

# B.C. Air Access Program

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## 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. Air Access 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.

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

# CONSTRUCTION SIGNAGE GUIDELINES

## Procedure

1. The Recipients are required to submit the following information to [BCAAP@gov.bc.ca](mailto:BCAAP@gov.bc.ca)
  - a. Logo of their organization (a high-resolution image and in jpeg or png format)
  - b. Anticipated construction start date and completion date.
  - c. Usage/intended location and appropriate size (see below).
2. The Ministry will produce the design and print-ready file.
3. The Recipient must send the file to King's Printer who will coordinate sign manufacturing with local fabricators across the province.
4. The Recipient must install the sign at the project site.

## Installation Guidelines

- In general, signs should be installed when construction begins and remain installed 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.

## Sizes/Dimensions

### ***For general locations:***

Three size options are available to fit the location and space available for the erected sign, and to ensure clear readability at a distance.

The largest size is aluminum, ensuring durability and resistance to damage, suitable for a construction site or similar high-traffic location. The smaller sizes are on Coroplast, a light-weight plastic sign material for easy installation.

### **C-035U**

1930 mm wide X 1219 mm high (*Appx. 76" x 48"*)

- typical application: freestanding onsite signage, government facilities, construction sites, etc.
- high visibility, large scale location

Aluminum .081 Sign Grade with ASTM Type 1 reflectivity, rounded corners, recyclable.  
*\$384.00 plus tax and shipping*

### **C-035U**

1524 mm wide X 1085 mm high (*Appx. 60" x 43"*)

- typical application: freestanding onsite signage, government facilities, construction sites, etc.
- low speed vehicle location, pedestrian traffic, improved visibility

Coroplast with 4 grommets, prints direct to substrate with UV inks, no reflectivity, recyclable.  
\$264.00 plus tax and shipping

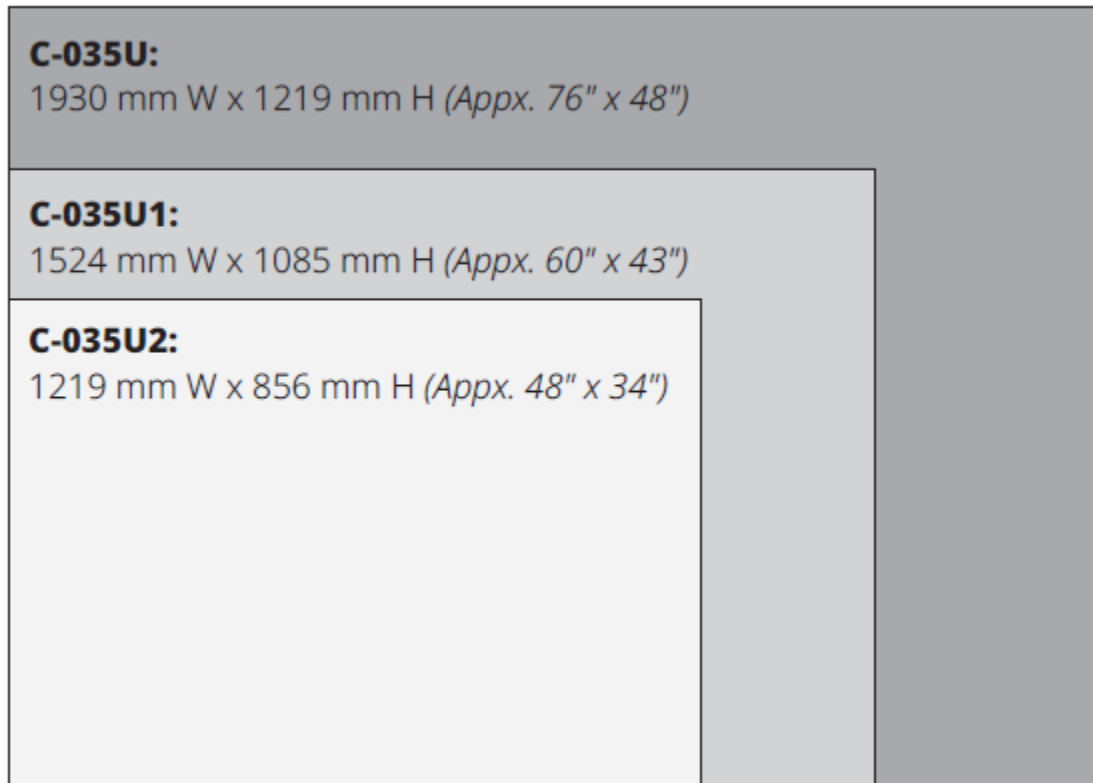
**C-035U2**

1219 mm wide X 856 mm high (Appx. 48" x 34")

- typical application: freestanding or mounted to wall or fence
- small project, limited area or location, pedestrian traffic

Coroplast with 4 grommets, prints direct to substrate with UV inks, no reflectivity, recyclable.  
\$225.00 plus tax and shipping

**Size Comparison Chart**



## Sample Sign

### MAIN SIGN PANEL

Approximately  
36 characters  
including spaces  
on 2 lines

Approximately  
34 characters  
including spaces  
for each line

Fonts for use are  
Noto Sans Bold  
and SemiBold.  
Fonts for MoTI  
signs & highway  
locations are to be  
Clearview Highway  
in appropriate  
weights.



### PARTNER LOGO PANEL