

GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT

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Estimates 2019

GCPE OPERATING BUDGET

Date: Updated February 6, 2019

Key Facts: GCPE Operating Budget

For the 2019/20 Estimates, GCPE's budget is **\$37.805M**, up from the \$35.384M budget tabled in February 2018.

- The increase relates to:
 - **\$2.0M** for additional resources required to support Cabinet priorities (i.e. CleanBC, Childcare), Strategic Issues Management (function previously fragmented across government, including in the PO), and increased FTE utilization in communications shops housed in ministries.
 - **\$0.142M** to adjust the Benefits Chargeback rate from 24.8% to 25.4%.
 - **\$0.231M** for Economic Stability Mandate and Dividend increases.
- GCPE's estimated operating budget for **2019/20 is \$37.805M** (Communications \$29.150M; Government Digital Experience Division \$8.655M) which represents a \$2.421M (or 6.8%) increase over 2018/19.
- At \$30.172M salaries & benefits represent 80% of the total annual operating budget.
- At \$7.633M, operating costs (net of recoveries) represent 20% of the total estimated annual operating budget. Of this, \$3.537M (9%) pertains to advertising
- Recoveries of \$1.860M are realized annually primarily for services provided via Today's News On-Line and the Government Digital Experience Division.

In *Budget 2018*, GCPE received a budget lift of \$0.750M for Communications Support (8 FTEs previously funded through contingencies) and \$0.258M for the Confidence and Supply Agreement Secretariat (2 FTEs). Funding for the Strategic Issues Division was not provided at this time.

Contingencies

- In 2018/19 GCPE received **\$7.64M** in contingencies access for the following:
 - **\$1.47M** (plus a further \$2.145M in 2019/20) to develop and implement a communications strategy to support CleanBC.
 - **\$2.5M** to fund the cross-government cannabis legalization public education and awareness campaign
 - **\$0.800M** for the Personalized Digital Services Strategy (PDSS)
 - **\$2.865M** to fund staffing pressures since transition of government

Staffing

- There are a total of 330 positions in GCPE.
- A total of 10 new positions were added during transition in July 2017:
 - Confidence and Supply Agreement Secretariat (2 positions)
 - Strategic Issues Division (8 positions) – ^{s.13} The new government decided to consolidate the issues management functions of government within GCPE so that this division can work closely with GCPE communications resources housed within individual ministries. Presently there are 6 staff.
- Further, in the spring of 2018, 2 net new Director positions were filled and a number of positions were reclassified to better reflect work being done by the Cabinet Priorities unit.

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Government Communications and Public
Engagement

Government Communications and Public Engagement

Description	2018/19	2019/20	2020/21	2021/22
February 2018 Service Plan Budget	\$35,384,000	\$35,432,000	\$35,432,000	\$35,432,000
Changes to Budget				
Vote 25 - Economic Stability Mandate	\$0	\$172,000	\$172,000	\$172,000
Vote 25 - Economic Stability Dividend	\$0	\$59,000	\$59,000	\$59,000
Vote 25 - Benefits Rate Change (note 1)	\$0	\$142,000	\$0	\$0
Vote 25 - Communications Support (note 2)	\$0	\$2,000,000	\$2,000,000	\$2,000,000
2019/20 Service Plan Budget	\$35,384,000	\$37,805,000	\$37,663,000	\$37,663,000

Notes:

- Budget lift provided to adjust the Benefits Rate from 24.8% to 25.4%. This will be revisited for 2020/21.
- Budget lift provided for increased resources required to support Cabinet priorities (i.e. CleanBC, Childcare), strategic issues coordination and issues management, and communications shops across government. GCPE requested \$3M, however \$2M was provided.

2019/20 - 2021/22 Resource Summary

Core Business Area	2018/19	2019/20	2020/21	2021/22
	Restated Estimates	Estimates	Plan	Plan
Operating Expenses (\$000)				
Government Communications	27,030	29,150	29,045	29,045
Government Digital Experience	8,354	8,655	8,618	8,618
Total	35,384	37,805	37,663	37,663

Budget 2019 – FIN Q/A's

FIN – GCPE

Q: Why is there an increase of over \$2 million to the GCPE budget for 2019/20?

A: **Key Messages:**

- The provincial government wants to ensure citizens can access the information and services they need.
- Government Communications and Public Engagement (GCPE) is responsible for supporting those communications to British Columbians.
- Since the transition of Government in Summer 2017 the number of ministries and communications positions has remained constant, however, the number of vacancies has decreased and GCPE is near full staffing levels.
- Further, prior to transition, strategic issues coordination and issues management functions were fragmented across government. The government decided to consolidate these functions into one unit within GCPE so that it can work closely with GCPE communications resources housed within individual ministries. Presently, 6 staff are part of this branch.
- The GCPE budget has increased for additional resources to support strategic issues coordination and key government commitments including CleanBC, mental health and historic investments in childcare and housing.
- The remainder of the increase relates to negotiated wage settlements as part of the Economic Stability Mandate and Dividend (applies to Government Digital Experience division which includes BCGEU employees).

GCPE	2018/19	2019/20	2020/21	2021/22
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Vote 25 - Economic Stability Dividend	\$0	\$59,000	\$59,000	\$59,000
Vote 25 - Benefits Rate Change	\$0	\$142,000	\$0	\$0
Vote 25 - Communications Support	\$0	\$2,000,000	\$2,000,000	\$2,000,000
2019/20 Service Plan Budget	\$35,384,00	\$37,805,00	\$37,663,00	\$37,663,000

ISSUE: GCPE STAFFING

- Prior to the transition of government in July 2017, at full staffing levels, the GCPE total complement was 318 positions
- At present, there are an estimated total of 328 positions. There has been internal reorganization. Several positions and reporting relations have been changed, the number of vacancies has decreased, and GCPE is near full staffing levels.
- The GCPE budget has increased by \$2M for additional communications resources to support strategic issues management, and key government commitments including CleanBC, mental health and historic investments in childcare and housing.

GCPE – Total # of Positions			
Branch/Division	Pre-Transition	Current	Difference
Deputy Minister's Office	2	2	-
Communications Operations (note 1)	184	184	-
Strategic Communications (note 2)	34	36	+2
Government Digital Experience (GDX)	79	79	-
Corporate Services	19	19	-
Confidence and Supply Agreement Secretariat	-	2	+2
Strategic Issues Division (note 3)	-	6	+6
Total Staffing Requirement	318	328	+10

Notes:

1. During 2015/16 and 16/17, government re-organizations resulted in the need for additional communications support (8 positions) in communications shops embedded in ministries. This amount (\$0.750M) was funded through contingencies in 2016/17 and 2017/18. For the 2018/19 Estimates, this sum was included in GCPE's base Budget. In January 2019, the ADM position was deemed redundant and an Executive Lead position was created to Oversee Media Relations and Today's News Online.
2. 2 net new Director Positions were filled in Strategic Communications and a number of positions were reclassified to better reflect work being done by the Cabinet Priorities unit.
3. Prior to transition, strategic issues coordination and issues management functions were fragmented across government. The government decided to consolidate these functions into one unit within GCPE so that it can work closely with GCPE communications resources housed within individual ministries. Presently, 6 staff are part of this branch. There is no longer an ADM position (previously Eric Kristianson)

Budgets at a Glance
Government Communications and Public Engagement

MINISTRY: FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

		17/18				Adj.	18/19						19/20	
STOB	Description	Budget	Benefits Adjustment 1	Economic Stability Mandate 2	Budget Adjustment 3	Economic Stability Dividend 4	Restated Budget	Economic Stability Dividend 5	Economic Stability Mandate 6	Benefits Adjustment 7	Budget Adjustment #1 8	Budget Adjustment #2 9	Budget	Budget Variance
50EA	Base Salaries and Overtime	21,470,000	38,000	15,000	779,000	3,000	22,305,000	47,000	175,000			1,362,000	23,889,000	1,584,000
51EA	Supplementary Salary Costs	155,000					155,000						155,000	0
52EA	Employee Benefits	61,000					61,000						61,000	0
5208	Benefit Chargeback	5,227,000	113,000	4,000	189,000	(3,000)	5,530,000	12,000	45,000	142,000		338,000	6,067,000	537,000
57EA	Public Servant Travel	356,000			6,000		362,000						362,000	0
5801	Centralized Mgmt Support Services - Legal Services	49,000			10,000		59,000						59,000	0
60EA	Professional Services - Operational & Regulatory	770,000					770,000					30,000	800,000	30,000
63EA	Information Systems	2,008,000			6,000		2,014,000					180,000	2,194,000	180,000
65EA	Office and Business Expenses (includes F&E under \$1000)	1,037,000			18,000		1,055,000				580,000	60,000	1,695,000	640,000
67EA	Informational Advert. & Publications	3,537,000					3,537,000						3,537,000	0
69EA	Utilities, Materials and Supplies	38,000					38,000						38,000	0
73EA	Amortization Expenses	705,000					705,000						705,000	0
75EA	Building Occupancy Charges	27,000					27,000						27,000	0
85EA	Other Expenses	46,000					46,000					30,000	76,000	30,000
88EA	Recoveries Within Government	(1,176,000)	1,000				(1,175,000)				(422,000)		(1,597,000)	(422,000)
89EA	Recoveries- External to the CRF	(43,000)					(43,000)				(158,000)		(201,000)	(158,000)
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
		34,205,000	152,000	19,000	1,008,000	0	35,384,000	59,000	220,000	142,000	0	2,000,000	37,805,000	2,421,000

- Benefits Adjustment: PSA Increase 24.34% to 24.8% increase
Economic Stability Mandate and Dividend: negotiated increase for BCGEU members, Schedule A staff
- Budget and Program Transfer to JTST of EDS Group
- Adj Coding Error MoF
Economic Stability Dividend: negotiated increase for BCGEU members, Schedule A staff
- Economic Stability Mandate: 2% negotiated increase for BCGEU members, Schedule A staff
- Benefits Adjustment: PSA Increase 24.8% to 25.4%
- Adjustment to accurately reflect TNO Recoveries
TB Approved Additional funding for issues mgmt group and communications staff

Budgets at a Glance
Government Digital Experience Division

MINISTRY: FINANCE

PROGRAM: Government Digital Experience Division

STOB	Description	17/18 Budget	Benefits Adjustment 1	Economic Stability Mandate 2	18/19 Budget	Economic Stability Dividend 3	Economic Stability Mandate 4	Benefits Adjustment 5	19/20 Budget	Budget Variance
50EA	Base Salaries and Overtime	6,038,000	38,000	15,000	6,091,000	44,000	166,000		6,301,000	210,000
51EA	Supplementary Salary Costs	55,000			55,000				55,000	0
52EA	Employee Benefits	1,000			1,000				1,000	0
5298	Benefit Chargeback	1,471,000	34,000	4,000	1,509,000	11,000	43,000	37,000	1,600,000	91,000
57EA	Public Servant Travel	61,000			61,000				61,000	0
5901	Centralized Mgmt Support Services - Legal Services	25,000			25,000				25,000	0
60EA	Professional Services - Operational & Regulatory	10,000			10,000				10,000	0
63EA	Information Systems	1,117,000			1,117,000				1,117,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	87,000			87,000				87,000	0
73EA	Amortization Expenses	370,000			370,000				370,000	0
75EA	Building Occupancy Charges	12,000			12,000				12,000	0
85EA	Other Expenses	15,000			15,000				15,000	0
88EA	Recoveries Within Government	(998,000)	1,000		(997,000)				(997,000)	0
89EA	Recoveries- External to the CRF	(1,000)			(1,000)				(1,000)	0
9003	Recoveries - External to the CRF - Other Misc. Revenues	(1,000)			(1,000)				(1,000)	0
		8,262,000	73,000	19,000	8,354,000	55,000	209,000	37,000	8,655,000	301,000

- 1 Benefits Adjustment: PSA Increase 24.34% to 24.8% increase
- 2 Economic Stability Mandate and Dividend: negotiated increase for BCGEU members
- 3 Economic Stability Dividend: negotiated increase for BCGEU members
- 4 Economic Stability Mandate: negotiated increase of 2% for BCGEU members
- 5 Benefits Adjustment: PSA Increase 24.8% to 25.4%

**Budgets at a Glance
Communications Division**

MINISTRY: FINANCE
PROGRAM: Communications Division

STOB	Description	17/18 Budget	Benefits Adjustment 1	Budget Adjustment 2	Budget Adjustment 3	18/19 Restated Budget	Economic Stability Dividend 5	Economic Stability Mandate 6	Benefits Adjustment 7	Budget Adjustment #1 8	Budget Adjustment #2 9	19/20 Budget	Budget Variance
50EA	Base Salaries and Overtime	15,432,000	0	604,000	175,000	16,214,000	3,000	9,000			1,362,000	17,588,000	1,374,000
51EA	Supplementary Salary Costs	100,000				100,000						100,000	0
52EA	Employee Benefits	60,000				60,000						60,000	0
5298	Benefit Chargeback	3,756,000	79,000	146,000	43,000	4,021,000	1,000	2,000	105,000		338,000	4,467,000	446,000
57EA	Public Servant Travel	295,000			6,000	301,000						301,000	0
5901	Centralized Mgmt Support Services - Legal Services	24,000			10,000	34,000						34,000	0
60EA	Professional Services - Operational & Regulatory	760,000				760,000					30,000	790,000	30,000
63EA	Information Systems	891,000			6,000	897,000					180,000	1,077,000	180,000
65EA	Office and Business Expenses (includes F&E under \$1000)	950,000			18,000	968,000				580,000	60,000	1,608,000	640,000
67EA	Informational Advert. & Publications	3,537,000				3,537,000						3,537,000	0
69EA	Utilities, Materials and Supplies	38,000				38,000						38,000	0
73EA	Amortization Expenses	335,000				335,000						335,000	0
75EA	Building Occupancy Charges	15,000				15,000						15,000	0
85EA	Other Expenses	31,000				31,000					30,000	61,000	30,000
88EA	Recoveries Within Government	(178,000)				(178,000)				(422,000)		(600,000)	(422,000)
89EA	Recoveries- External to the CRF	(42,000)				(42,000)				(158,000)		(200,000)	(158,000)
9002	Recoveries - External to the CRF - Fees & Licenses	(45,000)				(45,000)						(45,000)	0
9003	Recoveries - External to the CRF - Other Misc. Revenues	(16,000)				(16,000)						(16,000)	0
		25,943,000	79,000	750,000	258,000	27,030,000	4,000	11,000	105,000	0	2,000,000	29,150,000	2,120,000

- 1 Benefits Adjustment: PSA Increase 24.34% to 24.8% increase
- 2 Funding for 8 Additional Communications Positions
- 3 Funding for CASA Positions/Office Expenses
- 4 Adj. Economic Stability Dividend
- 5 Economic Stability Dividend: negotiated increase for Schedule A staff
- 6 Economic Stability Mandate Increase of 2% for Schedule A staff
- 7 Benefits Adjustment: PSA Increase 24.8% to 25.4%
- 8 Adjustment to accurately reflect TNO Recoveries
- 9 Funding for issues mgmt group and communications staff

GCPE Vote	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Budget 2015 - Blue Book	37,255	37,255	37,255	37,255	37,255	37,255	37,255	37,255
Budget 2016 - ESM	0	69	116	458	458	458	459	459
Budget 2016 - Blue Book	37,255	37,324	37,371	37,713	37,713	37,713	37,714	37,714
Budget 2017 - ESM	0	0	0	0	92	92	92	92
Budget 2017 - ESD	0	0	43	43	43	43	43	43
Budget 2017 - Benefits	0	0	(117)	0	0	0	0	0
Budget 2017 - MTICS	0	572	572	572	572	572	572	572
Budget 2017 - Blue Book	37,255	37,896	37,869	38,328	38,420	38,420	38,420	38,420
Budget 2018 - ESD	0	0	0	14	14	14	14	14
Budget 2018 - Benefits	0	0	0	(98)	0	0	0	0
Budget 2018 - JTST	0	0	(3,990)	(4,039)	(4,077)	(4,077)	(4,077)	(4,077)
Budget 2018 - Blue Book	37,255	37,896	33,879	34,205	34,357	34,357	34,357	34,357
Budget 2019 - ESM						48	48	48
Budget 2019 - ESD					19	19	19	19
Budget 2019 - CASA					258	258	258	258
Budget 2019 - Comms Positions					750	750	750	750
Budget 2019 - Blue Book	37,255	37,896	33,879	34,205	35,384	35,432	35,432	35,432
Budget 2020 - ESM						172	172	172
Budget 2020 - ESD						59	59	59
Budget 2020 - Benefits						142	0	0
Budget 2020 - Comms Positions						2000	2000	2000
Budget 2020 - Blue Book	37,255	37,896	33,879	34,205	35,384	37,805	37,663	37,663
Government Communications SubVote	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2020/21
Budget 2015 - Blue Book	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155
Budget 2016 - ESM	0	5	8	30	30	30	30	30
Budget 2016 - Blue Book	26,155	26,160	26,163	26,185	26,185	26,185	26,185	26,185
Budget 2017 - ESM	0	0	0	0	6	6	6	6
Budget 2017 - ESD	0	0	3	3	3	3	3	3
Budget 2017 - Benefits	0	0	(80)	0	0	0	0	0
Budget 2017 - MTICS	0	572	572	572	572	572	572	572
Budget 2017 - Blue Book	26,155	26,732	26,658	26,760	26,766	26,766	26,766	26,766
Budget 2018 - Benefits	0	0	0	(73)	0	0	0	0
Budget 2018 - Blue Book	26,155	26,732	26,658	26,687	26,766	26,766	26,766	26,766
Budget 2019 - CASA					258	258	258	258
Budget 2019 - Comms Positions					750	750	750	750
Budget 2019 - BCS Internal Transfer				(744)	(744)	(744)	(744)	(744)
Budget 2019 - Blue Book	26,155	26,732	26,658	25,943	27,030	27,030	27,030	27,030
Budget 2020 - ESD						4	4	4
Budget 2020 - ESM						11	11	11
Budget 2020 - Comms Positions						2000	2000	2000
Budget 2020 - Benefits						105	0	0
Budget 2020 - Blue Book	26,155	26,732	26,658	25,943	27,030	29,150	29,045	29,045
Government Digital Experience SubVote	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2020/21
Budget 2015 - Blue Book	11,100	11,100	11,100	11,100	11,100	11,100	11,100	11,100
Budget 2016 - ESM	0	64	108	428	428	428	429	429
Budget 2016 - Blue Book	11,100	11,164	11,208	11,528	11,528	11,528	11,529	11,529
Budget 2017 - ESM	0	0	0	0	86	86	86	86
Budget 2017 - ESD	0	0	40	40	40	40	40	40
Budget 2017 - Benefits	0	0	(37)	0	0	0	0	0
Budget 2017 - Blue Book	11,100	11,164	11,211	11,568	11,654	11,654	11,654	11,654
Budget 2018 - ESD	0	0	0	14	14	14	14	14
Budget 2018 - Benefits	0	0	0	(25)	0	0	0	0
Budget 2018 - JTST	0	0	(3,990)	(4,039)	(4,077)	(4,077)	(4,077)	(4,077)
Budget 2018 - Blue Book	11,100	11,164	7,221	7,518	7,591	7,591	7,591	7,591
Budget 2019 - ESM						48	48	48
Budget 2019 - ESD					19	19	19	19
Budget 2019 - BCS Internal Transfer				744	744	744	744	744
Budget 2019 - Blue Book	11,100	11,164	3,231	8,262	8,354	8,402	8,402	8,402
Budget 2020 - ESM						161	161	161
Budget 2020 - ESD						55	55	55
Budget 2020 - Benefits						37	0	0
Budget 2020 - Blue Book	11,100	11,164	3,231	8,262	8,354	8,655	8,618	8,618

Description	2018/19	2019/20	2020/21	2021/22
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Changes to Budget				
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Vote 25 - Benefits Rate Change (note 1)	\$0	\$142,000	\$0	\$0
Vote 25 - Communications Support (note 2)	\$0	\$2,000,000	\$2,000,000	\$2,000,000
2019/20 Service Plan Budget	\$35,384,000	\$37,805,000	\$37,663,000	\$37,663,000

Notes:

1. Budget lift provided to adjust the Benefits Rate from 24.8% to 25.4%. This will be revisited for 2020/21.
2. Budget lift provided for increased resources required to support Cabinet priorities (i.e. CleanBC, Childcare), Strategic Issues Management, and communications shops across government. GCPE requested \$3M, however, \$2M was approved.

2019/20 - 2021/22 Resource Summary

Core Business Area	2018/19	2019/20	2020/21	2021/22
	Restated Estimates	Estimates	Plan	Plan
Operating Expenses (\$000)				
Government Communications	27,030	29,150	29,045	29,045
Government Digital Experience	8,354	8,655	8,618	8,618
Total	35,384	37,805	37,663	37,663

Inquiry Parameters :

Budget COA
Organization: B15

Budget Type: ESTIMATES
Period Year: 2020
Balance Type: DOLLAR
STOB Type:
Issue Type:
Issue Number:
Adjustment Number:

Client: 022	Client Rollup:	DEFAULT - 2020
Responsibility:	Responsibility Rollup:	DEFAULT - 2020
Service Line: NBF57	Service Line Rollup:	SLCORE4 - 2020
STOB:	STOB Rollup:	DEFAULT - 2020
Project:	Project Rollup:	DEFAULT - 2020

Location:	Display Columns:
Future:	Prior Yr Restated Budget
	Per Yr Budget
	Per Yr +1 Budget
	Per Yr +2 Budget

Other Parameters:
Lines with Zeros: No
Thousands: No

Grouping Parameters:

Budget COA Organization
Budget
Service Line Level 5
Responsibility
Service Line
STOB

Parameter Set Name:

2020 BCOA BUDGET SUMMARY

WFR BCOA Budget Summary

B15 Finance

ESTIMATES

Run Date: 2019/02/05 Run Time: 17:14:10

Period Year 2020

STOB	2019 Restated Budget	2020 Budget	2021 Budget	2022 Budget
DOLLAR				
NEF57 Government Communications Service Line Level 5				
32348 GCPE Communications Responsibility				
34420 GCPE-Operating Service Line				
50EA HLB-Base Salaries and Overtime	16,214,000	17,588,000	17,588,000	17,588,000
51EA HLB-Suppl Salary Costs	100,000	100,000	100,000	100,000
5298 Internal Trans-Emp Ben Chgbk Recov	4,021,000	4,467,000	4,362,000	4,362,000
52EA HLB-Employee Benefits	60,000	60,000	60,000	60,000
57EA HLB-Pub Serv Trvl Exp	301,000	301,000	301,000	301,000
5901 Legal Services	34,000	34,000	34,000	34,000
60EA HLB-Prof Serv-Oper and Regulatory	760,000	790,000	790,000	790,000
63EA HLB-Info Sys-Operating	897,000	1,077,000	1,077,000	1,077,000
65EA HLB-Office and Business Exp	968,000	1,608,000	1,608,000	1,608,000
67EA HLB-Informational Advertising and Publications	3,537,000	3,537,000	3,537,000	3,537,000
69EA HLB-Util Materials and Supplies	38,000	38,000	38,000	38,000
73EA HLB-Amortization Expense	335,000	335,000	335,000	335,000
75EA HLB-Bldg Occup Charges	15,000	15,000	15,000	15,000
85EA HLB-Other Expenses	31,000	61,000	61,000	61,000
8809 Operating Costs Recovered	(178,000)	(600,000)	(600,000)	(600,000)
89EA HLB-Rec-Within Govt Rptng Entity	(42,000)	(200,000)	(200,000)	(200,000)
9003 Rec-Other Misc Revenues	(45,000)	(45,000)	(45,000)	(45,000)
9004 Rec-Contr from Federal Govt	(16,000)	(16,000)	(16,000)	(16,000)
34420 Total - DOLLAR	27,030,000	29,150,000	29,045,000	29,045,000
32348 Total - DOLLAR	27,030,000	29,150,000	29,045,000	29,045,000
NEF57 Total - DOLLAR	27,030,000	29,150,000	29,045,000	29,045,000
NEF58 Government Digital Experience Service Line Level 5				
32375 GCPE Service Infrastructure, Planning and Standards Responsibility				
11842 Corporate Online Services Service Line				
50EA HLB-Base Salaries and Overtime	6,091,000	6,301,000	6,301,000	6,301,000
51EA HLB-Suppl Salary Costs	55,000	55,000	55,000	55,000
5298 Internal Trans-Emp Ben Chgbk Recov	1,509,000	1,600,000	1,563,000	1,563,000
52EA HLB-Employee Benefits	1,000	1,000	1,000	1,000
57EA HLB-Pub Serv Trvl Exp	61,000	61,000	61,000	61,000
5901 Legal Services	25,000	25,000	25,000	25,000
60EA HLB-Prof Serv-Oper and Regulatory	10,000	10,000	10,000	10,000

WFR BCOA Budget Summary

B15 Finance

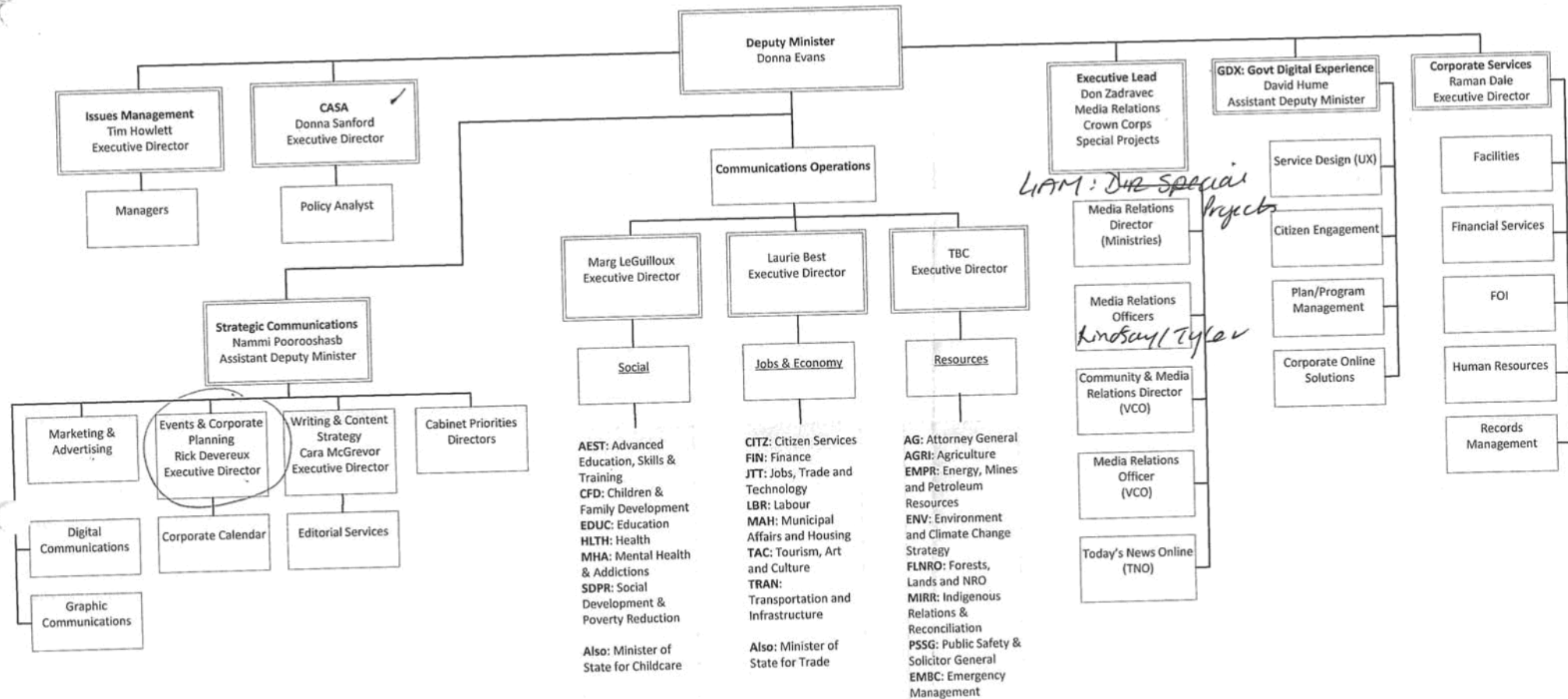
ESTIMATES

Run Date: 2019/02/05 Run Time: 17:14:10

Period Year 2020

STOB	2019 Restated Budget	2020 Budget	2021 Budget	2022 Budget
DOLLAR				
63EA HLB-Info Sys-Operating	1,117,000	1,117,000	1,117,000	1,117,000
65EA HLB-Office and Business Exp	87,000	87,000	87,000	87,000
73EA HLB-Amortization Expense	370,000	370,000	370,000	370,000
75EA HLB-Bldg Occup Charges	12,000	12,000	12,000	12,000
85EA HLB-Other Expenses	15,000	15,000	15,000	15,000
8807 Salary Costs Recovered	(881,000)	(881,000)	(881,000)	(881,000)
8809 Operating Costs Recovered	(116,000)	(116,000)	(116,000)	(116,000)
89EA HLB-Rec-Within Govt Rptng Entity	(1,000)	(1,000)	(1,000)	(1,000)
9003 Rec-Other Misc Revenues	(1,000)	(1,000)	(1,000)	(1,000)
11842 Total - DOLLAR	8,354,000	8,655,000	8,618,000	8,618,000
32375 Total - DOLLAR	8,354,000	8,655,000	8,618,000	8,618,000
NEF58 Total - DOLLAR	8,354,000	8,655,000	8,618,000	8,618,000
ESTIMATES Total - DOLLAR	35,384,000	37,805,000	37,663,000	37,663,000
B15 Total - DOLLAR	35,384,000	37,805,000	37,663,000	37,663,000

Government Communications & Public Engagement



EDS should report to
ADMS

Liam?

Updated: May 01, 2019 2:38 PM

EXECUTIVE MEMBER BIOGRAPHY

EVAN LLOYD, DEPUTY MINISTER
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT



Evan Lloyd is Deputy Minister (DM) of the B.C. government's central communications organization – GCPE. In addition to corporate and ministry-wide communications operations to inform the public about government programs and policies GCPE is also responsible for online services and the B.C. government's web presence.

Prior to joining the B.C. government, Lloyd served as Executive Director of the North American Commission for Environmental Cooperation (CEC). With headquarters in Montreal the CEC is the tri-national environmental commission established in conjunction with the North American Free Trade Agreement. The CEC's cooperative work plan comprises a set of environmental projects common to Canada, Mexico and the United States on issues as varied as climate policy, conservation of biodiversity, the sound management of chemicals, enforcement of environmental law and the impact of trade and trade policy on the environment of North America.

For several years before that, beginning in the 1990's Lloyd was a senior public-sector manager in the government of British Columbia, serving multiple administrations as both an associate and Assistant Deputy Minister.

M. Sc., London School of Economics, 1981
BA, University of British Columbia, 1976

EXECUTIVE MEMBER BIOGRAPHY

ROBB GIBBS, ASSISTANT DEPUTY MINISTER, STRATEGIC COMMUNICATIONS DIVISION
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT



In his role as Assistant Deputy Minister (ADM) for Strategic Communications, Robb Gibbs oversees: the Cabinet Priorities unit; Advertising, Marketing and Graphics; and Digital/Social Media.

Robb has a Diploma in Broadcast Journalism from BCIT, a BA in History from the University of Victoria, and a Masters Degree in Information & Communication Technology from the University of Leeds.

Robb began his career in Communications with the Opposition Caucus in the late 1980s before serving as a Communications Counsel in the Government Communications Office of the early 1990s. He moved on to teaching advertising, broadcast writing, and contemporary affairs at the college level in Dubai, UAE, before settling back in the Lower Mainland. As a contractor, he headed up Y2K communications for government, served as Director of Communications for TechBC, developed digital communications for high-end real estate projects around North America, and designed online learning courses for the BC Forest Safety Council. Most recently, he was a part owner of the NOW Group in Vancouver for eight years.

EXECUTIVE MEMBER BIOGRAPHY

DAVID HUME, ASSISTANT DEPUTY MINISTER, GOVERNMENT DIGITAL EXPERIENCE DIVISION
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT



David has been the Assistant Deputy Minister (ADM) for the Government Digital Experience Division since July 2017. The division is responsible for leading government in defining the citizen service experience; supporting the BC Public Service in delivering a modern, consistent, high quality digital service experience; and supporting government in its ongoing dialogue with British Columbians.

Prior to his role as ADM, David previously served for 7 years as the Executive Director of Citizen Engagement, where he lead a team involved in helping ministries across government think through and launch better ways to bring British Columbians into the process of improving policy and services that affect them.

He has been full-time with the Province of B.C. since May 2009, and before that has worked in various consulting and project roles with the UN, OECD, the Province of New Brunswick, the federal government and the government of New Zealand.

EXECUTIVE MEMBER BIOGRAPHY

Don Zadravec, Executive Lead



Don Zadravec draws on insight and experience gained over 30 years as a public affairs and communications strategist as a member of the BC public service, an independent consultant as well as with Canada's leading public affairs firms.

Don has provided counsel to premiers, cabinet ministers, CEOs, deputy ministers, senior executives, boards of directors, First Nations leaders, and other frontline communicators.

His experience as a senior communications professional in both the private and public sectors gives him a well-rounded set of skills in dealing with the most complex and controversial issues in a professional, timely and effective manner.

Don has worked for over a dozen cabinet ministers, while also providing communications services and counsel as a member of the BC public service and as a communications consultant to the province's last nine Premiers. His private sector experience cuts across various sectors, and includes leading North American corporations, the public sector and not-for-profits.

He has led or been involved with several high-profile initiatives with major public sector policy issues, involving ministries, Crown corporations, agencies of the provincial government and with private and public sector proponents dealing with economic and resource development, financial acquisitions and divestures, trade, transportation, infrastructure, and First Nations, along with major transformational initiatives.

Don provides a full range of communications and public affairs services with a focus on strategic communications planning, reputation management, issues management, crisis communication, stakeholder relations, and media relations counsel.

Don holds a Bachelor of Arts and a Master of Arts in political science from Simon Fraser University and the University of Alberta, respectively.

STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Robb Gibbs / *Nammi*

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Strategic Communications Services Division provides a variety of services including Cabinet Priority communications, advertising, marketing, graphic communications, management of government's corporate calendar and digital communications.

Advertising and marketing services are provided using a variety of marketing disciplines and methodology including strategic planning, brand management, campaign development, 'marketing research, copywriting; marketing/advertising design, and media buying on behalf of the Province.

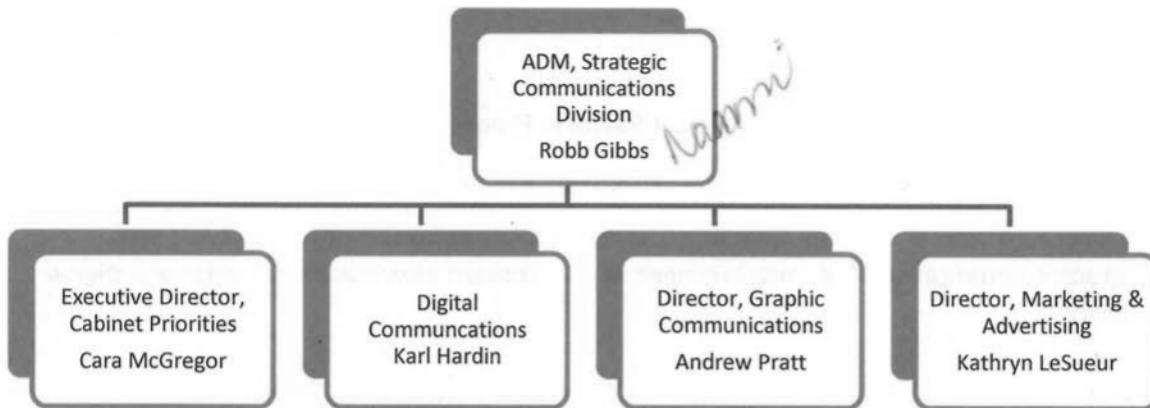
GCPE Graphic Communications provides in-house graphic design and production services for the executive offices, GCPE headquarters divisions, GCPE Ministry Communications shops and ministry program areas. The Division also manages and administers the BC ID graphic standards, corporate visual branding and new logo development, while approving all third-party uses of logos and trade-marks. The Division works closely with the Office of Protocol in approving uses of BC or British Columbia in a business name and support their administration of the Provincial Symbols including the BC Coat of Arms.

The Division also leads and provides daily oversight of one of government's most important planning tool -the corporate calendar. This involves liaising with communication offices to ensure accurate and up-to-date information is reflected in the tool to support informed decision making. The corporate calendar is utilized to inform decision-making with GCPE HQ, government ministries, Minister's Offices and the Premier's Office and in doing so, enables short, medium and longer term corporate planning objectives.

The Cabinet Priorities unit makes strategic decisions about announcement and event timing, locations, and sequencing of events and announcements in the context of emerging priority or anticipated issues. This involves assessing government initiatives and priorities from a corporate lens and adjusting as appropriate.

The Digital Communications unit develops digital content to connect British Columbians with government services, solicit feedback on government programs and inform people about new government programs and initiatives. It also produces reports on social media metrics related to government digital channels and provides guidance and support for a cross-government approach to digital communications. The unit is also responsible for video production and coordinating photography services.

Organizational Chart:



GOVERNMENT DIGITAL EXPERIENCE DIVISION

ADM Responsible: David Hume

Core Business/ Program Area Description/Critical Business Processes:

The Government Digital Experience Division is comprised of two branches: Citizen Engagement/Strategic Design and Business Transformation, and Corporate Online Services. Each branch is led by an Executive Director.

The Citizen Engagement/Strategic Design and Transformation Branch works to involve British Columbians in improving the policies and programs of government. The branch has three core functions:

- Establishes the corporate vision, approaches, practices and tools that deliver large scale public consultation and engagements for ministries across government, ensuring a high quality experience for British Columbians when they share their ideas with government. The group works with policy and program areas to design productive public engagements that reliably shape policy outputs such as legislation, regulation and key government plans, such as the BC Jobs Plan. Engagement occurs online and face-to-face.
- Establishes the corporate vision, approaches, practices and tools that deliver citizen-centered service design for ministries across government. The group conducts face to face field research with British Columbians to understand their wants, needs and motivations when using a service, develops and tests prototypes of new services with end users, and provides analysis of opportunities for improvements.
- With partners, leads core components of the public service's *Where Ideas Work* corporate innovation agenda and the #BC Tech Strategy, including programs like:
 - the Continuous Service Improvement Lab—a dedicated space where public service teams can learn to work using proven innovation methods.
 - the B.C. Developers' Exchange—lead in partnership with the Office of the Chief Information Officer, the B.C. Developers' Exchange provides fast, effective methods for collaborating with B.C.'s talented tech sector to build digital services, beyond the large vendor community.
 - Personalized Digital Services—GCPE has the lead in the development of a strategy and toolset that will allow citizens to personalize a dashboard of services they use with government, be notified of the status of their applications or changes to programs, and have services they may be interested in suggested to them. GCPE is coordinating both the development of the dashboard technology as well as the overall program for personalized digital services.

The group also supports policy development and compliance activities to drive its core functions, with a focus on working with privacy, legal and procurement authorities.

The Corporate Online Services Branch (COS) develops, implements, and manages digital products and services focused on improving service delivery and access to information. These products and services are designed to meet citizen expectations through user research, usage analysis and

evidenced based design and include the following:

1. The enterprise content management framework (CMF) is a corporate tool used to support all ministries in the delivery of gov.bc.ca. It consists of:
 - o CMS Lite – the corporate content management system
 - o Enhanced Search solution leveraging Google search technology to support citizens' and employees' information finding
 - o Open sourced software solutions including WordPress for citizen engagement and public outreach
 - o Web Analytics – to gain insights into web traffic and performance
2. Personalized Services – supporting delivery of the personalized services experience through corporate technology development and alignment with corporate enablers.
3. Technology infrastructure and application management to support the digital products managed by GCPE (including the BC Government Newsroom and event management calendar).

COS is responsible for the management of the joint working group and co-leadership of the cross-ministry Internet Advisory Council to support direction as outlined in Chapter 22 of CPPM; to maintain a consistent user experience, protecting corporate brand identity and equitable accessibility as part of digital product development. This governance model oversees the development and maintenance of B.C. government web properties, providing direction for online best practices, user interface design, web standards and writing style guides.

COS supports the GCPE Line of Business technical service desk management and support as well as MCIO functions for GCPE for technology planning, security and privacy.

Related Legislation:

N/A

Media Relations, Crown Corporations and Special Projects

Executive Lead: Don Zadravec

Core Business/ Program Area Description/Critical Business Processes:

Provides communications advice and support services to senior officials across government and, through various communications offices, supports Ministry's communication needs.

Under the leadership of the Executive Lead, a range of communications services and products are delivered, including strategic communications planning and advice, proactive public relations, ministerial communications support, media monitoring, media relations and issues management. Also provides provincial emergency communications and coordinates communications across government.

Works closely with various Communications Directors on special projects as well as Crown Corporation issues relating to:

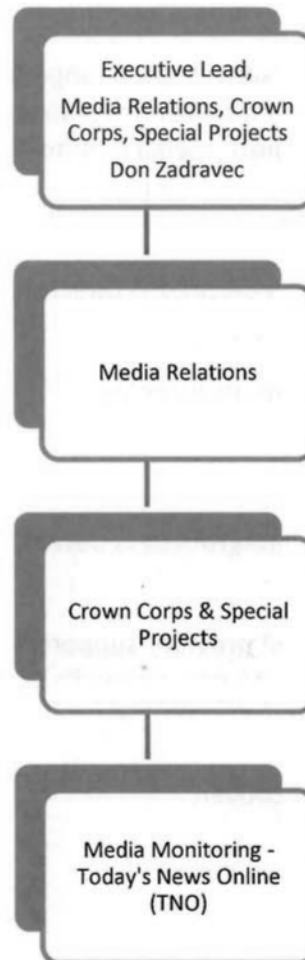
- strategic communications planning
- issues management
- media relations
- media monitoring
- news releases and backgrounders development

A centralized media relations unit provides support to ministries on a 24/7 basis, to ensure provincial, regional and community-specific media (non-English) receive the information they need in the most appropriate way possible. This unit also helps to lead and coordinate media relations for major media events and in day-to-day relations with the regional and community-specific media, working out of Victoria and Vancouver.

Related Legislation:

N/A

Organizational Chart:



CORPORATE SERVICES DIVISION

ED Responsible: Raman Dale

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Executive Director, the Corporate Services Division provides a variety of functions including Finance, Human Resources and Workplace Support Services (FOI, Records, and Facilities Management).

Finance:

The Financial Services branch provides a full range of financial support services ensuring cost-effective delivery to all business units of GCPE including, but not limited to, budget development, financial reporting, expenditure forecasting, accounts payable, purchasing, travel coordination, payroll reconciliation, contract administration, tangible capital asset management, accounts receivable/recoveries, leave liability, FTE monitoring and reporting, preparation of material for estimates, public accounts, and FOI/Audit requests.

Human Resources:

Human Resources provides *consistent, reliable and trusted* advice in both operational and strategic Human Resources. The team offers expertise, planning and support in the following areas: recruitment, selection, onboarding, corporate programs, workforce planning, performance management, training and development, respectful workplace initiatives, engagement and recognition, sick leave and employee self-service. This full complement of services is intended to support the whole organization so that HR can offer a rewarding employment experience for all GCPE employees.

FOI and Records:

The FOI team serves as an intermediary between GCPE and Information Access Operations and is responsible for gathering records, obtaining harms assessments, reviewing approval packages, finding practical equitable solutions within the parameters of FOIPPA and making recommendations on the release of information. The team provides expertise, guidance, advice and interpretation of FOIPPA to the organization.

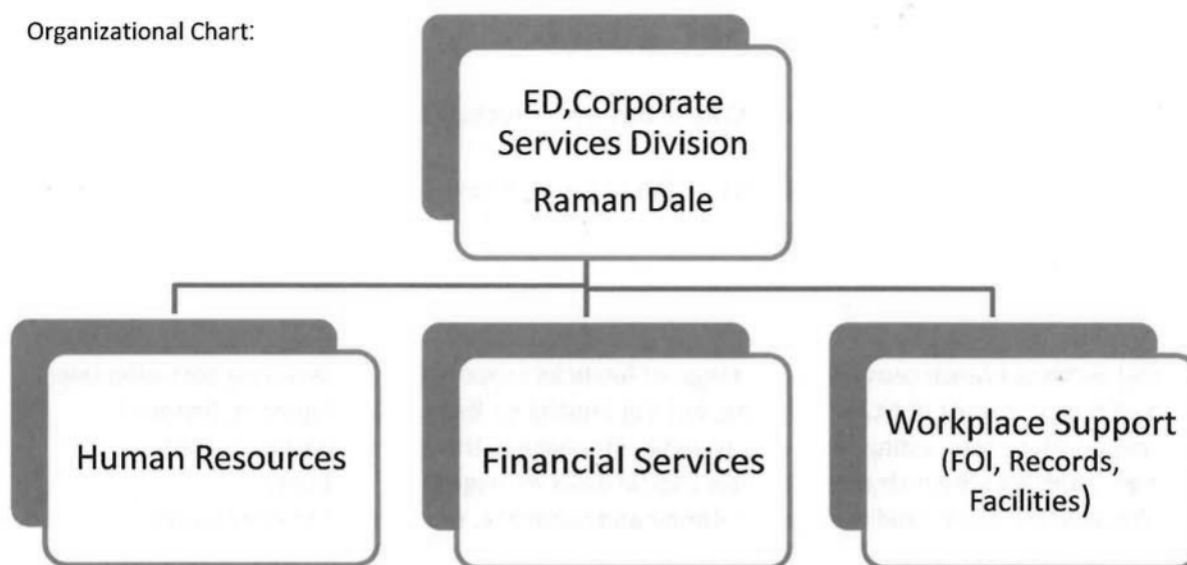
The Records Management team provides knowledgeable advice on effective management of information and expertise on the creation, retention, storage, security and destruction of records and data.

Together the teams deliver FOI and Records Management Training to all staff within GCPE.

Facilities:

GCPE Facilities effectively leads large and small accommodation projects and provides facilities management services for various buildings and offices for GCPE ensuring that the projects comply with safety, security and environmental standards. Facilities also coordinates and recommends the purchase and disposal of furniture and equipment, assists with the business continuity and emergency preparedness plans for GCPE and provide ergonomic assessments for all staff to ensure a comfortable, healthy and safe workplace.

Organizational Chart:



CONFIDENCE AND SUPPLY AGREEMENT (CASA) SECRETARIAT

Executive Director Responsible: Donna Sanford

Core Business/ Program Area Description/Critical Business Processes:

Led by the Executive Director, Confidence and Supply Agreement Secretariat, the Secretariat is a two person office that organizes and facilitates government's consultations with the Green Party Caucus contemplated by the 2017 Confidence and Supply Agreement. A core role is providing secretariat support to the Confidence and Supply Agreement Consultation Committee, and coordinating consultations between the Green Party Caucus and Ministers or senior Ministry Officials.

The Secretariat also serves as the primary point of contact for government employees seeking assistance with Green Party Caucus consultations on ministry policy initiatives that are subject to the Confidence and Supply Agreement.

The Secretariat ensures consultations are managed efficiently and that individuals involved in consultations understand government regulations, policies, and protocols regarding Cabinet confidentiality, solicitor-client privilege, budget consultation, Freedom of Information and Protection of Privacy, and other regulations and policies that may apply.



GDX Overview: Who we are and what we do

The Government Digital Experience Division (GDX) provides two of GCPE's foundational services:

- 1) Delivering the digital face of government at www.gov.bc.ca.
- 2) Supporting ministries to reach out, engage and learn from British Columbians on issues that matter to them.

By putting people at the heart of government decision making and leveraging digital technology, GDX is making services better and government easier to navigate.

Vision

Exceptional service experiences for British Columbians.

Mission

Help government to understand people.
Help people understand government.

Goals/Objectives

1. Improve the quality of citizens' experience with government
2. Increase trust and understanding of how government's decisions are made
3. Drive innovation and public-service capacity to provide valuable citizen experiences
4. Drive innovation and economic opportunity through information and service delivery

What we're guided by

Government's Core Policy and Procedure Manual mandates GDX to provide leadership and standards to ensure:

- Citizens are engaged in public-policy decisions supporting government priorities; and
- Citizens can access the information and services they need from government in a way that is efficient and effective

Governance

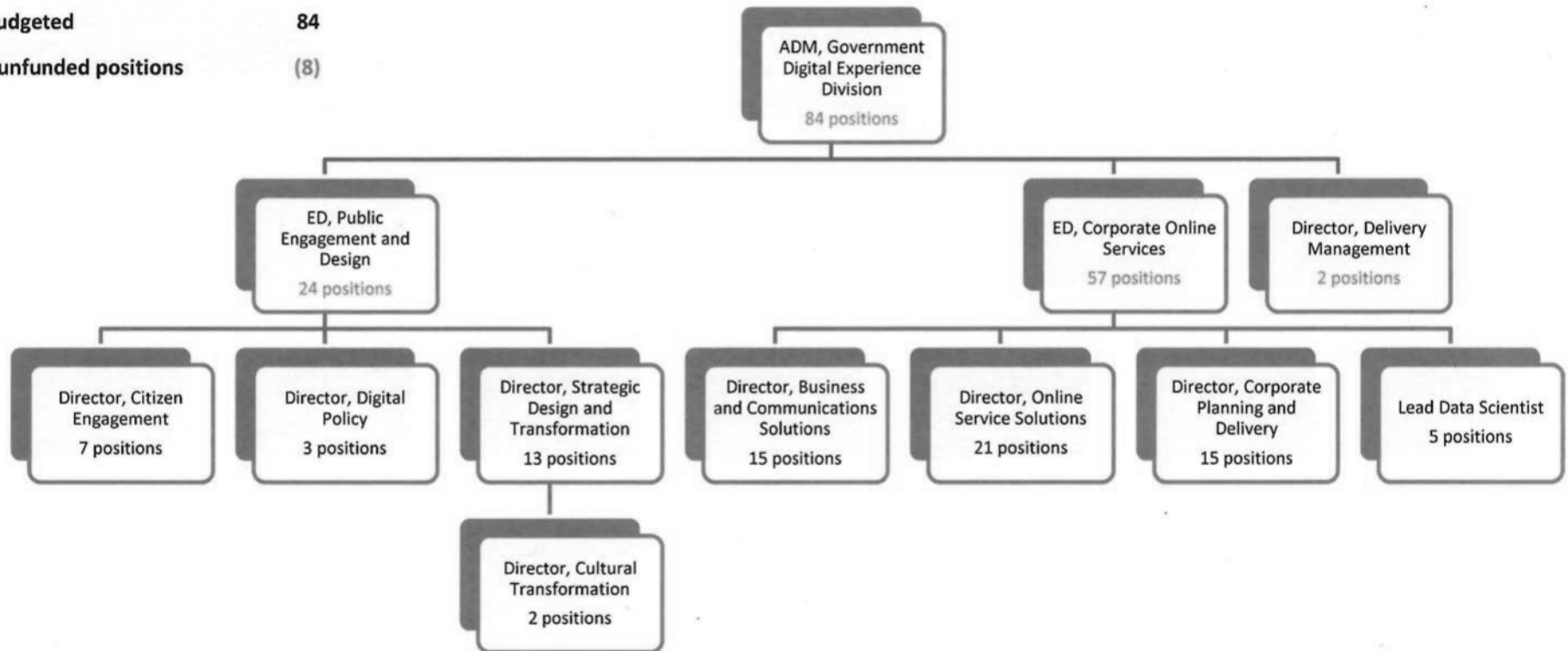
The nature of GDX business converges with a vast network within the BC Public Service. To reflect the significance of these linkages the following cross-ministry bodies inform lines of business and ongoing program and practice development:

- Service Delivery Board
- Service Design Community of Practice
- Internet Advisory Council
- Information Architecture Council

Hierarchy / Complement View

Permanent Employees	73
Vacant positions	7
Auxillaries	4
Total Budgeted	84
Frozen/unfunded positions	(8)

Operating complement inclusive of vacancies, and
excluding frozen positions as of November 2018



Government Digital Experience Sub-Vote

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
Budget 2014 - Blue Book (June) - Transfer from CITZ	9,992	9,992	9,992	9,992	9,992	9,992	9,992	9,992
Budget 2015 - Blue Book - CITZ Restatement (Note 1)	0	1,108	1,108	1,108	1,108	1,108	1,108	1,108
Budget 2015 - Blue Book	9,992	11,100	11,100	11,100	11,100	11,100	11,100	11,100
Budget 2016 - Economic Stability Mandate	0	0	64	108	428	428	428	428
Budget 2016 - Blue Book	9,992	11,100	11,164	11,208	11,528	11,528	11,528	11,528
Budget 2017 - Economic Stability Mandate	0	0	0	0	0	86	86	86
Budget 2017 - Economic Stability Dividend	0	0	0	40	40	40	40	40
Budget 2017 - Benefits	0	0	0	(37)	0	0	0	0
Budget 2017 - Blue Book	9,992	11,100	11,164	11,211	11,568	11,654	11,654	11,654
Budget 2018 - Economic Stability Dividend	0	0	0	0	14	14	14	14
Budget 2018 - Benefits adjustment	0	0	0	0	(25)	0	0	0
Budget 2018 - Transfer EDS to JTST (Note 2)	0	0	0	(3,990)	(4,039)	(4,077)	(4,077)	(4,077)
Budget 2018 - Blue Book	9,992	11,100	11,164	7,221	7,518	7,591	7,591	7,591
Budget 2019 - Economic Stability Mandate	0	0	0	0	0	0	48	48
Budget 2019 - Economic Stability Dividend	0	0	0	0	0	19	19	19
Budget 2019 - Internal GCPE Transfer (Note 3)	0	0	0	0	0	744	744	744
Budget 2019 - Blue Book	9,992	11,100	11,164	7,221	7,518	8,354	8,402	8,402
Budget 2020 - Economic Stability Mandate							161	161
Budget 2020 - Economic Stability Dividend							55	55
Budget 2020 - Benefits adjustment							37	0
Budget 2020 - Blue Book	9,992	11,100	11,164	7,221	7,518	8,354	8,655	8,618

Notes

1. The additional reallocation was made to fund ongoing core government priorities such as:

- Supporting core government web services, which provide citizens with direct access to government information and services integrated across
- Supporting the continued availability of government data as part of the Province's commitment to open data and in support of decision-making in key sectors such as natural resources and emergency management.

2. Enterprise Data Services (EDS) unit transferred to Jobs, Tourism, and Skills Training

3. Internal GCPE transfer of \$744K from Government Communications to GDX related to 8 Service Desk staff

Description	2018/19	2019/20	2020/21	2021/22
February 2018 Service Plan Budget	\$8,354,000	\$8,402,000	\$8,402,000	\$8,402,000
Changes to Budget				
Vote 25 - Economic Stability Mandate	\$0	\$161,000	\$161,000	\$161,000
Vote 25 - Economic Stability Dividend	\$0	\$55,000	\$55,000	\$55,000
Vote 25 - Benefits Rate Change (note 1)	\$0	\$37,000	\$0	\$0
2019/20 Service Plan Budget	\$8,354,000	\$8,655,000	\$8,618,000	\$8,618,000

Notes:

1. Budget lift provided to adjust the Benefits Rate from 24.8% to 25.4%. This will be revisited for 2020/21.

2019/20 - 2021/22 Resource Summary

Core Business Area	2018/19	2019/20	2020/21	2021/22
	Restated Estimates	Estimates	Plan	Plan
Operating Expenses (\$000)				
Government Communications	27,030	29,150	29,045	29,045
Government Digital Experience	8,354	8,655	8,618	8,618
Total	35,384	37,805	37,663	37,663

INFORMATION NOTE

Cliff #:

Date:

PREPARED FOR: Honourable Carole James, Minister of Finance

ISSUE: Through a minor Treasury Board submission, GCPE received \$0.8M in contingencies funding for FY 2018/19 to improve provincial digital services. \$0.8M was also approved in 2017/18, and a further \$0.8M will be requested for 2019/20 toward business case development.

BACKGROUND:

GCPE's Government Digital Experience Division (GDX) is accountable for www.gov.bc.ca. As part of its ongoing effort to improve services for people, in collaboration with key partner ministries, GDX is seeking funding to continue development of a new approach to online service delivery, called the Personalized Digital Service (PDS) strategy.

PDS
Strategy

Improving services for people is a stated priority of BC's new government. By the end of FY 19/20, government will receive a business case for a new personalized service experience for British Columbians. Investment would enable:

- Government websites and apps to suggest what services may be useful to people, based on what British Columbians decide to share
- Government to notify people about changes to the status of their application, or the timing of when a cheque might arrive.
- British Columbians to get better access to an expert, when and how they need one.
- Significantly reducing the time, cost and risk of improving services using digital-age methods and technologies.

Access to contingency funds through FY 18/19 has supported collaboration between GCPE, Citizens' Services, MCFD, EMPR and key line ministries to gather evidence to quantify this opportunity to improve services and reduce cost. The 2019/20 funding will result in a business case in 2019 and a plan to scale new approaches, tools, and methodologies across the B.C. public service to ensure the delivery of a high quality, consistent, personalized digital service experience for citizens.

DISCUSSION:

- The PDS Strategy is an opportunity to redefine the delivery of public services, and position British Columbia as a leader in innovative, personal service delivery.
- If funded and executed fully, the PDS Strategy has the potential to play an essential role in one of government's three priorities: improving services for British Columbians.
- Following this development phase, if fully executed, the PDS would mean:
 - More services would be delivered straight into the homes of British Columbians who count on those services—particularly important for people who do not live close to a Service BC centre or who have mobility issues.
 - More people would access services via PDS's proposed predictive algorithms and notification functionality.
 - Significantly reducing ongoing operational costs for government by streamlining user notifications, program changes and service upgrades.
- The 2018/19 funding will result in a business case and plan for scaling new approaches, tools, and methodologies across the B.C. public service to ensure the delivery of a high quality, consistent, personalized digital service experience for citizens.
- Evidence from pilot projects indicates that for every one dollar invested in digital service improvement, five dollars in value are returned. *

CURRENT STATE:

Evidence for the business case has been gathered and consolidated based on pilot projects. New technologies to support personalized services are being rolled out for public testing with program areas, including Education, Health and MCFD. The 2019/20 minor Treasury Board Submission is in development to support further business case work. As directed, the business case will align with the Digital Strategy being lead by Citizens' Services.

ATTACHMENTS: Appendix 1: Project Examples,

Appendix 1: GDX Past and Emerging Project Examples

Past projects

1. Medical Services Plan and Premium Assistance Application form redesign

Redesigning the Medical Services Plan (MSP) and Premium Assistance application forms reduced the citizen application error rates from 40% to 1% within 12 months, significantly improving the application experience. Prior to the project 39,000 forms were returned annually with a waiting period of a minimum of 21 business days and up to 100 days before citizens received service.

2. Supporting affordable childcare

In the summer of 2018, GDX and the Ministry of Children and Family Development worked together to engage parents and childcare providers to understand their needs in getting the affordable childcare benefit. With a focus on the needs of parents, MCFD and GDX streamlined the application process and improved the web content parents will read when they seek to apply. This focus measurably improved the readability, brevity and overall quality of the information parents needed to access their benefit.

Emerging projects

3. Accessing Energy Rebates on EfficiencyBC.ca

Following the release of government's CleanBC plan, GDX is partnering with Energy, Mines and Petroleum Resources to ensure the website that will help British Columbians find rebates that support energy improvements in their home. Some \$41 million was made available in Budget 2019 to meet this purpose, and the web presence will be a critical delivery point to ensure those funds have an impact on BC's climate targets.

ADVICE TO MINISTER

CONFIDENTIAL
GCPE-FIN ISSUE NOTE

Ministry of Finance
RECORD OPR: GCPE Finance
Date: April 30, 2019
Minister Responsible: Carole James

**Confidence and Supply
Agreement (CASA)
Secretariat**

RECOMMENDED RESPONSE:

- Government is committed to providing stability and delivering on our commitments to improve affordability, enhance services people count on and build a sustainable economy.
- Our agreement with the B.C. Green Caucus lays the foundation for government.
- The CASA Secretariat was established to ensure that consultations as contemplated by the agreement are managed efficiently and according to government policies and regulations.
- The Secretariat is an office of two staff that coordinates government's consultations with the Green Caucus.

s.13

KEY FACTS REGARDING THE ISSUE:

The Confidence and Supply Agreement Secretariat manages and coordinates consultations between the BC Green Party caucus and Government as outlined in the 2017 Confidence and Supply Agreement in the following key areas:

- The broad outline of Government's legislative agenda;
- Legislation to be introduced in the House;
- Major policy issues;
- Broad budget parameters;
- Events/policy changes with provincial or budgetary implications;
- Senior OIC appointments; and
- The specific policy initiatives identified in Section 3 of the Agreement.

The Confidence and Supply Agreement Secretariat is funded within the Government Communications and Public Engagement budget as presented in Budget 2019.

FOI

The Secretariat has responded to 27 FOI requests since July 2017. These have covered: cost of establishing the Secretariat; Executive Director's calendar and emails; documents related to meetings with ministers; and agendas and meeting summaries for the Consultation Committee. s.13; s.14

s.13; s.14

For

consultation meetings between ministries and the B.C. Green Caucus, the ministries are the office of record for any documents provided.

Communications Contact:	Angela Frattaroli	250-387-3514
Program Area Contact:	Raman Dale	[phone#]
File Created:	September 22, 2017	
File Updated:	April 30, 2019	
File Location:		

Program Area	Comm. Director	Deputy	Minister's Office

ADVICE TO MINISTER

Confidence & Supply Agreement Secretariat Expenses

Expenditure Type	Budget	2017/18	2018/19*
Stob 50 - Salaries	124,000	96,933	160,734
Stob 52 - Benefits	94,000	23,608	39,862
s.14			
Stob 57 - Travel	10,000	-	649
Stob 63 - Information Systems	6,000	1,673	1,737
Stob 65 - Office Supplies	18,000	300	358
s.14			
Total			

* As at March 11, 2019

s.14

2 staff - Executive Director and Policy Analyst

ADVICE TO MINISTER

<p>CONFIDENTIAL GCPE-FIN ISSUE NOTE</p> <p>Ministry of Finance RECORD OPR: GCPE Finance Date: Sept. 25, 2017 Update: April 29, 2019 Minister Responsible: Carole James</p>	<p>GCPE Direct Awards</p>
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RECOMMENDED RESPONSE:

- Our Government wants to make sure it is working for all British Columbians, and that means ensuring citizens can access the information and services they need.
- Direct awards by GCPE help government fulfil its obligations to communicate with the public in a timely, relevant and accessible manner.
- Government follows an open and transparent procurement policy that is freely available online when we contract for third party services.
- Work is assigned to agencies based on their availability, capacity, previous history with similar work and areas of expertise and when the contract falls within the annual GCPE budget.

KEY FACTS REGARDING THE ISSUE:

All direct award contracts are posted monthly to Open Government. All contract awards over \$10K are posted quarterly to Open Government.

Direct awards ordered according to the date the contract services began:

Vendor	Service	Selection	Contract Value
March 2019 – Included in most recent period of public disclosure			
Catalyst Internet Inc.	Examination, interpretation, testing and deployment to Pathfinder Lab DevEx Github of all Today's News Online software components.	Direct Award – Under 25K	\$24,200
Remedia business Solutions Inc.	Content Strategist / Writer for Citizens' Services Procurement Site Audit	Competition among vendors on a pre-qualification list	\$30,000
R.A. Malatest & Associates Ltd.	Indigenous Procurement Strategy	Selected vendor from pre-qualification list	\$10,500

Vendor	Service	Selection	Contract Value
March 2018			
Social Signal Networks Inc.	Provide a Full-range of Communication Related Services for Government Communications and Public Engagement	Confidentiality	\$24,000
Evan Leeson	Explore Social Media Listening Providers to Assist Today's News Online (TNO) in API Product Purchase, Lead Implementation of User Experience Improvements to TNO, Planning and Implementation of Recommendations from TNO Business Unit Analysis	Sole source – NOI not required.	\$48,000* Amended contract value
Prosci Canada ULC	Change Management training provided to leadership within GDX	Direct Award – Under 25K	\$19,100
April 2018			
AKTIV Software Corp.	Provide Systems Maintenance and Support to Today's News Online NOI 9322	Notice of Intent issued	\$72,000
AKTIV Software Corp.	Provide Emergency Restart and/or Recovery Response to Today's News Online Application	Sole source – NOI not required	\$30,000
Bell Globemedia	Annual Subscription of Digital Version of Globe and Mail	Sole source – NOI not required	\$55,935
BIV Media Limited Partnership	Provide Access and Continuous Feeds of all Business in Vancouver Digital Content	Sole source – NOI not required	\$19,500
Black Press Group Ltd.	Provide Access and Continuous Feeds of all Black Press Digital Content	Sole source – NOI not required	\$47,500
Canadian Press Enterprises Inc.	Provide Access and Continuous Feeds of all Command News Canadian Newswire Digital Content	Notice of Intent issued	\$204,012
Meltwater News Canada Inc.	Provide Access and Distribution of Direct Digital Content Newsfeed	Notice of Intent issued	\$408,388

ADVICE TO MINISTER

	NOI 9324		
Meltwater News Canada Inc.	Provide Access and Distribution of Special Edition Content Newsfeed	Sole source – NOI not required	\$24,280
Canseco, Mario dba Research Co.	Research and Survey on the Kinder Morgan Trans Mountain Project	Direct Award – Under 25K	\$24,000
Michele Mackintosh	Communication Related Services to GCPE	Confidentiality	\$15,000
Sierra Systems Group Inc.	Information Systems-Operating	Competition among vendors on a pre-qualification list	\$75,000* Amended contract amount
Sierra Systems Group Inc.	Information Systems-Operating	Competition among vendors on a pre-qualification list	\$225,000* Amended contract value
Sierra Systems Group Inc.	Information Systems-Operating	Competition among vendors on a pre-qualification list	\$168,045* Amended contract value
RePattern Consulting Ltd.	Provide Strategic Advice and Counsel Regarding the Review and Formalization of Advertising Standards for BC Government	Direct Award	\$34,500* Amended contract value
Sierra Systems Group Inc.	Information Systems-Operating	Competition among vendors on a pre-qualification list	\$170,038
Sierra Systems Group Inc.	Information Systems-Operating	Competition among vendors on a pre-qualification list	\$144,900
Shauna Marie Morgan	Provide Training for GDX Employees	Direct Award – Under 25K	\$3,563
Urban Systems	Engagement support for Rental Housing public engagement	Competition among vendors on a pre-qualification list	\$198,000 Amended contract amount
May 2018			
Janet R. Stewart	Provide a Full-Range of Communication Related Services for Government Communications and Public Engagement, services required immediately.	Emergency	\$30,000
Mike McNeney	Provide a Full-Range of Communication Related Services for Government Communications and Public Engagement	Direct Award – Under 25K	\$10,000
Susan Gee	Provide a Full-Range of Communication Related Services for Government Communications and Public Engagement, services required immediately.	Emergency	\$34,125
7 Consulting Inc.	IT Business and Process Writing Regarding the Government Digital Experience Cross-Divisional Model	Competition among vendors on a pre-qualification list	75,000* Amended contract value
June 2018			
Kate Hildebrandt	Information systems developer for Child Care Project	Competition among vendors on a pre-qualification list	\$25,000
Freshworks Studio Inc.	Lead senior quality assurance	Competition among vendors on	\$99,863*

	tester for corporate content management framework	a pre-qualification list	Amended contract value
Tom Hawthorn	Provide Writing and Editorial Services	Confidentiality	\$8,000
July 2018			
Mindstrong Communications Ltd.	Provide Translation Services for GCPE's Communications Materials from English to Punjabi	Permitted under another corporate policy or legislation	\$5,000
Captus Advertising Ltd.	Provide Translation Services for GCPE's Communications Materials from English to Cantonese	Permitted under another corporate policy or legislation	\$5,000
August 2018			
Media One Multimedia Inc.	Provide videography/photography services for provincial government projects	Direct Award - Under \$25K	\$20,000* Amended contract value
Laurie Best	Provide Communications Related Services for Transportation and Infrastructure Communications Branch	Direct Award - Under \$25K	\$20,000
Aldercast Films Inc.	Provide videography/photography services for provincial government projects	Direct Award	\$35,000* Amended contract value
Buzz Connected Media Inc.	Provide Access and Continuous Feeds of Buzz Connected Media's Digital Content (Daily Hive) for Today's News Online.	Sole source – NOI not required	\$15,125
Sept 2018			
Mike McNeney	Provide a Full-range of Communication Services for Jobs, Trade and Technology Communications Branch	Direct Award - Under \$25K	\$15,188
Janet R. Stewart	Provide a Full-range of Communication Services for Jobs, Trade and Technology Communications Branch	Direct Award - Under \$25K	\$19,000
Claudia S. Wilimovsky	Financial operations review	Direct Award - Under \$25K; confidentiality	\$10,000
Urban Systems Ltd	Reporting and analysis in support for various public engagement projects	Selected vendor from pre-qualification list	\$34,800
Elevate Consulting Inc.	Survey response analysis for Caribou Recovery public engagement	Selected vendor from pre-qualification list	\$24,420
Sight & Sound	Provide Audio and Visual Services in the Terrace Area	Direct Award - Under \$25K	\$10,000
Oct 2018			
Janet Rogers	Provide Media Monitoring and Editing Services for Media Monitoring Services Division/Today's News Online	Direct Award - Under \$25K	\$14,000
CommPlan Canada	Strategic Communications Training Program	Direct Award - Under \$25K	\$24,500
Canseco, Mario dba Research Co	Research and Survey	Confidentiality	\$25,050
Remedia Business Solutions Inc.	Government Communications and Public Engagement Intranet Project - Website Development	Direct Award - Under \$25K	\$11,000
AKTIV Software Corp.	Implement Caching System for	Direct Award - Under \$25K	\$3,000

ADVICE TO MINISTER

	Media Monitoring Services Division/Today's News Online Application		
Nov 2018			
Vancouver Free Press Publishing Corp.	Provide access and continuous feed of the Georgia Straight digital content	Sole source – NOI not required	\$9,000
iPolitics Inc.	Provide Access & Continuous Feeds of iPolitics Digital Content	Sole source – NOI not required	\$19,800
Raminder Pal Singh Kang	Provide Translation and Proofreading Services for Government Communications and Public Engagement Materials from English to Punjabi and Hindi	Direct Award – Under 25K	\$5,000
RePattern Consulting Ltd.	Provide Expertise, Procurement Liaison and Evaluation Services for Agency of Record, Request for Proposal	Direct Award – Under 25K	\$24,500
James Hoggan and Associates Inc.	Development of a Stakeholder Relations Plan in Support of BC Government's Announcement	Confidentiality	\$45,000
Simon Fraser University	Engagement on the Establishment of a Chinese Canadian Museum	Selected vendor from pre- qualification list	*126,425 Amended Contract Value
December 2018			
Richard Littlemore and Associates Ltd	Provide Writing and Editorial Services for the Province of BC	Confidentiality	\$3,335
January 2019 – Included in most recent period of public disclosure			
Laurie E. Best	Provide Management of Information and Communications Activities Related to Unist'ot'en Action Camp	Selected vendor from pre- qualification list	\$14,920
Laurie E. Best	Provide Management of Information and Communications Activities Related to Community Benefits Agreement	Selected vendor from pre- qualification list	\$48,520
Michele Mackintosh	Provide a Full-Range of Communications Related Services for Government Communications and Public Engagement, Cabinet Priorities Branch	Selected vendor from pre- qualification list	\$19,440
Elevate Consulting Inc.	Industrial Camps Regulation Review	Selected vendor from pre- qualification list	\$39,160
R.A. Malatest & Associates Ltd.	Public Safety Broadband Network	Selected vendor from pre- qualification list	\$22,310
Viewpoints Research Ltd	Two focus groups in Vancouver and Kamloops	Selected vendor from pre- qualification list	\$27,128
Claudia Susan Wilimovsky	Provide FTE Review for Government Communications and Public Engagement	Direct Award - Confidentiality	\$10,000
Freshworks Studio Inc.	Lead / Senior Quality Assurance Tester for Content Management Framework Development	Competition among vendors on a pre-qualification list	\$30,000
February 2019 – Included in most recent period of public disclosure			
Janet Stewart	Provide a Full-Range of Communication Related Services for Social Development and	Direct Award – Under 25K	\$17,200* Amended

	Poverty Reduction Communications Branch		Contract Value
Spatial Research and Design Inc.	Teachers Certification Research and UX Design	Competition among vendors on a pre-qualification list	\$28,875
Frischkorn Mediaco AV	Provide Audio and Visual Services	Competition among vendors on a pre-qualification list	\$15,119
Mike McNeney	Provide Writing Services for Government Communications and Public Engagement, Mental Health Communications Branch	Selected vendor from pre-qualification list	\$10,000
Indigenous Perspectives Society	Provide 22 Custom Cultural Perspectives Training Sessions to GCPE Staff; Curriculum Review and Co-facilitation	Selected vendor from pre-qualification list	\$33,000
Harmonesse Service Design Inc.	EfficiencyBC Website Research and Usability Testing	Competition among vendors on a pre-qualification list	\$29,350

Direct Award Contract Policies

Procurement is governed by the *Procurement Services Act* and chapter six of the Core Policy and Procedures Manual www.fin.gov.bc.ca/ocg/fmb/manuals/CPM/CPMtoc.htm.

The Core Policy and Procedure Manual sets out five possible conditions under which ministries are permitted to directly award procurement contracts without a competitive process. The conditions are:

- Where the contract is with another government organization
- When there is only one supplier qualified or available
- When there is an unforeseen emergency
- Where there are security and order concerns
- Or when "the acquisition is of a confidential or privileged nature and disclosure through an open bidding process could reasonably be expected to compromise government confidentiality, cause economic disruption or be contrary to the public interest."

In the case of the direct awards under \$25,000 in the list, Core Policy and Procedures Manual section 6.3.2 (c) (6) states - Any service or construction opportunity, or supply arrangement for the supply of service or construction, with an estimated value of less than \$25,000 should be competed to the extent reasonable and cost-effective.

The competition process would have taken longer than the time GCPE had to procure the services and would not have been timely or cost effective.

Communications Contact: Richelle D. Funk 250-387-3514
Program Area Contact: Dawn Stewart, Raman Dale
File Created: September 21, 2017
File Updated: April 29, 2019

Program Area	Comm. Director	ED/Deputy	Minister's Office
D.S., R.D.	S.Z.		

ADVICE TO MINISTER

<p style="text-align: center;">CONFIDENTIAL ISSUES NOTE</p> <p>Ministry: Finance RECORD OPR: GCPE Finance Date: May 1, 2019 Minister Responsible: Honourable Carole James</p>	<p style="text-align: center;">GCPE: Non-partisan Advertising Standards</p>
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RECOMMENDED RESPONSE:

- The previous government failed to act on recommendations from the auditor general that would ensure government advertising was non-partisan.
- This resulted in a civil lawsuit filed in the BC Supreme Court over how the former government spent its advertising budget.
- As of April 1st, our government implemented the Non-partisan Advertising Standards for reviewing core government advertising.
- With this change, B.C. is taking a leadership role among all the provinces in Canada by implementing strict non-partisan criteria for advertising.
- Government information campaigns with a value over \$250,000 are now being reviewed by an independent third party, Advertising Standards Canada (ASC).
- The new standards will ensure government information campaigns are reviewed against a comprehensive set of non-partisan advertising criteria before advertising is published or broadcast.
- The non-partisan advertising standards:
 - Outline the review process core government advertising must undergo prior to publication or broadcast.
 - Including the application of strict, non-partisan advertising criteria to ensure government advertising is objective, factual and free from partisan bias.
 - Reinforce the role advertising has in informing the public about government policies, programs or services.

IF ASKED: WHO WILL REVIEW BC GOVERNMENT ADVERTISING MATERIAL?

- Advertising Standards Canada (ASC) is Canada's national not-for-profit advertising self-regulatory body and has been conducting

similar independent reviews for the Government of Canada since 2016.

- In B.C., ASC will conduct independent reviews of proposed advertising on a case-by-case basis, against our non-partisan advertising criteria.

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BACKGROUND:

GCPE has implemented Non-partisan Advertising Standards for all core government advertisements. The non-partisan standards will include both internal and external reviews of government information advertising expenditures by ministries under STOB 67 Information Advertising.

The standards were developed following a review of current practices and guidelines in other jurisdictions as well as the recommendations for implementation of non-partisan advertising standards by the Office of the Auditor General and three private member's bills introduced in 2013, 2016 and 2017.

The B.C. government has engaged Advertising Standards Canada (ASC) to conduct two-stage independent third-party reviews against non-partisan advertising criteria for advertising campaigns exceeding \$250,000 (including production and placement costs): at the draft/ creative stage, followed by a final review when creative materials are ready for publication or broadcast.

For information campaigns below \$250,000, an internal review will take place to ensure compliance with the non-partisan criteria.

Advertising of any value must meet all the non-partisan advertising criteria before it can be released for publication or broadcast.

Results from all independent third-party Non-partisan Advertising Reviews will be posted online.

ADVICE TO MINISTER

Exclusions:

Exclusions from the non-partisan advertising review process and criteria include statutory advertising (STOB 68), government employment and recruitment ads and advertising of an urgent public health and/or safety nature.

Partisan advertising and communications undertaken by the Liberal, NDP, or Green Party caucuses is not government advertising and is not subject to this review process.

Advertising Standards Canada:

The estimated cost for ASC to provide this review will be approximately \$33,000 per year. GCPE has also joined the ASC as a member for a total contract amount of \$40,140.

Auditor General:

The jurisdictional review identified several non-partisan advertising review models, some of which included the engagement of the Office of the Auditor General or equivalent in those jurisdictions. The non-partisan advertising standards for the Government of British Columbia takes into consideration the experiences from the jurisdictions including those where the Auditor General has had a defined role.

Re-Pattern Consulting Ltd.:

All direct award contracts are posted monthly to Open Government. All contract awards over \$10K are posted quarterly to Open Government. As part of the Second Quarter releases, the direct award to Re-Pattern Consulting Ltd. was publicly disclosed in November of 2018.

A total of \$45,500 has been directly awarded to Re-Pattern Consulting Ltd., as a third-party vendor, to develop the Non-partisan Advertising Standards, and the not-yet-completed advertising standards framework.

Communications Contact: Richelle D. Funk
Program Area Contact: Kathryn LeSueur
File Created: May 1, 2019
File Updated:

Program Area	ADM / Deputy Minister	Communications Director
K.L.		

GCPE: Non-partisan Advertising Standards

UPDATED May 1, 2019

Table of Contents:

- **Top Questions**
- **Development**
- **Implementation and Process**
- **Advertising Framework**

Top Questions

1. What are the non-partisan criteria that will be used by the ASC?

- These are the Non-partisan Advertising Standards that core government STOB 67 advertisements must meet:
 - The advertising is a reasonable means to inform the public:
 - Of current or proposed government policies, programs or services available to them;
 - Of their rights and responsibilities under the law;
 - To encourage or discourage specific social behaviour in the public interest;
 - Or promote B.C. or any part of B.C. as a good place to live, work, invest, study or visit, or to promote economic activity or sector of B.C.'s economy.
 - It presents information objectively, in tone and content, with facts expressed clearly and accurately, using neutral language.
 - It is free from partisan or party slogans, images, identifiers.
 - It is free from party bias, designation or affiliation
 - It is devoid of any name, voice or image of the premier, a minister or an MLA.
 - The primary colour associated with the governing party is not used in a dominant way.

2. What were these criteria based on?

- These criteria were developed based on:
 - Previous recommendations of the Auditor General
 - Private Member's bills submitted in 2013, 2016 and 2017, and
 - Experience of ASC in conducting similar non-partisan reviews for the Federal Government of Canada.

3. How will the standards work?

- All core government advertising [funded under STOB 67] valued over \$250,000 will now undergo an independent two-stage review:
 - Draft phase – Advertising Standards Canada (ASC) will conduct an initial review to ensure the advertisement meets the Non-partisan Advertising Standards. Any required changes will be made to the advertisement at this stage.
 - Final phase – ASC will conduct a second review of all the creative materials that are considered ready for publication or broadcast to ensure they meet the Non-partisan Advertising Standards.
- Advertising must meet all the B.C. Government's Non-partisan Advertising Standards before it can be released for publication or broadcast.
- ASC's findings will be posted online.

4. How does this new policy make B.C. a leader in non-partisan government advertising in Canada?

- B.C. is the second province to adopt non-partisan advertising standards, joining Ontario.
- Both B.C. and the Federal Government of Canada have engaged Advertisement Standards Canada to conduct independent reviews against strict non-partisan criteria.
- B.C. has also joined ASC to show support for the effective and responsible advertising self-regulation in Canada.

5. What about advertisements that cost under \$250,000?

- All core government advertisements, regardless of estimated cost, will undergo an internal review against the same Non-partisan Advertising Standards to ensure they are non-partisan.
- Internal reviews are also conducted for advertising campaigns over \$250,000 prior to the advertising being submitted to ASC.

8. How much of government advertising will be reviewed by ASC?

- Based on recent years, we estimate that approximately 90% of all core government [STOB 67] advertising expenditures will be reviewed by ASC.
- All advertising, regardless of cost, will be subject to an internal review using the same Non-partisan Advertising Standards that ASC will use.

9. Will ASC reviews be posted prior to the advertisements going into market?

- It's important that information campaigns are not delayed and that the people of B.C. have the information they need on issues such as wildfires and addiction, and programs including child care benefits.
- The reviews will be posted online as soon as possible and without delaying the launch of an information campaign.
- We feel this timeline ensures we meet our obligation to inform British Columbians as well as upholds our commitment to transparency.

10. What kind of advertising will be reviewed?

- The following core government advertising will be reviewed by ASC:
 - Informational advertising (from STOB 67) that a government office proposes to pay to have broadcast, displayed or published in traditional or digital media will be subject to review.
 - This includes print, broadcast, out-of-home (billboards, transit ads), online, social media and direct messaging.

11. Exactly what will the public be able to see from the ASC review?

- We will publish monthly the review sheet provided by the ASC indicating whether the advertising meets or does not meet all the criteria including comments.

12. Are there types of government advertising that won't be subject to the review? If so, why?

- Advertising for government recruitment and employment, advertising to support urgent public health or safety issues, and advertisement of a statutory nature such as marriage commissioner ads and notice of road closures will not be required to undergo a review.

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14. Why did you choose Advertising Standards Canada to do the reviews?

- ASC was selected based on several reasons:
 - ASC is the national not-for-profit advertising self-regulatory body.
 - It is committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation.
 - And ASC has experience conducting similar Non-partisan reviews for the Government of Canada advertising campaigns with budgets of greater than \$500,000 (since 2016).

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20. Will this new process require government funding? Will it lead to an increase in GCPE's budget?

- For both membership in ASC and the non-partisan advertising reviews, it will cost just over \$40,000 for 2019-20.
- The new Non-partisan Advertising Standards will not result in an increased budget for GCPE and can be implemented within existing resources.

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Development

21. What jurisdictions did you look at in developing these standards and the framework?

- Our review of current practices and guidelines in other jurisdictions included the province of Ontario and the Government of Canada, as well as Australia, United Kingdom, New South Wales and New Zealand.

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Implementation & Process

23. When will this policy come into effect?

- The Non-partisan Advertisement Standards came into effect April 1, 2019.

24. Why did it take this long to release the policy to the public? Have you applied it to any campaigns?

- Our initial research work in developing the standards included a review of what other Canadian and international jurisdictions have implemented.
- This review provided examples of processes that would be sustainable by government while also ensuring criteria would be effective.
- After careful consideration, the current process and criteria were selected as they both ensure that advertising was reviewed against stringent criteria but also under a cost-effective and sustainable model.
- During the development phase of the Non-partisan Advertising Standards, several advertising materials were reviewed to help refine the criteria and process.
- The insights and experience of ASC was invaluable in developing the final Non-partisan Advertising Standards.

25. Who will be responsible for providing ASC with the advertisements to review?

- Government Communications and Public Engagement (GCPE) will manage the relationship with ASC and will undertake both the internal reviews and the coordination of external reviews.

26. How long will the review take?

- External reviews will be conducted within three business days from submission to ASC.
- This will allow enough time for ASC to conduct a thorough review against the Non-partisan Advertising Standards without impacting the government's ability to provide timely information to citizens.

27. What will government do if it disagrees with a review by Advertising Standards Canada?

- No advertisement will be made public if it is not deemed to meet the Non-partisan Advertising Standards.
- Government will rework creative drafts until they are reviewed and determined as non-partisan by ASC.
- If during the review process a disagreement arises between GCPE and ASC on the application of the non-partisan advertising criteria and/or the results of the non-partisan review, the matter will be jointly referred to GCPE's deputy minister and ASC's president for resolution.

28. If a member of the public feels an ad is partisan, what avenue do they have to challenge it?

- If a member of the public has a complaint about a government policy, program or service, it can be directed to the ministry responsible for the program.
- A member of the public can bring a complaint directly to GCPE for government advertisement with expenditures less than \$250,000 that have been internally reviewed by GCPE. GCPE will respond to the complain after consultation with the ministry responsible for the program.
- A member of the public can bring a complaint directly to GCPE for government advertisement with expenditures greater than \$250,000 that have been reviewed by ASC. GCPE will handle the complain and response following consultation with ASC.
- If any complaint brought to a ministry or GCPE falls under the Canadian Code of Advertising Standards, it will be forwarded directly to ASC. ASC will respond to the complaint through its consumer complaint adjudication process.

29. How long is the relationship with ASC and will it be renewed?

- The initial contract with ASC is for one-year and both parties will meet prior to the completion of the term of the agreement to negotiate a potential extension.

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Government of British Columbia

Non-partisan Advertising Review Criteria	Meets	Does Not Meet	Comments
1. Informs, encourages and promotes <p>The advertising is a reasonable means to achieve one or more of the following goals:</p> <ul style="list-style-type: none"> a. Informs the public of current or proposed B.C. government policies, programs or services available to them; b. Informs the public of their rights and responsibilities under the law; c. Encourages or discourages specific social behaviour, in the public interest; or, d. Promotes British Columbia or any part of British Columbia as a good place to live, work, invest, study or visit, or promotes any economic activity or sector of British Columbia's economy. 			
2. Objective, factual and engages <p>The advertising presents information objectively, in tone and content, with facts expressed clearly and accurately, using neutral language and the advertising achieves one or more of the following goals:</p> <ul style="list-style-type: none"> a. Points to, or provides information on, B.C. government policies, programs or services; b. Engages the public, providing an opportunity to interact or comment; or, c. Contains reliable and verifiable information and/or data to support the advertising message(s). 			
3. Free from partisan slogans, images and identifiers <p>Examples include, but are not limited to, slogans used on political party materials, websites and social media accounts (e.g. URLs, links, #Hashtags) or publications.</p>			

Non-partisan Advertising Review Criteria

4. Free from partisan bias or party affiliation

Messages must:

- a. be neutral;
- b. not be self-congratulatory (e.g. referencing the accomplishments or actions of any political party); or,
- c. not give the general impression or appear to promote political party interests (taking into consideration, among other matters, the timing of the message, the audience at which it is aimed, and the overall environment in which the message will be communicated).

5. Devoid of any name, voice or image of a current or past minister, or member of the legislature

This extends to titles such as "Premier", "Minister", or "MLA".

6. Colour of the governing party not used in a dominant way

The primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour.

Does not apply to:

- a. Items that commonly depict the Province of British Columbia (e.g. blue, red or gold in the Provincial Coat of Arms or Provincial flag);
- b. Branding of the word "British Columbia" in communications products and activities for events and celebrations; or
- c. B.C. government assets.

Meets

Does Not Meet

Comments

ADVICE TO MINISTER

CONFIDENTIAL
ISSUES NOTE

Ministry: Finance

RECORD OPR: GCPE Finance

Date: February 15, 2018

Updated: May 2, 2019

Minister Responsible: Honourable Carole James

GCPE:
Advertising
2019-20

RECOMMENDED RESPONSE:

- Our government is working on solutions to real problems that people are facing.
- We are making historic investments in child care and housing throughout our province and investing in infrastructure such as schools and hospitals.
- Our communications are focused on making sure people have information on the programs and services that will benefit them.
- Some programs require people to apply for them, like the new affordable child care benefit.
- We are also providing British Columbians with information on how they can benefit from CleanBC with individual actions such as retrofits for home renovations and available incentives for zero-emission vehicles.
- Sharing information with people who will benefit is part of good government and our commitment to working for people.

IF ASKED ABOUT: WHY DID GCPE SPENT MORE THAN ITS BUDGETED \$9.2 M FOR FISCAL 2018-19?

- Government has an obligation to ensure the people of B.C. have the information they need to keep themselves and their loved ones safe.
- GCPE spent an additional \$3.2 million in 2018-19 to support cannabis public education and awareness, and to help stop opioid overdoses and drug-use stigma.
- These issues touch the lives of people and every community in our province — that is why we made sure the people of our province had the information they needed.

- As of April 1, 2019, our government implemented the Non-partisan Advertising Standards for reviewing core government advertising.
- With this change, B.C. is taking a leadership role among all the provinces in Canada by implementing strict non-partisan criteria for advertising.
- Government information campaigns with a value over \$250,000 are now being reviewed by an independent third party, Advertising Standards Canada (ASC).
- The new standards will ensure government information campaigns are reviewed against a comprehensive set of non-partisan advertising criteria before advertising is published or broadcast.
- The non-partisan advertising standards:
 - Outline the review process core government advertising must undergo prior to publication or broadcast.
 - Including the application of strict, non-partisan advertising criteria to ensure government advertising is objective, factual and free from partisan bias.
 - Reinforce the role advertising has in informing the public about government policies, programs or services.

IF ASKED: WHAT ARE THE PROPOSED FISCAL 2019-20 CAMPAIGNS:

1. Public health and safety:

- **Wildfire prevention:** The campaign will start in May 2019 and will continue to inform British Columbians about how to prevent wildfires through safe disposal of cigarettes and safe use of off-road vehicles in the backcountry – and how to report wildfires.
- **Cannabis public education (Get Cannabis Clarity):** We have advertised on peoples' responsibilities and rights during the legalization

ADVICE TO MINISTER

period, and their obligations to not use cannabis and drive. This year, we will continue with that messaging and anticipate adding new public information around cannabis edibles.

- **Opioid crisis:** We are coming off a campaign aimed at tackling stigma and encouraging people to seek help when they think a friend or family member is at risk. We'll be launching new advertising this year in support of government's ongoing action to reduce opioid addictions and deaths.

2. Making life affordable for British Columbians:

- **Affordable Child Care Benefit:** Our government is proud that we're making child care more affordable and available for more BC families. A major part of this is our Affordable Child Care Benefit, which is saving families thousands of dollars each year on their child care costs. While the Fee Reduction program is automatic for parents of children in licensed care, the Affordable Child Care Benefits requires registering for benefits. We are looking at ways to get the word out to families, and that includes social, digital and broadcast advertising.
- **CleanBC rebates:** With the threat of climate change becoming worse with each passing year, and the damage it causes becoming more evident, our government introduced our CleanBC climate plan in December 2018. We also want to make it more affordable for British Columbians to be part of the solution, that's why we have offered incentives and rebates for British Columbians who want to go electric with their car choice and who want to make their homes more energy efficient, saving them money and costing them less to heat. We will let British Columbians know about these rebates through online and broadcast advertising.

3. Making life better:

- **WorkBC:** With the nature of work becoming more complex and technology based, there is an increasing demand for higher skill levels for BC workers. With our WorkBC advertising, in partnership with the federal government, we're expanding awareness of the opportunities British Columbians have to gain new skills, improve the skills they have, and connect with employers who are desperately looking for highly skilled workers.

- **Foster families:** Last year, we delivered a public awareness campaign that has helped generate more interest among people about becoming a foster family. We hope to build on that success this year, and make sure more children and youth are welcomed into a loving, stable home.
- **Info for Renters:** As part of our 30-point housing plan, we are making life better and more secure for renters in B.C. Our changes range from capping rent increases to the rate of inflation to providing better protections from renovictions. It is essential that we communicate these improvements to renters, so they have a better idea of the extent of their rights.

KEY FACTS REGARDING THE ISSUE:

GCPE Advertising Budgets by Fiscal:

Fiscal 2019-20:

The proposed 2019-20 budget for government advertising is estimated at \$10.065 million:

- \$308,000 allocated to the Offices of the Legislature, such as Elections BC, Office of the Ombudsperson, and the Representative for Children and Youth.
- \$780,000 allocated to the Public Service Agency (PSA).
- Almost \$9 million on various information campaigns.

Various information campaigns planned for fiscal 2019-20 include:

- Expanding the StopOverdoseBC campaign and the anti-stigma messaging by reaching multicultural communities. Establishing partnerships with WorkSafe BC and the B.C. Restaurant & Food Services Association.
- With the legalization of cannabis in October of 2018, continue a general awareness campaign about the health and safety risks regarding consumption of cannabis and the risks and consequences of drug-affected driving. Ensuring British Columbians are familiar with provincial regulations when they come into force.
- The WorkBC campaign is an important tool that helps people get information on labour market programs, skills training, employment opportunities and more. And directs British Columbians to a website with information they need to take steps towards a fulfilling future that will help us grow a sustainable economy in B.C.

The total costs of individual information campaigns will be reported as part of Public Accounts once all expenditures are finalized.

ADVICE TO MINISTER

Total government spending on all advertising, including informational advertising and allocations for Offices of the Legislature (STOB 67):

Budget Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Total government informational advertising spending amount	\$6 m.	\$9 m.	\$16 m.	\$8.9 m	Estimated at \$9.2 m * Actual spend: \$12.4 m**	Est. \$9 m.*

*Proposed budget.

**Actual spending will be released as part of Public Accounts.

In progress and proposed information campaigns for 2019-20 fiscal:

Campaign	Run time	Estimated budget (budget funding source)	Outside agencies involved	Media
Wildfire Prevention	May to Sept.	\$1.2 million (GCPE)	Camp Pacific	TV, Radio and Digital
Cannabis public education and awareness information campaign	Year round	\$1.2 million (GCPE)	Captus Advertising	All
Opioid Crisis – continuation of campaign	Summer 2019 to Spring 2019	\$2.3 million (MH)	Traction Creative Communications	All
CleanBC	May 2019	\$1.4 million (GCPE)	Now Communications	TV and Digital
WorkBC	Year round	\$1 million (AEST) Federal Gov't funding via Labour Market Development	Traction Creative Communications	All
Buy BC	Year round	\$800,000 (AGRI)	Trapeze Communications	Digital, Print and Out of home
Action for Renters	June to September	\$450,000 (GCPE)	Point Blank Creative	TV and Digital
Speculation and Vacancy Tax information campaign	April 2019 Jan to March 2020	\$650,000 (FIN)	Trapeze Communications	
TOTAL In-progress and proposed		\$ 9 million		

Fiscal 2018-19:

The proposed 2018-19 budget for government advertising was estimated at **\$9.2 million**. The estimated spend is approximately **\$12.4 million**.

IMPORTANT NOTE: The additional **\$3.2 million** was allocated to the Cannabis Public Education and Awareness campaign and overdose/anti-stigma campaigns.

The total costs of individual information campaigns for fiscal 2018-19 will be reported as part of Public Accounts once all expenditures are finalized.

Completed Information campaigns from last fiscal (2018-19):

Campaign	Run time	Estimated budget (budget funding source)	Outside agencies involved	Media
Wildfire	July to Sept	\$1 million (GCPE)	Camp Pacific	TV, radio and various digital channels
Cannabis public education and awareness information campaign	October 2018 to March 2019	\$2.5 million (GCPE and PSSG) Cannabis Secretariat	Grey Vancouver and Captus Advertising	TV, out of home, and various digital channels
Opioid Crisis – continuation of campaign	June 2018 to March 2019	\$2 million (MH)	Traction Creative Communications	TV, radio, out of home, print and various digital channels
WorkBC	Jan. to March 2019	\$1.1 million (AEST) Federal Gov't funding via Labour Market Development		Print, radio, out of home and various digital channels
Budget 2019	March 11-31, 2019	\$990,500 (FIN)	Now Communications and Captus Advertising	TV and various digital channels
CleanBC	December 2018 to March 2019	\$1.470 million (GCPE)	Now Communications	Tv and various digital channels
Speculation and Vacancy Tax information campaign	Jan to March 2019	\$650,000 (FIN)	Trapeze Communications	Print, radio and digital
Buy BC	June to December 2018	\$600,000 (AGRI)	Trapeze Communications	Print and out of home
Post-Budget 2018 - Housing	April 2018	\$133,000 (GCPE)	Now Communications, Trapeze Communications and Captus Advertising	TV

ADVICE TO MINISTER

Foster Families and Adoption recruitment	June 2018 to March 2019	\$500,000 (CFD)	St. Bernadine Mission Communications	Print, radio and digital
Oil Spill Response	April 2018	\$67,000 (GCPE)	Point Blank Creative	On-line channels
Adult Basic Education	August 2018 to October 2018	\$325,000 (AEST)	Point Blank Creative	Various digital channels
Child Care	May 2018 and September to October 2018	\$1.025 million (GCPE)	Trapeze Communications, Captus Advertising and Strategic Communications	Strategic, creative and research costs. A media mix of radio and digital.
TOTAL 2018-19 completed campaigns		\$12.4 million		

Communications Contact: Richelle D. Funk
 Program Area Contact: Kathryn LeSueur
 File Created: Feb. 15, 2018
 File Updated: May 2, 2019

Program Area	ADM / Deputy Minister	Communications Director
K.L.	R.G. N.P.	

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Finance

RECORD OPR: GCPE Finance

Date: December 20, 2017

Update: May 2, 2019

Minister Responsible: Hon. Carole James

GCPE - Advertising and Advertising Research Services – RSO Procurement

ADVICE AND RECOMMENDED RESPONSE:

- GCPE has selected 16 firms to provide government with advertising and research services after a competitive bid process known as 'Request for Standing Offer'.
- Since January 1, 2018, all of the 10 ten firms on the Standing Offer list for advertising services have been engaged for government work.
- Standing Offers are a more effective, efficient and timely method for government to get communications services.
- The 'Request for Standing Offer' process pre-screens firms and creates a list of available contractors based on criteria such as past portfolios, pricing and qualifications.
- Government only enters into a contract with a firm if and when a project is awarded.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.
- Agencies support GCPE's role in providing British Columbians with important information about the programs and services they rely on.

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Key Facts Regarding the Issue:

GCPE posted a Request for Standing Offer (RSO) on BC Bid on Oct. 17, 2017 for advertisement and research services. It closed on Nov. 14, 2017. Proposals for both services were evaluated the week of Dec. 5, 2017.

Advertising Services:

18 proposals were received that met the mandatory requirements for advertising services. Ten advertising agencies were selected to provide advertising services to the Province:

1. Camp Pacific, L.P.
2. Captus Advertising Ltd.
3. DDB Canada
4. Grey Vancouver
5. NOW Communications Group Inc.
6. Point Blank Creative Inc.
7. Saint Bernadine Mission Communications Inc.
8. Suburbia Studios
9. Traction Creative Communications
10. Trapeze Communications Inc.

Advertising Research:

11 proposals were received that met the mandatory requirements for advertising research. Six advertising research firms were selected to provide advertising research services to the Province:

1. Environics Research
2. Insights West
3. Ipsos Public Affairs
4. R.A. Malatest and Associates Ltd.
5. Strategic Communications Inc.
6. Viewpoints Research Ltd.

Standing Offers:

The Standing Offer arrangement was identified in consultation with Procurement Services within the Ministry of Citizens' Services as the best way to secure advertising, marketing and research services. With a Standing Offer arrangement, GCPE can either choose the best-suited firm for a specific project or ask all firms to submit proposals and quotes (timelines permitting). The arrangement also allows GCPE to split large projects between firms in order to utilize various agency specialties.

Communications Contact:	Richelle D. Funk	250 387-3514
Program Area Contact:	Kathryn LeSueur	778 698-8674
	Ralph Keenan	250 387-7328

File Created: Dec. 19, 2017

File Updated: May 2, 2019

File Location:

Program Area	Comm. Director	Deputy	Minister's Office
R.K., K.S., R.G.	D.C.		

ADVICE TO MINISTER

<p>CONFIDENTIAL GCPE-FIN ISSUE NOTE</p> <p>Ministry of Finance RECORD OPR: Date: April 8, 2019 Minister Responsible: Carole James</p>	<p>GCPE and contracts with Strategic Communications</p> <p>Various FOIs</p>
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RECOMMENDED RESPONSE:

- Our government is working on solutions to real problems that people are facing.
- And British Columbians have told us very clearly - they want government to talk with them before bringing in new policies.
- Government Communications and Public Engagement uses third-party firms to provide specialized communication services that help ensure all British Columbians are able to connect with the programs they rely on.
- Advertising agencies and research firms used by Government Communications and Public Engagement are selected through a competitive bid process.
- These companies are selected based on availability, capacity, previous history with similar work, areas of expertise and value.
- For the period of September 1, 2018 to February 27, 2019, Strategic Communications, was awarded 6 contracts with an estimated total of \$643,000.
- A part of good government is ensuring the people of B.C. are informed about what actions government is taking and how they can benefit from the programs and services available to them.

If Asked: How was the outside ad agency selected?

- GCPE has a Standing Offers list that was established through a transparent and competitive process.
- All advertising agencies and research firms on the Standing Offers list had the opportunity to submit a bid for this work.
- Strategic Communications was selected after a competitive bid process.

If asked: Why does GCPE using Standing Offers?

- **Standing Offers are a more effective, efficient and timely method for government to get communications services.**
- **Government only enters into a contract with a firm if and when a project is awarded.**

BACKGROUND:

GCPE FOI 2019-91157 requested: "Similar to GCP-2018-83647, copies of all completed GCPE Work Order Request – Draw Down Form – with Strategic Communications. (Date Range for Record Search: From September 1, 2018 to February 26, 2019)"

GCPE FOI 2019-91134 requested: "Similar to GCP-2018-82656, copies of all completed Communications Project Approval forms from April 10, 2018 to February 27, 2019."

Provided records show that during this period Strategic Communications was awarded:

- 6 contracts.
- With a total value of: \$642,746.50

Final contract amounts will be released as part of Public Accounts.

Date on Work Order	Brief Description	Contract Value includes GST
Aug 3 to Sept 28, 2018	Work Order 1932 – Clean BC - 20 focus groups provincewide for research for policy development for Climate and Economy	\$ 279,961.50
Sept. 11 to Oct. 11, 2018	Work Order 1942 – Clean BC - Additional 4 in person Focus Groups to support policy development on Climate and Economy (Vancouver and Kamloops)	\$ 49,476.00
Oct. 26 to Nov. 30, 2018	Work Order 1959 – Clean BC - Additional 4 in person Focus Groups to support policy development on Climate and Economy (Metro Vancouver and Prince George)	\$ 49,812.00
Jan. 18 to March 31, 2019	Work Order 1978 Clean BC Telephone Town Halls – up to 5 Telephone Town Halls	\$ 144,680.00
Jan. 23 to March 31, 2019	Work Order 1981 Clean BC - Provincewide on-line survey to refine and explore insights on climate and economy branding and communications and policies to inform and guide strategic advertising initiatives.	\$ 101,345.00
Feb. 12, 2019	Work Order 1982 Budget 2019 Focus Groups – two focus groups in Vancouver to test creative concepts.	\$ 17,472.00
	TOTAL contracts between Sept 1, 2018 to Feb. 27, 2019	\$ 642,746.50

Services provided by Strategic Communications through these contracts included communications work such as citizen-based research and conducting provincewide telephone town halls.

This work supported government priorities such as Budget 2019 and the Clean BC program.

Standing Offers list:

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The Standing Offer arrangement was identified in consultation with Procurement Services within the Ministry of Citizens' Services as the best way to secure advertising, marketing and research services. With a Standing Offer arrangement, GCPE can either choose the best-suited firm for a specific project or ask all firms to submit proposals and quotes (timelines permitting). The arrangement also allows GCPE to split large projects between firms in order to utilize various agency specialties.

Other government ministries access advertisement services through GCPE's Standing Offer list.

Communications Contact:	Richelle D. Funk	250 387-3514
Program Area Contact:	Robb Gibbs	778 698 7469
File Created:	March 25, 2019	
File Updated:	April 8, 2019	

Program Area	Comm. Director	Deputy	Minister's Office

ADVICE TO MINISTER

**CONFIDENTIAL
GCPE-FIN ISSUE NOTE**

Ministry of Finance
RECORD OPR:

Date: April 10, 2019

Minister Responsible: Carole James

Clean BC Information Campaign

RECOMMENDED RESPONSE:

- Our government is working on solutions to real problems that people are facing.
- And British Columbians have told us very clearly - they want government to talk with them before bringing in new policies.
- From August to March, we reached out to thousands of British Columbians to talk with them about this new environmental policy.
- The CleanBC plan puts our province on the path to a cleaner, better future – with a low-carbon economy that creates opportunities for all while protecting our clean air, land and water.
- Our campaign provides British Columbians with information on how they can benefit from CleanBC with individual actions such as retrofits for home renovations and available incentives for zero-emission vehicles.
- People can also learn about new training programs that will help them develop, build and maintain clean tech and equipment across many sectors.
- It's important to support a provincewide information campaign to ensure people in B.C. understand the role CleanBC is helping to support a low-carbon economy.

If Asked: What will you spend on this information campaign?

- To date, approximately \$1.4 million has been spent on this information campaign:
 - \$167,000 to Now Communications for strategic development and production of creative materials for the campaign.
 - \$229,500 to Jungle Media for the media buy on various digital platforms such as Facebook, Instagram, Twitter and YouTube.

- \$352,000 to Vizeum Canada for the media buy in daily and community newspapers and on local radio stations.
- \$621,000 to Stratcom Communications for policy research, focus groups and four provincewide telephone town halls.
- \$82,500 to various suppliers providing website, translation and communication services.

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If Asked: How were the outside ad agencies selected?

- GCPE has a Standing Offers list that was established through a transparent and competitive process.
- All agencies on the Standing Offers list had the opportunity to submit a bid for this work.
- All agencies selected to work on Clean BC were selected after a competitive bid process.
- Agencies were selected based on availability, capacity, previous history with similar work, areas of expertise and value.

If asked: Why does GCPE using Standing Offers?

- Standing Offers are a more effective, efficient and timely method for government to get communications services.
- Government only enters into a contract with a firm if and when a project is awarded.

BACKGROUND:

An information campaign to support the new Clean BC program was launched Dec. 5, 2018 and continued until March 31, 2019.

Cost of Clean BC information campaign:

ADVICE TO MINISTER

The estimated total cost of the information campaign to date is \$ 1.4 million

- \$167,000 to Now Communications for the development of creative.
- \$581,500 to Vizeum and Jungle Media for the media buy.
- \$621,000 to Stratcom Communications for research and supporting engagement opportunities.

Research plan:

Dates	Research method	Outcomes
Aug. 23 to Sept. 28, 2018	20 focus groups	20 focus groups in 5 different regions of BC reaching out to over 200 British Columbians in Vancouver, Nanaimo, Kamloops, Prince George and Victoria. 4 online groups targeting British Columbians living in Northern BC and the Kootenays.
Sept. 11 to Oct. 11, 2018	4 additional focus groups	4 additional focus groups in Metro Vancouver and Kamloops.
Oct. 26 to Nov. 30, 2018	4 additional focus groups	4 additional focus groups in Metro Vancouver and Prince George.
Jan. 18 to March 31, 2019	4 provincewide telephone town halls	4 telephone town halls to discuss Clean BC. Nearly 13-thousand British Columbians participated in the telephone town halls from the Lower Mainland, Northern and Interior, and the Sunshine Coast and Vancouver Island.

Media plan:

Dates	Media	Advertising
Dec. 5, 2018 to Feb. 21, 2019	Various digital and social media platforms	Various digital and social media assets
Feb. 22 to March 27, 2019	Radio and print	1 x 30-second ad on various radio stations in select regions informing people about a telephone town hall in their region. Print ad in various community and daily newspapers informing people on how to participate in a telephone town hall in their region.

Standing Offers list:

The Standing Offer arrangement was identified in consultation with Procurement Services within the Ministry of Citizens' Services as the best way to secure advertising, marketing and research services. With a Standing Offer arrangement, GCPE can either choose the best-suited firm for a specific project or ask all firms to submit proposals and quotes (timelines permitting). The arrangement also allows GCPE to split large projects between firms in order to utilize various agency specialties.

Other government ministries access advertisement services through GCPE's Standing Offer list.

Communications Contact:	Richelle D. Funk	250 387-3514
Program Area Contact:	Robb Gibbs	778 698 7469
File Created:	Dec. 6, 2018	
File Updated:	April 10, 2019	

Program Area	Comm. Director	Deputy	Minister's Office

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Finance

RECORD OPR: GCPE Finance

Date: May 10, 2018

Updated: May 10, 2018

Minister Responsible: Honourable Carole James

GCPE: Management of personal information under FOIPPA

RECOMMENDED RESPONSE:

- Ensuring the public's information is kept safe is of the utmost important.
- Any information gathered by the province strictly adheres to privacy rules.
- Personal information collected by GCPE is only used for the purpose it is intended for.
- The Ministerial Order is fully compliant with the requirements of FOIPPA. The OIPC reviewed the Order on October 17, 2017 and had no concerns.
- The Ministerial Order of February 2018 did not grant GCPE any new or additional powers with respect to the gathering and use of personal information.

KEY FACTS REGARDING THE ISSUE:

During Estimates on April 27, 2018, Opposition member Mike De Jong, MLA raised questions related to Ministerial Order M080 (attached) which designates Government Communications and Public Engagement (GCPE) as a common program under the *Freedom of Information and Protection of Privacy Act* (FIOPPA).

During Estimates on May 7, 2018, Opposition member Mike De Jong raised questions about a "Digital Strategy" GCPE proposed to create awareness about the 2017 Speech from the Throne.

Questions raised by the Opposition:

- Does the Ministerial order give GCPE broader authorities than previously existed?
- Is GCPE now allowed to collect information from any source?
- What personal information does GCPE collect, use and disclose and why?
- Why is government collecting IP addresses?
- Why does the Ministerial Order give GCPE the ability to collect, use and disclose personal information?
- What was the nature of the Throne Speech 2017 Digital Strategy, and what personal information was captured and was it used for any other purpose?

DISCUSSION:

In response, GCPE and the Corporate Information and Records Management Office (CIRMO) prepared both a Question and Answer document for Minister Sims and a letter to MLA De Jong responding to the questions about the Digital Strategy. Both documents are attached.

Question and Answer summary:

- Emphasizes that FOIPPA still applies and that the Ministerial Order does not give GCPE more authority, it simply makes it clear that GCPE activities are a common program under FOIPPA.
- Reinforces that GCPE is governed by FOIPPA in the collection, use and disclosure of personal information.
- Provides real examples of what is meant by collection, use, and disclosure of personal information in various GCPE functions.
- Addresses the collection and use of IP addresses as supporting the operations of government web services and their performance.
- Illustrates the reality of GCPE staff working in ministries to support their strategic communications, correspondence, media relations and issues management.

Letter summary:

- Emphasizes that GCPE has a long-established practice of FOIPPA compliance which includes developing Privacy Impact Assessments (PIA) for new programs, or if substantive changes are made to an existing program with an existing PIA.
- Provides details about the personal information collected as part of the Digital Strategy for the 2017 Speech from the Throne.
- Provides information on corporate PIAs that cover the systems used by the Digital Strategy and the PIA checklists to be completed when those systems are used.
- Identifies an administrative oversight with respect to timeliness of completing the required PIA checklist.

Attachments:

- Ministerial Order 080
- Question and Answer
- Letter from Minister Sims to Opposition Member Mike De Jong

Communications Contact:

Program Area Contact:

David Wrate

File Created:

May 10, 2018

File Updated:

May 10, 2018

Questions and Answers:
Ministerial Order confirming GCPE
as a Common or Integrated Program under FOIPPA

Questions about Ministerial Order No. 080

Q 1 Does this Order give GCPE the authority to collect, use and disclose more personal information than it had before?

No.

This Ministerial Order only confirms that GCPE is a Common Program under FOIPPA, for the purpose of providing the services listed in part 1 for all ministries.

As a common program, GCPE is able to use certain collection and disclosure authorities in the Act when it works together with ministries in an integrated way to deliver services to the public.

The Ministerial Order lists “types of personal information” that can be collected, used, and disclosed to provide transparency about what information is involved in providing these services.

The Ministerial Order does not, itself, authorize the collection, use, or disclosure of personal information. Those authorities are found in sections 26, 27(1)(e), 32, and 33.2(d).

In general, no ministry or public body can collect, use or disclose any personal information unless it is directly related to and necessary for a valid program or activity of the public body. This is enshrined in FOIPPA. The Privacy Impact Assessment required by Core Policies and Procedures ensures that all collections, uses and disclosures of personal information are appropriate and authorized.

Q 2 Can GCPE now collect personal information from any source?

No.

The Ministerial Order does not, itself authorize the collection, use, or disclosure of personal information. Those authorities are found in sections 26, 27(1)(e), 32, and 33.2(d).

In general, no ministry or public body can collect, use or disclose any personal information unless it is directly related to and necessary for a valid program or activity of the public body. The Privacy Impact Assessment process ensures that all collections, uses and disclosures of personal information are appropriate and authorized.

The Order describes the types of personal information that GCPE may collect when it is carrying out the services listed in part 1 of the order. It describes GCPE's existing services; it does not to enable any new activities.

Whenever GCPE begins work on any new program that relies on the common or integrated program authorities, that program would be subject to a Privacy Impact Assessment, which, by law, would be reviewed by government's central privacy office and the OIPC.

Q 3 What is “personal identity information” and why does GCPE need to collect, use or disclose it?

Personal identity information means information such as an individual's name, date of birth or signature.

I cannot speak to the details of GCPE's programs, but as an example I understand through discussion with GCPE staff that GCPE creates stock photo images for use by government programs. Personal identity information such as a name and signature would appear on a photo release form in this context.

Another example would be when GCPE carries out “service design” work on behalf of ministries. This work requires interviews with staff and often members of the public. In that context, an interviewee will sign an opt-in form asking whether they agree to be photographed, or video-recorded as part of the research.

Q 4 Why does GCPE need to collect, use or disclose “demographic information”?

As part of some public engagements, demographic information such as geographic location, age range, or gender are collected in order to understand how the opinions provided represent the population.

Q 5 Why does GCPE need to collect, use or disclose “personal opinions”?

Section 26 of FOIPPA permits a public body to collect, use and disclose personal information such as opinions for the purpose of planning or evaluating a program.

For example, working in partnership with other ministries, GCPE conducts public engagements through the government engagement website govTogetherBC, social media, as well as in person. These engagements ask the public to provide opinions and feedback on specified issues.

In this situation, GCPE collects opinions and feedback, uses them to form the report and then discloses them to the partner ministry for their use. This Order helps GCPE do this work more easily with its partner ministries as they work to improve their programs and services.

Past public engagements on topics such as the Budget 2017, Canada Pension Plan, Distracted Driving and the Liquor Policy review all relied on the opinions of British Columbians to help form policy directions reflecting their views.

Q 6 Why does GCPE need to collect, use or disclose “IP addresses”?

IP addresses are a fundamental component of using the internet. GCPE receives an IP address any time someone visits a BC Government website. This information is used to better understand general user trends at an aggregate level and improve web performance, web services, and website maintenance. This personal information is only

used by authorized staff to fulfill the purpose for which it was originally collected or for a use consistent with that purpose. The Province does not use this data to determine identity unless required to do so as part of an internal investigation or for another enforcement-related purpose, and then, only in compliance with FOIPPA.

GCPE does not disclose IP addresses.

Q 7 The Ministerial Order states that GCPE can collect, use or disclose personal information “that is necessary to respond to or inform British Columbians about issues”. What does this mean and why does GCPE need this information?

Many GCPE communications professionals work directly in ministries where they address strategic communications, correspondence, media relations and issues management. This work often requires that ministry program areas disclose personal information to their GCPE colleagues so they can assist the program areas.

Personal information such as an email or physical address is collected by GCPE when individuals respond to public consultations or when individuals request to be notified of future government consultations.

This would be a good example of “personal information that is necessary to inform British Columbians about issues”.

Additionally, when a ministry receives correspondence from an individual, GCPE often works with the ministry to formulate and provide a response. To do this, GCPE must collect the relevant personal information contained in the correspondence, which could include the individual’s contact information, and details of the issue.

Again, the Order operates in the larger context of FOIPPA which requires that personal information can only be used for the purpose it was originally collected.

Q 8 Why does GCPE need to collect use or disclose “audio recordings, photos or videos” of individuals?

One example would be when GCPE creates stock photo imagery for government. Another is that audio recordings, photos and videos are created during process of service design work or conducting public engagements, media events. In the case of service design or public engagements, these types of records are used to help document the participants opinions for use in the final materials.



May 9, 2019

Ref: 108538

Michael de Jong, QC, MLA
Abbotsford West
Parliament Buildings
Victoria BC V8V 1X4

Dear MLA de Jong:

I am writing in response to the questions you raised during the estimates for the Ministry of Citizens' Services with respect to the webpages associated with the September 2017 Speech from the Throne.

I have consulted closely with staff at Government Communications and Public Engagement (GCPE) and am pleased to provide you with the following information based on those discussions.

The *Freedom of Information and Protection of Privacy Act* (FOIPPA) requires GCPE to conduct a Privacy Impact Assessment (PIA) on any new enactment, system, project, program or activity. The long-established practice at GCPE includes conducting a PIA when a new program is launched, or when substantive changes are made to an existing program for which a PIA was previously completed.

These practices exist to ensure that GCPE complies with its obligations under FOIPPA. Any program or initiative undertaken by GCPE must follow the strict guidelines of FOIPPA. This includes, but is not limited to: providing notification when personal information is collected; safeguarding information that has been collected, including ensuring limited access to the information; and ensuring no more information is collected than is necessary.

The information gathered cannot be used or disclosed for any purpose other than those outlined in the legislation. GCPE's work must comply with FOIPPA.

The specific case you referenced during estimates was related to the BetterBC webpages. GCPE operated the BetterBC webpages beginning on September 8, 2017; the pages were taken off-line in mid-February. The pages were designed to create awareness about the 2017 Speech from the Throne and – through an e-mail sign-up form – give visitors an opportunity to be advised on how they could provide input to the 2018 budget.

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Ministry of
Citizens' Services

Office of the Minister

Mailing Address:
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Michael de Jong, QC, MLA
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The only data captured during this initiative were email addresses. While it was anticipated that the addresses would be used to inform subscribers of a 2018 budget consultation, ultimately that portion of the initiative was not implemented. The email addresses were not used for any purpose or disclosed to any party and have since been disposed of.

A PIA was completed for the content management system used to create the website in question. That PIA contemplated the two-way exchange of information between GCPE and visitors to the website.

As the former Minister responsible for FOIPPA, you will be familiar with these "Corporate PIAs", which require both a one-time general assessment of a tool or process, and then a subsequent "PIA checklist" for a specific application of that tool. This approach streamlines the privacy compliance process by allowing ministries to complete a targeted checklist instead of a full privacy impact assessment each time they use the tool, to confirm privacy compliance.

Because the Corporate PIA applied to this activity, the PIA checklist should have been completed to confirm that the Throne Speech engagement was compliant. In this case, a "PIA checklist" was not completed before the Throne Speech engagement was launched. In spite of this, the initiative was consistent with the requirements of FOIPPA, and the overarching Corporate PIA was in place.

In short, this particular situation was a matter of staff administrative oversight only. We have confirmed that GCPE followed FOIPPA practices for this program.

You raised a concern that GCPE was "collecting information with respect to the Throne Speech and then making use of it with respect to an entirely different activity of government." This statement is incorrect.

In fact, individuals who visited a government webpage seeking information on the Throne Speech were asked whether they wished to receive information on the Budget, and were offered the opportunity to "sign up" by providing their email address. This information was gathered with their knowledge. They were told the purpose of this collection, and any individual who did not wish to provide an email address for this purpose was not obligated to do so in order to receive information on the Throne Speech. This practice is entirely consistent with FOIPPA.

This case was before the Ministerial Orders were signed. Even if GCPE had been confirmed as a "common program" at the time that this initiative was planned and launched, this initiative would not have utilized the "common or integrated program or activity" authorities. Furthermore, as discussed at Estimates, the "common or integrated program or activity" authorities do not apply to the use of personal information by a public body, or to direct collections of personal information from individuals.

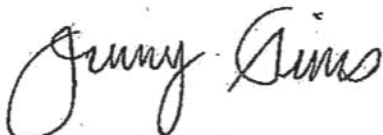
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As discussed in Estimates, the Ministerial Order does not authorize the collection, use, or disclosure of personal information. The Order simply confirms that GCPE is a "common program" for the purposes of FOIPPA. As a common program, GCPE is able to use specific indirect collection and disclosure authorities in the Act when they work with – or on behalf of – other ministries or agencies to deliver services to the public or government. This Order is a fundamental building block towards ensuring the information collected, used and disclosed by GCPE in these circumstances is consistent with privacy principles and authorized by FOIPPA.

I want to acknowledge GCPE's – and all of government's – commitment to a strong culture of privacy and ongoing efforts to meet the requirements of FOIPPA. Ministry of Citizens' Services staff will continue to support all of government's work to meet its requirements under FOIPPA, in particular with respect to PIAs, and to further strengthen its practices through staff awareness and training.

Sincerely,

A handwritten signature in cursive script, reading "Jinny Sims".

Jinny Jogindera Sims
Minister

cc: Evan Lloyd

PROVINCE OF BRITISH COLUMBIA

ORDER OF THE MINISTER OF
CITIZENS' SERVICES

Freedom of Information and Protection of Privacy Act

Ministerial Order No.

I, Jinny Jogindera Sims, Minister of Citizens' Services make the following order under s. 12 (b) of the Freedom of Information and Protection of Privacy Regulation, B.C. 155/2012:

That Government Communications and Public Engagement (GCPE), under the Ministry of Finance, is a common program for the purposes of the *Freedom of Information and Protection of Privacy Act*.

- 1) GCPE is responsible for providing the following services on behalf of the ministries ("Ministries or Ministry"), agencies or offices it serves:
 - a) the provision of a corporate content management framework for government; including web delivery, search functions, analytics, and feedback channels;
 - b) graphic design and maintenance of a photo bank, and accompanying consent/model release forms for government publications;
 - c) planning and implementation of citizen engagement activities;
 - d) service and interface design, related to user experience and citizen interaction;
 - e) advertising and marketing services;
 - f) social media and digital services; and
 - g) organizing provincial government activities to respond to or inform British Columbians about issues and promote awareness of programs, policies and services.
- 2) In order to fulfill its responsibilities as listed above, GCPE may collect, use and disclose the following types of personal information:
 - a) personal identity information;
 - b) demographic information;
 - c) personal opinion;
 - d) IP address;
 - e) personal information that is necessary to respond to or inform British Columbians about issues;
 - f) audio recording; and
 - g) photo or video image.

14th Feb. 2018
Date

Jinny Sims.
Minister of Citizens' Services

(This part is for administrative purposes only and is not part of the Order.)

Authority under which Order is made:

Act and section: Freedom of Information and Protection of Privacy Regulation, Section 12(b)

Other: _____

PROVINCE OF BRITISH COLUMBIA

ORDER OF THE MINISTER OF CITIZENS' SERVICES

Ministerial Order No.

- 3) The objectives and benefits of the services provided by GCPE include:
- a) maintaining a consistent web presence across all ministries to ensure government is connecting with citizens in a clear and effective manner;
 - b) augmenting written and online material produced by government for internal and external audiences;
 - c) providing a large breadth of centrally coordinated citizen engagement approaches for government, inclusive of the Province's demographic and regional diversity;
 - d) delivering enhanced program outcomes, which improve service levels and increase citizen satisfaction when interacting with government; and
 - e) fulfilling government's responsibility to respond to and inform British Columbians about issues, services, programs and policies that they and their families depend upon or may benefit from.
- 4) The roles and responsibilities of the ministries served by GCPE include:
- a) managing the types of information shared in the public space;
 - b) safeguarding the information collected through gov.bc.ca feedback mechanisms;
 - c) complying with GCPE-mandated format and presentation;
 - d) participating in the governance of the content management framework as it pertains to information architecture and content design;
 - e) providing subject matter expertise and contributing content to any materials prepared for public consumption;
 - f) assisting GCPE in the planning, design, communication, marketing and reporting of engagement activities;
 - g) reviewing, providing feedback and approving deliverables;
 - h) performing analysis on information compiled through citizen engagement;
 - i) implementing service design strategy;
 - j) collaborating with GCPE on advertising initiatives to establish how best to inform the public on a particular government priority, policy, program or service; and
 - k) promoting services and programs through social media platforms, video, and photos.
- 5) This order is effective as of February 14, 2018.