


Holland Police Department

General Order			
Subject	Information Dissemination Devices	Classification	Unclassified
<u>Directive No</u>	20-55	<u>Effective</u>	16 SEP 2020
<u>Additional Directives</u>	N/A	<u>Review</u>	ANNUALLY
<u>Standards/References</u>	N/A	<u>Revision</u>	N/A
<u>Issuing Authority</u>	 Bryan C. Haughey Chief of Police		
Record of Revisions			
N/A			

Summary:

The purpose of this directive is to establish guidelines and standards for the utilization of Information Dissemination Devices [IDD], specifically, ONSOLVE, LLC [CodeRED], and Portable Changeable Message Signs [PCMS]. Whereas IDD has the potential to be abused and overused it is necessary to implement measures to ensure these systems are only utilized for the purpose they are intended.

The primary function of IDD shall be to provide the public with information and instruction concerning a specific incident or hazard, including, a public safety emergency, a public health risk or a severe weather event. Accordingly, for purposes of use, these conditions shall have priority.

Permissible Use:

1. To provide information and instruction concerning a potential danger, such as, road and traffic hazards.
2. To provide information and instruction pertaining to road closures, detours, and construction or maintenance activity that may be taking place on or near the roadway.
3. To provide information and instruction associated with a Fire or Police operation and to alert the public in matters of public health, to include when the condition of inland waters may endanger health.
4. To alert the public in matters of personal safety, to safeguard their property, and to provide or seek information concerning any police incident or investigation, to include missing and wanted persons.

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5. To provide information and instruction concerning advisories, orders, and recommendations issued by the Governor of the Commonwealth and the Massachusetts Department of Public Health [DPH].
6. To provide information regarding the election process, dates, times and locations of voting and polling sites, Select Board meetings, Town Meeting and Caucus, town facility closures, event cancellations or postponements, and for information associated with use of the Town Hall, to include business hours.
7. To provide information and instruction concerning the parking regulations outlined in c. 9.2 of the general bylaws for the Town of Holland and to provide information and instruction about direction, parking and traffic flow during an event.
8. To provide information and instruction concerning the chemical treatment of inland waters.
9. To provide information associated with a town organized charity event or a community or charity event hosted by the Fire or Police Department.
10. The Chief of Police shall be authorized to permit PCMS to be utilized for the purpose of traffic control, to display laws & warnings pertaining to the operation of motor vehicles, and to monitor, display and enforce the speed of motor vehicles using the radar system, provided that, the target vehicle is traveling on a public way as defined in G.L. c.90 § 1.

Prohibited Use:

1. IDD shall not be used for political or hate speech, or to endorse or oppose a political candidate, party or ideology.
2. IDD shall not be used to advertise, sponsor, solicit for or disparage a particular association, business, group, individual, organization, rally, protest or event, however, promotional information may be allowed in some circumstances, provided that the IDD is being used for a permissible reason contained herein.

For example, if the Fire Department is hosting a charity event the name and website of the beneficiary shall be permitted, or if the PTO is hosting an event that requires a road closure, IDD may state that the event is being hosted by the PTO as part of the road closure message, or if a PCMS is being used to display a “school open, drive carefully” message, it may also include a phrase like “welcome back students”.