in this Administrative Order will result in disciplinary action up to and including termination.

INTERPRETATION

All questions pertaining to the meaning or applicability of this policy should be submitted in writing to the City Manager's Office. The City Manager's Office will provide a written interpretation to all departments, which will serve as a supplement to this policy.