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 Investing in Canada Infrastructure 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 Investing in Canada Infrastructure 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 Municipal Affairs and Housing 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 **15 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.

The Ultimate 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.

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

COMMUNICATIONS COSTS

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

ELIGIBLE	INELIGIBLE
• Any costs reasonably incurred to undertake joint federal and provincial communication activities, such as, but not limited to: - 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	• Media consultant • Event planners • Gifts • Hospitality costs, such as, but not limited to: - food/beverages - liquor - entertainment