

Estimates 2016 Budget GCPE OPERATING BUDGET

Date: Updated March 30, 2016

Key Facts: GCPE Operating Budget

- GCPE's restated budget for 2015/16 was \$37.896M. The increase of \$.572 from the 2014/15 restated budget was attributable to the budget transfer from MTICS to establish a permanent source of funding for the 3% salary increase provided to all excluded managers effective April 1, 2014.
- GCPE's estimated operating budget for 2016/17 is \$37.869M (Communications \$26.658M; Strategic Initiatives Division \$11.211M). The decrease of \$.027M from the 2015/16 restated budget is attributable to the decrease in benefits from 24.8% to 24.3%, which is offset by the increase for the Economic Stability Mandate.
- At \$29.233M salaries & benefits represent 77% of the total estimated annual operating budget.
- At \$8.636, operating costs (net of recoveries) represent 23% of the total estimated annual operating budget.
- Recoveries of \$1.934M (or 5%) are realized annually primarily for services provided via Today's News On-Line and the Strategic Initiatives Division.
- GCPE's estimated FTE utilization in 2016/17 is 311FTEs (Communications: 210; Strategic Initiatives Division: 101).

Communications Budget

- At \$26.658M GCPE Communications estimated annual operating budget for 2016/17 is 32% lower than the restated budget of \$39.283M following the 2001/02 restructure of government communications.
- Forecast FTE utilization for GCPE Communications in 2016/17 is 210FTEs (35%) lower than the restated FTE complement of 322 following the restructure of government communications in 2001/02.

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Estimates 2016 ORGANIZATION SERVICE DELIVERY

Date: Updated ~~March 3, 2015~~
February 25, 2016

Key Facts: Organization and Service Delivery

- Today, government communications is approximately 35~~7~~% smaller than it was prior to the 2001/02 restructure of government communications.
- FTE utilization for government communications for ~~2015/16~~ 2016/17 is forecast at 210~~03~~ FTEs. Prior to the restructure of government communications in 2001/02, the approved FTE complement was 322 FTEs. That's a reduction of 112 ~~19~~ FTEs or 35~~7~~%.
- As a result, on occasion, communications resources are augmented by contracted resources to provide a wide range of communications services including strategic communications planning, writing, editing, media monitoring, transcribing and advisory services.
- In June 2013 the Strategic Initiatives Division's 95 FTE's were transferred into GCPE. These FTE's do not provide government communication services, but provide technical and digital services to the public service impacting service delivery to citizens.

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Hiring Practices:

- Government communications staff are professional communicators with professional designations and degrees and many years of communications experience. Hiring is based on an assessment of competence (including written tests and oral interviews) and an ability to do the job. These people have chosen communications as a career.
- Approximately 14~~29~~% of government communications employees were hired into the public service prior to June 2001.
- GCPE's HR practices have resulted in promotional opportunities and career development opportunities for staff; professional development is supported within the context of employee learning plans; reassignment of staff provides for a flexible, responsive, organization

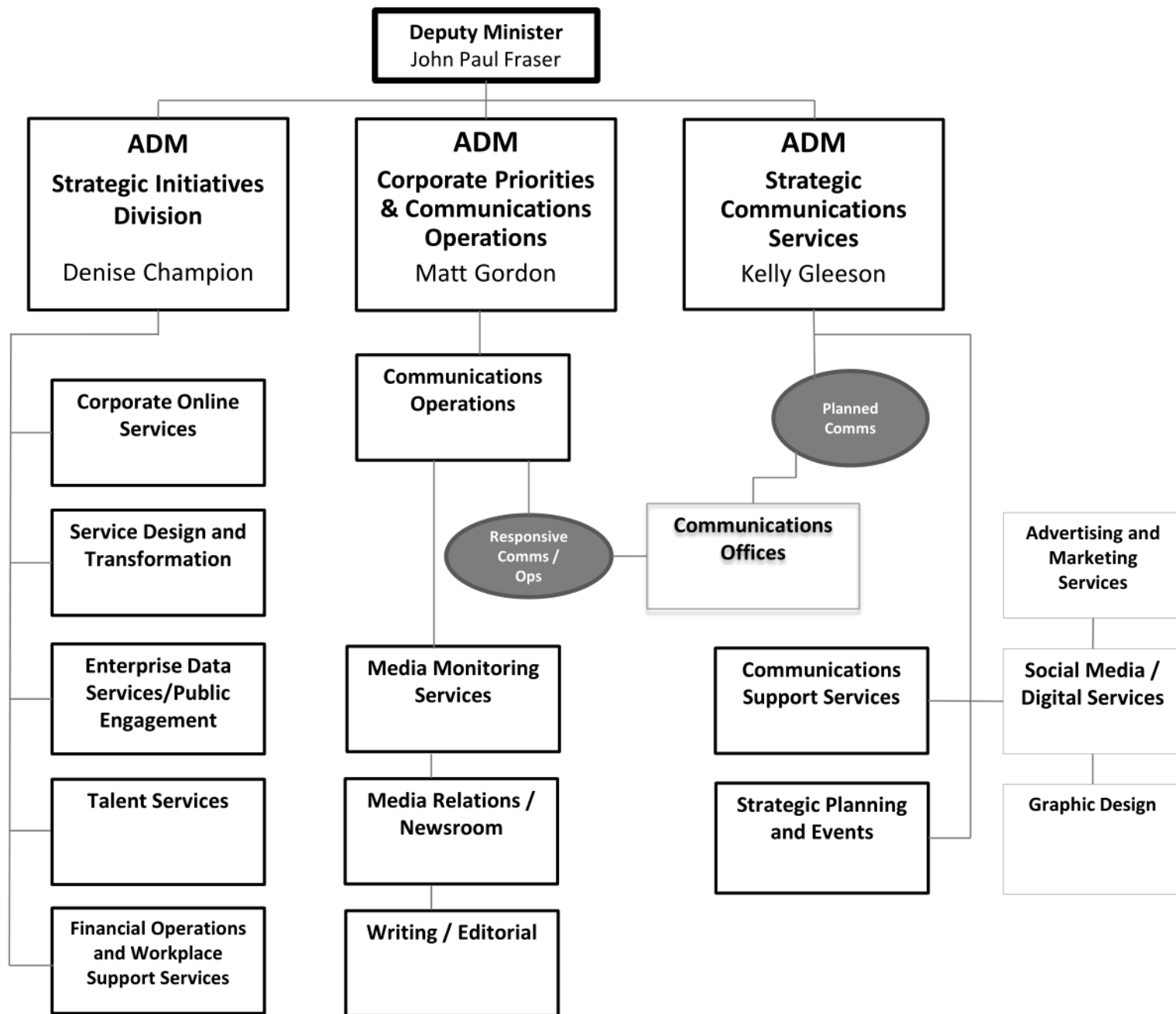
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CORE MESSAGING

Updated: February 2016

Ministry of Advanced Education

Government Communications:

- **Government communications staffing – for communications, administrative and support staff – for 2016-17 is expected to be 210 FTEs. This is 35% lower than the 322 FTEs before the restructure of government communications in 2001-02.**
- **Salary and benefits for 140 front-line staff that tend to the day-to-day-communications on behalf of GCPE is expected to be around \$13.2 million in 2016-17.**
- **Government communications employees are hired based on their professional experience and qualifications.**

Facts about Government Communications Staffing

Government communications employees are Order in Council appointments. While not required, positions are typically hired through a competitive process. All GCPE employees swear an Oath of Employment and agree to abide by the Standards of Conduct for public service employees.

210 full-time employees in 2016-17 is a decrease of 35% compared to 322 following the restructure of government communications in 2001-02.

There are communications directors and managers in each of the 20 ministries and approximately six staff per manager.

GCPE also has 101 full-time staff in the Strategic Initiatives Division in addition to the 210 communications employees. The Strategic Initiatives Division was added in 2013 from the Ministry of Technology, Innovation and Citizens Services.

GCPE staff breakdown:

- Forecast FTE utilization for 2016-17 for GCPE is 311 FTEs.
- 140 front-line staff in 20 ministries that tend to day-to-day communications functions such as strategic communications, issues management and media relations.
- 70 staff at GCPE headquarters provide writing and editorial services; advertising and marketing services; graphic design; social and digital services; strategic planning and events; media monitoring services; and, corporate administration and support services.
- 101 staff in Strategic Initiatives Division provide corporate online services (gov.bc.ca), enterprise data services to government and the public (through DataBC), service design and transformation support, and citizen engagement services on behalf of government.

Government communications directors are co-located, with functioning space, in ministry offices and in their respective legislative offices, to provide effective, wrap-around services to ministers and ministry executives.

GCPE has one deputy minister and three assistant deputy ministers.

Full-time staffing for government communications is forecast at 210 with a salary and benefits forecast of \$20.1 million in 2016-17.

The 2016-17 salary and benefits budget for all 311 employees is \$29.232 million, a decrease of \$.027 million from the 2015-16 restated budget of \$29.259 million. Salary and budget change was due to:

- Base budget increase for Economic Stability Mandate negotiated by government with various bargaining units (\$73,000).
- Transfer out to reflect reduction in employee benefits rate from 24.8% to 24.3% (\$100,000).

Media Calls and Responses:

Between April 1, 2015 to March 31, 2016:

1. GCPE received (TBD) media calls across all ministries.
2. (TBD) or of media calls were addressed by deadline.
3. (TBD) or of media calls were not addressed by deadline.

CORE MESSAGING

February 2016

Government Communications and Public Engagement

Strategic Initiatives Division

- **Government is committed to openness, transparency and sharing accurate and timely information with all British Columbians.**
- **The Strategic Initiatives Division works to improve digital service delivery for citizens. It ensures British Columbians have access to high-quality online information and services.**
- **SID has three main public facing programs:**
 - **gov.bc.ca allows British Columbians to find information on government programs, policies and services.**
 - **govTogetherBC engages British Columbians to help shape government programs and services.**
 - **DataBC provides easy public access to data collected by and about the Government of British Columbia.**

Facts about Strategic Initiatives Division (SID):

Responsibility for SID was transferred to GCPE in June 2013 to better align mandates around web services and public engagement.

The budget is \$11.211million for fiscal 2016-17.

Main Public-Facing Projects:

SID supports better digital services for citizens through the use of the following online technologies:

1. **The B.C. government website** – Top level pages of gov.bc.ca receive eight million visits annually. Since 2013, a web rationalization strategy has focused on standardizing content across all of government and redesigning the front pages to make it easier for citizens to find information they need. SID is continuing to work with ministries to streamline obsolete websites, consolidate online content under the **gov.bc.ca** domain and improve findability through changes to information architecture and navigation. On June 21, 2015, SID launched the re-designed top pages of the website. Changes were based on feedback from more than 2,000 participants.
2. **govTogetherBC** hosts consultations between the government and all British Columbians. Citizens can express their views while government is developing strategic plans, legislation and even policy changes. For example, recommendations in the 2014 Liquor Policy Review were directly linked to public opinion expressed through the website (more than 76,000 website visits, 4,400 web comments and 3,500 emails) and consultations with stakeholders.

Since launching in 2012, govTogetherBC has hosted 152 public engagement campaigns.
3. **DataBC** makes thousands of government datasets on natural resources, the economy, education and more, open, machine-readable, searchable and free for anyone to use. In 2015, the DataBC website received more than 280,000 visits, an increase of 63% over 2014.

The **BC Data Catalogue** allows citizens to discover, preview, and download 2034 public government data assets. There are more than 10,000 distinct user sessions using this application monthly.

Users can map and analyse data using services like **iMapBC**, find research tools, develop applications or simply satisfy their curiosity. DataBC location services such as the **BC Physical Address Geocoder** help citizens use an address to find a location. Provincial ministries, agencies, schools, web designers and more can use the geocoder to improve their services and data. This popular service processed 79.9 million geocodes last year.

4. Strategic Design and Transformation (SDT) works with Ministries across government to support the design and delivery of improved service experiences for citizens.

SDT uses an evidence-based approach to the design of citizen experiences with a focus on prototyping with real users.

SDT has recently released a playbook to help guide ministries in approaches to service design that meets citizens' needs and provides service design training to public servants from across government.

Estimates 2016
Organization and Service Delivery
PUBLIC (CITIZEN) ENGAGEMENT

Date: February 15, 2016

Key Facts: Public (Citizen) Engagement

- The Province has committed to greater engagement with the public on issues and decisions that impact their lives.
- The GCPE Citizen Engagement Team works in partnership with Ministries to deliver public engagement projects on significant policy topics.
- All BC government engagement opportunities are posted on the GovTogetherBC website for citizens to browse by region or topic. GovTogetherBC also houses all of the results from each engagement.
- Since launching in 2012, govTogetherBC has hosted 202 public engagement opportunities and had over 14,000 website visits.
- In 2015 the citizen engagement team was instrumental in 11 public engagements receiving more than 70,000 web visits and 92,000 pieces of input (which could include online comments, written submissions, emails, votes of support, phone calls or open house visits) from citizens across the 11 topic areas below.

Distracted Driving (w/RoadSafetyBC): The consultation was open from June 16 to July 16, 2015. There were 24,051 website visits, 1,932 blog comments, 962 emails and 69,052 responses to online questions. In addition, there were 11 stakeholder submissions. The input provided is being considered for possible changes to B.C.'s distracted driving sanctions and frame future discussions by B.C.'s road safety partners.

Reducing Red Tape (w/Small Business and Red Tape Reduction): During the consultation from October 22, 2015 to December 3, 2015 the website saw 5,973 visits, 192 blog comments, 603 comment ratings, 63 emails. A total of 284 ideas are under review by ministries. The government is acting on ideas and British Columbians will start to see improvements to service improvement based on their ideas in the coming months.

Climate Action (w/Environment): The first phase of the engagement saw 14,119 website visits, 5,973 surveys, 300 template letters and 200 individual submissions. The second phase is open from January 25 to March 25, 2016. This second phase has seen 3,561 website visits, 189 feedback forms and 214 emails as of February 8, 2016. A final Climate Leadership Plan will be unveiled in Spring 2016.

George Massey Tunnel Replacement Project (w/Transportation): This project is multi phased. Phase 1 of the consultation ran November to December 2012. Phase 2 was held March to April 2013. Phase 3 was held from December 16, 2015 to January 17, 2016 and saw 14,218 website visits, 1,030 feedback forms, 266 emails and 310 visits to the project office. Subject to environmental review, construction is expected to begin in 2017, with the new bridge completed by 2022. Stakeholder engagement will also continue throughout construction.

McKenzie Interchange Project (w/Transportation): During November 16, 2015 to December 11, 2016 the website saw 11,443 visits. There were 1,059 feedback forms received, 139 emails/phone calls and 610 people attending an open house on November 17, 2015. The Engagement Summary Report was released February 3, 2016. A second public house is scheduled for February 24, 2016. The ministry is considering the feedback it has received, along with technical and financial information, and will use it to further refine the interchange concepts.

Emergency Program Act Review (w/Transportation - EMBC): The engagement is currently in progress and is open for feedback from Jan. 11, 2016, until April 22, 2016. The input received will be a key component to informing our government's review of the Act and, ultimately, any decision to move forward with the introduction of possible legislative change

Okanagan Second Crossing (w/Transportation): The first phase of the consultation from May 19, 2015 to June 1, 2016, the website saw 1,692 visits, 18 blog comments and 163 feedback forms. The second phase had 72 feedback forms from November 30, 2015 to January 8, 2016. The site is still open for online comments and there is a total of 45 comments as of February 16, 2016. The steps that follow will involve the generation of primary corridor options and there will be another opportunity to provide feedback on those primary options.

There were four smaller consultations on Ancient Forests (w/FLNR) and BC Bid (w/MTICS), PreparedBC Survey (w/EMBC) and Computerized Charity Raffles Survey (w/GPEB).

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Estimates 2016
Organization and Service Delivery
OPEN GOVERNMENT – OPEN DATA/OPEN INFORMATION

Date: February 15, 2016

Key Facts: Open Government – Open Data/Open Information

- The Premier launched the Open Government Agenda on July 19, 2011 as a commitment to build public trust in government. Two key programs under this initiative are Open Data and Open Information.

Open Data

- The 'Open Data' pillar of the Open Government agenda is now the responsibility of the Ministry of Jobs, Tourism and Skill Training.

Open Information

- The 'Open Information' pillar of the Open Government agenda is now the responsibility of the Ministry of Finance.

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Estimates 2016
Organization and Service Delivery
INTERNET STRATEGY (WEB RATIONALIZATION)

Date: February 15, 2016

Key Facts: Internet Strategy (Web Rationalization)

- In July 2011, the Province launched the Internet Strategy to improve government's online presence and the citizen experience accessing digital services and information.
- The Strategy focussed on rationalizing government websites under a new standardized design (led by a refreshed "gov.bc.ca"), an evidence-driven approach to organizing services online, and new investments in tools and technologies such as content management and Google Search.
- The refreshed gov.bc.ca alone resulted in a 34% improvement in usability, and with associated top-level pages, receives 8 million visits annually.
- In November 2013 ministries were directed to accelerate their efforts on the Internet Strategy towards rationalizing their obsolete websites under a single brand and domain (gov.bc.ca), and taking a more rigorous approach to new online development.
- Significant progress has been made by ministries to-date in eliminating obsolete content, in some cases reducing outdated or duplicate content by over 75%.
- In June 2015 further enhancements to gov.bc.ca were made following direct user testing with citizens and broadly sourced input to assist in establishing additional navigation elements.
- Since then, new features have been added to the search function and A-Z services listing on gov.bc.ca to make it easier for citizens to find the information and services that they require.

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Estimates 2016 Advertising GCPE GOVERNMENT ADVERTISING

Date: Updated March 31st

Key Facts: Government Advertising

- The 2016/17 government advertising budget is \$8.482M, a decrease of \$8K from 2015/16.

Ministry	2015/16 Blue Book Budget	2016/17 Blue Book Budget	Variance
Officers of the Legislature	167,000	155,000	(11,000)
Aboriginal Relations	0	0	0
Advanced Education	4,537,000	4,537,000	0
Agriculture	0	0	0
Children & Family Development	0	0	0
Community, Sport & Cultural Development	0	0	0
Education	863,000	863,000	(0
Energy & Mines	0	0	0
Environment	0	0	0
Finance	1,053,000	1,057,000	4,000
Forests, Lands & Natural Resource Operations	0	0	0
Health	0	0	0
International Trade & Multiculturalism	0	0	0
Job, Tourism & Skills Training	1,870,000	1,870,000	0
Justice (formerly Public Safety & Solicitor General)	0	0	0
Natural Gas Development	0	0	0
Social Development	0	0	0
Technology, Innovations & Citizens' Services	0	0	0
Transportation & Infrastructure	0	0	0
Total	8,490,000	8,482,000	8,000

- For 15/16, the budget was **\$8.490M** which includes \$167K for the Offices of the Legislature.
- Ministry STOB 67 budgets were frozen as part of government's ongoing expenditure management strategy to reduce discretionary spending. GCPE was authorized to spend up to \$1.5M of the \$3.537 STOB 67 budget and the PSA \$145K. Approval by Treasury Board was required to access the remainder of ministry's frozen funds.
- Any internal reallocations to STOB67 or access to frozen funds for informational advertising has required the approval of Treasury Board.
- In fiscal 2015-16, TB approved internal reallocations of 2.745M, access to STOB 67 frozen funds of \$6.563M and access to contingencies of \$.954M.
- As of Feb. 29, 2016 the total STOB 67 spends for 15/16 is \$5.250M.

Approved Campaigns 2015/16:

Funded from Non-Frozen Funds (\$1.645M):

Services Information Campaign - \$1.5M
Public Service Agency Recruitment Ads - \$145K

TB Approved Internal Reallocations (\$2.745M):

Labour Market Programs - \$1.69M
BC Utilities Commission Recruitment Ads - \$14.5K
Canada BC Grant Campaign - \$1.0M
SaySomething Phase 2 - \$40K
BC Utilities Commissions - \$15K

TB Approved Stob 67 Access to Frozen Funds (\$6.563M):

Labour Market Programs - \$1.840M
Public Service Agency Recruitment Ads - \$50K
Services Information Campaign - \$2.546M
Campaign Measurement - \$300K
Family Day - \$15K
Online Engagement - \$250K
GCPE Business Priorities - \$392K
Wildfire Prevention - \$1.0M
LNG Energy Seminars - \$30K
Adoption Awareness - \$50K
Education Outreach Awareness - \$90K

TB Approved Access to Contingencies:

Service BC - \$.954K

- **\$3.025M of the Labour Market Program, \$1.0M Canada Job Grant Campaign and \$40K SaySomething Information Campaign Phase 2 are funded by the federal government.**
- A breakdown of the STOB 67 informational (non-statutory) advertising expenditures by campaign/project has been released during Public Accounts every year since 2004/05.

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ADVICE TO MINISTER

<p style="text-align: center;">CONFIDENTIAL ISSUES NOTE</p> <p>Ministry: Advanced Education Date: April 1, 2016 Update: April 4, 2016 Minister Responsible: Hon. Andrew Wilkinson</p>	<p style="text-align: center;">Status of Current Information Campaigns (April 2016)</p>
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ADVICE AND RECOMMENDED RESPONSE:

- There are currently two active information campaigns that inform the public about government services or programs – and include:
- **SAY SOMETHING** – which is focused on creating awareness about the issue of sexual violence and providing access to information/resources on how to offer or get help
- **BC SERVICES** – which highlights three specific initiatives:
 - BC Training and Education Savings Grant for children born in 2006 or later
 - Property Transfer Tax Exemption, which saves buyers up to \$13 thousand on a new home purchase
 - Medical Services Plan, which is focused on providing information to seniors about MSP Premium Assistance

Impact of Campaigns/ BCTESG example:

- The number of applications received for the BC Training and Education Savings Grant has shown a marked increase since the information campaign began
- The average monthly registration was 974 prior to launch (Aug, Sept, Oct, 2015) and 2,343 post-launch (Nov. onward) – a 138% increase.
- The current total of applications received is 12,294 – but we want to ensure as many families are informed and take advantage of a significant program.
- The fact that 12,294 applications represent 9.1% of the 135,000 kids currently eligible to apply underlines the need to create even greater awareness.

Advertising Budget:

- The total costs of individual information campaigns will be reported as part of Public Accounts once all expenditures are finalized
- The 2015-16 Government advertising budget is \$8.49 million – while the current 2016-17 Government advertising budget is \$8.482 million

BACKGROUND REGARDING THE ISSUE:

Specifics about the Campaigns that have been active this calendar year:

SAY SOMETHING: An information campaign to create awareness about the issue of sexual violence – and providing access to information/resources on how to offer or get help **(launched April 1, 2016 – and concludes April 22, 2016)**

ADOPTION: A campaign highlighting adoption resources and builds awareness of the approximately 1,000 BC children and youth in care who are eligible for adoption **(launched March 11, 2016 and concluded March 31, 2016)**

BC SERVICES: A campaign highlighting two specific initiatives a) **Medical Services Plan**, which is focused on seniors - and directing them to information so they can determine if they qualify for MSP Premium Assistance (because we know that many seniors don't take advantage of MSP Premium Assistance and we want to ensure as many seniors as possible are aware of this program), b) **BC Education and Training Savings Grant**, which is focused on making families aware that if they have a child born in 2006 or later, that child is eligible for a \$1,200 grant to start or boost an RESP for their education , c) **Property Transfer Tax Exemption**, to ensure families are aware on a new exemption that can save them up to \$13,000 on the purchase of a new home, up to \$750,000 **(Launched November 19, 2015 – 2016/17 TBD)**

Note: The current total number of applications received for the BC Education and Training Savings Grant is 12,294. The average monthly registration was 974 prior to launch (Aug, Sept, Oct 2015) and the average monthly registration is 2,343 post-launch (Nov. onward).

The 12,294 applications represent 9.1% of the approximately 135,000 children in B.C. eligible to apply currently. In total there are 450,000 children born since 2006 – though they are only eligible to apply between their sixth and ninth birthday.

Furthermore, monthly traffic to bc.gov.bc.ca has increased by 20% – on average each month – since the launch of the BC Services Campaign. The site highlights initiatives that are central to the information campaign – along with information about 80 widely used and under-used programs.

WELCOME BC: A campaign to inform British Columbians and perspective immigrants about WelcomeBC.ca – which includes labour market information and settlement tools and resources. The information includes an in-language component to reach Cantonese, Mandarin, Punjabi and Korean speaking British Columbians and perspective British Columbians. **(launched on March 1, 2016 - concluded March 31, 2016)**

WORK BC: A campaign to increase awareness of programs and services that enable British Columbians to get labour market information and skills and training. One component of the information is focused on the Blueprint Builder which helps British Columbians explore careers, search job vacancies in their community and access information to education and funding opportunities. **(launched on November 12, 2015 and concluded March 31, 2016)**

Note: So far this year, the website has recorded more than 671,000 website page views – and the number of registered Blueprint -users is up by more than 7,000 to a total exceeding 35,000.

CANADA BC JOB GRANT: A campaign to increase awareness and update of the Canada-BC Job Grant which helps eligible employers recover two-thirds of the cost of training or tuition for their employees (up to \$10,000). **(launched on March 15, 2015 and concluded March 31, 2016)**

ADVICE TO MINISTER

Note: To date, more than 10,440 employees have received training through the Canada BC Job Grant and more than 3,700 employers have been approved for funding to train new or current employees

Cost Recoverable Information Campaigns

Two of the seven campaigns were cost recoverable from the federal gov't and served to:

- Provide information about **Work BC**, to inform British Columbians about labour market conditions, skills and training opportunities, and
- Create awareness about the **Canada-BC Job Grant** which helps employers recover two-thirds of the cost of training or tuition for their employees

Agency Involvement:

Government works with a variety of agencies from an approved list of suppliers – also known as a Standing Offer – to secure creative, production and placement services.

Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.

On these specific information campaigns, agencies involved in production, translation and media placement, included:

Response Advertising: Production and translation services, St. Bernadine

Communications: Production, Vizeum: Television, radio, out-of-home media placement, and KIMBO Design: Digital media placement.

Office of the Auditor General - Partisan vs Non-Partisan Advertising:

A report released by the Office of the Auditor General in November 2014 recommended government establish a general policy that prohibits the use of partisan political information in public government communications – that government provide specific guidelines setting out what information should or should not be included in public government communications - and government adhere to the policy and guidelines.

The report also looked at policy and legislation in other Canadian provinces, at the federal level, and in the UK, New Zealand and Australia. The OAG noted there were still concerns about partisan ads in Australia, even after robust federal guidelines were put in place.

The Office of the Auditor General's report also stated, "We are not advocating that the Office of the Auditor General take on the role of reviewing government advertising for partisan messaging, as is done in several jurisdictions that we examined in this review."

GCPE Response to OAG Recs:

In response to recommendations by the Office of the Auditor General – GCPE updated government core policy to ensure each advertising initiative meets the following criteria before approval:

- Be fact-based.
- Point to, or provide information on, government priorities, programs, services or policies.
- Engage the public, providing an opportunity to interact or comment.

Communications Contact: Rodney Porter
Program Area Contact: Mary Dila / Kevin Watt
File Created:
File Updated
File Location:

Program Area	ADM / Deputy Minister	Communications Director
Mary Dila / Kevin Watt	Kelly Gleeson	Rodney Porter

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Advanced Education

Date: Nov, 19, 2015

Update: Jan. 26; Apr. 1; April 4, 2016

Minister Responsible: Hon. Andrew Wilkinson

GCPE: 2015-16 Services Information Campaign

ADVICE AND RECOMMENDED RESPONSE:

- Government ran a province-wide information campaign Nov. 19, 2015 to March 31, 2016 to inform British Columbians about specific programs and services available to their families – the benefit of each – and how they can be accessed.
- Two services were initially highlighted in the services information campaign: Early Childhood Tax Benefit and the BC Seniors' Home Renovation Tax Credit.
- The BC Education and Training Savings Grant was highlighted in February 2016.
- In March 2016, the campaign included programs and services announced in Budget 2016 that benefit and make life more affordable for British Columbians and their families.
- While two programs are being highlighted in the budget-specific portion of the campaign – MSP premium changes, and B.C. Education and Training Savings Grant changes – the focus is ensuring British Columbians are aware of these programs.
- The information campaign links to gov.bc.ca where over 80 new and existing programs and services are featured.
- To ensure the information was widely accessible to all British Columbians, the information campaign also included in-language services so citizens can request a call-back to speak with a Service BC representative in Cantonese, Mandarin, Punjabi, Korean or French.
- The videos featuring B.C. Education and Training Savings Grant, B.C. Early Childhood Tax Benefit and B.C. Seniors Home Renovation Tax Credit were reviewed by the Television Bureau of Canada and granted status as Public Service Announcements.
- A Public Service Announcement is defined by the Television Bureau of Canada as an awareness message from a charitable, government or not-for-profit organization that informs and educates the viewer about the purpose or mission of the organization.

RATIONALE FOR CAMPAIGN:

- Government has a responsibility to inform British Columbians about services, programs and policies that they and their families depend upon or may benefit from.
- GCPE works in close collaboration with ministry program areas on each advertising initiative to establish how best to inform the public on a particular government priority, policy, program or service.

- To that end – and in response to recommendations by the Office of the Auditor General – GCPE updated government core policy to ensure each advertising initiative meets the following criteria before approval:
 - Be fact-based.
 - Point to, or provide information on, government priorities, programs, services or policies.
 - Engage the public, providing an opportunity to interact or comment.

BUDGET 2016 – CANADA’S STRONGEST ECONOMY:

- The content of the services information campaign is fact-based and highlights benefits that are available to British Columbians – from children to new home buyers through to seniors – as a result of the fiscal discipline of government.
- Budget 2016 is the fourth consecutive balanced budget for B.C.
- B.C. created 27,800 jobs last year, ranked first in the country.
- B.C. remains the only province with a triple-A credit rating and stable outlook from Moody’s as well as Standard and Poor’s.
- B.C. is poised to lead the country in economic growth in 2016.

METRICS FOR BCTESG:

- The number of applications received for the BC Training and Education Savings Grant has shown a marked increase since the information campaign began
- The average monthly registration was 974 prior to launch (Aug, Sept, Oct, 2015) and 2,343 post-launch (Nov. onward) – a 138% increase – for a total of 12,294 application.
- The fact that 12,294 applications represent 9.1% of the 135,000 kids currently eligible to apply underlines the need to create even greater awareness so families can take advantage of an important program.

BUDGET / COST:

- The total costs will be reported as part of public accounts once all expenditures are finalized.
- The budget for this campaign is \$5 million in fiscal 2015-2016.
- On average, more than 80% of the cost of a campaign goes towards purchasing ad space on the internet, radio or television, etc.

CONTRACTORS:

- Government selects agencies from a list of approved suppliers to provide creative, production and media placement services.
- The approved list – also known as a Standing Offer – is an effective, efficient and timely method to secure communications services.
- The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens’ Services.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.

ADVICE TO MINISTER

- For this campaign, government worked with:
 - St. Bernadine Communications: Production.
 - Vizeum: Television, radio, out-of-home media placement.
 - KIMBO Design: Online media placement.
 - Response Advertising: Production and translation services.
- On average, contractors receive less than 20% of the total cost of an advertising campaign

ADVERTISING DURING THE BY-ELECTION:

- Out of an abundance of caution and to ensure full compliance with Elections BC guidelines, all non-statutory government advertising—though not considered to be election advertising—was suspended between Jan. 5 and Feb. 2, 2016.

BACKGROUND REGARDING THE ISSUE:

Questions can be expected about the cost and purpose of an information campaign about services available to British Columbians. Ads are placed on television, radio, and online.

Informational rack cards featuring B.C. Early Childhood Tax Benefit, B.C. Training Education Savings Grant, Home Renovation Tax Credit and MSP Premium changes will be available to the public at all 61 Service BC locations starting in April 2016.

The BC Services Campaign will feature the tagline: “Our Opportunity is Here” and direct people to the government website at www.gov.bc.ca.

The Budget 2016 ads will include the line: “B.C.’s plan to protect Canada’s strongest economy is working. Balanced Budget 2016 means we can keep taxes low and invest in B.C. families.”

Services being promoted:

MSP Premium changes (Budget 2016) – Changes to MSP premiums and enhanced premium assistance, effective Jan. 1, 2017, will help lower-income families, individuals and seniors with the cost of living. All children will be exempt from MSP premiums, benefiting about 70,000 single-parent families.

B.C. Training Education Savings Grant (Budget 2016) – The grant is a contribution of \$1,200 to RESPs of eligible children born in 2006 or later. Previously, it was 2007. As a result of the change, 40,000 additional children are now eligible.

B.C. Early Childhood Tax Benefit – The tax benefit provides up to \$660/year per child under age 6. Benefits are based on the number of children in the family and the family's net income.

B.C. Seniors Home Renovation Tax Credit – The tax credit of up to \$1,000 assists individuals 65 and over with the cost of certain permanent home renovations to improve accessibility or help a senior be more functional or mobile at home.

Property Transfer Tax changes (Budget 2016) – A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption of up to \$800,000.

CAMPAIGN METRICS (as of March 31, 2016):

- The number of applications for the B.C. Training Education Savings Grant has

increased 138% since start of the campaign (as of March 1, 2016). The 12,294 applications represent 9.1% of the approximately 135,000 children in B.C. eligible to apply currently. In total there are 450,000 children born since 2006 – though they are only eligible to apply between their sixth and ninth birthday.

- 2.7 million Facebook users in British Columbia reached
- 470,000 Facebook post engagements (likes, comments, clicks, shares, etc.)
- 5 million Facebook video views
- 3 million online video views
- 380,000 gov.bc.ca home page views (average 23% increase / month)
- 260,000 gov.bc.ca featured services webpage views
- Home Renovation Tax Credit data will be available after 2015-16 income taxes are submitted
- BC Early Childhood Tax Benefit data will be available after 2015-16 income taxes are submitted
- Property Transfer Tax exemption data collection is ongoing

Communications Contact: Rodney Porter
 Program Area Contact: Mary Dila / Kevin Watt
 File Created:
 File Updated
 File Location:

Program Area	ADM / Deputy Minister	Communications Director
Mary Dila / Kevin Watt	Kelly Gleeson	Rodney Porter

CORE MESSAGING

Updated: February 2016

Ministry of Advanced Education

Government Communications – Social Media:

- **The Government of British Columbia’s social media channels provide information related to programs, services and government priorities.**
- **The intention is to provide two-way communication with British Columbians on programs and services that matter most to them and their families.**
- **Since 2011, there has been an increased focus on creating a unified presence across B.C. government online communications channels to reach as many British Columbians as possible.**
- **The Social Media and Digital Services team identifies daily priorities and ensures ministries have a comprehensive plan for promotion and information sharing online.**
- **Ministry activities include gathering and promoting photos, videos, websites, audio clips and other digital content to the public and the media.**

Facts about Government Social Media

GCPE operates two main brands on social media platforms, BC Gov News and BC Jobs Plan, but gives insight and direction to all ministries in regards to social media.

- BC Gov News is the main hub account for news and information for British Columbians.
- BC Jobs Plan focuses on economic benefits specifically to B.C., as outlined in the BC Jobs Plan document.

The Government of B.C. Facebook page has been in operation since August 2011 and has an active community of over 28,000 users.

The @BCGovNews Twitter account, in operation since November 2009, has almost 55,000 followers.

In June 2015, the BC Newsroom was re-launched as BC Gov News and now directly integrates social media & digital media downloads with news releases:

- British Columbians can share, comment and ‘like’ news releases directly from BC Gov News website.
- Media can download b-roll video, photos and audio directly from news releases.
- Website is mobile friendly.
- In the fall of 2015, staff tested and launched a live webcast video service and now British Columbians can watch important events live, as they happen, on the BC Gov News website (from their desktop and mobile device).

GCPE social media office has six full-time staff - one director; one senior and four online communication officers.

Contact: Nicholas Johnson, acting director of Social Media and Digital Services.

<p style="text-align: center;">CONFIDENTIAL ISSUES NOTE</p> <p>Ministry: Advanced Education</p> <p>Date: Feb. 4, 2015</p> <p>Update: Jan. 26, 2016, Feb 18; Feb. 29, 2016, Mar. 30, 2016</p> <p>Minister Responsible: Hon. Andrew Wilkinson</p>	<p style="text-align: center;">GCPE – Advertising Expenditures and Advertising Budget 2016-17</p>
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ADVICE AND RECOMMENDED RESPONSE:

- The 2016-17 government advertising budget is \$8.482 million, a decrease of \$8,000 from 2015-16.
- The annual Public Accounts includes a breakdown of the STOB 67 informational (non-statutory) advertising by campaign/project every year.

SECONDARY:

- In recognition of the government expenditure management strategy, government froze all discretionary spending and information advertising in August 2013.
- This also applied in fiscal 2015-16 as government froze \$6.7million discretionary spending and information advertising.
- Ministries may come forward with proposals for information advertising campaigns over the course of the year.
- Options available to fund those proposals include the GCPE and Ministry STOB 67 budgets, reallocation of funds within the ministry or a request may be submitted to Treasury Board to access contingencies.

OVERSPENDING - HISTORICAL:

- Government overspent the advertising budget in five of seven fiscal years before the election of May 2001.

KEY FACTS ABOUT THE ISSUE:

For 2015/16, the advertising budget was \$8.490 million, which includes \$167,000 for the Offices of the Legislature.

Ministry STOB 67 budgets were frozen as part of the ongoing expenditure management strategy by government to reduce discretionary spending. GCPE was authorized to spend up to \$1.5 million of the \$3.537 million STOB 67 budget and PSA \$145K of the \$1.053 million budget. Approval by Treasury Board was required to access the remainder of ministries' frozen funds.

Any internal reallocations to STOB 67 or access to frozen funds for informational advertising has required the approval of Treasury Board. In fiscal 2015-16, TB approved internal reallocations of \$2.745 million, access to STOB 67 frozen funds of \$6.563 million and access to contingencies of \$954,000.

As of Feb. 29, 2016 the total STOB 67 spend for 2015-16 is \$5.250M.

Public Accounts includes a breakdown of the STOB 67 informational (non-statutory) advertising by campaign/project every year.

2015-16 TB Approved Internal Reallocations:

Ministry	2015/16 Blue Book Budget	Internal Reallocation	Campaign
Office of the Legislature (Elections BC)	167,000	0.00	
Advanced Education	4,537,000	0.00	
Education	863,000	0.00	
Finance	1,053,000	0.00	
Job, Tourism & Skills Training	1,870,000	2,690,000	Labour Market Program– Federally Funded - \$1.690M Canada Job Grant Campaign – Federally Funded - \$1.0M
Justice	0.00	54,500	BC Utilities Commission Recruitment Advertising - \$14.5K SaySomething Information Campaign Phase 2 Federally Funded - \$40K
Total	8,490,000	2,744,500	

2015-16 TB Approved STOB 67 Access to Frozen Funds:

Ministry	2015/16 Blue Book Budget	Access to Frozen Funds	Campaign
Office of the Legislature (Elections BC)	167,000	0.00	
Advanced Education	4,537,000	3,037,000	Services Information Campaign - \$1.0M Wildfires - \$1.0M LNG Energy Seminars - \$30K Campaign Measurement - \$300K Family Day - \$15K Online Engagement - \$250K GCPE Business Priorities - \$392K Adoption Awareness - \$50K
Education	863,000	863,000	Outreach Special Projects - \$90K Services Information Campaign - \$773K
Finance	1,053,000	823,000	PSA Recruitment Ads - \$50K Services Information Campaign BC - \$773K
Job, Tourism & Skills Training	1,870,000	1,840,000	Labour Market Program – \$1.335M Federally Funded
Total	8,490,000	6,563,000	

2015-16 TB Approved Access to Contingencies:

Ministry	2015/16 Blue Book Budget	Access to Contingencies	Campaign
Office of the Legislature (Elections BC)	167,000	0.00	
Advanced Education	4,537,000	954,000	Services Information Campaign
Education	863,000	0.00	
Finance	1,053,000	0.00	
Job, Tourism & Skills Training	1,870,000	0.00	
Justice	0.00	0.00	
Total	8,490,000	954,000	

BACKGROUND:

The following is a year-over-year comparison of government informational (non-statutory) advertising budget allocations and expenditures from 1993-94 to 2016-17 exclusive of advertising expenditures charged to capital project budgets.

Government will provide final revised budgets upon close of fiscal year-end.

Fiscal Year	Blue Book Budget	Approved Contingency Draws/Reallocations	Less Stob 67 Frozen Funds	Total Revised Budget	Expenditures (\$000s)
2016/17	8.482	TBC	TBC	TBC	TBC
2015/16	8.490	3.699	.115	12.074	TBC
2014/15	8.661	.983	4.598	5.046	5.674
2013/14	8.538	3.689	4.804	7.423	7.039
2012/13	16.305	21.036	0.00	37.341	31.762
2011/12	19.390	14.044	0.00	33.434	32.789
2010/11	19.063	0.00	0.00	19.063	15.802
2009/10 (Sept Update)	6.950	0.00	0.00	6.950	3.587
2008/09	29.502	0.00	0.00	29.502	28.311
2007/08	28.328	0.00	0.00	28.328	18.257
2006/07	28.054	0.00	0.00	28.054	15.046
2005/2006 (Sept Update)	13.967	0.00	0.00	13.967	8.365
2004/2005	12.108	0.00	0.00	12.108	21.617
2003/2004	19.699	0.00	0.00	19.699	17.327
2002/2003	11.618	0.00	0.00	11.618	5.857

2001/2002	22.853	0.00	0.00	22.853	5.276
2000/2001	20.435	0.00	0.00	20.435	21.381
1999/2000	17.679	0.00	0.00	17.679	17.895
1998/1999	16.787	0.00	0.00	16.787	18.187
1997/1998	16.862	0.00	0.00	16.862	15.671
1996/1997	22.439	0.00	0.00	22.439	13.496
1995/1996	20.730	0.00	0.00	20.730	22.468
1994/1995	24.345	0.00	0.00	24.345	28.358
1993/1994	21.185	0.00	0.00	21.185	17.305

The following is a breakdown of Ministry TB Approved Contingency Draws (CD)/Internal Reallocations (AR) into STOB 67 by fiscal year:

2014-15 TB Approved Internal Reallocations:

Ministry	2014/15 Blue Book Budget	Internal Reallocation	Campaign
Legislation	8,000	0.00	
Office of the Legislature (Elections BC)	250,000	0.00	
Advanced Education	4,537,000	0.00	
Education	1,071,000	51,000	Phase II Education Campaign
Environment	0.00	30,000	Collateral Material Refresh
Finance	1,123,000	0.00	
Job, Tourism & Skills Training	1,672,000	702,000	Canada Job Fund/ WorkBC – Federally Funded
Transportation & Infrastructure	0.00	200,000	BC On the Move \$70K Speed Limit Review \$30K Container Truck \$100K
Total	8,661,000	983,000	

2014-15 TB Approved STOB 67 Access to Frozen Funds:

Ministry	2014/15 Blue Book Budget	Access to Frozen Funds	Campaign
Legislation	8,000	0.00	
Office of the Legislature (Elections BC)	250,000	0.00	
Advanced Education (GCPE \$3.537M)	4,537,000	0.00	
Education	1,071,000	0.00	
Finance	1,123,000	0.00	
Job, Tourism & Skills Training	1,672,000	659,535	WorkBC - Federally Funded
Total	8,661,000	659,535	

FISCAL 2013/14:

Ministry	Approved Reallocations (AR)/ Contingency Draws (CD)	Campaign
Office of the Legislature (Elections BC)	2,113,671	(CD) Elections BC Advertising
Children & Family Development	10,000	(AR) Early Childhood Tax Credit
Finance	20,000	(AR) Responsible Gambling
Health	416,900	(AR) HealthyFamiliesBC
Job, Tourism & Skills Training	828,000	(AR) WorkBC – Federally Funded
Justice (formerly Public Safety & Solicitor General)	40,000	(AR) VictimLink – Federally Funded
Social Development	181,000	(AR) WorkBC Employment Centres – Federally Funded
Transportation & Infrastructure	80,000	(AR) Coastal Ferries Consultation-\$40K (AR) Speed Limit Review-\$40K
Total	3,689,571	

FISCAL 2012/13:

Ministry	Approved Reallocations (AR)/ Contingency Draws (CD)	Campaign
Citizens' Services & Open Government (GCPE)	11,090,000	(CD) BC Jobs Plan
Energy & Mines	10,000	(CD) Columbia River Treaty Ads
Health	6,980,000	(AR) ThinkHealthBC-\$4.380M (AR) Health Prevention/Improvement Strategy-\$1.390M (AR) BC Care Card Program-\$1.180M (AR) E-Health Branding-\$20K (AR) Seniors Action Plan-\$10K
Job, Tourism & Skills Training	1,672,000	(AR) WorkBC – Federally Funded
Justice (formerly Public Safety & Solicitor General)	43,913	(AR) Victim Link Public Awareness-\$39K (AR) Disaster Ads-\$5K
Social Development	1,200,000	(AR) WorkBC Employment Centres- Federally Funded
Transportation & Infrastructure	40,000	(AR) BC Ferries Consultation
Total	21,035,913	

FISCAL 2011/12

Ministry	Approved Reallocations (AR)/ Contingency Draws (CD)	Campaign
Finance	4,990,442	(CD) HST Campaign
Health	5,091,083	(AR) Healthy Families BC-\$5.011M Binge Drinking- \$80K
Job, Tourism & Skills Training	3,962,641	(AR) BC Jobs Plan
Total	14,044,166	

The following is a year over year comparison of **Government Communications and Public Engagement** (GCPE) informational (non-statutory) advertising budgets and expenditures from 2002/03 to 2016/17. The 2015/16 final numbers will be provided at the close of fiscal year end:

Fiscal Year	Blue Book Budget	Approved Contingency Draws/Reallocations	Stob 67 Frozen	Total Revised Budget	Expenditures (\$000s)
2016/17	3.537	TBC	TBC	TBC	TBC
2015/16	3.537	.954	3.537	4.491	TBC
2014/15	3.537	0.00	1.426	2.110	2.083
2013/14	3.537	0.00	2.186	1.351	1.248
2012/13	3.537	11.090	0.00	14.627	11.543
2011/12	4.077	0.00	0.00	4.077	3.986
2010/11	4.077	0.00	0.00	4.077	3.385
2009/10 (Sept Update)	4.077	0.00	0.00	4.077	2.990
2008/09	12.490	0.00	0.00	12.490	9.477
2007/08	13.588	0.00	0.00	13.588	9.841
2006/07	13.588	0.00	0.00	13.588	7.314
2005/2006 (Sept Update)	13.893	0.00	0.00	13.893	5.152
2004/2005	11.913	0.00	0.00	11.913	11.572
2003/2004	19.504	0.00	0.00	19.504	15.989
2002/2003	11.618	0.00	0.00	11.618	3.812

Communications Contact: Rodney Porter
Program Area Contact: Kevin Watt / Mary Dila
File Created:
File Updated

Program Area	ADM / Deputy Minister	Communications Director
	DC	Rodney Porter

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE Ministry: Advanced Education Date: Feb. 6, 2015 Updated: Nov. 19, 2015; Feb. 12, 2016 Minister Responsible: Hon. Andrew Wilkinson	GCPE - Auditor General Report
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ADVICE AND RECOMMENDED RESPONSE:

- Government has a responsibility to inform British Columbians about services, programs and government priorities.
- GCPE is responsible for advertising policy and procedures and takes this role seriously.
- GCPE works closely in collaboration with ministry program areas on each advertising initiative to establish how best to inform the public on a particular government priority, policy, program or service.
- To that end – and in response to recommendations by the Office of the Auditor General – GCPE has updated core policy to ensure each advertising initiative meets the following criteria before approval:
 - Be fact-based.
 - Point to, or provide information on, government priorities, programs, services or policies
 - Engage the public, providing an opportunity to interact or comment.

And to clearly state that public funds must not be used to purchase advertising in support of a political party.

- GCPE representatives have met with staff from the Office of the Auditor General on three occasions to discuss the matter – and are open to any further discussions that may be helpful.

BACKGROUND:

The Office of the Auditor General released its report “Distinguishing between government program and partisan political advertising: An update to our 1996 report” on Nov. 2, 2014.

The report made a number of recommendations, including the following:

1. Establish a general policy that explicitly prohibits the use of partisan political information in public government communications, and provides specific guidelines which set out the criteria as to information that should or should not be included in public government communications.
2. Ensure that the policy and guidance to be established is adhered to

Representatives from GCPE met on Feb. 5, 2015, with a Select Standing Committee on Public Accounts to review the updated report by the Office of the Auditor General on government advertising.

GCPE Appearance at the Select Standing Committee

GCPE representatives met with the Select Standing Committee on Public Accounts to answer questions about the updated OAG report. Three witnesses appeared: the GCPE Deputy Minister, GCPE ADM and GCPE Executive Director. GCPE has also provided a PowerPoint presentation that responded to the report. GCPE spoke to the presentation at the beginning of the meeting.

The Report

The report from the Office of the Auditor General looked at policy and legislation in other Canadian provinces and at the federal level, as well as a number of other Commonwealth jurisdictions (including UK, New Zealand and Australia).

The report was not an audit of advertisement spending, but a review of policy, instructions and legislation around partisan government communications.

The report recommended government:

1. *Establish a general policy that explicitly prohibits the use of partisan political information in public government communications, and provide specific guidelines which set out criteria as to information that should or should not be included in public government communications.*
2. *Ensure that the policy and guidance to be established is adhered to.*

The Office of the Auditor General does not advocate taking on the role of reviewing government advertising for partisan messaging, as is done in several other jurisdictions.

The Auditor General also noted that, in Australia, there are still concerns raised about whether ads are partisan, even after robust federal guidelines were put in place.

ADVICE TO MINISTER

Core Policy and GCPE Criteria

Core Policy was amended in 2014 to include a new chapter to clarify the role and objectives of GCPE. The objectives listed in Chapter 22 are as follows:

1. *Ensure that government policies and programs are communicated to the public in a timely, relevant and accessible manner;*
2. *Ensure that citizens are engaged in public policy decisions supporting government priorities;*
3. *Ensure that citizens can access the information and services they need from government in a way that is efficient and effective.*

Chapter 22 also updated the general role of GCPE:

1. *Through a wide range of communications tools, GCPE provides citizens with quick and easy access to the information they need when they need it – from avalanche conditions to health and safety notices.*
2. *GCPE provides strategic communications advice and planning for all levels of provincial government including the Premier's Office, members of Cabinet, senior government officials, and ministry program staff.*
3. *Communications activities will focus on issues and matters pertaining to the priorities, policies, programs and services administered by government.*
4. *Employees should refer to the Standards of Conduct for BC Public Service employees to ensure compliance in the delivery of communications services.*

In November 2015, Core Policy was amended to reinforce and emphasize to staff why government advertises and the criteria advertising initiatives must meet.

Communications Contact: Rodney Porter
Program Area Contact: Mary Dila / Kevin Watt
File Created: Feb. 6, 2015
File Updated: Nov.19, 2015; Feb. 12, 2016
File Location:

Program Area	ADM / Deputy Minister	Communications Director / Manager
MD/KW	Kelly Gleeson	SMG/RP

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE Ministry: Advanced Education (Government Communications & Public Engagement) Updated : October 17, 2016 Minister Responsible: Honourable Andrew Wilkinson	GCPE Research Activities
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ADVICE AND RECOMMENDED RESPONSE:

- Research helps the Province to identify the information the public needs and the best way to provide it to them.
- The Province has two lists of standing offers for research services – policy development research and advertising research.
- Research is often used for policy and information campaign development in order to ensure that policies and campaigns effectively address and reflect the needs and interests of British Columbians.
- As a result, research ensures B.C. taxpayers are getting the best return for their tax dollars.

Procurement Process:

- To ensure consistency and compliance to procurement policy, a representative from the Purchasing Services Branch led the development of the procurement process.
- The procurement process was conducted in strict accordance with government procurement policy.
- The Standing Offer arrangement was identified in consultation with Procurement Services as the best way for GCPE to secure research services.
- A Request for Standing Offers was posted on BC Bid allowing all potential suppliers the opportunity to bid for the services. Suppliers had four weeks to respond.

Research History:

- GCPE has been coordinating research services through approved suppliers since 2002.

KEY FACTS REGARDING THE ISSUE:

- The Province procures research services covering a variety of research techniques including: surveys (online, telephone & online); focus groups; and interviews.
- The comprehensive procurement process has been developed by Procurement Services and the Government Communications and Public Engagement. The request for qualifications (RFQ) was posted on BC BID on June 6, 2013 and closed July 4, 2013.
- According to procurement policy - Chapter 6.3.2.a.1 - pre-award and solicitation requires that ministries use corporate supply arrangements where available. The Purchasing Services Branch deems the Standing Offer contracts to be a corporate supply arrangement (see attached excerpts from the Procurement Services Branch).
- Selected suppliers will provide services on Standing Offer (as and when needed basis). Work will be assigned to agencies based on their availability/capacity, previous history with similar work and areas of expertise.
- Six research agencies were selected to provide advertising research services to the Province: Campaign Research, Innovative Research, Insights West, Ipsos Reid, Majeed Khoury, and Mustel Group. The Standing Offer is in effect until July 31st, 2016, with the option to renew for one additional year.
- Seven research agencies were selected to provide policy development research services to the Province; Ipsos Reid, NRG, Phoenix, RA Malatest, Mustel Group, Vision Critical and Innovative Research. The Standing Offer is in effect until March 31, 2016.
- In the past, research was procured by on a project by project basis. The purpose of this Request for Standing Offer is to streamline the process of procuring research services and increase overall efficiency.

Communications Contact:	Mary Dila, Executive Director, Communications Support Services	356-7823 (O)
Program Area Contact:		
File Created:	January 31, 2010	
File Updated:	October 17, 2016	

GCPE Research Expenditures past Six Fiscal Years:

Fiscal 2015/16 as of Feb 29th	Total \$125,800
Fiscal 2014/15	Total \$101,509
Fiscal 2013/14	Total \$104,567
Fiscal 2012/13	Total \$392,480
Fiscal 2011/12	Total \$87,455
Fiscal 2010/11	Total \$88,259

GCPE Research Projects Past Five Fiscal Years:

Fiscal 2015/16 as of Feb 29th		
Ipsos Reid	Wildfire Omnibus Survey	\$ 9,600.00
Ipsos Reid	Campaign Measurement Service Ads - Phase 1	\$ 21,505.00
Ipsos Reid	Campaign Measurement August Focus Groups	\$ 50,288.00
Ipsos Reid	Campaign Measurement Education Omnibus	\$ 3,200.00
	Campaign Measurement November Focus Groups – Phase 1	\$ 9,515.00
Ipsos Reid	Campaign Measurement Service Ads – Phase 2	\$ 21,505.00
	Campaign Measurement Service Ads – November Focus Groups - Phase 2	\$ 9,515.00
Ipsos Reid		
Total		\$ 125,800.00

Fiscal 2014/15		
Innovative Research	BC Education Tracking Study Phase 1 - Wave 2	\$ 19,825.00
Innovative Research	LNG Perceptions - Wave 1	\$ 15,555.00
Innovative Research	BC Education Study	\$ 28,550.00
Innovative Research	LNG Perceptions Wave 2	\$ 27,975.00
Ipsos Reid	Wildfire Omnibus Survey	\$ 9,600.00
Total		\$ 101,509.00

Fiscal 2013/14		
Innovative Research	Liquor Review	\$ 54,319.35
R. A. Malatest	Usability Testing of Subject Recruitment	\$ 492.65
Innovative Research Group	Transportation Research	\$ 49,755.00
Total		\$104,567

Fiscal 2012/13		
Ipsos Reid	Job Plan Ads Focus Groups	\$ 38,627.29
Mustel Research Group	Jobs Campaign	\$10,000.45
Ipsos Reid	BC Jobs Plan Ad Tracker	\$69,920.00
Ipsos Reid	Sept 2012 Ad Test Focus Groups	\$9,795.00
R.A. Malatest	October 2012 Ad Test Focus Groups	\$43,479.79
Ipsos Reid	Ministry Usability Testing	\$758.29
R.A. Malatest	BC Budget Survey 2013	\$35,000.00
Ipsos Reid	BC Jobs Plan Ad Tracker	\$52,440.00
Ipsos Reid	BC Jobs - Coquitlam Ad Test Focus groups	\$9,460.00
Ipsos Reid	Focus Group Recruiting Services	\$699.95
Ipsos Reid	BC Jobs - January 2013 Budget Focus Groups	\$37,499.29
Ipsos Reid	LNG Omnibus Questions	\$7,200.00
Ipsos Reid	BC Jobs Ad Tracker Wave 3	\$48,140.00
Ipsos Reid	Budget Disaster Check Focus Groups	\$9,460.00
Ipsos Reid	BC Budget Survey 2	\$20,000.00
Total		\$ 392,480.06

Fiscal 2011/12			
Mustel Research Group	Enhanced Admin Penalties Impaired Driving	\$	12,000.00
Mustel Research Group	Future of Air Care Vehicle Inspection Fraser Valley	\$	10,000.00
Innovative Research Group	K-12 Education in BC	\$	38,000.00
Innovative Research Group	Education Test 9 Radio Ads	\$	15,854.00
Innovative Research Group	Education Test 7 Television Ads	\$	11,601.25
		Total	\$ 87,455.25

Fiscal 2010/11			
TBWA	Education	\$	60,556.00
Wasserman & Partners	Forest Fires	\$	27,702.80
		Total	\$ 88,258.80

Estimates 2016 Procurement GCPE CONTRACT AWARDS

Date: March 16, 2016

Key Facts: Contract Awards FY15-16 (at March 16th, 2016)

Total number of contract awards – 125

COMMUNICATIONS = 47

Capital	Professional Services	IT Related	Office Services	Advertising
8	22	4	6	7

STRATEGIC INITIATIVES DIVISION = 78

Capital	Professional Services	IT Related	Office Services	Advertising
15	0	63	0	0

AWARD METHOD:

- Direct award - Sole Source Supplier, Notice of Intent Posted: 5
- Direct award - Sole Source Supplier, No Notice of Intent Required: 9
- Direct award - < \$25K competed to the extent cost effective/reasonable 19
- Direct Award - Confidential or Security: 1
- Direct Award - Selected Vendors: 2
- Competitive Process – RFP: 7
- Competitive Process – Pre-qualified list: 9
- Competitive Process – Standing Offer: 14
- Competitive Process - Direct Invitation to Selected Vendors: 59

PREPARED BY:

Denise Champion
Assistant Deputy Minister, Strategic
Initiatives Division, Government
Communications and Public
Engagement
250 953-4685

REVIEWED BY

John Paul Fraser
Deputy Minister
Government Communications and Public
Engagement

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE	
<u>M</u> Ministry: Advanced Education Date: Feb. 3, 2015 Update: Feb. 12; Feb. 26, 2016 Minister Responsible: Hon. Andrew Wilkinson	GCPE – Communications Contracts

ADVICE AND RECOMMENDED RESPONSE:

- Government communications is 35% smaller than it was prior to 2001-02.
- There are currently 210 full-time government communications employees – compared to 322 prior to the restructure of government communications in 2001/02.
- It is occasionally necessary to augment government communications resources with professional seasoned communications contractors to provide a wide range of services including strategic communications planning, writing, editing, media monitoring, transcribing and advisory services.
- All contracted work falls within the annual GCPE budget.

BACKGROUND:

Cabinet Ministers and senior officials in government have the responsibility of articulating ministry policies and the broader government agenda to media on a daily basis. To that end, Cabinet Ministers and senior government officials undergo media skills training as part of an ongoing learning process, in order to do their job as effectively as possible.

A Request for Qualifications to deliver media skills training services was issued in 2013 and a list of pre-qualified suppliers was established.

There are five companies on the list, and the list is available to all government ministries that require media skills training for senior officials. The RFQ stipulates how the work is to be awarded and is consistent with Core policy. The list expires on Nov. 30, 2017. There is no option to renew.

Kirk and Co. and Lovink Media are the only suppliers retained, to date, in 2014-15 to provide media skills training for Cabinet Ministers and senior government officials. Expensed to date in 2014-15 is \$6,365; Kirk and Co \$2,865, Lovink Media \$3,500. No suppliers were retained to deliver media skills training in 2015-16.

Additional background: There are currently 210 full time gov't communication employees – compared to 322 prior to 2001-02 – which means government communications is 35% smaller.

Communications Contact: Rodney Porter
Program Area Contact: Denise Champion / Karen Van Marum
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Program Area	ADM / Deputy Minister	Communications Director
		Rodney Porter

CORE MESSAGING

Updated: February 2016

Government Communications and Public Engagement

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Procurement of Communications Services:

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- Government occasionally needs to supplement communications resources with contractors to provide a wide range of professional services, including advertising and media buys for projects such as WorkBC and Forest Fire Prevention.
- All contracted work falls within the annual GCPE budget.
- Government follows an open and transparent procurement policy to secure third-party services such as advertising.
- Work is assigned to agencies based on their availability, capacity, previous history with similar work and areas of expertise.

Secondary messaging – why GCPE uses Standing Offers:

- A Standing Offer is an agreement with suppliers for goods and/or services that eliminates the need to conduct separate competitions for frequently acquired services.
- They are also cost-effective, streamlining the procurement process for both government and contractors.
- GCPE has Standing Offer lists in areas such as citizen engagement, online media placement services, advertising services and event management.
- Once a Standing Offer is in place, Ministries must not use a separate competitive process or direct awards to acquire goods or services that are available through the Standing Offer.

Facts about GCPE Standing Offers:

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GCPE uses Standing Offers at specified prices for services such as advertising or web services. Other government ministries access services provided by GCPE's Standing Offer lists. This reduces staff time spent on procurement and the cost of procurement across government.

Existing Standing Offers:

GCPE has eight Standing Offer lists:

1. Advertising research
2. Advertising services
3. Advertising web services
4. Citizen engagement
5. Event management
6. Online media placement services
7. Non-advertising research services
8. Audio visual services

Advertising services:

Evaluation Criteria: Key evaluation criteria included creativity, demonstrated understanding of government communications requirements, relevant campaign experience, experience of key personnel and cost.

Government received 33 submissions that met the mandatory requirements for advertising services and selected 10 advertising agencies to provide advertising services:

1. Cossette Communications Inc.
2. Dare Digital LP
3. DDB Canada
4. Hogan Millar Media Inc.
5. MacLaren McCann
6. RED the Agency Inc.
7. Response Advertising Inc.
8. Saint Bernadine Mission Communications Inc.
9. Spring Advertising Inc.
10. Traction Creative Communications

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Advertising Web Services:

Evaluation Criteria: Key evaluation criteria included creativity, demonstrated understanding of government communications requirements, relevant campaign experience, experience of key personnel and cost.

Government received 15 submissions that met the mandatory requirements for advertising web services and 11 agencies were selected to provide advertising web services:

1. Dare Digital LP
2. DDB Canada
3. Engine Digital
4. FCV Technologies Ltd.
5. KIMBO Design Inc.
6. McLaren McCann
7. Pound & Grain
8. RED the Agency Inc.
9. Switch United
10. Traction Creative Communications
11. UpanUp Studios

11.

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Advertising Research Services:

Evaluation Criteria: Key evaluation criteria included demonstrated understanding of requirements, relevant research experience, experience of key personnel and cost.

Six submissions met the mandatory requirements for advertising research services and government selected all of them:

1. Campaign Research Inc.
2. Innovative Research Group Inc.
3. Insights West Marketing Research Group
4. Ipsos Reid Limited Partnership
5. Majeed Khoury
6. Mustel Research Group

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New Media Placement Services:

Evaluation Criteria: Key evaluation criteria included creativity, demonstrated understanding of government communications requirements, relevant planning experience, experience of key personnel and cost.

Government received eight submissions that met the mandatory requirements for new media placement services and government selected five of them, OMD Vancouver subsequently withdrew their proposal:

1. Cossette
2. Jungle Media
3. KIMBO Design
4. McLaren McCann
5. OMD Vancouver

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Event Management Services:

Evaluation Criteria: Key evaluation criteria included logistics management, communications and information management, financial management, experience of key personnel and cost.

Government received nine submissions for event management services that met the mandatory requirements and selected four of them:

1. Brand.Live
2. Inventa
3. PACE Group
4. Prime

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Audio Visual Professional Services

Evaluation Criteria: Key evaluation criteria included experience and qualifications, key personnel, equipment and cost.

Nine firms submitted proposals for evaluation. Government selected seven firms to provide audio and visual services:

1. AV Strategies
2. Freeman Audio Visual Canada
3. Frishkorn Mediaco AV (formerly Mediaco)
4. Kettner Creative Inc.
5. Lee's Music
6. SW Audio Visual
7. Western Proshow Rentals Ltd.

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Citizen Engagement Services:

Evaluation Criteria: Key evaluation criteria included experience and qualifications in general advisory and management, community meetings, representative processes, questionnaire design, telephone townhalls and digital engagement.

After assessing the Digital Engagement requirements in the Request for Standing Order, it was decided the anticipated future needs of the Province would not be met under this solicitation, therefore the province withdrew this specialization to assess how to better articulate requirements for Digital Engagement.

Twenty-three firms submitted proposals for evaluation in the five categories. Government selected the following firms:

General Advisory and Management

1. Acumen Communications Group
2. Context Research Ltd
3. Cornerstone Planning Group
4. Dillon Consulting Limited
5. EcoPlan International Inc.
6. Elevate
7. Fleishman Hillard Canada Inc
8. Kirk & Co.
9. MASS LBP
10. Mobilize
11. Modus Planning, Design & Engagement
12. Pace Group Communications Inc.
13. Richard M. Delaney & Associates Inc
14. Rushbrooke Communications
15. Simon Fraser University's Centre for Dialogue
16. Urban Systems Ltd

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Community Meetings

1. Acumen Communications Group
2. Context Research Ltd
3. Cornerstone Planning Group
4. Elevate
5. Ipsos Reid Corporation
6. Kirk & Co.
7. MASS LBP
8. Mobilize
9. Modus Planning, Design & Engagement
10. Pace Group Communications Inc.
11. R A Malatest & Associates Ltd
12. Rushbrooke Communications
13. Simon Fraser University's Centre for Dialogue
14. Urban Systems Ltd

Representative Processes

1. Context Research Ltd
2. Elevate
3. Fleishman Hillard Canada Inc
4. Ipsos Reid Corporation
5. MASS LBP
6. Mobilize
7. Richard M. Delaney & Associates Inc
8. Rushbrooke Communications
9. Simon Fraser University's Centre for Dialogue

Questionnaire Design

1. EcoPlan International Inc.
2. Fleishman Hillard Canada Inc
3. Ipsos Reid Corporation
4. R A Malatest & Associates Ltd
5. Urban Systems Ltd

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5.

Telephone Townhalls

1. PrimeContact Inc.

Non-Advertising Research Services:

Evaluation Criteria: Key evaluation criteria included demonstrated understanding of requirements, relevant research experience, experience of key personnel and cost.

Nine firms submitted proposals for evaluation and government selected seven:

1. Innovative Research Group
2. Ipsos Reid Public Affairs
3. Mustel Research Group Ltd
4. NRG Research Group
5. Phoenix Strategic Perspective
6. RA Malatest & Associates Ltd
7. Vision Critical

Traditional Media Placement – Agency of Record:

Evaluation Criteria: Key evaluation criteria included creativity, demonstrated understanding of government communications requirements, relevant planning experience, experience of key personnel and cost.

Government received six submissions for traditional media placement services and selected one:

1. Vizeum Canada

GCPE has also established a list of qualified suppliers to provide media skills training to executive level, senior management and provincial government employees. A Request for Qualifications was posted Oct. 10, 2013 and closed on Nov. 13, 2013.

Evaluation Criteria: Key evaluation criteria included demonstrated experience, qualifications of key personnel and cost.

Government received 11 submissions for Media Skills Training and selected five:

1. Fleishman Hillard Canada
2. Karyo Edelman Communications Inc.
3. Kirk and Company

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4. Lovink Media Inc
5. Pace Group

Standing Offers in Progress:

On Dec. 16, 2015, GCPE posted to BC Bid a Request for Standing Offer (RSO) for the following communications services: Graphic Design, Web Content, Writing and Communications Specialists. The RSO closed Jan. 22, 2016, and evaluations are underway.

Program Area Contact:
Denise Champion, ADM
Strategic Initiatives Division
(250) 953-4685

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Budgets at a Glance
Government Communications and Public Engagement

MINISTRY: ADVANCED EDUCATION

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

STOB	Description	A	B	C= (A+B)	D	E	F	G= (C+D+E+F)	H= (G-C)
		14/15 Restated Budget	Budget Transfer 1	15/16 Restated Budget	Benefits Adjustment 2	Economic Stability Mandate 3	Budget Adjustment	16/17 Budget	Budget Variance
50EA	Base Salaries and Overtime	22,806,000	458,000	23,264,000	0	73,000		23,337,000	73,000
51EA	Supplementary Salary Costs	164,000		164,000				164,000	0
52EA	Employee Benefits	61,000		61,000				61,000	0
5298	Benefit Chargeback	5,656,000	114,000	5,770,000	(99,000)			5,671,000	(99,000)
54EA	Leg Salary- Indemnities	0		0				0	0
55EA	Boards/Commissions/Courts - Fees and Expenses	0		0				0	0
57EA	Public Servant Travel	375,000		375,000				375,000	0
5901	Centralized Mgmt Support Services - Legal Services	54,000		54,000				54,000	0
60EA	Professional Services - Operational & Regulatory	770,000		770,000				770,000	0
61EA	Professional Services - Advisory	0		0				0	0
63EA	Information Systems	2,924,000		2,924,000				2,924,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	1,050,000		1,050,000				1,050,000	0
67EA	Informational Advert. & Publications	3,537,000		3,537,000				3,537,000	0
68EA	Statutory Advertising and Publications	0		0				0	0
69EA	Utilities, Materials and Supplies	38,000		38,000				38,000	0
70EA	Operating Equipment and Vehicles	0		0				0	0
73EA	Amortization Expenses	1,750,000		1,750,000				1,750,000	0
74EA	Gain-Loss on Capital Asset Disposal	0		0				0	0
75EA	Building Occupancy Charges	27,000		27,000				27,000	0
77EA	Grants	0		0				0	0
79EA	Entitlements	0		0				0	0
80EA	Transfers under Shared Cost Agreement	0		0				0	0
82EA	Legislative Assembly	0		0				0	0
83EA	Interest Costs - Public Debt	0		0				0	0
84EA	Interest Costs-Non Public Debt	0		0				0	0
85EA	Other Expenses	46,000		46,000			(1,000)	45,000	(1,000)
88EA	Recoveries Within Government	(1,829,000)		(1,829,000)				(1,829,000)	0
89EA	Recoveries- External to the CRF	(43,000)		(43,000)				(43,000)	0
9002	Recoveries - External to the CRF - Fees & Licenses	(45,000)		(45,000)				(45,000)	0
9003	Recoveries - External to the CRF - Other Misc. Revenues	(17,000)		(17,000)				(17,000)	0
9004	Recoveries - Federal Government Contributions	0		0				0	0
		37,324,000	572,000	37,896,000	(99,000)	73,000	(1,000)	37,869,000	(27,000)

1 Budget transfer from MTICs to establish a permanent source of funding for 3% salary

2 Benefits Adjustment: PSA reduction from 24.8% to 24.3%

3 Economic Stability Mandate: negotiated increase for BCGEU members.

**Budgets at a Glance
Strategic Initiatives Division**

MINISTRY: ADVANCED EDUCATION
PROGRAM: Strategic Initiatives Division

		A	B	C = (A+B)	D	E	F	G = (C+D+E+F)	H = (G-C)
		14/15		15/16				16/17	
STOB	Description	Restated budget	Budget Transfer 1	Budget	Benefits Adjustment 1	Economic Stability Mandate 2	Budget Adjustment 3	Budget	Budget Variance
50EA	Base Salaries and Overtime	7,257,000		7,257,000	0	68,000		7,325,000	68,000
51EA	Supplementary Salary Costs	64,000		64,000				64,000	0
52EA	Employee Benefits	1,000		1,000				1,000	0
5298	Benefit Chargeback	1,800,000		1,800,000	(20,000)			1,780,000	(20,000)
54EA	Leg Salary- Indemnities	0		0				0	0
55EA	Boards/Commissions/Courts - Fees and Expenses	0		0				0	0
57EA	Public Servant Travel	80,000		80,000				80,000	0
5901	Centralized Mgmt Support Services - Legal Services	30,000		30,000				30,000	0
60EA	Professional Services - Operational & Regulatory	10,000		10,000				10,000	0
61EA	Professional Services - Advisory	0		0				0	0
63EA	Information Systems	2,033,000		2,033,000				2,033,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	100,000		100,000				100,000	0
67EA	Informational Advert. & Publications	0		0				0	0
68EA	Statutory Advertising and Publications	0		0				0	0
69EA	Utilities, Materials and Supplies	0		0				0	0
70EA	Operating Equipment and Vehicles	0		0				0	0
73EA	Amortization Expenses	1,415,000		1,415,000				1,415,000	0
74EA	Gain-Loss on Capital Asset Disposal	0		0				0	0
75EA	Building Occupancy Charges	12,000		12,000				12,000	0
77EA	Grants	0		0				0	0
79EA	Entitlements	0		0				0	0
80EA	Transfers under Shared Cost Agreement	0		0				0	0
82EA	Legislative Assembly	0		0				0	0
83EA	Interest Costs - Public Debt	0		0				0	0
84EA	Interest Costs-Non Public Debt	0		0				0	0
85EA	Other Expenses	15,000		15,000			(1,000)	14,000	(1,000)
88EA	Recoveries Within Government	(1,651,000)		(1,651,000)				(1,651,000)	0
89EA	Recoveries- External to the CRF	(1,000)		(1,000)				(1,000)	0
9002	Recoveries - External to the CRF - Fees & Licenses	0		0				0	0
9003	Recoveries - External to the CRF - Other Misc. Revenues	(1,000)		(1,000)				(1,000)	0
9004	Recoveries - Federal Government Contributions	0		0				0	0
		11,164,000	0	11,164,000	(20,000)	68,000	(1,000)	11,211,000	47,000

- 1 Benefits Adjustment: PSA reduction from 24.8% to 24.3%
- 2 Economic Stability Mandate: negotiated increase for BCGEU members

Budgets at a Glance
Communications Division

MINISTRY: ADVANCED EDUCATION
PROGRAM: Communications Division

		A	B	C = (A+B)	D	E	F = (C+D+E)	G = (F-C)
STOB	Description	14/15 Restated Budget	Budget Transfer 1	15/16 Restated Budget	Benefits Adjustment 2	Economic Stability Mandate 3	16/17 Budget	Budget Variance
50EA	Base Salaries and Overtime	15,549,000	458,000	16,007,000	0	5,000	16,012,000	5,000
51EA	Supplementary Salary Costs	100,000		100,000			100,000	0
52EA	Employee Benefits	60,000		60,000			60,000	0
5298	Benefit Chargeback	3,856,000	114,000	3,970,000	(79,000)	0	3,891,000	(79,000)
54EA	Leg Salary- Indemnities	0		0			0	0
55EA	Boards/Commissions/Courts - Fees and Expenses	0		0			0	0
57EA	Public Servant Travel	295,000		295,000			295,000	0
5901	Centralized Mgmt Support Services - Legal Services	24,000		24,000			24,000	0
60EA	Professional Services - Operational & Regulatory	760,000		760,000			760,000	0
61EA	Professional Services - Advisory	0		0			0	0
63EA	Information Systems	891,000		891,000			891,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	950,000		950,000			950,000	0
67EA	Informational Advert. & Publications	3,537,000		3,537,000			3,537,000	0
68EA	Statutory Advertising and Publications	0		0			0	0
69EA	Utilities, Materials and Supplies	38,000		38,000			38,000	0
70EA	Operating Equipment and Vehicles	0		0			0	0
73EA	Amortization Expenses	335,000		335,000			335,000	0
74EA	Gain-Loss on Capital Asset Disposal	0		0			0	0
75EA	Building Occupancy Charges	15,000		15,000			15,000	0
77EA	Grants	0		0			0	0
79EA	Entitlements	0		0			0	0
80EA	Transfers under Shared Cost Agreement	0		0			0	0
82EA	Legislative Assembly	0		0			0	0
83EA	Interest Costs - Public Debt	0		0			0	0
84EA	Interest Costs-Non Public Debt	0		0			0	0
85EA	Other Expenses	31,000		31,000	0	0	31,000	0
88EA	<i>Recoveries Within Government</i>	(178,000)		(178,000)			(178,000)	0
89EA	<i>Recoveries- External to the CRF</i>	(42,000)		(42,000)			(42,000)	0
9002	<i>Recoveries - External to the CRF - Fees & Licenses</i>	(45,000)		(45,000)			(45,000)	0
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(16,000)		(16,000)			(16,000)	0
9004	<i>Recoveries - Federal Government Contributions</i>							
		26,160,000	572,000	26,732,000	(79,000)	5,000	26,658,000	(74,000)

- 1 Budget transfer from MTICs to establish a permanent source of funding for 3% salary increase provided to all excluded managers April 1, 2014
- 2 Benefits Adjustment: PSA reduction from 24.8% to 24.3%
- 3 Economic Stability Mandate: negotiated increase for BCGEU members