

SCHEDULE 16

COMMUNICATION ROLES

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SCHEDULE 16

COMMUNICATION ROLES

The Owner and Project Co will share responsibilities for communications, including community relations, stakeholder consultation, media relations and emergency communications on the terms set out in this Schedule.

1. GENERAL

- 1.1 Project Co will be guided by the Owner's best practices regarding communications. Unless otherwise specified by the Owner, the governing document relating to best practices will be the disclosure guidance document entitled "Procurement Related Disclosure for Major Infrastructure Projects" posted at www.Partnershipsbc.ca.
- 1.2 Project Co will consult and cooperate with the Owner regarding communications activities relating to the Project.
- 1.3 The desired outcome of communications activities is to inform and involve the public and other stakeholders about the progress, value and benefits of the Project and to develop and maintain support for the Project.
- 1.4 Communications strategies and plans involving the interests of both parties are to be prepared on a joint basis, with one party taking a lead role and the other a supporting role, as described in this Schedule.
- 1.5 Where communications strategies and plans involve the interests of both parties, each party will give the other a reasonable opportunity (taking into account the need for timely communications) to consider communications strategies and plans initiated by the other and, if information is supplied by a party, it should include or be accompanied by sufficient explanatory or other material to enable the information to be properly considered.
- 1.6 Project Co will consider and, acting reasonably, take into account, public and other stakeholder input in regard to its plans for the Design and the Construction.
- 1.7 This Schedule is a guideline and may be amended by mutual agreement. Except for non-compliances with this Schedule by Project Co that constitute Persistent Breach, non-compliance with this Schedule by Project Co will not constitute a Project Co Material Breach and non-compliance with this Schedule by the Owner will not constitute a material breach by the Owner.
- 1.8 No communication regarding the subject matter of a Dispute, including one resolved under the Dispute Resolution Procedure, will be made without the prior written consent of the Owner or Project Co, as the case may be, unless otherwise ordered under the Dispute Resolution Procedure.
- 1.9 Project Co acknowledges that the Freedom of Information and Protection of Privacy Act (British Columbia) applies to the Owner, that nothing in this Schedule limits any requirements for compliance with that Act and that the Owner may be required to make disclosure of information under that Act.
- 1.10 Project Co acknowledges that the Owner will be free to disclose (including on Websites) this Agreement and any and all terms hereof, except for those portions that would not be required to be disclosed under the Freedom of Information and Protection of Privacy Act (British Columbia). The Owner will consult with Project Co prior to such disclosure.

- 1.11 Except for Section 1.10, this Schedule is subject to the parties' obligations in respect of Confidential Information, Personal Information and other public announcements and disclosures pursuant to Sections 17.1, 17.2 and 17.3 of this Agreement.

2. CATEGORIES OF COMMUNICATIONS

The following categories of communications are covered by this Schedule and each category applies during the Construction Period:

- (a) **Communications Planning:** developing overall and special initiative project communications plans, strategies and annual work plans;
- (b) **Community Engagement and Consultation:** engaging in discussions with Project stakeholders;
- (c) **Communications Deployment:** developing and deploying informational and promotional communications tools and tactics (as identified in communication plans) that keep key external and internal Project stakeholders informed of the overall Project, its schedule, design, scope, features and benefits;
- (d) **Construction Notices:** keeping all key audiences, internal and external, apprised in a timely manner, of construction which will impact them in a discernable way;
- (e) **Signage:** installing directional, informational and promotional Project signs;
- (f) **Media Relations:** providing media with Project updates and responding to issues raised by the media;
- (g) **Emergency Communications:** planning, preparing and implementing crisis, incident and complaint response communications;
- (h) **Construction-related Events and Tours:** accommodating or assisting in the organization, promotion and implementation of public, dignitary, Owner employee or fundraising events to mark major milestones, change management initiatives or Owner-related site visits and tours;
- (i) **Filming and Photographic Record:** documenting the progress of the Work through photographs, videos and drone footage, including the production of final public facing files; and
- (j) **Industry Award Submissions:** applications to appropriate construction industry awards in order to achieve suitable peer and industry recognition.

3. LEAD AND SUPPORTING ROLES

- 3.1 Within each category of communications set out in Section 6 of this Schedule, Project Co will play either a lead or supporting role, working with the Owner to achieve the desired communications outcomes. These roles may be different for the different periods of the Project.
- 3.2 For all categories of communication, and whether communication occurs as part of a lead or supporting role, no advertising that involves payment, by Project Co, to a third party may include the Owner or the Project unless Project Co obtains the prior consent of the Owner, not to be unreasonably withheld or delayed.

4. LEAD RESPONSIBILITIES

The following is an overview of the responsibilities associated with lead roles:

- (a) developing a communications plan to include all activities for which the party is identified as lead. Communications plans should be updated annually from the Effective Date. Having regard for the input of the supporting party, approving communication plans and tactics in response to specific circumstances, unless otherwise indicated in this Schedule;
- (b) implementing its role in approved plans;
- (c) achieving the outcomes set out in the annual strategic communication plans;
- (d) maintaining constructive and positive relationships with the public and other stakeholders;
- (e) providing information, as required by the supporting party and its team members, to support communication and consultation activities;
- (f) as relevant to its lead role, organizing, attending and participating in community and other stakeholder consultation meetings and carrying out other communication activities to consult with and report back to the community and other stakeholders, including open houses, information updates, public displays, advertising, website creation, maintenance updates, construction notices, milestone celebration events, news releases and tours, and directing inquiries to the supporting party as appropriate;
- (g) assuming responsibility for costs related to carrying out lead responsibilities, in the amounts and in the manner outlined in approved plans;
- (h) monitoring whether the Design and the Construction are conducted in a manner consistent with strategic communication plans and advising the parties of any material inconsistency; and
- (i) having a trained media relations spokesperson available 24/7 to respond to media requests.

5. SUPPORTING RESPONSIBILITIES

The following is an overview of the responsibilities associated with supporting roles

- (a) obtaining approval for plans and tactics before implementation;
- (b) assisting with the development and implementation of plans, including drafting of initial plans and other communication documents, such as coloured floor plans/elevations/perspectives for public communications, as directed by the lead party;
- (c) implementing its role in approved plans;
- (d) maintaining constructive and positive relationships with the public and other stakeholders;
- (e) providing information, as required by the lead party and its team members, to support communication and consultation activities;
- (f) as relevant to its supporting role, organizing, attending and participating in community and other stakeholder consultation meetings and carrying out other communication activities to consult with and report back to the community and other stakeholders, including open

houses, information updates, public displays, advertising, website creation, maintenance updates, construction notices, milestone celebration events, news releases and tours, and directing inquiries to the lead party as appropriate;

- (g) assuming responsibility for costs related to carrying out supporting responsibilities, in the amounts and in the manner outlined in approved plans; and
- (h) having a local, trained media relations spokesperson available 24/7 to respond to media requests.

6. ALLOCATION OF LEAD AND SUPPORTING ROLES

The lead and supporting roles will be allocated as set out in the following table, unless otherwise required by the Owner in consultation with Project Co.

CATEGORY	LEAD	SUPPORTING
Communications Planning	Owner	Project Co
Community Engagement and Consultation	Owner	Project Co
Communications Deployment	Owner	Project Co
Notices of Construction-related Traffic, Noise, Light Intrusion, Dust, Disruption, Vibration Impacts or other	Project Co	Owner
Media Relations	Owner	Project Co
Emergency Communications relating to existing Owner employees, programs, services and facilities; and Project Co performance	Owner	Project Co
Emergency and incident Communications related to Project Co health and safety, and construction	Project Co	Owner
Signage (Construction and Project Promotion)	Project Co	Owner
Film and Photographic Record	Project Co	Owner
Construction-related Events and Tours	Owner	Project Co
Industry Award Submissions	Project Co	Owner

7. OWNER RIGHT TO STEP IN AT PROJECT CO'S COST

If Project Co is required to take a lead role but fails to comply with its obligations under this Schedule in any material respect, the Owner may give reasonable notice to Project Co that it intends to undertake and assume the lead role obligations of Project Co, at the expense of Project Co, including all direct costs of engaging third party assistance with communication responsibilities and all Direct Losses of the Owner in connection with fulfilling Project Co's obligations under this Schedule.