

CANADA – MANITOBA
CANADA STRATEGIC INFRASTRUCTURE FUND
AGREEMENT FOR THE EXPANSION OF THE MANITOBA FLOODWAY

2003-2004 / 2008-2009

SCHEDULE A - COMMUNICATIONS PROTOCOL

A.1 *General*

- A.1.1 Canada and the Authority agree to carry out joint communications activities and products that will promote opportunities to communicate with the public in an open, transparent, effective and proactive manner, using appropriate, ongoing, consistent public information material acknowledging the Parties' contributions.
- A.1.2 The Parties shall identify appropriate forms for these communications and public information activities and products, and may strike a communications sub-committee responsible for providing advice and support on these matters. The sub-committee shall be made up of at least one representative of Canada and one representative of the Authority.
- A.1.3 Public information material in relation to this Agreement shall be prepared in both official languages in accordance with the *Official Languages Act*, and shall equitably reflect the contributions of the Parties and, where applicable, any third party. This includes ensuring equal recognition and prominence where words, logos, symbols and other types of identification are incorporated into materials.
- A.1.4 All public information material or signage related to Project Components under the Canada Strategic Infrastructure Fund shall be produced in accordance with the Federal Identity Project.
- A.1.5 All communications concerning this Agreement shall be in a form approved by Canada and the Authority. Public calls for tenders, notices and newspaper announcements shall note the contributions by the Government of Canada and the Authority.

A.2 *Communication with Third Parties*

- A.2.1 All public information material concerning calls for tenders shall clearly and prominently indicate that the Program is funded pursuant to this Agreement.

A.3 *Communication with the Public*

Public information material

- A.3.1 The Parties may produce information kits, brochures, public reports, and Internet pages providing information for private-sector interest groups, contractors and members of the public on this Agreement. The Parties shall agree on the content of that information.

Media releases

- A.3.2 A signing ceremony shall be organized, and a media release issued, when the Agreement is signed. A joint media release, in which each of the Parties is assigned equal importance, shall be issued in respect of each Project Component or in combination with other Project Components, unless the co-chairs otherwise decide by mutual agreement. Media releases may include quotations from elected representatives of the Government of Canada, or from the Authority. The Parties shall agree on the content of the media releases.

Media conferences, public announcements and other joint events

- A.3.3 The Parties shall cooperate in the organization of announcements or ceremonies. The Table of Precedence for Canada, as established by Canadian Heritage (http://www.pch.gc.ca/progs/cpsc-ccsp/pe/precedence_e.cfm), or other mutually agreed protocol, should be respected. Messages and public statements for such events should be mutually agreed upon by the Parties. The Committee may recommend that ceremonies or other special events be held at appropriate locations and times. Unless agreed to in advance by the Parties, no public announcement concerning a Project Component covered by this Agreement shall be made by either of the Parties or, where applicable, unless the other Party has been given at least thirty (30) days notice of the public announcement.
- A.3.4 Either Party may organize a joint media conference or public ceremony pertaining to the Project Components. Unless agreed to in advance by the Parties, the Party that does so shall give the other Party reasonable notice of thirty (30) days, and such notice shall also be given in respect of other joint events or public announcements. Canada and the Authority may participate in these media conferences, which shall be held at the agreed locations and on the agreed dates.

Signage

- A.3.5 The Authority further agrees to supply, erect and maintain, on the direction of the Committee:
- a) prior to the implementation of new construction, a sign or signs measuring not less than 240 cm high by 360 cm or 480 cm wide for as long as the work lasts. Signage shall be consistent with federal-provincial identity graphics guidelines, and in both official languages specifying that the relevant Project Component is financed by contributions from the Government of Canada and the Province or such wording as may have been or may be agreed upon by the Committee;
 - b) where relevant, a permanent sign plaque to the effect set forth in paragraph a) above;
 - c) except for safety notices, no additional signage concerning the Project Component shall be erected by either Party, unless it is first approved by the other party
 - d) where a sign is to be erected by either Party referring to either Party's financial contribution, it shall include specific reference to the federal contribution herein made; and
 - e) the Authority shall not alter, remove, or obstruct any signage referring to the federal contribution as required by subsection A.3.5. unless it is first approved by Canada.

A.4 *Cost-sharing*

- A.4.1 Unless otherwise arranged by the Parties, Canada and the Authority shall each pay half of the costs of preparing and supplying communications activities and products, including documents, distribution to the media, and the organization of special joint events, as agreed by both Parties.
- A.4.2 The costs of public announcements and official ceremonies shall be Eligible Costs. The other costs incurred by the Parties to organize those events shall be paid by them in accordance with an equitable cost-sharing formula.
- A.4.3 The costs of any temporary or permanent signage shall be Eligible Costs.