

Hayes, Dana GCPE:EX

From: Wolford, Jessica TRAN:EX
Sent: Wednesday, February 5, 2014 5:21 PM
To: Bowness, Lianne GCPE:EX; Briggs, Taylor TRAN:EX; Bicknell, Liz M GCPE:EX; Knight, Jeff J GCPE:EX
Cc: Chambers, Craig GCPE:EX; Richter, Kevin J TRAN:EX; Petruzzelli, Lynda TRAN:EX; Handrahan, Kirk TRAN:EX; Thomson, Elizabeth GCPE:EX
Subject: RE: For MO approvals: Media Call: CBC/ Ferries question

Approved

Jessica Wolford,
Chief of Staff to the Hon. Todd Stone,
Minister of Transportation and Infrastructure
250.387.1978

From: Bowness, Lianne GCPE:EX
Sent: Wednesday, February 5, 2014 5:17 PM
To: Wolford, Jessica TRAN:EX; Briggs, Taylor TRAN:EX; Bicknell, Liz M GCPE:EX; Knight, Jeff J GCPE:EX
Cc: Chambers, Craig GCPE:EX; Richter, Kevin J TRAN:EX; Petruzzelli, Lynda TRAN:EX; Handrahan, Kirk TRAN:EX; Thomson, Elizabeth GCPE:EX
Subject: For MO approvals: Media Call: CBC/ Ferries question

Jessica/ Taylor: One more for final sign offs, as signed off by Kevin Richter, thanks

Minister requested? Y/N – No

Reporter: Stephen Smart, CBC TV [<mailto:stephen.smart@cbc.ca>]

Question: reporter thinks he saw the figure of \$600,000 as being the cost of the ferry consultations. Is that accurate?

Response:

- **The cost of the engagement includes the cost of venues, advertising, and travel, as well the contract for the consultant, who is responsible for event planning, meeting facilitation, report writing and printing of the discussion guides.**
- **This year's costs are expected to be about \$650,000.**

Lianne Bowness
Senior Public Affairs Officer
Government Communications and Public Engagement (GCPE)
Ministry of Transportation and Infrastructure
5A - 940 Blanshard St.
Victoria, B.C. V8W 9T5
Office Phone: 250-387-3953 Cell Phone: 250-889-1336

SCANNED

Nov 8/13 @ 2:00pm



BRITISH COLUMBIA

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AGENCY OF RECORD

Advertising Placement Order

APO# (Assigned by PAB):

A2314

Instructions: This order is to be authorized by the Executive Director, Strategic Planning and Corporate Communications Branch. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

TO: Agency of Record Name and Address Genesis Vizeum	BILLING TO: Ministry Branch Mailing Address Transportation and Infrastructure
Suite 1205, Oceanic Plaza, 1066 West Hastings	Corporate Writing Services
Vancouver, BC V6E 3X1	PO Box 9850 Stn Prov Govt
Tel: 604 646-7282 Fax: 604 646-7299	Victoria BC V8W 9T5
STOB/Project Information:	BILLING CONTACT:
STOB: <input type="radio"/> PAB 67 <input checked="" type="radio"/> Ministry 67 <input type="radio"/> 68	Name: Sara Haskett
CPA/Project No. TRANBCCF2013	Telephone: 250 387-5705 Fax: 250 356-7706

TITLE OF PROJECT:

BC Coastal Ferries Consultation and Engagement November 18 to December 20, 2013

PROJECT CONTACT:

Name: Sara Haskett Telephone: 250 387-5705 Fax: 250 356-7706

MINISTRY APPROVALS:

Program Director

[Signature]
Signature

Kirk Handberg Nov 6/13
Print Name Date

Ministry Expense Authority

[Signature]
Signature

Sara Haskett Nov 6/13
Print Name Date

PUBLIC AFFAIRS BUREAU APPROVALS:

Ministry Communications Director

[Signature]
Signature

Liz Bucknell Nov 7/13
Print Name Date

Strategic Planning and Corporate Communications Executive Director

[Signature]
Signature

May Dila Nov 8/13
Print Name Date

Expense Authority

Signature

Print Name

Date

Print Form

Reset Form

A2314

SCANNED



Communications Project Approval

Note: Form must be completed and pre-approved before proceeding. Grey area is for final release. Attach sample if applicable. A marketing brief must be submitted first for projects over \$10,000. Please refer to the BC Government Communications Materials and Services Policy and Procedures Manual.

Date <small>YYYY/MM/DD</small> 2013/11/06	Ministry Transportation and Infrastructure	Branch Corporate Writing Services	CPA Number TRANBCCF2013
Contact Sara Haskett	Contact Phone Number 250 387-5705	Contact Fax Number 250 356-7706	Project Start Date November 18, 2013
Project Title BC Coastal Ferries Consultation and Engagement November 18 to December 20, 2013			Project Completion Date December 20, 2013

Is this included in your annual marketing plan? <input type="radio"/> Yes <input checked="" type="radio"/> No	Objective Ensure the public/stakeholders are aware of consultations taking place in their communities and participate.
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Theme / Message Public awareness	Audience General public and stakeholders
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Communications Services Required	Communications Materials Required	Paid Advertising Required	Purpose of Product
<input type="checkbox"/> Strategic Planning <input type="checkbox"/> Issues Management <input type="checkbox"/> Media / Public Relations <input type="checkbox"/> Marketing <input type="checkbox"/> Video / Audio <input type="checkbox"/> Graphic Design <input type="checkbox"/> Website Development <input type="checkbox"/> Translation <input type="checkbox"/> Other (explain)	<input type="checkbox"/> Publication / Newsletter <input type="checkbox"/> Brochure / Fact Sheet <input type="checkbox"/> Poster <input type="checkbox"/> Video <input type="checkbox"/> Display <input type="checkbox"/> Promotional Items <input type="checkbox"/> Web Hosting <input type="checkbox"/> Public Service Announcement (no funding required) <input type="checkbox"/> Other (explain)	<input type="checkbox"/> Radio <input checked="" type="checkbox"/> Newspaper <input type="checkbox"/> Television <input type="checkbox"/> Householder <input type="checkbox"/> Other (explain) Explanation of "Other"	<input type="radio"/> PAB Informational <input checked="" type="radio"/> Ministry Informational <input type="radio"/> Statutory

Estimated Costs Service	Service Provider (Agency, Contractor, Ministry Branch (e.g.: PAB Graphic Design, PAB Writing, Ministry Branch Name))	STOB	Cost Estimate
Creative Design	Corporate Writing Services/MOTI/Kirk & Co./GCPE	6701	
Production	Corporate Writing Services/MOTI/Kirk & Co./GCPE	6701	
Writing	MOTI/Kirk & Co./GCPE	6701	
Consultation / Research			
Photography			
Audio / Video			
Website Development			
Distribution	Corporate Writing Service	6701	
Other (explain)			

Approval Authority	Pre-Approval (initials)	Final Approval (Signature)	Total Cost \$ 40,000.00	
			(Print Name)	(Date)
Ministry Program Director	KH	<i>Kirk Handrahan</i>	Kirk Handrahan	Nov 6/13
Ministry Expense Authority	<i>EH</i>	<i>Sara Haskett</i>	Sara Haskett	Nov 6/13
Public Affairs Bureau Ministry Communications Director	<i>AD</i>	<i>Liz Bucknell</i>	Liz Bucknell	Nov 7/13
PAB Strategic Planning & Corporate Communications Executive Director		<i>Mary Dila</i>	Mary Dila	Nov 8/13
Public Affairs Bureau Support Services Executive Director				
Public Affairs Bureau Expense Authority				



VIZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings
Vancouver BC V6E 3X1 (604) 646-7282

2013 ~ 2014 NEWSPAPER COSTING ESTIMATE

Vizeum

CLIENT: Ministry of Transportation & Infrastructure
CAMPAIGN: MoTI Ad#1010 - BC Coastal Ferries Community Engagement
CAMPAIGN DATE: November 13-November 15, 2013
AD HEADLINE: B.C. Coastal Ferries Community Engagement
AD SIZE: TBD
POSITION REQUEST: Well Forward News
REVISION COMMENT: Added Dec 9th insertion of Gabriola Sounder

DATE: December 3, 2013
CLIENT CODE: 531723
PRODUCT CODE: 14
CAMPAIGN #: TBD
APO: TBD
CPA: TBD
VERSION: 8
MEDIA BUYER: Tina Star

PUBLICATION	PUB DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE	COL COST	NET COST	# OF INS	TOTAL COST	CIRC	GPM	FORM	BOOKING DEADLINE	MATERIAL DEADLINE
VANCOUVER SUN	TU NOV 19	5 X	194	\$5,150	B/W	\$5,005.20	1	\$5,005.20	168,895	\$29.50	BRD - P	2 DAYS	2 DAYS
VANCOUVER PROVINCE	TU NOV 19	6 X	165	\$3,380	B/W	\$3,346.20	1	\$3,346.20	156,019	\$21.45	TAB - P	2 DAYS	2 DAYS
THE ISLAND	TU NOV 19	7 X	165	\$2,460	B/W	\$2,341.30	1	\$2,341.30	57,488	\$49.44	BRD - P	3 DAYS - 3PM	3 DAYS - 3PM
VICTORIA TIMES COLONIST	TU NOV 19	7 X	165	\$0,640	B/W	\$738.20	1	\$738.20	6,325	\$116.87	BRD - P	3 DAYS - 3PM	2 DAYS - 2PM
NANAIMO DAILY NEWS	MO NOV 25	5 X	100	\$0,640	B/W	\$320.00	3	\$960.00	6,325	\$50.59	BRD - P	3 DAYS - 3PM	2 DAYS - 2PM
NANAIMO DAILY NEWS	MO DEC 2												
MO DEC 9													
BC COMMUNITIES													
VANCOUVER - NORTH SHORE / MOUNTAINS	FR NOV 15	5 X	100	\$0,490	B/W	\$240.00	1	\$240.00	1,400	\$17.14	TAB - P	TUE - 10 AM	WED - NOON
BOWEN ISLAND UNDERCURRENT	WE NOV 13	4 X	110	\$0,570	B/W	\$294.80	3	\$884.40	3,431	\$85.82	TAB - P	3 DAYS - 12PM	3 DAYS - 3PM
VANCOUVER - SUNSHINE COAST	WE NOV 13	4 X	110	\$0,570	B/W	\$294.80	3	\$884.40	3,431	\$85.82	TAB - P	3 DAYS - 12PM	3 DAYS - 3PM
POWELL RIVER PEAK	WE NOV 13	4 X	110	\$0,570	B/W	\$294.80	3	\$884.40	3,431	\$85.82	TAB - P	3 DAYS - 12PM	3 DAYS - 3PM
SECHELT, COAST REPORTER	FR NOV 15	4 X	100	\$0,890	B/W	\$279.00	3	\$828.00	12,314	\$22.41	TAB - F	4 DAYS - 3PM	4 DAYS - 3PM
FR NOV 22													
FR NOV 29													
NORTHERN BC - WEST	FR NOV 15	5 X	105	\$1,120	B/W	\$588.00	1	\$588.00	21,145	\$27.81	TAB - F	MON - 3PM	TUE - 2PM
NORTHERN CONNECTOR (Kilmer/Terrace/Rupert)	WE NOV 20	5 X	110	\$0,530	B/W	\$281.50	3	\$844.50	6,730	\$43.31	TAB - F	FRI - NOON	FRI - 4PM
PRINCE RUPERT NORTHERN VIEW	WE NOV 27												
WE DEC 4													
HAIDA GWAII OBSERVER (prev. QUEEN CHARLOTTE ISLANDS OBSERVER)	TH NOV 21	3 X	110	\$0,350	B/W	\$313.50	2	\$627.00		#DIV/0!	TAB - P	MON - 10AM	MON - NOON
TH NOV 28													
THE ISLAND - NORTH	TH NOV 14	5 X	105	\$0,660	B/W	\$346.50	1	\$346.50	1,937	\$188.82	TAB - P	FRI - 2PM	MON - 10AM
PORT HARDY, NORTH ISLAND GAZETTE	TH NOV 14	5 X	105	\$0,660	B/W	\$346.50	1	\$346.50	1,937	\$188.82	TAB - P	FRI - 2PM	MON - 10AM
THE ISLAND - CENTRAL	TH NOV 14	5 X	105	\$0,370	B/W	\$309.25	3	\$1,527.75	21,960	\$23.19	TAB - F	MON - NOON	2 DAYS - 3PM
COURTENAY, COMOX VALLEY RECORD	TH NOV 21												
TU NOV 26													
FR NOV 29													
CAMPBELL RIVER MIRROR	FR NOV 29	4 X	90	\$0,340	B/W	\$338.40	2	\$676.80	15,245	\$22.20	TAB - F	3 DAYS - NOON	2 DAYS - 10AM
FR DEC 6													
THE ISLAND - GULF ISLANDS	TH NOV 21	4 X	135	\$1,220	B/W	\$658.80	1	\$658.80	18,000	\$36.60	TAB - F	8 DAYS	8 DAYS - 2PM
GULF ISLAND TIDES	TH DEC 6 cancelled												
WE NOV 20													
GANGES, GULF ISLANDS DRIFTWOOD	WE NOV 27	7 X	130	\$0,390	B/W	\$819.00	3	\$2,457.00	4,533	\$180.88	TAB - P	FRI - 10AM	MON - 10AM



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VIZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings
Vancouver BC V6E 3X1 (604) 646-7282

2013 ~ 2014 NEWSPAPER COSTING ESTIMATE

Dec 3/13 ~ 9:50am

SCANNED

Vizeum

CLIENT: Ministry of Transportation & Infrastructure
CAMPAIGN: MoTI Ad#1010 - BC Coastal Ferries Community Engagement
CAMPAIGN DATE: November 13-November 15, 2013
AD HEADLINE: B.C. Coastal Ferries Community Engagement
AD SIZE: TBD
POSITION REQUEST: Well Forward News
REVISION COMMENT: Added Dec 9th insertion of Gabriola Sounder

DATE: December 3, 2013
CLIENT CODE: 531223
PRODUCT CODE: 14
CAMPAIGN #: 1285
APO: A2314
CPA: TBD
VERSION: 8
MEDIA BUYER: Tina Star

PUBLICATION	PUB DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE	COL COST	NET COST	# OF INS	TOTAL COST	CIRC	GPM	FORM	BOOKING DEADLINE	MATERIAL DEADLINE
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GABRIOLA SOUNDER	WE DEC 4	4	135	540	\$0.643	B/W	\$347.22	3	\$1,041.66	3,400	\$102.12	TAB	3 DAYS	3 DAYS
DISCOVERY ISLANDER	MO NOV 18													
	MO NOV 25													
	MO DEC 9													
	FR NOV 22					B/W	\$255.00	2	\$510.00				MON 10AM	MON 10AM
	FR DEC 6													
THE ISLAND - SOUTH & VICTORIA	TU NOV 26	4	X	110	440	\$0.530	B/W	\$233.20	3	\$699.60	1,820	\$127.50	TAB - P	TU - 2PM
LADYSMITH / CHEMUNUS CHRONICLE	TU DEC 3													FR - 3PM
	TU DEC 10													

NET NEWSPAPER COST: \$24,651.91

Approved by Ministry Expense Authority:

Date: 12-03-2013

Approved by GCPE:

Date: Dec 3/13

Material Contact Name: Aaron Shepard/Megan Speeding

Material Contact Number: 250 356-1273/250 356-0863

AGENCY OF RECORD

Advertising Placement Order

APO# (Assigned by GCPE):

Blanket APO: Yes No

STOB/PROJECT INFORMATION:

BILLING CONTACT:

BILLING TO: Ministry Branch Mailing Address

STOB: GCPE 67 Ministry 67 68

Name:

CPA/Project No:

Telephone:

Fax:

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

GCPE to fax signed estimate to 604-646-7282

BC Coastal Ferries Community Engagement

November 18 to December 20, 2013

The BC Coastal Ferry Service has been wrestling with cost pressures for more than 20 years which, if not addressed, could threaten the sustainability of the entire system.

Accordingly, the Province has engaged coastal communities and ferry users from across the province on strategies to ensure the long-term sustainability of the coastal ferry network. The Province will undertake a further round of community engagement in 2013 following a province-wide consultation in 2012.

How Input Will Be Used

Input received through the community engagement process will be compiled and presented to the Ministry of Transportation and Infrastructure and BC Ferries as they plan for the long-term sustainability of the coastal ferry network.

Public Open House Schedule

The first 90 minutes will be a public open house. The second 90 minutes will be a question and answer session with the project team. No RSVP is required for public open houses.

Community	Date	Time	Location
Texada Island	November 25	5:00 p.m. - 8:00 p.m.	Texada Island Community Hall
Hornby Island	November 27	5:00 p.m. - 8:00 p.m.	Hornby Island Community Hall
Denman Island	November 28	4:00 p.m. - 7:00 p.m.	Denman Island Community School
Salt Spring Island	December 7	10:00 a.m. - 1:00 p.m.	Central Community Hall
Quadra Island	December 9	6:00 p.m. - 9:00 p.m.	Quadra Island Community Centre
Gabriola Island	December 10	5:00 p.m. - 8:00 p.m.	Gabriola Community Hall
Thetis Island	December 11	5:00 p.m. - 8:00 p.m.	Forbes Hall

Small Group Meeting Schedule

To attend a small group meeting in your community, please e-mail coastalferriesengagement@gov.bc.ca or call toll-free at 1 855 974-1204 with your name, contact information and which meeting you would like to attend.

Community	Date	Time	Location
Penelakut	December 11	1:00 p.m. - 3:00 p.m.	Adult Learning Centre

Schedule subject to change. Please check web site for the complete meeting schedule.

To provide feedback, please contact us at:

www.coastalferriesengagement.ca

Write a submission to: coastalferriesengagement@gov.bc.ca or

P.O. Box 3532 Vancouver Main, Vancouver, B.C. V6B 3Y6

Call toll-free: 1 855 974-1204



MoTAd 10100 -
BCF Community
Engagement

4 col x 135 lines
6.70" X 9.64"

Gabriola Sounder
Dec. 9

BC Coastal Ferries Community Engagement

November 18 to December 20, 2013

The BC Coastal Ferry Service has been wrestling with cost pressures for more than 20 years which, if not addressed, could threaten the sustainability of the entire system.

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Public Open House Schedule

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Community	Date	Time	Location
Hornby Island	November 27	5:00 p.m. to 8:00 p.m.	Hornby Island Community Hall
Denman Island	November 28	4:00 p.m. to 7:00 p.m.	Denman Island Community School

Small Group Meeting Schedule

To attend a small group meeting in your community, please e-mail coastalferriesenagement@gov.bc.ca or call toll-free at 1 855 974-1204 with your name, contact information and which meeting you would like to attend.

Community	Date	Time	Location
Comox (Courtenay)	November 29	9:00 a.m. to 11:00 a.m.	The Westerly Hotel and Convention Centre

Schedule subject to change. Please check web site for the complete meeting schedule.

To provide feedback, please contact us at:
www.coastalferriesenagement.ca

Write a submission to: coastalferriesenagement@gov.bc.ca or
P.O. Box 3532 Vancouver Main, Vancouver, B.C. V6B 3Y6
Call toll-free: 1 855 974-1204



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MoT Ad 1010A -
BCF Community
Engagement Week 1

5 col x 105 lines
7.31" X 7.5"

Comox Valley Record

Nov. 21