

B.C. Air Access Program

COMMUNICATIONS AND DOCUMENTATION PROTOCOL

PURPOSE

This Communications and Documentation Protocol (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 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.

The Protocol shall also apply to the documentation of the Projects. Documentation includes photographs and video. The Ministry seeks documentation that visually demonstrates the completion of a Project, featuring key elements of the design and benefits to users.

GUIDING PRINCIPLES

Communications activities undertaken through this 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 Transit 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 will refrain from making a public announcement about a Project prior to a provincial announcement, unless otherwise authorized by the Ministry.

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.

DOCUMENTATION GUIDELINES

The Ministry requests high-quality photographs of funded projects. These photographs help to document the impact of infrastructure programs. Photos may be used for government internal and external communications, including websites, social media, presentations, and promotional and educational material. As such, the Ministry seeks to receive photographs that allow for a wide variety of usages by being both high-quality and using a variety of compositions.

Types of Photos

Documentation of the project throughout its construction lifecycle can provide an excellent illustration of a project's impact. Photographs shall be taken at the following project stages:

- Pre-construction
- Final project completion

In-progress photos are recommended but not required. They may be requested as part of the interim payment process.

Photography can be taken from different vantage points to emphasize or demonstrate different perspectives of the work. Examples of perspectives:

- Marketing photos, with staff or users, showing featured elements of the facility or surrounding context
- Drone and aerial photography
- Virtual 360/3D Tour photography

Recipients should provide 5-10 photographs of the project for each stage of completion. Photographs should include file names that specify project title, date of photograph, and photography credit.

Examples of file names:

- Langley Runway Rehabilitation-1_12-06-2024_City of Langley.jpg
- Vanderhoof Terminal Upgrades-4_04-11-2024_Vanderhoof.png

Technical Specifications

To ensure that photographs are of sufficient quality to be used for a variety of purposes and mediums, it is recommended that photographs meet the following technical specifications, at minimum:

- Photos should be obtained at the highest resolution, pixel dimensions, or quality setting available to facilitate use for the broadest range of materials and mediums
- RGB colour space is preferred
- RAW, PNG, low-compression JPG, or Photoshop files are acceptable. Avoid high-compression JPG formats

File Format:	Raw, JPEG, TIFF, PNG
File Size:	Minimum 4MBs
Colour Depth:	24-bit colour or 8-bit grayscale

Photography Permission and Consent

We're moving into a new world of consent, and whether people are at a public event or on a private worksite, if they can be identified, it is best practice that they provide written consent before their image can be used in any publication, public-facing or otherwise.

Written consent can be by email, but we recommend using GCPE's Consent and Release forms, as they've been heavily vetted through our legal team -- *for this reason consent forms cannot be changed or edited in anyway.*

We also recommend ensuring forms (or consent emails) are archived along with the photos, in case the use of an individual's likeness create questions or concerns in the future.

- GCPE's Consent and Release forms are thorough, and acquire ALL rights to a recording, whether it is a photo, video, or sound. The form is comprehensive with copyrights transferred and moral rights waived in favour of the Province. Attempts to modify the form are strongly discouraged, and any modifications must be made by Legal Services Branch to ensure the Province is protected while the photo is used safely. Modifications to the Consent and Release may render it unenforceable and will limit the photo's use.
- Images acquired under a modified Consent and Release may be restricted for use in respect to a particular topic or campaign or specific document noted on the release. Such an image may not enjoy general use for other purposes. Images acquired under a modified Consent and Release are limited in value for use by government and represent a low return on investment, while these restrictions may prevent use in building a broader visual brand.
- Depending on the photo location, it may be necessary to obtain permission to include the interior or exterior of a building—a specific consent and release may be required.

Additionally, we are approaching the use of images of Indigenous Persons with a new awareness, and as such there are a few considerations we are now upholding. For example, though an Indigenous Person may have been photographed at a public event, we do not have the ethical right to use the image, without express written permission, on a **per use basis**. We do not recommend using any images that show faces or identify specific Indigenous Persons without this consent.

A workaround would be to ensure there are no people in the photos, or if there are people, that there are no faces or identifiable features that could identify a specific individual.

Photo Credits

- **Generally, government publications usually do not include photo credits, in line with the government policy of not providing an endorsement** of a third-party product or service. Inclusion of a photo credit is a form of endorsement or promotion.
- Government employees do not receive photo credit for a published photo. An employee who takes photography as a part of their job relinquishes rights to the photos taken during work to the Province. Otherwise, employees contributing photography must provide their permission to the Province and may receive a photo credit such as "*Photo courtesy of (name)*" to be placed in footnotes or on a page of acknowledgements at the back of the publication.

- Contracted photography must be under the Government Standard Agreement contract to ensure the photos become the property of the Province along with all rights including copyright and the waiving of moral rights. Stock photos must be purchased with all rights and without the requirement for photo credit or website attribution. Photo credit is unnecessary in these situations.
- If a photo credit is requested for use of a unique photo loaned to the Province or provided without cost, a photo credit such as “*Photo courtesy of (Municipality Name)*” can be considered in footnotes or on a page of acknowledgements at the back of the publication.
- Government publications are often a collection of creative contributions from several individuals who may not be in the position to receive credit, acknowledgement, or endorsement in a publication or online. Determining who is eligible and who is not is subjective and unfair. Photography is not considered distinct from copywriting, graphic design, illustration, or editing, and many other possible contributors toward a publication or project could be behind the scenes. The public does not expect personal credits for work done by their government, while the BC Mark serves as the sole and sufficient mark of authorship by the Province of British Columbia and represents all government communicators and public servants.

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"> - 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

Please note: In the infrastructure sign guidelines, it states that: “Projects funded by the province are required to include a suitable acknowledgment such as a sign to inform the public of the project...”.

CONSTRUCTION SIGNAGE GUIDELINES

Procedure

1. The Recipients are required to submit the following information to 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 at kpprintservices@gov.bc.ca who will coordinate sign manufacturing with local fabricators across the province. For additional support, the King's Printer phone number is (250) 387-9364 and mailing address is:
King's Printer,
PO Box 9452 Stn Prov Govt
Victoria BC V8W 9V7
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-035U1

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

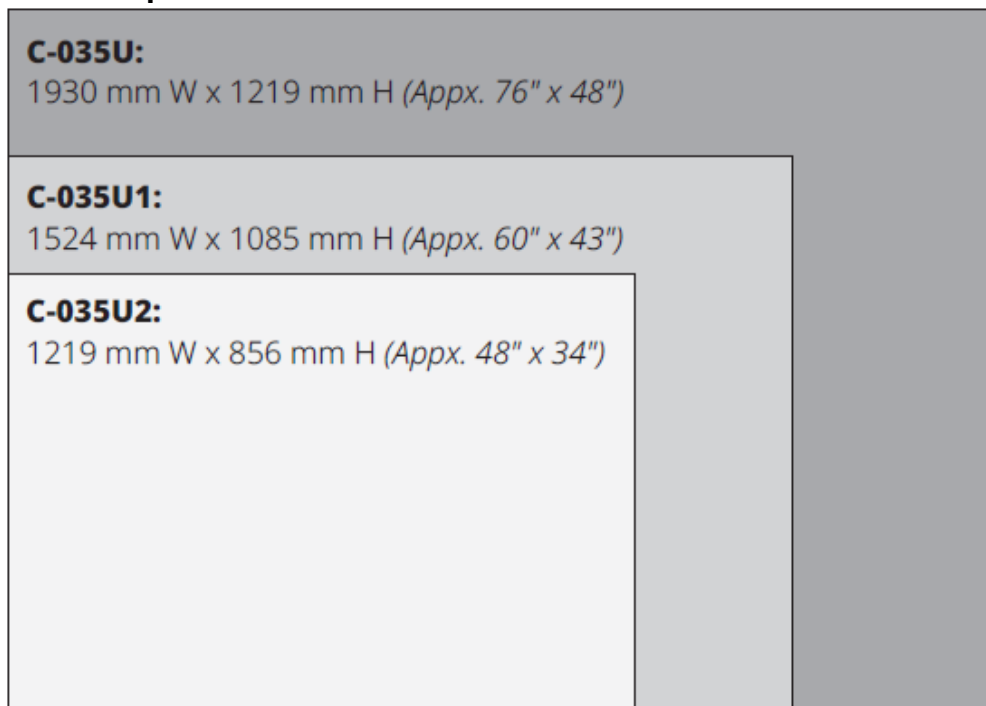
1219 mm wide X 856 mm high (Appx. 48" x 34")

- 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



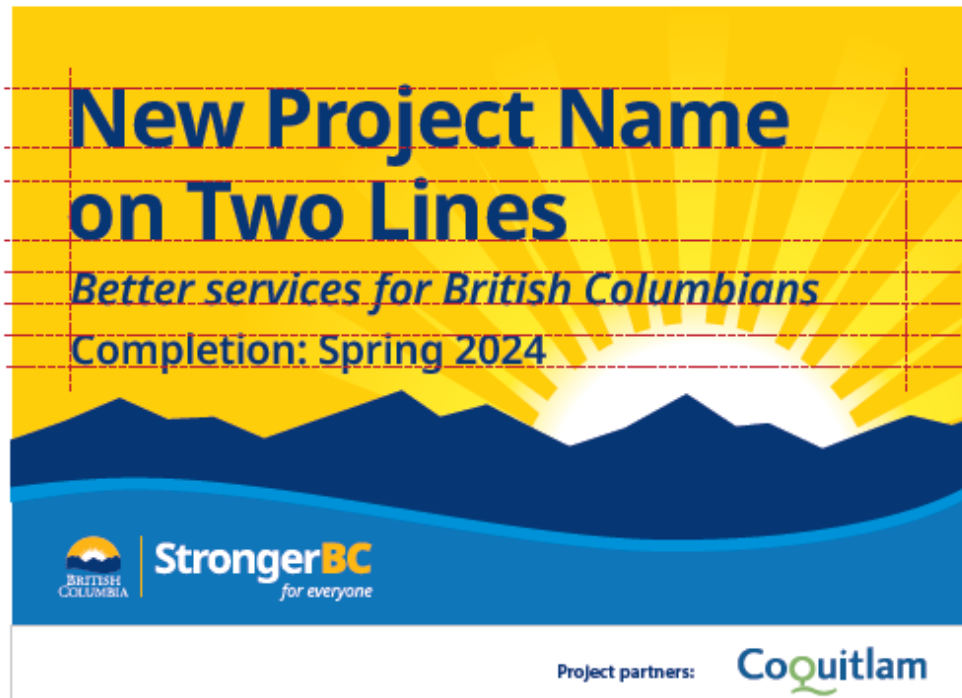
Sample Sign

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

Complete info regarding this sign program is available here:

https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/services-policies-for-government/policies-procedures-standards/web-content-development-guides/corporate-identity-assets/strongerbc_sign_guidelines_053022_march2023.pdf