

Finding a way to get kids in school.

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GCP-2014-00121



BRITISH
COLUMBIA

Finding a way to get kids in school.

- 1 100% focus on salaries and classrooms – leave other issues aside
- 2 Move into affordability zone – making successful mediation possible
- 3 Open schools during mediation – suspend strike and lockout

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Open schools during mediation – suspend strike and lockout

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**We are working to get
students back to school.**

Visit BCParentInfo.ca for updates.

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We want to get students back to school.

Visit BCParentInfo.ca for bargains and updates.

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BRITISH
COLUMBIA



**We are working to get
students back to school.**

Visit [BCParentInfo.ca](https://www.bcparentinfo.ca) for updates.

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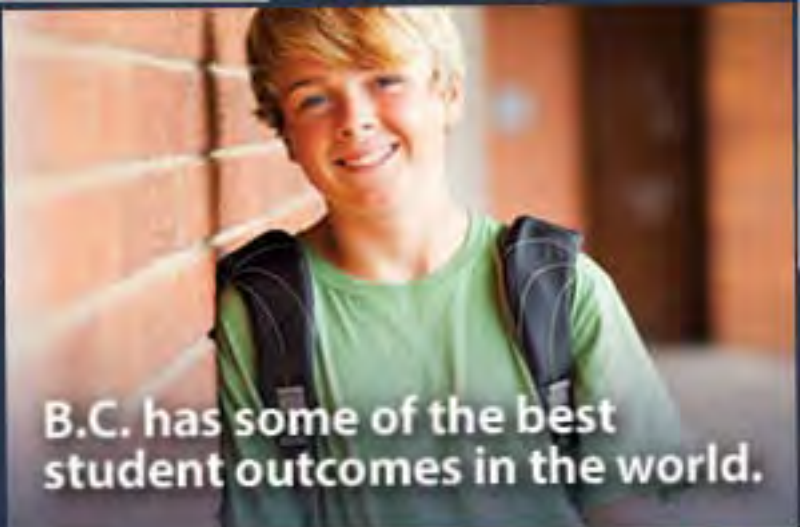




**We are
working
to get
students
back to
school.**

BCParentInfo.ca





**B.C. has some of the best
student outcomes in the world.**

Visit **BCParentInfo.ca** for updates.

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We want to get students back to school.

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BRITISH
COLUMBIA



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**B.C. has
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best student
outcomes in
the world.**

BCParentInfo.ca



TEACHERS DESERVE A FAIR WAGE INCREASE BUT IT NEEDS TO BE AFFORDABLE

TEACHERS

BCTF 14.5%
SALARY 8%
BENEFIT IMPROVEMENTS 6.5%
**PLUS \$5,000
SIGNING BONUS**

**AVERAGE OF RECENT
PUBLIC SECTOR SETTLEMENTS 7%**

EDUCATION ASSISTANTS
HOME CARE WORKERS JANITORS
PARAMEDICS PHYSIOTHERAPISTS
COLLEGE FACULTY CARE AIDES
DIALYSIS TECHNICIANS PHARMACISTS
CORRECTIONAL OFFICERS **COOKS**
SOCIAL WORKERS SKILLED TRADES
OCCUPATIONAL THERAPISTS
SCHOOL BUS DRIVERS
COUNSELLORS ECONOMISTS
SHERIFFS

AFFORDABILITY ZONE

14%

TEACHERS DESERVE A RAISE.

But their union's expensive demands make that virtually impossible.

Contrast that approach to other public sector unions, who are in the affordability zone.

In the past year, nearly half of B.C.'s public sector workforce negotiated long-term contracts.

That's 150,000 workers. Zero strikes.

Taxpayers can only afford so much.

The BCTF needs to table a proposal that's affordable, so that settlement is possible and teachers can get back to their students.

For many teachers, the strike is costing about \$2,000 a week in lost wages, that makes no sense at all.

And it will cost you \$924 per year if all BCTF demands are met.

POTENTIAL PERSONAL INCOME TAX INCREASE PER YEAR BY YEAR 5



Supplier	Project	Drawdown/ Workorder #	Date	Draw Down Amount	Invoice #	Amount
Kimbo Design	Education Online Campaign Phase 1 - Online Media Purchased	A2450	2014-08-08	317,927.50	#2701, #2712	316,503.18
Kimbo Design	Education Online Campaign Phase 2 - Online Media Purchased	A2457	2014-09-09	21,141.39	#2722	21,141.39
Kimbo Design	Education Campaign - Phase 1 - Online Design & Development	W1508	2014-07-31	15,000.00	#2695	15,000.00
Kimbo Design	Education Campaign - Phase 2 - New Website Translation	W1515	2014-09-09	3,980.00		
Kimbo Design	Education Campaign - Phase 2 -Website Updates	W1514	2014-09-08	12,055.00		



KIMBO Design Inc.

1251-409 Granville Street, Vancouver, BC, V6C 1T2
604 738 6448

KIMBODESIGN

2014 ONLINE COSTING ESTIMATE

CLIENT: GCPE
CAMPAIGN: Education Campaign - *Online - Phase 1*
CAMPAIGN DATE: August 8 - September 11, 2014 (Phase 1 Revision)
AD HEADING:
AD SIZE:
TARGET AUDIENCE: Teachers, Parents

DATE: 09-Sep-14
STANDING OFFER # SO-GCPE 030
APO: *A0450*
CPA:
VERSION: *3*
MEDIA BUYER: I Kim Pickett

REVISION COMMENT:

Site	Product	Flight Date	Ad Size	CPM	# of Weeks	Estimated Engagements	Total Cost
Facebook	Sponsored Posts and Mobile	August 18 - September 11, 2014					\$ 73,000.00
Twitter	Promoted Tweets	August 18 - September 11, 2014					\$ 50,000.00
Google Adwords	Keyword Search	August 18 - September 4, 2014					\$ 6,250.00
Niche Digital	Mobile	August 18 - September 11, 2014					\$ 80,000.00
	Display	August 18 - September 11, 2014					\$ 80,000.00
Subtotal							\$289,250.00
3% Service Fee for Media Purchased							\$8,677.50
					Hours	Rate	
Account Services (primary day-to-day contact)					11	\$ 90.00	\$990.00
Creative Director or Agency Head					16	\$ 125.00	\$2,000.00
Copy Writing Services					13	\$ 90.00	\$1,170.00
Digital Design Services					12	\$ 110.00	\$1,320.00
New Media Development					14	\$ 110.00	\$1,540.00
Junior Account Personnel					15	\$ 70.00	\$1,050.00
Art/Creative Direction					15	\$ 110.00	\$1,650.00
Concept Development					16	\$ 125.00	\$2,000.00
Web Development					15	\$ 125.00	\$1,875.00
Coding					11	\$ 115.00	\$1,265.00



Sept 10/11 e 2:16pm
SCANNED

KIMBO Design Inc.

1251-409 Granville Street, Vancouver, BC, V6C 1T2
604 738 6448

2014 ONLINE COSTING ESTIMATE

KIMBODESIGN



CLIENT: GCPE

CAMPAIGN: Education Campaign - Online-Phase 1

CAMPAIGN DATE: August 8 - September 11, 2014 (Phase 1 Revision)

AD HEADING:

AD SIZE:

TARGET AUDIENCE: Teachers, Parents

DATE: 09-Sep-14

STANDING OFFER # SO-GCPE 030

APO: A2450

CPA:

VERSION:

MEDIA BUYER: I Kim Pickett

REVISION COMMENT:

	# of	Estimated	Total
Online Ad Production	11	\$ 90.00	\$990.00
General Production	19	\$ 70.00	\$1,330.00
Search Engine Optimization	15	\$ 110.00	\$1,650.00
Digital/Online Production	13	\$ 90.00	\$1,170.00
Subtotal			\$20,000.00

Please note that FINAL COSTS MAY VARY +/- 10%

Approved by Ministry Expense Authority:

Devin Champion

Approved by GCPE HQ:

Ken D.

TOTAL COST: \$317,927.50

Date:

Sept-10/14

Date:

Sept 10/14

Material Contact Name:

Material Contact Number:

STANDING OFFER Advertising Placement Order	APO# (Assigned by GCPE):	Blanket APO: Yes No	Campaign Name:
STOB/PROJECT INFORMATION: STOB: GCPE 67 ___ Ministry 67 ___ 68 ___ CPA/Project No. _____	BILLING CONTACT: Name: _____ Telephone: _____	BILLING TO: Ministry Branch Mailing Address _____ _____ _____	

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.



KIMBO Design Inc.

1251-409 Granville Street, Vancouver, BC, V6C 1T2
604 738 6448

2014 ONLINE COSTING ESTIMATE

KIMBODESIGN **SCANNED**

Sept 18/14 e 8:42am

CLIENT: GCPE
CAMPAIGN: Education Campaign Phase 2 - Online - REVISED
CAMPAIGN DATE: September 9 - September 16, 2014
AD HEADING:
AD SIZE:
TARGET AUDIENCE: Teachers, Parents

DATE: 17 Sept 14
STANDING OFFER # SO-GCPE 030
APO: A2457
CPA:
VERSION: 2
MEDIA BUYER: I Kim Pickett



REVISION COMMENT:

Site	Product	Flight Date	Ad Size	CPM	# of Weeks	Estimated Engagements	Total Cost
Facebook	Sponsored Posts and Mobile	September 12 - September 16, 2014					\$ 1,448.77
Twitter	Promoted Tweets	September 12 - September 16, 2014					\$ 6,210.32
Niche	Mobile	September 9 - September 16, 2014					\$ 7,553.00
Total							\$15,210.09
3% Service Fee for Media Purchased							\$456.30
Account Services (primary day-to-day contact)							
					Hours	Rate	
					4	\$ 90.00	\$360.00
					5	\$ 125.00	\$625.00
					3	\$ 70.00	\$210.00
					3	\$ 110.00	\$330.00
					4	\$ 90.00	\$360.00
					3	\$ 125.00	\$375.00
					3	\$ 110.00	\$330.00
					3	\$ 110.00	\$330.00
					4	\$ 125.00	\$500.00
					3	\$ 115.00	\$345.00
					4	\$ 90.00	\$360.00
					0	\$ 70.00	\$0.00
					5	\$ 70.00	\$350.00
					5	\$ 90.00	\$450.00
					0	\$ 70.00	\$0.00
					5	\$ 110.00	\$550.00
							\$5,475.00

Please note that FINAL COSTS MAY VARY +/- 10%

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

TOTAL COST: \$21,141.39

Date: 2014-09-17

Date: Sept 17/14

Material Contact Number:

COMPLETED



Government Communications and Public Engagement
Work Order Request
(Draw Down Form)

Aug 5/14 10:19am
SCANNED
COMPLETED
ENTERED

Supplier: KIMBO Design Inc.

Standing Offer # SO-GCPE020

Project: Education Campaign

Project Start Date: July 31, 2014

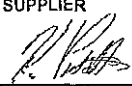
Delivery Date:

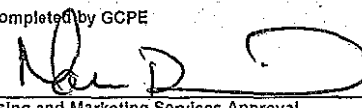
August 8, 2014

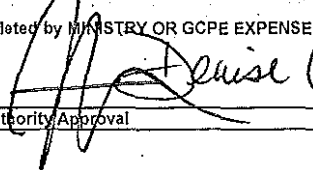
Description of Project: Online Design and Development

Description	Number of Hours	Rate per Hour	Estimated Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	5	\$ 90.00	\$ 450.00
Creative Director or Agency Head	9	\$ 175.00	\$ 1,575.00
Junior Account Personnel	4	\$ 80.00	\$ 320.00
Art/Creative Direction	14	\$ 125.00	\$ 1,750.00
Copy Writing Services	6	\$ 90.00	\$ 540.00
Concept Development	6	\$ 150.00	\$ 900.00
Digital Design Services	12	\$ 110.00	\$ 1,320.00
New Media Development	9	\$ 110.00	\$ 990.00
Web Development	15	\$ 175.00	\$ 2,625.00
Coding Hours	8	\$ 115.00	\$ 920.00
Online Ad Production	5	\$ 90.00	\$ 450.00
General Production	19	\$ 70.00	\$ 1,330.00
Digital/Online Production	2	\$ 90.00	\$ 180.00
Search Engine Optimization	15	\$ 110.00	\$ 1,650.00
OTHER COSTS			
SUB-CONTRACTED SERVICES			
Sub-Total			\$ 15,000.00
GST (if applicable)			\$ -
Total			\$ 15,000.00

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by SUPPLIER	Docket #:
	Kim Pickett
Authorized Signatory Approval	Print Name:
	Date: August 1, 2014

To be completed by GCPE	Work Order #:
	W1508
Advertising and Marketing Services Approval	Print Name
	Date: August 5, 2014

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #:
	John Paul Fraser
Expense Authority Approval	Print Name
	Date: August 5, 2014

Denise Champion



Government Communications and Public Engagement
Work Order Request
(Draw Down Form)

Sept 12/14 4:21pm
SCANNED
ENTERED

Supplier: KIMBO Design Inc.

Standing Offer # SO-GCPE020

Project: Education Campaign - New Website Translation - Phase 2

Project Start Date: 09.09.14

Delivery Date:

Description of Project: Education Campaign - New Website Translation (Punjabi and Chinese)

Description	Number of Hours	Rate per Hour	Estimated Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	3	\$ 90.00	\$ 270.00
Creative Director or Agency Head		\$ 175.00	\$ -
Junior Account Personnel		\$ 80.00	\$ -
Art/Creative Direction		\$ 125.00	\$ -
Copy Writing Services		\$ 90.00	\$ -
Concept Development		\$ 150.00	\$ -
Digital Design Services		\$ 110.00	\$ -
New Media Development		\$ 110.00	\$ -
Web Development	20	\$ 175.00	\$ 3,500.00
Coding Hours		\$ 115.00	\$ -
Online Ad Production		\$ 90.00	\$ -
Trafficking		\$ 70.00	\$ -
General Production	3	\$ 70.00	\$ 210.00
Digital/Online Production		\$ 90.00	\$ -
Optimization		\$ 110.00	\$ -
OTHER COSTS			
SUB-CONTRACTED SERVICES			
Sub-Total			\$ 3,980.00
GST (if applicable)			
Total			\$ 3,980.00

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by SUPPLIER	Docket #:
	Kim Pickett
Authorized Signatory Approval	Print Name: Date:

To be completed by GCPE	Work Order #: W1515
	Mary Dila
Advertising and Marketing Services Approval	Print Name: Date: Sept 12/14

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #:
	Denise Champion
Expense Authority Approval	Print Name: Date: 2014.09.12



Government Communications and Public Engagement
Work Order Request
(Draw Down Form)

Sept 12/14 4:23pm
SCANNED



Supplier: KIMBO Design Inc.

Standing Offer # SO-GCPE020

Project: Education Campaign Phase #2

Project Start Date: 09.08.14

Delivery Date:

09.08.14

Description of Project: Creative & Website Updates for Education Campaign.

Description	Number of Hours	Rate per Hour	Estimated Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	1	\$ 90.00	\$ 90.00
Creative Director or Agency Head	3	\$ 175.00	\$ 525.00
Junior Account Personnel	2	\$ 80.00	\$ 160.00
Art/Creative Direction	7	\$ 125.00	\$ 875.00
Copy Writing Services	5	\$ 90.00	\$ 450.00
Concept Development	6	\$ 150.00	\$ 900.00
Digital Design Services	11	\$ 110.00	\$ 1,210.00
New Media Development	8	\$ 110.00	\$ 880.00
Web Development	7	\$ 175.00	\$ 1,225.00
Coding Hours	6	\$ 115.00	\$ 690.00
Online Ad Production	4	\$ 90.00	\$ 360.00
General Production	12	\$ 70.00	\$ 840.00
Digital/Online Production	12	\$ 90.00	\$ 1,080.00
Search Engine Optimization	7	\$ 110.00	\$ 770.00
OTHER COSTS			
3 Months Web Hosting/Server Upgrade/Server Alert			\$2,000.00
SUB-CONTRACTED SERVICES			
Sub-Total	91		\$ 12,055.00
GST (If applicable)			\$ -
Total			\$ 12,055.00

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by SUPPLIER

Docket #:

Authorized Signatory Approval

Print Name: Kim Pickett

Date: 09.03.14

To be completed by GCPE

Work Order #: W1514

Advertising and Marketing Services Approval

Print Name: Mary Dila

Date: Sept 12/14

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Project #:

Expense Authority Approval

Print Name: Denise Champion

Date: 2014-09-12