
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 Clean Water and Wastewater 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, and Canadians, 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 Clean Water and Wastewater 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 Ministry of Community, Sport and Cultural Development 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 may 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 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:

- Ultimate Recipients are required to install both a Federal and a Provincial sign.

This guide provides information on the production and installation of both federal and provincial construction signs for projects approved under the Clean Water and Wastewater 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 (see [Infrastructure Project Signage Guidelines](#)) and provincial guidelines. To obtain signage for your project you will need to send an email to INFRA@gov.bc.ca requesting a copy of the signage package. Once you have received the signage package you can then order it directly through Queens 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

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.

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.

All federal signs must be bilingual.

PERMANENT SIGN OR PLAQUE

The 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 email to ministry staff which will coordinate provincial and federal government approval. Please contact program staff for a plaque template.

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 listed below.

ELIGIBLE	INELIGIBLE
<ul style="list-style-type: none"> • Any costs reasonably incurred to undertake communication activities, such as, but not limited to: <ul style="list-style-type: none"> - federal or provincial funding recognition signage - permanent commemorative plaques - A/V rental and set up costs - event equipment rental and set up costs, such as stage and podium for joint events - event photography 	<ul style="list-style-type: none"> • Media consultant • Event planners • Gifts • Hospitality costs, such as, but not limited to: <ul style="list-style-type: none"> - food/beverages - liquor - entertainment

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