

COMMUNICATIONS PROTOCOL

PURPOSE

This Communications Protocol shall guide all communications activity planning, development and implementation with a view to ensuring efficient, structured, continuous and coordinated communications to British Columbians.

The provisions of this Communications Protocol shall apply to all communications activities related to any Projects funded through the Small Communities Fund Program, or allocations. Such communications activities may include, but are not limited to, public or media events, news releases, reports, web and social media products or postings, blogs, Project signs, digital signs, publications, success stories and vignettes, photo compilations, videos, advertising campaigns, awareness campaigns, editorials, and multi-media products.

GUIDING PRINCIPLES

Communications activities undertaken through this Communications Protocol should ensure that British Columbians are informed of infrastructure investments made to help improve their quality of life and that they receive consistent information about funded Projects and their benefits.

The communications activities undertaken jointly by Canada, British Columbia, and the Ultimate Recipient shall recognize the funding of all parties to the Projects.

PROGRAM COMMUNICATIONS

The Ultimate Recipients will not unreasonably restrict Canada and British Columbia from using, for their own purposes, public communications products related to Projects funded through the Small Communities Fund Program and if web-based, from linking to it.

OPERATIONAL COMMUNICATIONS

The Ultimate Recipients are solely responsible for operational communications with respect to Projects, including but not limited to, calls for tender, construction, and public safety notices. Operational communications as described above are not subject to the federal official language policy.

The Ultimate Recipients shall share information promptly with the lead ministry staff should significant media inquiries be received or emerging media or stakeholder issues arise relating to the Projects.

MEDIA EVENTS AND ANNOUNCEMENT FOR PROJECTS

Media events include, but are not limited to, news conferences, public announcements, official events or ceremonies, and news releases.

The Ultimate Recipients will have regular media events about the funding and status of the Projects. Key milestones may be marked by public events, news releases and/or other mechanisms.

Media events related to the Projects shall not occur without the prior knowledge and agreement of Canada and British Columbia.

The Ultimate Recipients shall provide at least **20 working days' notice** to the lead ministry staff of their intention to undertake a media event. The event shall take place at a mutually agreed date and location.

All joint communications material related to media events shall be approved by Canada and British Columbia and recognize the funding of all funding partners, as appropriate.

All joint communications material shall reflect Canada's policy on official languages and the federal identity program.

PROJECT CONSTRUCTION SIGN GUIDE

Please note:

- The Federal Construction Guidelines are pending until further notice.
- Projects that are managed by the Ministry of Transportation and Infrastructure are required to include the *BC on the Move* 10 Year Transportation Plan branding at the bottom.

This guide provides information on the production and installation of federal and provincial construction signs for projects approved under the Small Communities Fund Program.

The cost of project construction signs is an eligible project cost.

The Ultimate Recipient shall produce and install federal and provincial signs at each Project site in accordance with current federal and provincial signage guidelines (see attached).

You are required to submit a layout of the project construction sign prior to final production via e-mail to the lead ministry staff which will coordinate provincial and federal government approval.

Signs should be installed at the project site thirty (30) days before construction begins, be visible for the duration of the Project, and remain in place until 30 days after construction is completed and the infrastructure is fully operational or opened for public use.

Federal and provincial signs shall be at least equivalent in size and prominence to Project signage for contributions by other orders of government. Signs should be installed in a prominent and visible location.

All federal signs must be bilingual.

They should not obstruct traffic or cause safety concerns, particularly if located near a road. To avoid potential safety issues, ensure that the appropriate provincial and municipal authorities are consulted.

A brief and concise title (no longer than five words) should be developed in consultation with the lead ministry staff.

Federal and provincial construction signage can be ordered directly through Queen's Printer. Below is the contact information:

Paula Peterson
Print Agent
Queen's Printer
Shared Services BC
Phone: (250) 387-9364
Fax: (250) 356-7380
E-mail: Paula.Peterson@gov.bc.ca

PERMANENT SIGN OR PLAQUE

The lead ministry will determine whether your project will require a permanent sign or plaque. The signage wording of the permanent sign or plaque must be in both official languages. It shall also recognize the federal and provincial contribution.

You are required to submit a layout of the permanent sign or plaque prior to final production via e-mail to the lead ministry staff which will coordinate provincial and federal government approval.



The cost of Project permanent signs or plaques is an eligible project cost.

COMMUNICATIONS COSTS

The eligibility of expenditures related to communication activities will be subject to Eligible and Ineligible Costs under the Small Communities Fund Program.

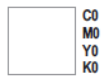
PROVINCIAL CONSTRUCTION SIGN

Use below guidelines for projects managed by the Ministry of Community, Sport and Cultural Development: Drinking Water, Green Energy, Solid Waste Management, and Wastewater

 	New Building Canada Fund - Small Communities Fund	Catalogue Item #
		C-035 Series



Plywood edges must be sealed and both the edges and back of the plywood sign shall be painted green (pantone 349C) with one coat of exterior oil based enamel paint over a compatible primer per Sec. 635.26 of the Standard Specification for Highway Construction.



C0
M0
Y0
K0

White Background

ASTM level 1



C0
M30
Y100
K0

Yellow Background & Sunburst

Custom Transparent Ink



C100
M67
Y0
K23



Dark Blue Mountainscape

Custom Transparent Ink

Sign Item Number	Dimensions (W X H) mm	Substrate Sign Blank #	Reflectivity	Colour
C-035-u	1951 x 1220	12 mm MDO PLY	1	As indicated

PROVINCIAL CONSTRUCTION SIGN

Use below guidelines for projects managed by the Ministry of Transportation and Infrastructure: Brownfield Redevelopment, Connectivity & Broadband, Disaster Mitigation, Highways and Major Roads, Innovation, Local & Regional Airports, Public Transit, Short Sea Shipping, and Shortline Rail

 	New Building Canada Fund - Small Communities Fund	Catalogue Item #
		C-035 Series



Plywood edges must be sealed and both the edges and back of the plywood sign shall be painted green (pantone 349C) with one coat of exterior oil based enamel paint over a compatible primer per Sec. 635.26 of the Standard Specification for Highway Construction.

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