B.C. Active Transportation Infrastructure Grants Program

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 B.C. Active Transportation Infrastructure Grants Program (Program). 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 the Province of British Columbia and the Recipient shall recognize the funding of all parties to the Projects.

PROGRAM COMMUNICATIONS

The Recipients will not unreasonably restrict the Province of British Columbia from using, for the Province of British Columbia’s own purposes, public communications products related to Projects funded through the Program and if web-based, from linking to it.

OPERATIONAL COMMUNICATIONS

The Recipients are solely responsible for operational communications with respect to Projects, including but not limited to, calls for tender, construction, and public safety notices.

The Recipients shall share information promptly with the Ministry of Transportation and Infrastructure 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 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 the Province of British Columbia.

The Recipients shall provide at least 21 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 the Ministry and recognize the funding of the Province of British Columbia, as appropriate.

The Recipient will be responsible for providing onsite communications and logistics support. Any related costs are eligible for cost-sharing in accordance with the formula outlined in the funding agreement.

COMMUNICATIONS COSTS

The eligibility of expenditures related to communication activities will be subject to eligible and ineligible costs listed below.

<table>
<thead>
<tr>
<th>ELIGIBLE</th>
<th>INELIGIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Any costs reasonably incurred to undertake communication activities,</td>
<td>• Media consultant</td>
</tr>
<tr>
<td>such as, but not limited to:</td>
<td>• Event planners</td>
</tr>
<tr>
<td>- provincial funding recognition signage</td>
<td>• Gifts</td>
</tr>
<tr>
<td>- permanent commemorative plaques</td>
<td>• Hospitality costs, such as, but not limited</td>
</tr>
<tr>
<td>- A/V rental and set up costs</td>
<td>to:</td>
</tr>
<tr>
<td>- event equipment rental and set up costs, such as stage and podium</td>
<td>- food/beverages</td>
</tr>
<tr>
<td>for joint events</td>
<td>- liquor</td>
</tr>
<tr>
<td>- event photography</td>
<td>- entertainment</td>
</tr>
</tbody>
</table>

2
SIGNAGE GUIDELINES

CONSTRUCTION SIGN

Manufacturing and Installation

- In general, signs should be installed when construction begins and 30 days after construction is completed.
- The cost of signs manufactured and installed in accordance with these guidelines is an eligible project cost.
- Signs should always be securely installed in a prominent area. 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. No signs should be installed on third-party property without their permission.
- Signs are to be manufactured of materials that are fully recyclable to reduce burdens on the environment and should follow the Provincial Construction Project Signs Fabrication Specifications (see Appendix 1).
- Signs should include the Province of British Columbia logo which you can be downloaded here: https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity/download-marks.
- The information on the sign must contain:
  - Project Title;
  - Project Value, e.g. Value: $1.2 Million or Value: $353,000. The value should be rounded down and should not be higher than the Approved Total Eligible Costs.

You are required to submit a layout of the sign for Ministry’s approval prior to final production and installation.

Please submit the layout of your sign to the Ministry by email to BCATgrants@gov.bc.ca and include your project name in the subject line (e.g. Project Title – Sign Layout).

The Recipients may order the construction signage directly from a recognized sign company (listed on Appendix 2) or a sign company of their choice.
Application:
Projects funded only by the Province or jointly with Municipalities / other partners

Project Partnership Logos

Value: $

White Background
Yellow Background & Sunburst
Dark Blue Mountainscape

Aluminum substrates must have 12mm radius corners

<table>
<thead>
<tr>
<th>Sign Item Number</th>
<th>Dimensions (W x H)mm</th>
<th>Substrate Sign Blanket</th>
<th>Reflectivity ASTM Type</th>
<th>Colour</th>
<th>Approval Required</th>
<th>Typical Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-035-u</td>
<td>1951 x 1220</td>
<td>0.081 Aluminum</td>
<td>1</td>
<td>As Indicated</td>
<td>-</td>
<td>Local Road / Low Speed - URBAN</td>
</tr>
<tr>
<td>C-035</td>
<td>3660 x 2286</td>
<td>12 mm MDO plywood</td>
<td>1</td>
<td>As Indicated</td>
<td>-</td>
<td>Arterial or Expressway</td>
</tr>
<tr>
<td>C-035-x</td>
<td>4880 x 3050</td>
<td>12 mm MDO plywood</td>
<td>1</td>
<td>As Indicated</td>
<td>-</td>
<td>Freeway ONLY</td>
</tr>
</tbody>
</table>
APPENDIX 2

RECOGNIZED SIGN SUPPLIERS

Queen’s Printer
2nd Floor – 563 Superior Street
Victoria, BC V8W 9V7
Phone: 250-387-9364
Fax: 250-356-7380
Email: Paula.Peterson@gov.bc.ca
Web: www2.gov.bc.ca/gov/content/governments/services-for-government/bc-bid-resources_goods-and-services-catalogue/publishing-services

Tran Sign (1999) Ltd.
2920 Jacklin Road
Victoria, BC V9B 3Y5
Toll Free: 1-800-663-7157
Fax: 250-474-6535
Email: Kevin@transign.com
Web: www.transign.com

Empire Signworks Inc.
Unit 1 – 7167 Vantage Way
Delta, BC V4G 1K5
Toll Free: 1-800-663-5698
Fax: 604-946-5004
Email: roadsign@telus.net

Astrographic Industries Ltd.
17855 – 66th Avenue
Surrey, BC V3S 7X1
Toll Free: 1-800-663-6551
Fax: 604-596-1211
Email: jim@astrographic.com
Web: www.astrographic.com

Sherine Industries Ltd.
113-19433-96th Avenue
Surrey, BC V4N 4C4
Toll Free: 1-800-665-0566
Fax: 604-513-1890
Email: sales@sherineindustries.com
Web: www.sherineindustries.com

ATS Traffic-British Columbia Ltd.
Unit 202-20351 Duncan Way
Langley, BC V3A 7N3
Phone: 1-800-720-1065
Fax: 604-530-9179
Email: sales-bc@atstraffic.ca
Web: www.atstraffic.ca

Valley Traffic Systems Inc.
9770 – 199A Street
Langley, BC V1M 3C6
Phone: 1-888-448-8886
Fax: 604-513-3661
Email: gay@valleytraffic.ca
Web: www.valleytraffic.ca