



Town of Cochrane Policy

Policy No.: Policy Title: Approval Date: Revision Date: Department:	1207-01 Light The Bridge Policy June 28, 2021 (RES #118/06/21) Corporate Services
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POLICY STATEMENT:

The Town of Cochrane engages with local not-for-profit organizations to recognize major local events, special occasions and cultural celebrations. The foundation of this Policy is grounded in Cochrane's vision of celebrating the diversity of people who call Cochrane home and our connection to the global community. The purpose of this Policy is to ensure that applications regarding lighting The Bridge are managed in a consistent and appropriate manner.

SCOPE:

This policy applies to local not-for-profit organizations requesting the Jack Tennant Memorial Bridge (The Bridge) be lit to mark local events, special occasions and achievements, including local festivals and events, raising awareness of various issues, and memorializing well-known local figures.

1. DEFINITIONS

1.1 "**Administration**" means the department assigned the responsibility of managing Light the Bridge applications and requests pursuant to this Policy;

1.2 "**CAO**" means the person appointed to the position of Chief Administrative Officer by Council;

1.3 "**Council**" means the Council of the Town of Cochrane, in the Province of Alberta;

1.4 "**Not-for-Profit Organizations**" means societies registered under the *Societies Act*, associations registered under Part 9 of the *Companies Act*, or charities registered with the Canada Revenue Agency;

1.5 "**Policy**" means this Town of Cochrane policy together with all attachments hereto as amended from this time;

1.6 **“Resident”** an individual who resides at a property within the Town of Cochrane; and

1.7 **“The Bridge”** means the Jack Tennant Memorial Bridge.

2. CRITERIA

The Town may light The Bridge using specific colours, on the Town’s own initiative or in response to an application by a not-for-profit organization.

The Town acknowledges that The Bridge and coloured lights thereon are visible to the general public as such applications for lighting on The Bridge shall be subject to the following criteria:

- a. Lighting shall not be used for commercial advertising or political messaging or for any other purpose other than the intent described above; and
- b. The Town may deny any requests which are deemed to be reasonably interpreted as conveying a message of:
 - i. any form of personal discrimination, including discrimination based upon race, national or ethnic origin, religion, gender identity, sex or sexual orientation, age or disability;
 - ii. exploiting, condoning or inciting, or exhibiting obvious indifference to, violence, bullying, or unlawful behaviour;
 - iii. demeaning, denigrating or disparaging one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them into public contempt or ridicule; or
 - iv. undermining human dignity; or displaying obvious indifference to, or encouraging gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population; and
- c. The Town may deny any requests respecting individual special days, such as birthdays or anniversaries.

3. REQUESTS AND APPROVALS

Applications for lighting are considered in the order in which complete applications, are received, and are evaluated on a case-by-case basis.

If an application meets the above criteria and The Bridge lighting is available on the relevant date, Administration shall proceed with approving the application and collecting payment of the fee at that time. See Schedule “A”. If an application is not approved, Administration shall notify the applicant.

4. CRITERIA VARIANCE

The CAO may approve proposed variances from this Policy, at the CAO's discretion.

5. RESPONSIBILITIES


Town Council to:

Review, amend and approve the policy.

Administration to:

- a. Create and amend the process to receive Light the Bridge requests from applicants.
- b. Administration will manage application intake, scheduling and lighting programming.

6. END OF POLICY

	<h2 style="margin: 0;">Town of Cochrane Procedure</h2>
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PURPOSE:

The Light the Bridge Procedures set out the manner in which the Light The Bridge Policy will be implemented. The procedures may be amended by Administration as required.

GENERAL PROCEDURES AND RESPONSIBILITIES:

1. Application Procedure

- a. Completed applications must be received no fewer than three (3) weeks and no more than six (6) months before the requested date.
- b. Only one lighting request may be made per application.
- c. Applications must be made for each date the lighting is requested. Prior approval of an application for lighting does not imply that future applications will also be approved.
- d. Payment to be made as per Schedule "A" upon application approval.

2. Lighting of The Bridge

- a. Unless other scheduling arrangements have been approved, the Bridge will be lit from 10 minutes before sunset until midnight.
- b. Lighting the bridge for Province of Alberta statutory holidays will be prescheduled as specified in Schedule "B" of this Procedure.
- c. Specific patterns or colour orders cannot be guaranteed.
- d. Lights may be lit each night for a maximum of one week depending on availability.
- e. Administration will post approved dates on the Light The Bridge calendar, located on the Town's website. All other marketing and promotion of the event are the responsibility of the applicant.

- f. The Town strives to fulfil all eligible requests, but any approved requests may be modified if a major local, national or international situation occurs. If a request requires modification, Administration will work to find an alternative date. If no suitable date can be found a refund of the application fee will be issued.

END OF PROCEDURE

SCHEDULES

Schedule "A"

Processing Fee - \$25 per application to cover Administration time and contribute to lighting maintenance costs of The Bridge.

Schedule "B"

The Bridge lights will be lit for the current year's designated Province of Alberta General Holidays.