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# Gaps



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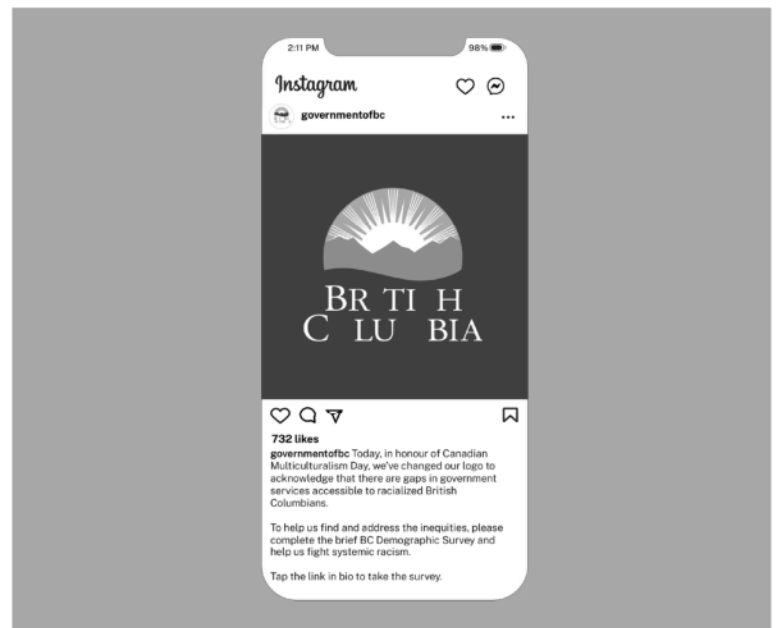
## Concept

**Tuesday, June 27, 2023 is Canadian Multiculturalism Day.**

What if the B.C. Government changed their logo to a “gapped” version on June 27, on all channels. From Instagram and Twitter profiles to the gov.bc.ca website.

It would be a bold move to get attention from the public and press—a great way to inexpensively highlight the survey and the ARDA, and extend our reach with a modest promotional budget.

Posts on each channel would explain why the logo has gaps in it and encourage people to take the survey.



## Logo takeover

### Social channels



**BC Government News**

@BCGovNews

Government of British Columbia providing you with current news & info.  
Stay Connected: [gov.bc.ca/connect](http://gov.bc.ca/connect) – Collection Notice: [news.gov.bc.ca/23589](http://news.gov.bc.ca/23589)  
British Columbia, Canada [news.gov.bc.ca](http://news.gov.bc.ca) Joined November 2009

762 Following 179.7K Followers

Followed by Vancouver Police, Shaw Communications, and 2 others you follow

Tweets      Replies      Media      Likes

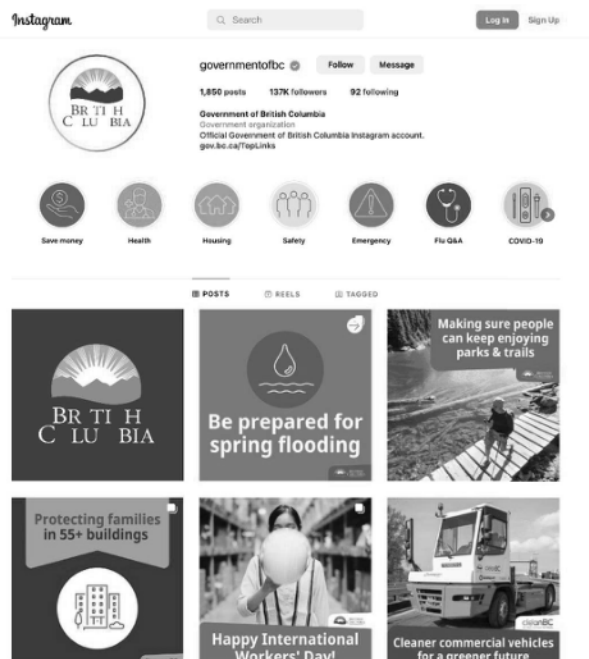
 Pinned Tweet



**BC Government News** @BCGovNews · 23h ...

Today, in honour of Canadian Multiculturalism Day, we've changed our logo to acknowledge that there are gaps in government services accessible to racialized British Columbians. To help us find and address the inequities, please complete the brief BC Demographic Survey and do your part to fight systemic racism.

Take the survey at [antiracism.gov.bc.ca](http://antiracism.gov.bc.ca)



Logo takeover  
Government website







The “gapped” logo works in display,  
print and poster ads too, providing an  
easy-to-grasp message that may cause  
readers to do a double take.

Display



BRITISH  
COLUMBIA


Help us address gaps in  
B.C. government services



BRITISH  
COLUMBIA


to fight systemic racism  
and make B.C. more  
inclusive for all.

Take the BC  
Demographic Survey [→](#)



BCStats

Poster





BRITISH  
COLUMBIA


**Help us address gaps in B.C. government services.**

**The BC Demographic Survey will help make  
B.C. more equitable and inclusive for all.**

By collecting demographic information, we can  
identify inequalities in government services,  
then make changes to ensure programs meet  
the needs of all British Columbians. We need  
everyone to participate.

Take the survey at [antiracism.gov.bc.ca](https://antiracism.gov.bc.ca)  
or scan the QR code.





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# Shareable content kit



Shareable content kit  
Key facts and backgrounders

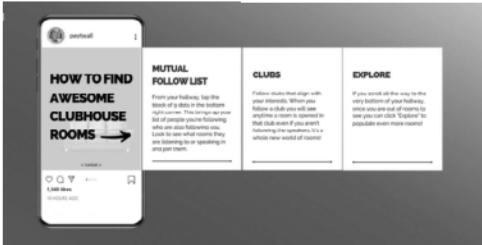
To address the research findings that much of our audience is not aware of the Anti-Racism Data Act or the survey, we'll produce a series of shareable social posts for stakeholders to share with their audiences.

To provide background about the Act, the survey, and the importance of everyone participating.

Topics could include:

- What is the Anti-Racism Data Act?
- What is the BC Demographic Survey?
- What is systemic racism?
- How can a survey address racism in B.C.?
- Who should complete the BC Demographic Survey?

Reference



### What is the Anti-Racism Data Act?



### What is the Anti-Racism Data Act?

Introduced by the B.C. Government on May 2, 2022, the ARDA has several goals:


- Breaking down barriers for people to access programs
- Ensuring racialized people aren't disproportionately targeted
- Improving programs and services so more people feel safe getting the help they need

### What is the Anti-Racism Data Act?

The ARDA was informed by engagement with more than 13,000 British Columbians, including Indigenous Peoples, racialized communities and stakeholders such as the B.C. Human Rights Commissioner, First Nations Leadership Council, the BC Association of Aboriginal Friendship Centres and Métis Nation BC.

### Help fight systemic racism and make B.C. more inclusive for all.

Take the BC Demographic Survey at [antiracism.gov.bc.ca](https://antiracism.gov.bc.ca)



## Kelch, Kyla GCPE:EX

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**From:** Thomas, Vivian P GCPE:EX  
**Sent:** May 9, 2023 10:47 AM  
**To:** Jones, JJ GCPE:EX; Kelch, Kyla GCPE:EX; Grewal, Preet GCPE:EX  
**Cc:** Berndt, Eric GCPE:EX; D'Costa, Harriet GCPE:EX  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

MLB approves. Flexible on timing for weekly meeting – it's easier now that House is almost over.

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**From:** Jones, JJ GCPE:EX <JJ.Jones@gov.bc.ca>  
**Sent:** Tuesday, May 9, 2023 10:46 AM  
**To:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Grewal, Preet GCPE:EX <Preet.Grewal@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; D'Costa, Harriet GCPE:EX <Harriet.DCosta@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Thank you! Maybe Wednesdays for weekly check in? that way we can follow up on any items from the Tuesday coms meeting? Or Monday so we have our ducks in a row for the same? But open to any day that works for folks

---

**From:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Sent:** Tuesday, May 9, 2023 10:45 AM  
**To:** Grewal, Preet GCPE:EX <Preet.Grewal@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Cc:** Jones, JJ GCPE:EX <JJ.Jones@gov.bc.ca>; Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; D'Costa, Harriet GCPE:EX <Harriet.DCosta@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Hi there, just following-up on MO approvals.

Also proposing a weekly GCPE check-in on this file. Let me know if there's a time that works best for you.

Thank you,  
Kyla

---

**From:** Grewal, Preet GCPE:EX <Preet.Grewal@gov.bc.ca>  
**Sent:** Monday, May 8, 2023 12:36 PM  
**To:** Lansdell, Hayden CITZ:EX <Hayden.Lansdell@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Assaf, Kathleen CITZ:EX <Kathleen.Assaf@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>

**Cc:** D'Costa, Harriet GCPE:EX <[Harriet.DCosta@gov.bc.ca](mailto:Harriet.DCosta@gov.bc.ca)>; Jones, JJ GCPE:EX <[JJ.Jones@gov.bc.ca](mailto:JJ.Jones@gov.bc.ca)>; Finn, Heather GCPE:EX <[Heather.Finn@gov.bc.ca](mailto:Heather.Finn@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>

**Subject:** Re: BC Demographic Survey - Proposed Creative Concept

Yes, I've shared with Haiqa and will go over this with the PS and AG this afternoon.

Get [Outlook for iOS](#)

---

**From:** Lansdell, Hayden CITZ:EX <[Hayden.Lansdell@gov.bc.ca](mailto:Hayden.Lansdell@gov.bc.ca)>

**Sent:** Monday, May 8, 2023 12:34:08 PM

**To:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Assaf, Kathleen CITZ:EX <[Kathleen.Assaf@gov.bc.ca](mailto:Kathleen.Assaf@gov.bc.ca)>; Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>; Grewal, Preet GCPE:EX <[Preet.Grewal@gov.bc.ca](mailto:Preet.Grewal@gov.bc.ca)>

**Cc:** D'Costa, Harriet GCPE:EX <[Harriet.DCosta@gov.bc.ca](mailto:Harriet.DCosta@gov.bc.ca)>; Jones, JJ GCPE:EX <[JJ.Jones@gov.bc.ca](mailto:JJ.Jones@gov.bc.ca)>; Finn, Heather GCPE:EX <[Heather.Finn@gov.bc.ca](mailto:Heather.Finn@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>

**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Thanks for this Kyla,

From my perspective, it looks great and I agree with Preet that is exciting to see this coming together.

Maybe a quick check with @Thomas, Vivian P GCPE:EX and @Grewal, Preet GCPE:EX if they can share with MLB, MNS and PSE.

Hayden

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**From:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>

**Sent:** Friday, May 5, 2023 3:11 PM

**To:** Lansdell, Hayden CITZ:EX <[Hayden.Lansdell@gov.bc.ca](mailto:Hayden.Lansdell@gov.bc.ca)>; Assaf, Kathleen CITZ:EX <[Kathleen.Assaf@gov.bc.ca](mailto:Kathleen.Assaf@gov.bc.ca)>; Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>; Grewal, Preet GCPE:EX <[Preet.Grewal@gov.bc.ca](mailto:Preet.Grewal@gov.bc.ca)>

**Cc:** D'Costa, Harriet GCPE:EX <[Harriet.DCosta@gov.bc.ca](mailto:Harriet.DCosta@gov.bc.ca)>; Jones, JJ GCPE:EX <[JJ.Jones@gov.bc.ca](mailto:JJ.Jones@gov.bc.ca)>; Finn, Heather GCPE:EX <[Heather.Finn@gov.bc.ca](mailto:Heather.Finn@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>

**Subject:** BC Demographic Survey - Proposed Creative Concept

Hi everyone,

I'm excited to share the creative concept for the BC Demographic Survey advertising and shareable content with you. This concept has received support from GCPE executive and the issues team.

Please review the concept and share it with anyone who will need to review it at this stage.

A couple notes to consider:

- This is a concept which will be developed further. There will be refinements to the creative and updates to the copy, etc.
- The pitched PR portion of this campaign is TBD although there is interest in pursuing this in some way

I'm hoping to hear back from you by Tuesday or sooner if possible.  
If you have any questions or concerns, please don't hesitate to reach out.

Thank you,

**Kyla Kelch** (she/her)  
Manager | Advertising & Marketing Services  
Government Communications & Public Engagement  
(T) 250 896-6348 | [kyla.kelch@gov.bc.ca](mailto:kyla.kelch@gov.bc.ca)

*Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples*



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# BC Government Anti-Racism Data Survey

May 17, 2023

**PS&co**  
Brand Studio

*PS&Co operates on the unceded territory of the  
Squamish, Tsleil-Waututh and Musqueam peoples.*

20

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# Postcard & Letterhead



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PS&CO

Postcard  
8.75" x 3.75"



Front

PS&CO

Postcard  
8.75" x 3.75"

### BC Stats invites you to take the BC Demographic Survey.

By choosing to take the survey, you'll be doing your part to improve public services and address systemic racism in B.C. Collecting demographic information will help us identify inequities, to ensure programs meet the needs of all British Columbians. We need people of all backgrounds to participate.



#### Confidentiality

Your information will be collected, protected and kept confidential by BC Stats under B.C.'s Anti-Racism Data Act and Statistics Act. When survey results are published, your responses will be combined with the responses of others so that you **cannot** be identified.

#### Contact

If you need help taking the survey, please call QQQ-QQQ-QQQQ.

### Two ways to take the BC Demographic Survey.

On any computer, tablet or smartphone:



Scan the QR code by opening the camera on your mobile device. Point it at the QR code to access the survey.

OR

Visit [bcstats.apps.gov.bc.ca](https://bcstats.apps.gov.bc.ca) and enter your Household Code. Your code is <<code>>.

**Scan me**

Find the survey in 15 languages:

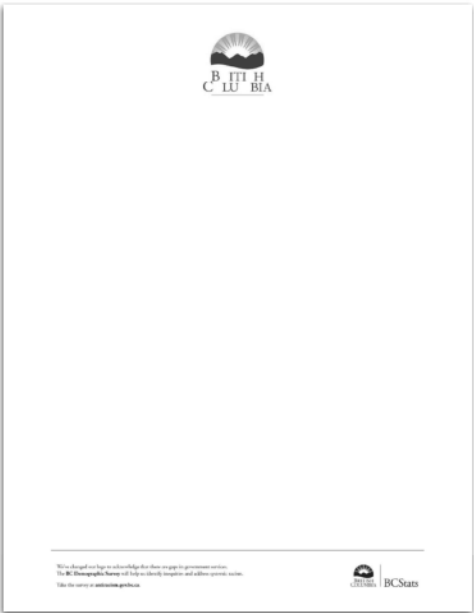
عربي | 简体中文 | 繁體中文 | English | French | ខ្មែរ | 日本語 | 한국어 | Português | ភាសាខ្មែរ | Español | Tagalog | اردو | Tiếng Việt | فارسی

Reverse

PS&CO

**Letterhead**  
8.5x11"

*Right: Overview*  
*Below: Close up of footer*



**PS&CO**

8.5x11" In-situ example



**Indigenous data sovereignty**

This survey was developed and is being delivered in line with the Declaration on the Rights of Indigenous Peoples Act, including the rights of Indigenous Peoples to define themselves and ownership of their data.

**Information security and confidentiality**

Your information will be collected, protected and kept confidential by BC Stats, the province's statistical agency.

The information you provide will be collected under British Columbia's Anti-Racism Data Act and the Statistics Act. BC's Statistics Act requires that all information collected be kept confidential. All BC Stats employees have taken an oath of secrecy. The confidentiality of your survey response is your right and safeguarded by BC Stats.

The information we collect from the survey will be connected to existing information so we can identify systems where people are experiencing barriers or not receiving equitable access.

To learn more about data safety, visit [antiracism.gov.bc.ca/data-safety](http://antiracism.gov.bc.ca/data-safety)

**Thank you**

Thank you for taking time to participate in this important initiative. By taking the survey, you are helping to address racism and create a more inclusive province.

**Mailee Elmore**



Parliamentary Secretary for Anti-Racism Initiatives

**Hayden Lansell**



Assistant Deputy Minister and Director of Statistics, BC Stats, Ministry of Children's Services

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We would appreciate any tips or knowledge for this survey to promote better access. If you have suggestions for how to best or differently engage with various groups, visit [data-safety.antiracism.gov.bc.ca](http://data-safety.antiracism.gov.bc.ca)



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# Thanks!

A stylized hand icon with three fingers extended, positioned to the right of the word "Thanks!".

**Subject:** RE: BC Govt Homepage  
**Date:** Thursday, June 15, 2023 at 11:33:00 AM Pacific Daylight Saving Time  
**From:** Leckie, Ryley CITZ:EX  
**To:** Berndt, Eric GCPE:EX, Stone, Ashlea GCPE:EX  
**CC:** Daly, Scott CITZ:EX, Thistle-Walker, Carlene CITZ:EX  
**Attachments:** image001.png, image002.png

Ryley

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Thursday, June 15, 2023 11:23 AM  
**To:** Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Stone, Ashlea GCPE:EX <Ashlea.Stone@gov.bc.ca>  
**Cc:** Daly, Scott CITZ:EX <Scott.Daly@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>  
**Subject:** Re: BC Govt Homepage

Thanks Ryley,  
I think that it could be up thru the summer. I think the survey closes in September.

Cheers  
Eric

---

**From:** "Leckie, Ryley CITZ:EX" <Ryley.Leckie@gov.bc.ca>  
**Date:** Thursday, June 15, 2023 at 11:21 AM  
**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>, "Stone, Ashlea GCPE:EX" <Ashlea.Stone@gov.bc.ca>  
**Cc:** "Daly, Scott CITZ:EX" <Scott.Daly@gov.bc.ca>, Carlene Thistle-Walker <Carlene.ThistleWalker@gov.bc.ca>  
**Subject:** RE: BC Govt Homepage

Thanks Eric! It's now live. You may need to clear your cache/refresh the page to see the changes.

Do we have an idea of when it should be taken down? For example, is there a deadline to complete the survey? Don't necessarily need to know right now but something to have on our radars.  
Thanks again!

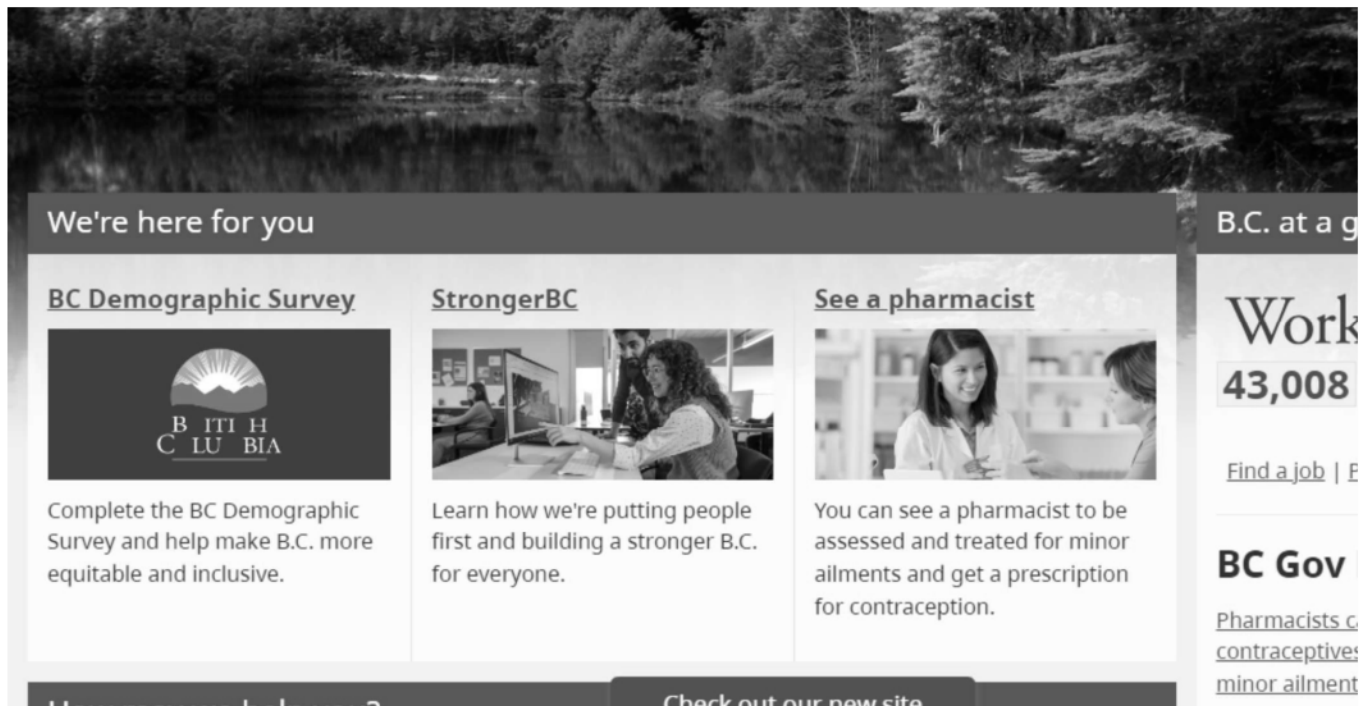


**gov.bc.ca**

The official website of the Government of British Columbia.

► **Ministries and organizations**





Ryley

---

**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Thursday, June 15, 2023 11:13 AM  
**To:** Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>; Stone, Ashlea GCPE:EX <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Cc:** Daly, Scott CITZ:EX <[Scott.Daly@gov.bc.ca](mailto:Scott.Daly@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

Good to go! Thank you Ryley and team.

Eric

---

**From:** "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 11:11 AM  
**To:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Cc:** "Daly, Scott CITZ:EX" <[Scott.Daly@gov.bc.ca](mailto:Scott.Daly@gov.bc.ca)>, Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Subject:** RE: BC Govt Homepage




Hi all,

Due to character limits in CMS Lite, I've shorted to the following. Please let me know if we're okay to publish.

**BC Demographic Survey**

Complete the BC Demographic Survey and help make B.C. more equitable and inclusive.

We're here for you

<p><b><u>BC Demographic Survey</u></b></p>  <p>Complete the BC Demographic Survey and help make B.C. more equitable and inclusive.</p>	<p><b><u>StrongerBC</u></b></p>  <p>Learn how we're putting people first and building a stronger B.C. for everyone.</p>	<p><b><u>See a pharmacist</u></b></p>  <p>You can see a pharmacist to be assessed and treated for minor ailments and get a prescription for contraception.</p>
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<https://www2.qa.gov.bc.ca/gov/content/home>

Ryley

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**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Thursday, June 15, 2023 11:06 AM  
**To:** Stone, Ashlea GCPE:EX <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Cc:** Daly, Scott CITZ:EX <[Scott.Daly@gov.bc.ca](mailto:Scott.Daly@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

Hi can we tighten a bit to say it like this?

## Help fill gaps in B.C. government services!

By taking the BC Demographic Survey, you will help make B.C. more equitable and inclusive.  
Thanks!

---

**From:** "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:56 AM  
**To:** Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>, Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Cc:** "Daly, Scott CITZ:EX" <[Scott.Daly@gov.bc.ca](mailto:Scott.Daly@gov.bc.ca)>, "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

Feel free to tighten copy if needed.

Thanks all!

---

**From:** "Thistle-Walker, Carlene CITZ:EX" <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:52 AM  
**To:** "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>, "Berndt, Eric GCPE:EX" <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Cc:** "Daly, Scott CITZ:EX" <[Scott.Daly@gov.bc.ca](mailto:Scott.Daly@gov.bc.ca)>, "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Subject:** RE: BC Govt Homepage

Perfect. As discussed, Scott and Ryley can you work on this, please.

Thx.

---

**From:** Stone, Ashlea GCPE:EX <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Sent:** Thursday, June 15, 2023 10:51 AM  
**To:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

Thanks for looping me in. Where Cost of Living is, makes the most sense.

Attached is the NR graphic.

Copy could be:

Complete the BC Demographic Survey

Everyone living in B.C. is encouraged to take the survey to help identify systemic racism in government services.

---

**From:** "Berndt, Eric GCPE:EX" <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:42 AM  
**To:** "Thistle-Walker, Carlene CITZ:EX" <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Cc:** "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

Hi, the logo with the NR would be great. And I agree that makes sense in terms of cost of living. Copying Ashlea Stone for her awareness and see if she can help

---

**From:** Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:37 AM  
**To:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Subject:** RE: BC Govt Homepage

I think we could maybe put it where cost of living is now as that links to Stronger BC anyway. Should we link in with Ashlea on this? Did you have an image in mind or we can use the logo one that went with the news release.

---

**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Thursday, June 15, 2023 10:18 AM  
**To:** Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Twynstra, Tanya L CITZ:EX <[Tanya.Twynstra@gov.bc.ca](mailto:Tanya.Twynstra@gov.bc.ca)>  
**Subject:** Re: BC Govt Homepage

We were thinking that a callout would be swell- Something to make it prominent.

**From:** Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:17 AM  
**To:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Twynstra, Tanya L CITZ:EX" <[Tanya.Twynstra@gov.bc.ca](mailto:Tanya.Twynstra@gov.bc.ca)>  
**Subject:** RE: BC Govt Homepage

Where were you thinking? In a call out?

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**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Thursday, June 15, 2023 10:09 AM  
**To:** Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Twynstra, Tanya L CITZ:EX <[Tanya.Twynstra@gov.bc.ca](mailto:Tanya.Twynstra@gov.bc.ca)>  
**Subject:** FW: BC Govt Homepage

Hi,  
Do you think (pretty please) we can have the BC Demographic Survey put on the gov.bc.ca home page?

Thanks  
Eric

---

**From:** "Kelch, Kyla GCPE:EX" <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>  
**Date:** Thursday, June 15, 2023 at 10:07 AM  
**To:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Subject:** BC Govt Homepage

Hi Eric,

Hoping we can get the BC Demographic Survey uploaded to the BC Govt homepage. We're working on improving the search ranking of [this page](#) but it's not there yet so having it on the govt homepage will really help with traffic.

It could be added to the banner or replace one of the three boxes at the top.

Let me know if you need anything from me.

Thank you,

**Kyla Kelch** (she/her)  
Manager | Advertising & Marketing Services  
Government Communications & Public Engagement  
(T) 250 896-6348 | [kyla.kelch@gov.bc.ca](mailto:kyla.kelch@gov.bc.ca)

*Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples*

**Subject:** Re: BC Demographic Survey - logo takeover coordination  
**Date:** Wednesday, June 14, 2023 at 12:24:45 PM Pacific Daylight Saving Time  
**From:** Albert, Steve CITZ:EX  
**To:** Emery, Ali CITZ:EX, Berndt, Eric GCPE:EX, Kelch, Kyla GCPE:EX, Leckie, Ryley CITZ:EX  
**CC:** Acton, Erin GCPE:EX, Thistle-Walker, Carlene CITZ:EX, Ferguson, Stephanie GCPE:EX  
**Attachments:** image001.png, image002.jpg, image003.png, image004.png, image001.png, image002.jpg, image003.png, image004.png

Thanks Ali!

Steve Albert  
778-678-8195

---

**From:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 11:50:44 AM  
**To:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>  
**Cc:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

This is live.

It may not reflect for you immediately. Please clear cache or use an incognito browser, and you will see it.

Thanks!

Ali Emery, MLIS

**Product Owner – CMS Lite/Gov.bc.ca**  
Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

---

**From:** Emery, Ali CITZ:EX  
**Sent:** Wednesday, June 14, 2023 9:56 AM  
**To:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>  
**Cc:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey - logo takeover coordination

Perfect, thank you!

I have let me team know, and we are ready to go live at 11.30.

Just FYI, if you have visited the site recently, you may have a cached copy. It could take up to 10 minutes for the change to show for you. You can wait or clear your browsing history to see it immediately.

Thanks,

Ali Emery, MLIS

**Product Owner – CMS Lite/Gov.bc.ca**  
Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

---

**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Wednesday, June 14, 2023 9:30 AM  
**To:** Emery, Ali CITZ:EX <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>; Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>  
**Cc:** Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
**Subject:** Re: BC Demographic Survey - logo takeover coordination

Thanks so much, Ali! We are hoping to remove on Friday morning at 9am?

Thanks  
Eric

---

**From:** "Emery, Ali CITZ:EX" <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>  
**Date:** Tuesday, June 13, 2023 at 5:15 PM  
**To:** "Kelch, Kyla GCPE:EX" <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>, "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>, "Albert, Steve CITZ:EX" <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>  
**Cc:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>, "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

We have applied this in the test environment.

This is what it looks like on desktop:



And on mobile:



We will go live with this at 11.30am tomorrow morning. Can you please advise when you would like it removed?

Thanks,

Ali Emery, MLIS

**Product Owner – CMS Lite/Gov.bc.ca**  
Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

---

**From:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>

**Sent:** Tuesday, June 13, 2023 4:45 PM

**To:** Emery, Ali CITZ:EX <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>

**Cc:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

And if for some reason that doesn't work, the agency provided the files again in the following folder:

s.15

Thanks again!

---

**From:** Kelch, Kyla GCPE:EX

**Sent:** Tuesday, June 13, 2023 4:02 PM

**To:** Emery, Ali CITZ:EX <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>

**Cc:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

Please find updated files attached.

Give me a shout if there are any issues.

Kyla

---

**From:** Emery, Ali CITZ:EX <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>

**Sent:** Tuesday, June 13, 2023 2:38 PM

**To:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>

**Cc:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

I sent a message to Kyla, but I haven't heard back yet.

The image that has been provided is very pixelated. I just wanted to ensure if that is intentional before we proceed? If not, we need a higher resolution SVG file.



Thanks,

Ali Emery, MLIS

**Product Owner – CMS Lite/Gov.bc.ca**  
Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.



**From:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 12:19 PM

**To:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>; Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi Ali,

This link contains the logo file in the format requested. Let me know if you need anything else.

s.15

---

**From:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 11:47 AM

**To:** Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

The images provided will not work for gov.bc.ca

- The file needs to be in **SVG format** with 100:27 aspect ratio. This ensures that the logo is clear, regardless of screen size
- The logo on gov.bc.ca uses the horizontal format (see below) with sun to the left. The current logo provided uses the square/vertical format with the sun above the text



- The image needs to have a transparent background

Can you please provide an image with these requirements as soon as possible?

Thanks,

Ali Emery, MLIS

**Product Owner – CMS Lite/Gov.bc.ca**  
Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

**From:** Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Sent:** Tuesday, June 13, 2023 10:18 AM  
**To:** Emery, Ali CITZ:EX <[Ali.Emery@gov.bc.ca](mailto:Ali.Emery@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>  
**Cc:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - logo takeover coordination

Including @Emery, Ali CITZ:EX and @Albert, Steve CITZ:EX who can assist from here.

Thanks,

**Ryley Leckie** (he/him)  
Senior Content Designer  
Connected Service Experiences Branch  
Government Digital Experience (GDX)  
Email: [ryley.leckie@gov.bc.ca](mailto:ryley.leckie@gov.bc.ca)

---

**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Tuesday, June 13, 2023 10:10 AM  
**To:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Subject:** Re: BC Demographic Survey - logo takeover coordination

Hi everyone,  
Please find the link to the logos here:

s.15

Let me know if you have any questions.  
Eric

---

**From:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Date:** Tuesday, June 13, 2023 at 9:49 AM  
**To:** "Kelch, Kyla GCPE:EX" <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Watt, Adrienne GCPE:EX" <[Adrienne.Watt@gov.bc.ca](mailto:Adrienne.Watt@gov.bc.ca)>, Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>, "Thomas, Gcpe:Ex" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>, "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>, "Devereux, Rick GCPE:EX" <[Rick.Devereux@gov.bc.ca](mailto:Rick.Devereux@gov.bc.ca)>, "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Cc:** "Aaron, Sage GCPE:EX" <[Sage.Aaron@gov.bc.ca](mailto:Sage.Aaron@gov.bc.ca)>  
**Subject:** BC Demographic Survey - logo takeover coordination

Hi everyone,

In anticipation of the launch of the BC Demographic Survey tomorrow, I am wanting to coordinate the logo take over and ensure everyone is on the same page with this part of the roll-out.

My understanding is the sequencing of the logo takeover will work like this:

1. Gov.bc.ca and gov.bc.ca/news logo will be updated at 11:30am (GDX)

2. Gov Facebook, Twitter, Instagram profiles will change at 11:30am (GCPE -Digital Team)
3. Vancouver Event launch Vancouver 1pm (GCPE-All)
4. Surrey Event launch 2pm (GCPE- All)
5. Gov Social posts (GCPE- Digital)
6. Logo take over will end on our channels on Friday morning at 9am (All)

@Leckie, Ryley CITZ:EX @Carlene Thistle-Walker will get the logo file to you for the gov site ASAP.

Please reply all if you have any questions or concerns with this approach!

Thanks

**Eric Berndt (he/him)**

Executive Director, GCPE  
250-208-8438

**Subject:** Re: FINAL: New survey will help fill gaps in government services  
**Date:** Wednesday, June 14, 2023 at 9:14:05 AM Pacific Daylight Saving Time  
**From:** Aaron, Sage GCPE:EX  
**To:** Berndt, Eric GCPE:EX, Thomas, Vivian P GCPE:EX  
**CC:** Kelch, Kyla GCPE:EX, Watt, Adrienne GCPE:EX  
**Attachments:** image001.png, image002.jpg

Yes, can we make this happen, pls?

Sage (she/her)  
778-678-0832

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 7:55 AM  
**To:** "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>  
**Cc:** Kyla Kelch <Kyla.Kelch@gov.bc.ca>, Adrienne Watt <Adrienne.Watt@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>  
**Subject:** FW: FINAL: New survey will help fill gaps in government services

Thanks for sending this on, Viv.

I recognize this is very last minute, but since we are going to be changing the logo on the gov.bc.ca and our social sites today before the announcement and for the next few days, is it possible to add this one sentence between these paras?

While the survey is voluntary, everyone, regardless of ethnicity, is encouraged to take it. The more people who complete the survey, the better and more accurate the data to identify, then eliminate, systemic racism in B.C. government services.

**To promote participation in the survey, the Province has developed a digital awareness campaign with gaps in the letters of the B.C. logo to show how filling out the survey will help fill gaps in services for people.**

Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to community organizations to raise awareness of the survey within their networks. Interested community organizations can email: [arda.engagement@gov.bc.ca](mailto:arda.engagement@gov.bc.ca)

Happy to talk on the phone if that's helpful.

This is what it looks like on desktop:



And on mobile:

---



**Eric Berndt (he/him)**

Executive Director, GCPE  
250-208-8438

---

**From:** "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 7:31 AM  
**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>  
**Subject:** Fwd: FINAL: New survey will help fill gaps in government services

Here's the NR announcing the survey. It doesn't include a reference to the ad campaign.

Vivian Thomas  
250 213-2972

---

**From:** Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>  
**Sent:** Monday, June 12, 2023 9:41 AM  
**To:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Cc:** Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>; GCPE Editorial Services <GCPEWES@Victoria1.gov.bc.ca>  
**Subject:** FINAL: New survey will help fill gaps in government services

Vivian,  
Here's your final.

Matt Belanger | Editorial Services

---

**From:** Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>  
**Sent:** Monday, June 12, 2023 9:25 AM  
**To:** Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>  
**Subject:** New survey will help fill gaps in government services

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/28975>

News ID: NEWS-28975  
NR Number: 2023CITZ0014-000916  
NR Type: News Release  
State: Planned  
Planned Release Date: June 14, 2023 at 1:15 pm  
Media Distribution Lists: 000.0 - Victoria, CCM\_ALL CULTURAL COMMUNITY, LEGIS\_PRESS GALLERY, LMain, MEDIA, MM  
Lead Organization: Ministry of Citizens' Services  
Headline: New survey will help fill gaps in government services

This email was auto-generated.

For Immediate Release  
2023CITZ0014-000916  
June 14, 2023

Ministry of Citizens' Services

NEWS RELEASE  
New survey will help fill gaps in government services

VICTORIA - Everyone living in B.C. is encouraged to take the BC Demographic Survey to help identify systemic racism in {

The survey is online available in 15 languages at: <https://antiracism.gov.bc.ca/bcdemographicsurvey>

People without access to a computer or smartphone can take the survey by calling toll-free: 1 833 376-2452

"We have heard from many Indigenous Peoples and racialized groups that they are being left behind because governme

The information collected through the BC Demographic Survey will help the B.C. government deliver stronger, more acc

"Everyone deserves equitable access to the supports they need," said Niki Sharma, Attorney General. "We need to unde

The BC Demographic Survey is being conducted by BC Stats, the Province's trusted source of statistics about B.C.'s peop

This will enable anti-racism research on the priorities brought forward by Indigenous Peoples and the Anti-Racism Data

"We all need fair and impartial opportunities to thrive," said Mable Elmore, Parliamentary Secretary for Anti-Racism Initiatives. While the survey is voluntary, everyone, regardless of ethnicity, is encouraged to take it. The more people who complete it, the better. Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to continue the survey. The survey is open until Sept. 29, 2023, and is part of the Province's cross-government work to collaborate with Indigenous communities. Quotes:

June Francis, chair, Anti-Racism Data Committee -

"It is urgent that all communities, families and individuals fill out the BC Demographic Survey. The results will provide more information on the experiences of racialized people in B.C. Kasari Govender, B.C.'s human rights commissioner -

"This year's BC Demographic Survey is the first to be administered under the Anti-Racism Data Act. The act - and the co-ordinating committee - will ensure that the survey is fair and impartial. Learn More:

- \* To fill out the BC Demographic Survey, visit: [www.antiracism.gov.bc.ca/bcdemographicsurvey](http://www.antiracism.gov.bc.ca/bcdemographicsurvey)
- \* People needing assistance to fill out the survey can call toll-free at 1 833 376-2452 Monday to Friday from 9 a.m. to 7 p.m.
- \* To learn more about the Anti-Racism Data Act and actions to date, visit: <https://antiracism.gov.bc.ca/>
- \* To know more about the anti-racism research priorities visit: <https://news.gov.bc.ca/releases/2023CITZ0012-000807>

Contact:

Ministry of Citizens' Services  
Media Relations  
778 974-5809

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

**Subject:** RE: Linda will add the line - REVISION NEEDED: New survey will help fill gaps in government services  
**Date:** Wednesday, June 14, 2023 at 8:15:03 AM Pacific Daylight Saving Time  
**From:** Stagg, Linda R GCPE:EX  
**To:** Thomas, Vivian P GCPE:EX  
**CC:** Berndt, Eric GCPE:EX, Fernandes, Jennifer GCPE:EX, Belanger, Matthew GCPE:EX, Cowan, Cale GCPE:EX, Kerr, Grant GCPE:EX, Plan, Jake GCPE:EX  
**Attachments:** image001.png, image002.jpg

Stand by for newer Final

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:12 AM  
**To:** GCPE Editorial Services <GCPEWES@Victoria1.gov.bc.ca>  
**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>  
**Subject:** REVISION NEEDED: New survey will help fill gaps in government services  
**Importance:** High

Hi! Can you make the addition below as requested by Eric? (originally they were going to do the logo change in later in June, but have changed to, today)

Thanks!

Vivian

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 7:55 AM  
**To:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Cc:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca>; Aaron, Sage GCPE:EX <Sage.Aaron@gov.bc.ca>  
**Subject:** FW: FINAL: New survey will help fill gaps in government services

Thanks for sending this on, Viv.

I recognize this is very last minute, but since we are going to be changing the logo on the gov.bc.ca and our social sites today before the announcement and for the next few days, is it possible to add this one sentence between these paras?

*While the survey is voluntary, everyone, regardless of ethnicity, is encouraged to take it. The more people who complete the survey, the better and more accurate the data to identify, then eliminate, systemic racism in B.C. government services.*

***To promote participation in the survey, the Province has developed a digital awareness campaign with gaps in the letters of the B.C. logo to show how filling out the survey will help fill gaps in***



***government services for people.***

*Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to community organizations to raise awareness of the survey within their networks. Interested community organizations can email: [arda.engagement@gov.bc.ca](mailto:arda.engagement@gov.bc.ca)*

Happy to talk on the phone if that's helpful.

This is what it looks like on desktop:



And on mobile:



**Eric Berndt (he/him)**

Executive Director, GCPE

250-208-8438

---

**From:** "Thomas, Gcpe:Ex" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>

**Date:** Wednesday, June 14, 2023 at 7:31 AM

**To:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>

**Subject:** Fwd: FINAL: New survey will help fill gaps in government services

Here's the NR announcing the survey. It doesn't include a reference to the ad campaign.

Vivian Thomas  
250 213-2972

---

**From:** Belanger, Matthew GCPE:EX <[Matthew.Belanger@gov.bc.ca](mailto:Matthew.Belanger@gov.bc.ca)>  
**Sent:** Monday, June 12, 2023 9:41 AM  
**To:** Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>  
**Cc:** Fernandes, Jennifer GCPE:EX <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>; GCPE Editorial Services <[GCPEWES@Victoria1.gov.bc.ca](mailto:GCPEWES@Victoria1.gov.bc.ca)>  
**Subject:** FINAL: New survey will help fill gaps in government services

Vivian,  
Here's your final.

Matt Belanger | Editorial Services

---

**From:** Belanger, Matthew GCPE:EX <[Matthew.Belanger@gov.bc.ca](mailto:Matthew.Belanger@gov.bc.ca)>  
**Sent:** Monday, June 12, 2023 9:25 AM  
**To:** Belanger, Matthew GCPE:EX <[Matthew.Belanger@gov.bc.ca](mailto:Matthew.Belanger@gov.bc.ca)>  
**Subject:** New survey will help fill gaps in government services

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/28975>

News ID: NEWS-28975  
NR Number: 2023CITZ0014-000916  
NR Type: News Release  
State: Planned  
Planned Release Date: June 14, 2023 at 1:15 pm  
Media Distribution Lists: 000.0 - Victoria, CCM\_ALL CULTURAL COMMUNITY, LEGIS\_PRESS GALLERY, LMain, MEDIA, MM  
Lead Organization: Ministry of Citizens' Services  
Headline: New survey will help fill gaps in government services

This email was auto-generated.

For Immediate Release  
2023CITZ0014-000916  
June 14, 2023

Ministry of Citizens' Services

NEWS RELEASE

New survey will help fill gaps in government services

VICTORIA - Everyone living in B.C. is encouraged to take the BC Demographic Survey to help identify systemic racism in {

The survey is online available in 15 languages at: <https://antiracism.gov.bc.ca/bcdemographicsurvey>

People without access to a computer or smartphone can take the survey by calling toll-free: 1 833 376-2452

"We have heard from many Indigenous Peoples and racialized groups that they are being left behind because governme

The information collected through the BC Demographic Survey will help the B.C. government deliver stronger, more acc

"Everyone deserves equitable access to the supports they need," said Niki Sharma, Attorney General. "We need to unde

The BC Demographic Survey is being conducted by BC Stats, the Province's trusted source of statistics about B.C.'s peop

This will enable anti-racism research on the priorities brought forward by Indigenous Peoples and the Anti-Racism Data

"We all need fair and impartial opportunities to thrive," said Mable Elmore, Parliamentary Secretary for Anti-Racism Ini

While the survey is voluntary, everyone, regardless of ethnicity, is encouraged to take it. The more people who complet

Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to con

The survey is open until Sept. 29, 2023, and is part of the Province's cross-government work to collaborate with Indigen

Quotes:

June Francis, chair, Anti-Racism Data Committee -

"It is urgent that all communities, families and individuals fill out the BC Demographic Survey. The results will provide m

Kasari Govender, B.C.'s human rights commissioner -

"This year's BC Demographic Survey is the first to be administered under the Anti-Racism Data Act. The act - and the co

Learn More:

\* To fill out the BC Demographic Survey, visit: [www.antiracism.gov.bc.ca/bcdemographicsurvey](http://www.antiracism.gov.bc.ca/bcdemographicsurvey)

\* People needing assistance to fill out the survey can call toll-free at 1 833 376-2452 Monday to Friday from 9 a.m. to 7

\* To learn more about the Anti-Racism Data Act and actions to date, visit: <https://antiracism.gov.bc.ca/>

\* To know more about the anti-racism research priorities visit: <https://news.gov.bc.ca/releases/2023CITZ0012-000807>

Contact:

Ministry of Citizens' Services  
Media Relations  
778 974-5809

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>



**Subject:** Re: BC Demographic Survey KMQAs  
**Date:** Wednesday, June 14, 2023 at 1:56:04 PM Pacific Daylight Saving Time  
**From:** Berndt, Eric GCPE:EX  
**To:** Martens, Garth GCPE:EX, Devonshire, Jasmine GCPE:EX, Thomas, Vivian P GCPE:EX, Fernandes, Jennifer GCPE:EX  
**CC:** Acton, Erin GCPE:EX, Kelch, Kyla GCPE:EX  
**Attachments:** image001.png, image002.png, image001.png, image002.png

Excellent

Get [Outlook for iOS](#)

---

**From:** Martens, Garth GCPE:EX <Garth.Martens@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 1:44:50 PM  
**To:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Devonshire, Jasmine GCPE:EX <Jasmine.Devonshire@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>; Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

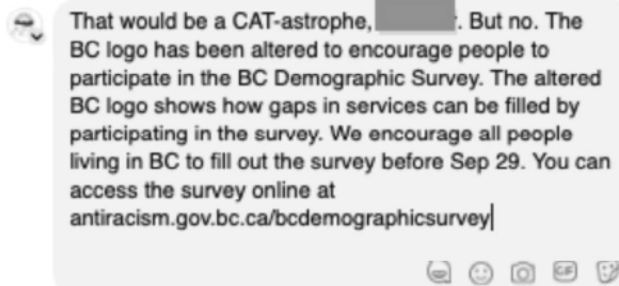
Hi Eric,

Here are two examples of how we might reply with humour:

Copyright



Yes, we'd like to buy a couple letters. Thanks, Pat.  
Specifically <https://news.gov.bc.ca/28975>



Garth

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>

**Date:** Wednesday, June 14, 2023 at 12:14 PM

**To:** "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>, "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>, "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>

**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>

**Subject:** Re: BC Demographic Survey KMQAs

Can you share some examples- def want to be sure we steer ppl back to filling out the survey

Get [Outlook for iOS](#)

---

**From:** Martens, Garth GCPE:EX <Garth.Martens@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 12:12:03 PM  
**To:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Devonshire, Jasmine GCPE:EX <Jasmine.Devonshire@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>; Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

Hi Eric,

I'm identifying opportunities for lighthearted or cheeky responses from us in the comments – for after the announcement is concluded.

How do we feel about this? The underlying subject is serious. But the lighthearted use of GIFs happening right now seems like an invitation, if we want it to be. Again, after the event is concluded and our official KMs are in use.

Garth

Garth Martens (he/him)  
Digital Communications Officer, Community Management | Digital Communications  
Government Communications and Public Engagement  
250-208-5628 (cell)

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 12:01 PM  
**To:** "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>, "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>, "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

Hi everyone, Feel free to use these KMS for our social posts **AFTER** the announcement is made this afternoon. Please don't reply until after. Any questions let me know.  
Thanks

**Why has the BC logo changed?**

- We need people of all backgrounds to participate in this survey to help government improve programs and services – so everyone is treated with the dignity and respect they deserve.
- I encourage all people living in B.C. to fill out the survey before September 29. You can access the survey online at [atantiracism.gov.bc.ca/bcdemographicsurvey](https://atantiracism.gov.bc.ca/bcdemographicsurvey).

---

**From:** "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 11:55 AM  
**To:** "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>, Eric Berndt <Eric.Berndt@gov.bc.ca>, "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

Understood. Thank you!

I just wrote to the shop before reading this thread. Disregard that request!

Garth Martens (he/him)  
A/Manager, Community Management | Digital Communications  
Government Communications and Public Engagement  
250-208-5628 (cell)

---

**From:** "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 11:50 AM  
**To:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>, "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

Ok, I will make sure Katrina knows as well.

Jasmine Devonshire (She/Her)  
Government Communications and Public Engagement  
250-883-3378



---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 11:45 AM  
**To:** "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>, "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

If we can, I'd like to hold off on responding to the comments until the announcement is underway. Don't want to give it away

---

**From:** "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 11:44 AM  
**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>, "Devonshire, Jasmine GCPE:EX" <Jasmine.Devonshire@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>, "Martens, Garth GCPE:EX" <Garth.Martens@gov.bc.ca>, "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey KMQAs

And here's our master KM/QA about the survey itself.

Cheers,

Vivian

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 11:41 AM  
**To:** Devonshire, Jasmine GCPE:EX <Jasmine.Devonshire@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>; Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>  
**Cc:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Martens, Garth GCPE:EX <Garth.Martens@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey KMQAs

Hey Jasmine,  
Hold tight and we will send some through as soon as we can.  
Thanks  
Eric

---

**From:** "Devonshire, Jasmine GCPE:EX" <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Date:** Wednesday, June 14, 2023 at 11:38 AM

**To:** "Thomas, Gcpe:Ex" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>, "Fernandes, Jennifer GCPE:EX" <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>  
**Cc:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Martens, Garth GCPE:EX" <[Garth.Martens@gov.bc.ca](mailto:Garth.Martens@gov.bc.ca)>  
**Subject:** BC Demographic Survey KMQAs

Hi folks, we have updated our social media profile image to the disappearing BC ID, and we are starting to see comments about this on Facebook already (in advance of the posts, which will go up at 1:30 PM).

Do we have KMs available for this?

Thanks,

Jasmine Devonshire (She/Her)  
Government Communications and Public Engagement  
250-883-3378

---

**From:** "Lindsay-Baugh, Anna GCPE:EX" <[Anna.LindsayBaugh@gov.bc.ca](mailto:Anna.LindsayBaugh@gov.bc.ca)>  
**Date:** Friday, June 9, 2023 at 2:56 PM  
**To:** "Devonshire, Jasmine GCPE:EX" <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>, "Thomas, Vivian P GCPE:EX" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>, "Fernandes, Jennifer GCPE:EX" <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>  
**Cc:** "Berndt, Eric GCPE:EX" <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>, "Spilker, Robyn GCPE:EX" <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>  
**Subject:** RE: For review: BC Demographic Survey

Great! Thank you, Jasmine.

Cheers,

--

Anna Lindsay-Baugh (she/her)  
Director of Issues Management  
c: 778-677-4091

Anna

---

**From:** Devonshire, Jasmine GCPE:EX <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Sent:** Friday, June 9, 2023 1:50 PM  
**To:** Lindsay-Baugh, Anna GCPE:EX <[Anna.LindsayBaugh@gov.bc.ca](mailto:Anna.LindsayBaugh@gov.bc.ca)>; Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>; Fernandes, Jennifer GCPE:EX <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>  
**Cc:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Stone, Ashlea GCPE:EX <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>; Spilker, Robyn GCPE:EX <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>  
**Subject:** FW: For review: BC Demographic Survey

Hello everyone, we will move forward with 'fighting systemic racism', per Anna's suggestion. I think that's the best fit, taking into account we will translate into 6 languages.

Thanks,

Jasmine Devonshire (She/Her)  
Government Communications and Public Engagement  
250-883-3378

---

**From:** "Lindsay-Baugh, Anna GCPE:EX" <[Anna.LindsayBaugh@gov.bc.ca](mailto:Anna.LindsayBaugh@gov.bc.ca)>  
**Date:** Friday, June 9, 2023 at 1:16 PM  
**To:** "Spilker, Robyn GCPE:EX" <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>, "Marriott, Sarah GCPE:EX" <[Sarah.Marriott@gov.bc.ca](mailto:Sarah.Marriott@gov.bc.ca)>, "Devonshire, Jasmine GCPE:EX" <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Subject:** RE: For review: BC Demographic Survey

Thanks Jasmine!  
Love the GIF animation.  
Could we change the copy to say "by identifying and combatting systemic racism" or could say "fighting systemic racism"  
Thank you!

Cheers,  
Anna

--

Anna Lindsay-Baugh (she/her)  
Director of Issues Management  
c: 778-677-4091

---

**From:** Spilker, Robyn GCPE:EX <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>  
**Sent:** Friday, June 9, 2023 1:04 PM  
**To:** Marriott, Sarah GCPE:EX <[Sarah.Marriott@gov.bc.ca](mailto:Sarah.Marriott@gov.bc.ca)>; Devonshire, Jasmine GCPE:EX <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Cc:** Lindsay-Baugh, Anna GCPE:EX <[Anna.LindsayBaugh@gov.bc.ca](mailto:Anna.LindsayBaugh@gov.bc.ca)>  
**Subject:** RE: For review: BC Demographic Survey

I see no errors, but I'll defer to Anna for final approval from our team on this one. Thank you Jasmine!

**From:** Marriott, Sarah GCPE:EX <[Sarah.Marriott@gov.bc.ca](mailto:Sarah.Marriott@gov.bc.ca)>  
**Sent:** Friday, June 9, 2023 12:52 PM  
**To:** Devonshire, Jasmine GCPE:EX <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Cc:** Spilker, Robyn GCPE:EX <[Robyn.Spilker@gov.bc.ca](mailto:Robyn.Spilker@gov.bc.ca)>; Lindsay-Baugh, Anna GCPE:EX <[Anna.LindsayBaugh@gov.bc.ca](mailto:Anna.LindsayBaugh@gov.bc.ca)>  
**Subject:** RE: For review: BC Demographic Survey

Hi Jasmine,

Robyn is covering CITZ – but I'm going to loop in Anna re AG on this one given that it's the anti-racism survey.

Anna, could you please take a look at these posts?

Thanks,  
Sarah

---

**From:** Devonshire, Jasmine GCPE:EX <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Sent:** Friday, June 9, 2023 12:41 PM  
**To:** Marriott, Sarah GCPE:EX <[Sarah.Marriott@gov.bc.ca](mailto:Sarah.Marriott@gov.bc.ca)>  
**Subject:** FW: For review: BC Demographic Survey

Hi Sarah, are you covering for Jeff, in his absence? This one is for CITZ.

Jasmine Devonshire (She/Her)  
Government Communications and Public Engagement  
250-883-3378

---

**From:** "Devonshire, Jasmine GCPE:EX" <[Jasmine.Devonshire@gov.bc.ca](mailto:Jasmine.Devonshire@gov.bc.ca)>  
**Date:** Friday, June 9, 2023 at 12:31 PM  
**To:** "Hannah, Jeff GCPE:EX" <[Jeff.Hannah@gov.bc.ca](mailto:Jeff.Hannah@gov.bc.ca)>, "Thomas, Vivian P GCPE:EX" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>, "Fernandes, Jennifer GCPE:EX" <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>  
**Cc:** "Berndt, Eric GCPE:EX" <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>  
**Subject:** For review: BC Demographic Survey

Hello all, here is post content we have developed to communicate about the BC Demographic Survey, for next

Wednesday. The survey link will go live next Weds. Post copy will be translated in 6 languages.

Could you please review for any errors or omissions?

\*\*

### **Facebook**

Help fill gaps in BC government services. We need people from all backgrounds to complete the BC Demographic Survey. BC is working to improve government services and programs by **fighting** systemic racism. Together, we can build a more inclusive and equitable BC.

Take the survey: [antiracism.gov.bc.ca/BCDemographicSurvey](https://antiracism.gov.bc.ca/BCDemographicSurvey)

### **Instagram**

Help fill gaps in BC government services. We need people from all backgrounds to complete the BC Demographic Survey. BC is working to improve government services and programs by **fighting** systemic racism. Together, we can build a more inclusive and equitable BC.

Take the survey: [antiracism.gov.bc.ca/BCDemographicSurvey](https://antiracism.gov.bc.ca/BCDemographicSurvey) (link in bio)

#GovernmentOfBC #BritishColumbia #HumanRights #AntiRacism

### **Twitter**

Help fill gaps in BC government services. We need people from all backgrounds to complete the BC Demographic Survey. BC is working to **fight** systemic racism. Together, we can build a more inclusive and equitable BC. [antiracism.gov.bc.ca/BCDemographicSurvey](https://antiracism.gov.bc.ca/BCDemographicSurvey)

View animated GIF for all platforms:

<https://spaces.hightail.com/space/QsS9AEI9Q9>

\*\*

Thank you,

Jasmine Devonshire (She/Her)  
Digital Communications Officer  
Government Communications and Public Engagement  
250-883-3378

Currently on the traditional territory of the Songhees and Esquimalt First Nations.

**Subject:** Re: KMQA - logo

**Date:** Wednesday, June 14, 2023 at 11:58:52 AM Pacific Daylight Saving Time

**From:** Aaron, Sage GCPE:EX

**To:** Berndt, Eric GCPE:EX, Kelch, Kyla GCPE:EX, Watt, Adrienne GCPE:EX

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>

**Date:** Wednesday, June 14, 2023 at 11:56 AM

**To:** Kyla Kelch <Kyla.Kelch@gov.bc.ca>, Adrienne Watt <Adrienne.Watt@gov.bc.ca>, Sage Aaron <Sage.Aaron@gov.bc.ca>

**Subject:** KMQA - logo

Any concerns with these KMs?

#### Why has the BC logo changed?

- The BC logo has been altered to encourage people to participate in the BC Demographic Survey.
- altered B.C. logo shows how gaps in services can be filled by participating in the survey.
- We need people of all backgrounds to participate in this survey to help government improve programs and services – so everyone is treated with the dignity and respect they deserve.
- I encourage all people living in B.C. to fill out the survey before September 29. You can access the survey online at [antiracism.gov.bc.ca/bcdemographicsurvey](https://antiracism.gov.bc.ca/bcdemographicsurvey).

**Subject:** RE: Yes! Special for Eric - CITZ NR - New survey will help fill gaps in government services  
**Date:** Wednesday, June 14, 2023 at 8:45:56 AM Pacific Daylight Saving Time  
**From:** Stagg, Linda R GCPE:EX  
**To:** Berndt, Eric GCPE:EX

Even newer Final coming.

Grammatically correct and says it!

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:45 AM  
**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Subject:** Re: Special for Eric - CITZ NR - New survey will help fill gaps in government services

Winner?

The Province has developed a digital-awareness campaign that alters the B.C. logo to show how gaps in services can be filled by participating in the survey.

---

**From:** "Stagg, Linda R GCPE:EX" <Linda.Stagg@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 8:39 AM  
**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>  
**Subject:** RE: Special for Eric - CITZ NR - New survey will help fill gaps in government services

The Province has developed a digital-awareness campaign that uses an altered B.C. logo that shows how filling out the survey will help fill gaps in government services.

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:34 AM  
**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>; Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Cc:** Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>; Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>; Cowan, Cale GCPE:EX <Cale.Cowan@gov.bc.ca>; Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>; Plan, Jake GCPE:EX <Jake.Plan@gov.bc.ca>  
**Subject:** Re: New Final - CITZ NR - New survey will help fill gaps in government services

Calling you back, Linda

---

**From:** "Stagg, Linda R GCPE:EX" <Linda.Stagg@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 8:32 AM  
**To:** "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>  
**Cc:** "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>, Eric Berndt <Eric.Berndt@gov.bc.ca>, "Belanger, Matthew GCPE:EX" <Matthew.Belanger@gov.bc.ca>, "Cowan, Cale GCPE:EX" <Cale.Cowan@gov.bc.ca>, "Kerr, Grant GCPE:EX" <Grant.Kerr@gov.bc.ca>, "Plan, Jake GCPE:EX" <Jake.Plan@gov.bc.ca>  
**Subject:** RE: New Final - CITZ NR - New survey will help fill gaps in government services

This might not yet be Final – and Eric might be sorry he asked!

A campaign cannot alter letters or a logo – but try this (before I mess with it further)

To encourage participation in the survey,

Whaddya think?

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>  
**Sent:** Wednesday, June 14, 2023 8:27 AM  
**To:** Stagg, Linda R GCPE:EX <[Linda.Stagg@gov.bc.ca](mailto:Linda.Stagg@gov.bc.ca)>  
**Cc:** Fernandes, Jennifer GCPE:EX <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Belanger, Matthew GCPE:EX <[Matthew.Belanger@gov.bc.ca](mailto:Matthew.Belanger@gov.bc.ca)>; Cowan, Cale GCPE:EX <[Cale.Cowan@gov.bc.ca](mailto:Cale.Cowan@gov.bc.ca)>; Kerr, Grant GCPE:EX <[Grant.Kerr@gov.bc.ca](mailto:Grant.Kerr@gov.bc.ca)>; Plan, Jake GCPE:EX <[Jake.Plan@gov.bc.ca](mailto:Jake.Plan@gov.bc.ca)>  
**Subject:** RE: New Final - CITZ NR - New survey will help fill gaps in government services

Thank you!

---

**From:** Stagg, Linda R GCPE:EX <[Linda.Stagg@gov.bc.ca](mailto:Linda.Stagg@gov.bc.ca)>  
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**Cc:** Fernandes, Jennifer GCPE:EX <[Jennifer.Fernandes@gov.bc.ca](mailto:Jennifer.Fernandes@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>; Belanger, Matthew GCPE:EX <[Matthew.Belanger@gov.bc.ca](mailto:Matthew.Belanger@gov.bc.ca)>; Cowan, Cale GCPE:EX <[Cale.Cowan@gov.bc.ca](mailto:Cale.Cowan@gov.bc.ca)>; Kerr, Grant GCPE:EX <[Grant.Kerr@gov.bc.ca](mailto:Grant.Kerr@gov.bc.ca)>; Plan, Jake GCPE:EX <[Jake.Plan@gov.bc.ca](mailto:Jake.Plan@gov.bc.ca)>  
**Subject:** FW: New Final - CITZ NR - New survey will help fill gaps in government services

Good morning, Everyone –

Now – with a new sentence added to the “logo takeover” release.

Second word – which was presented by Viv as “promote” – has been changed to “encourage” after consultation between Linda, Grant and Eric.

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Stagg, Linda R GCPE:EX <[Linda.Stagg@gov.bc.ca](mailto:Linda.Stagg@gov.bc.ca)>  
**Sent:** Wednesday, June 14, 2023 8:22 AM  
**To:** Stagg, Linda R GCPE:EX <[Linda.Stagg@gov.bc.ca](mailto:Linda.Stagg@gov.bc.ca)>  
**Subject:** New survey will help fill gaps in government services

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/28975>

News ID: NEWS-28975



NR Number: 2023CITZ0014-000916

NR Type: News Release

State: Planned

Planned Release Date: June 14, 2023 at 1:15 pm

Media Distribution Lists: 000.0 - Victoria, 076.0 - Surrey, CCM\_ALL CULTURAL COMMUNITY, LEGIS\_PRESS GALLERY, LMa

Lead Organization: Ministry of Citizens' Services

Headline: New survey will help fill gaps in government services

This email was auto-generated.

For Immediate Release

2023CITZ0014-000916

June 14, 2023

Ministry of Citizens' Services

NEWS RELEASE

New survey will help fill gaps in government services

VICTORIA - Everyone living in B.C. is encouraged to take the BC Demographic Survey to help identify systemic racism in {

The survey is online available in 15 languages at: <https://antiracism.gov.bc.ca/bcdemographicsurvey>

People without access to a computer or smartphone can take the survey by calling toll-free: 1 833 376-2452

"We have heard from many Indigenous Peoples and racialized groups that they are being left behind because governme

The information collected through the BC Demographic Survey will help the B.C. government deliver stronger, more acc

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Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to con

The survey is open until Sept. 29, 2023, and is part of the Province's cross-government work to collaborate with Indigen

Quotes:

June Francis, chair, Anti-Racism Data Committee -

"It is urgent that all communities, families and individuals fill out the BC Demographic Survey. The results will provide m

Kasari Govender, B.C.'s human rights commissioner -

"This year's BC Demographic Survey is the first to be administered under the Anti-Racism Data Act. The act - and the co

Learn More:

- \* To fill out the BC Demographic Survey, visit: [www.antiracism.gov.bc.ca/bcdemographicsurvey](http://www.antiracism.gov.bc.ca/bcdemographicsurvey)
- \* People needing assistance to fill out the survey can call toll-free at 1 833 376-2452 Monday to Friday from 9 a.m. to 7 p.m.
- \* To learn more about the Anti-Racism Data Act and actions to date, visit: <https://antiracism.gov.bc.ca/>
- \* To know more about the anti-racism research priorities visit: <https://news.gov.bc.ca/releases/2023CITZ0012-000807>

Contact:

Ministry of Citizens' Services  
Media Relations  
778 974-5809

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

**Subject:** Re: New Final - CITZ NR - New survey will help fill gaps in government services  
**Date:** Wednesday, June 14, 2023 at 8:34:12 AM Pacific Daylight Saving Time  
**From:** Berndt, Eric GCPE:EX  
**To:** Stagg, Linda R GCPE:EX, Thomas, Vivian P GCPE:EX  
**CC:** Fernandes, Jennifer GCPE:EX, Belanger, Matthew GCPE:EX, Cowan, Cale GCPE:EX, Kerr, Grant GCPE:EX, Plan, Jake GCPE:EX

Calling you back, Linda

---

**From:** "Stagg, Linda R GCPE:EX" <Linda.Stagg@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 8:32 AM  
**To:** "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>  
**Cc:** "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>, Eric Berndt <Eric.Berndt@gov.bc.ca>, "Belanger, Matthew GCPE:EX" <Matthew.Belanger@gov.bc.ca>, "Cowan, Cale GCPE:EX" <Cale.Cowan@gov.bc.ca>, "Kerr, Grant GCPE:EX" <Grant.Kerr@gov.bc.ca>, "Plan, Jake GCPE:EX" <Jake.Plan@gov.bc.ca>  
**Subject:** RE: New Final - CITZ NR - New survey will help fill gaps in government services

This might not yet be Final – and Eric might be sorry he asked!

A campaign cannot alter letters or a logo – but try this (before I mess with it further)

To encourage participation in the survey, the Province has developed a digital-awareness campaign. Some of the letters in the B.C. logo have been removed to show how filling out the survey will help fill gaps in government services.

Whaddya think?

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:27 AM  
**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Cc:** Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>; Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>; Cowan, Cale GCPE:EX <Cale.Cowan@gov.bc.ca>; Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>; Plan, Jake GCPE:EX <Jake.Plan@gov.bc.ca>  
**Subject:** RE: New Final - CITZ NR - New survey will help fill gaps in government services

Thank you!

---

**From:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:27 AM  
**To:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
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<Jake.Plan@gov.bc.ca>

**Subject:** FW: New Final - CITZ NR - New survey will help fill gaps in government services

Good morning, Everyone –

Now – with a new sentence added to the “logo takeover” release.

Second word – which was presented by Viv as “promote” – has been changed to “encourage” after consultation between Linda, Grant and Eric.

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:22 AM  
**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Subject:** New survey will help fill gaps in government services

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/28975>

News ID: NEWS-28975  
NR Number: 2023CITZ0014-000916  
NR Type: News Release  
State: Planned  
Planned Release Date: June 14, 2023 at 1:15 pm  
Media Distribution Lists: 000.0 - Victoria, 076.0 - Surrey, CCM\_ALL CULTURAL COMMUNITY, LEGIS\_PRESS GA  
Lead Organization: Ministry of Citizens' Services  
Headline: New survey will help fill gaps in government services

This email was auto-generated.

For Immediate Release  
2023CITZ0014-000916  
June 14, 2023

Ministry of Citizens' Services

NEWS RELEASE  
New survey will help fill gaps in government services

VICTORIA - Everyone living in B.C. is encouraged to take the BC Demographic Survey to help identify systemic racism

The survey is online available in 15 languages at: <https://antiracism.gov.bc.ca/bcdemographicsurvey>

People without access to a computer or smartphone can take the survey by calling toll-free: 1 833 376-2452

"We have heard from many Indigenous Peoples and racialized groups that they are being left behind because government

The information collected through the BC Demographic Survey will help the B.C. government deliver stronger, more accurate

"Everyone deserves equitable access to the supports they need," said Niki Sharma, Attorney General. "We need to understand

The BC Demographic Survey is being conducted by BC Stats, the Province's trusted source of statistics about B.C.'s people. This will enable anti-racism research on the priorities brought forward by Indigenous Peoples and the Anti-Racism Data Act. "We all need fair and impartial opportunities to thrive," said Mable Elmore, Parliamentary Secretary for Anti-Racism Initiatives. While the survey is voluntary, everyone, regardless of ethnicity, is encouraged to take it. The more people who complete it, the better. To encourage participation in the survey, the Province has developed a digital awareness campaign that alters the letters of the alphabet. Ongoing community involvement is at the core of the Anti-Racism Data Act. The Province is also providing grants to community organizations. The survey is open until Sept. 29, 2023, and is part of the Province's cross-government work to collaborate with Indigenous Peoples.

Quotes:

June Francis, chair, Anti-Racism Data Committee -

"It is urgent that all communities, families and individuals fill out the BC Demographic Survey. The results will provide valuable insights into the experiences of different groups in B.C. and help us address systemic racism more effectively."

Kasari Govender, B.C.'s human rights commissioner -

"This year's BC Demographic Survey is the first to be administered under the Anti-Racism Data Act. The act - and the commission it created - are a significant step forward in our commitment to anti-racism. We encourage everyone to participate in the survey to help us build a more inclusive and equitable B.C."

Learn More:

- \* To fill out the BC Demographic Survey, visit: [www.antiracism.gov.bc.ca/bcdemographicsurvey](http://www.antiracism.gov.bc.ca/bcdemographicsurvey)
- \* People needing assistance to fill out the survey can call toll-free at 1 833 376-2452 Monday to Friday from 9 a.m. to 7 p.m.
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Contact:

Ministry of Citizens' Services  
Media Relations  
778 974-5809

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

**Subject:** Re: Maybe the Real Final - New survey will help fill gaps in government services  
**Date:** Wednesday, June 14, 2023 at 9:16:23 AM Pacific Daylight Saving Time  
**From:** Aaron, Sage GCPE:EX  
**To:** Berndt, Eric GCPE:EX  
**CC:** Thomas, Vivian P GCPE:EX

Fabulous! Well done, all!

Sage (she/her)  
778-678-0832

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>  
**Date:** Wednesday, June 14, 2023 at 9:14 AM  
**To:** Sage Aaron <Sage.Aaron@gov.bc.ca>  
**Cc:** "Thomas, Vivian P GCPE:EX" <Vivian.Thomas@gov.bc.ca>  
**Subject:** Fwd: Maybe the Real Final - New survey will help fill gaps in government services

Hey Sage;  
See below we have updated.

The logo "takeover" starts at 1130 :)

Eric

Get [Outlook for iOS](#)

---

**From:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:52:04 AM  
**To:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>  
**Cc:** Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>; Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>; Cowan, Cale GCPE:EX <Cale.Cowan@gov.bc.ca>; Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>; Plan, Jake GCPE:EX <Jake.Plan@gov.bc.ca>  
**Subject:** RE: Maybe the Real Final - New survey will help fill gaps in government services

Works for me too. Thanks.

---

**From:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 8:52 AM  
**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>

**Cc:** Thomas, Vivian P GCPE:EX <Vivian.Thomas@gov.bc.ca>; Fernandes, Jennifer GCPE:EX <Jennifer.Fernandes@gov.bc.ca>; Belanger, Matthew GCPE:EX <Matthew.Belanger@gov.bc.ca>; Cowan, Cale GCPE:EX <Cale.Cowan@gov.bc.ca>; Kerr, Grant GCPE:EX <Grant.Kerr@gov.bc.ca>; Plan, Jake GCPE:EX <Jake.Plan@gov.bc.ca>

**Subject:** Re: Maybe the Real Final - New survey will help fill gaps in government services

Works for me, with many thanks to all!

Eric

---

**From:** "Stagg, Linda R GCPE:EX" <Linda.Stagg@gov.bc.ca>

**Date:** Wednesday, June 14, 2023 at 8:50 AM

**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>

**Cc:** "Thomas, Gcpe:Ex" <Vivian.Thomas@gov.bc.ca>, "Fernandes, Jennifer GCPE:EX" <Jennifer.Fernandes@gov.bc.ca>, "Belanger, Matthew GCPE:EX" <Matthew.Belanger@gov.bc.ca>, "Cowan, Cale GCPE:EX" <Cale.Cowan@gov.bc.ca>, "Kerr, Grant GCPE:EX" <Grant.Kerr@gov.bc.ca>, "Plan, Jake GCPE:EX" <Jake.Plan@gov.bc.ca>

**Subject:** FW: Maybe the Real Final - New survey will help fill gaps in government services

Back to you for review –

If Everyone agrees, this will be the real final, and Matt will be delighted to take this across the Finish line for you.

Linda Stagg  
Mobile: 250 882-8673

---

**From:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>

**Sent:** Wednesday, June 14, 2023 8:47 AM

**To:** Stagg, Linda R GCPE:EX <Linda.Stagg@gov.bc.ca>

**Subject:** New survey will help fill gaps in government services

Please refer to the files attached to this email. The following is the summary of the News Release

Permalink: <https://news.gov.bc.ca/28975>

News ID: NEWS-28975

NR Number: 2023CITZ0014-000916

NR Type: News Release

State: Planned

Planned Release Date: June 14, 2023 at 1:15 pm

Media Distribution Lists: 000.0 - Victoria, 076.0 - Surrey, CCM\_ALL CULTURAL COMMUNITY, LEGIS\_PRESS GALLERY, LMa  
Lead Organization: Ministry of Citizens' Services  
Headline: New survey will help fill gaps in government services

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For Immediate Release  
2023CITZ0014-000916  
June 14, 2023

Ministry of Citizens' Services

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Contact:

Ministry of Citizens' Services  
Media Relations  
778 974-5809

Connect with the Province of B.C. at: <http://news.gov.bc.ca/connect>

**Subject:** Re: File for demographic survey logo takeover  
**Date:** Tuesday, June 13, 2023 at 10:49:29 AM Pacific Daylight Saving Time  
**From:** Acton, Erin GCPE:EX  
**To:** Berndt, Eric GCPE:EX  
**CC:** Kelch, Kyla GCPE:EX

For sure!

---

**From:** "Berndt, Eric GCPE:EX" <Eric.Berndt@gov.bc.ca>  
**Date:** Tuesday, June 13, 2023 at 9:58 AM  
**To:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>  
**Cc:** "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Subject:** FW: File for demographic survey logo takeover

Hi Erin,  
I think we need to remove the Stronger logo on executions of this one. It feels a bit off to me. [@Acton, Erin GCPE:EX](#) can we remove the StrongerBC brand from all of our social assets on this one?  
Thanks  
Eric

---

**From:** "Acton, Erin GCPE:EX" <Erin.Acton@gov.bc.ca>  
**Date:** Tuesday, June 13, 2023 at 9:42 AM  
**To:** Eric Berndt <Eric.Berndt@gov.bc.ca>  
**Subject:** File for demographic survey logo takeover

Hi Eric,

I don't have the original files from marketing; however, can share the file that we created from that.

I've attached .jpg and .png versions.

Let me know what else you might need.

Erin

**Subject:** FW: Review: BC Demographic Survey Letter & Postcard  
**Date:** Wednesday, May 17, 2023 at 2:33:49 PM Pacific Daylight Saving Time  
**From:** Berndt, Eric GCPE:EX  
**To:** Marriott, Sarah GCPE:EX  
**Attachments:** BC Gov Anti-Racism Postcard + Letterhead[3].pdf

Hey there,

We have added the "gaps" concept that I previously showed you to the actual letter that CITZ is sending out for the Anti-Racism Data Survey.

Let me know if you see any flags.

Thanks  
Eric

---

**From:** "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>  
**Date:** Wednesday, May 17, 2023 at 11:04 AM  
**To:** "Aaron, Sage GCPE:EX" <Sage.Aaron@gov.bc.ca>, "Jones, JJ GCPE:EX" <JJ.Jones@gov.bc.ca>, Eric Berndt <Eric.Berndt@gov.bc.ca>, "Finn, Gcpe:Ex" <Heather.Finn@gov.bc.ca>  
**Cc:** "Watt, Adrienne GCPE:EX" <Adrienne.Watt@gov.bc.ca>, "Rutherford, Chelsea GCPE:EX" <Chelsea.Rutherford@gov.bc.ca>  
**Subject:** Review: BC Demographic Survey Letter & Postcard

Hi Sage,

As per our conversation and Adrienne's direction on the letter and postcard, please find the proposed letterhead and postcard for the BC Demographic Survey attached for review.

I've left a comment suggesting a change to reflect how we're communicating about people in BC.

Interested in your thoughts/feedback and if you're okay with us moving ahead with this version.

Thank you,

**Kyla Kelch** (she/her)  
Manager | Advertising & Marketing Services  
Government Communications & Public Engagement  
(T) 250 896-6348 | [kyla.kelch@gov.bc.ca](mailto:kyla.kelch@gov.bc.ca)

*Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples*

## Kerner, Tara GCPE:EX

---

**From:** Kerner, Tara GCPE:EX  
**Sent:** May 17, 2023 3:31 PM  
**To:** GCPE Graphic Communications  
**Subject:** FYI: BC Demographic Survey and Letterhead  
**Attachments:** BC Gov Anti-Racism Postcard + Letterhead.pdf

Sharing this with the team.

Pretty cool idea.

For one day only – the BC logo will be missing pieces – in efforts to get the public to fill out a survey to let the BC Govt know where some “gaps” are that we can work on.

No action required from us. Just sharing this.

T

---

**From:** Kerner, Tara GCPE:EX  
**Sent:** Wednesday, May 17, 2023 3:29 PM  
**To:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey and Letterhead

I LOVE it! I think it is a great idea.

No concerns here.

Thanks.

### **Tara Kerner, CDP**

A/ Director, Graphic Communications  
Government Communications and Public Engagement (GCPE)  
Province of British Columbia  
Office: 250.356.8129  
**Cell: 250.686.9464**

[Graphic Design Request System](#)

[Graphic Communications Portfolio](#)

[Graphic Design FAQs](#)

[Graphic Communications: GCPE Intranet](#)

[BC Visual Identity Guidelines](#)

[GCPE Graphic Communications Quick Reference Guide](#)

*Acknowledging Indigenous Peoples and celebrating their enduring connections to land, knowledge and culture.*

---

**From:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Sent:** Wednesday, May 17, 2023 2:55 PM  
**To:** Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>  
**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>  
**Subject:** BC Demographic Survey and Letterhead

Hi Tara, just sharing the latest letterhead and postcard with you for the BC Demographic survey. Can you please review and let me know if you have any flags on the logo before we move to print?

---

**From:** Kelch, Kyla GCPE:EX

**Sent:** Wednesday, May 17, 2023 2:26 PM

**To:** Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>; Assaf, Kathleen CITZ:EX <[Kathleen.Assaf@gov.bc.ca](mailto:Kathleen.Assaf@gov.bc.ca)>

**Cc:** Jones, JJ GCPE:EX <[JJ.Jones@gov.bc.ca](mailto:JJ.Jones@gov.bc.ca)>; Finn, Heather GCPE:EX <[Heather.Finn@gov.bc.ca](mailto:Heather.Finn@gov.bc.ca)>

**Subject:** BC Demographic Survey and Letterhead

Hello,

Thanks for your patience on this.

Sharing with you the letterhead and postcard for review. Both are now aligned with the campaign concept.

GCPE executive approved with the changes noted as comments in the attached.

Please let me know if you have any flags or updates before we get the .jpg files prepared for KP.

Kathleen – can you please check with Brendan or Ian on the update to the postage and address placement on the front of the card? We’ve swapped sides.

Thank you,

**Kyla Kelch** (she/her)

Manager | Advertising & Marketing Services

Government Communications & Public Engagement

(T) 250 896-6348 | [kyla.kelch@gov.bc.ca](mailto:kyla.kelch@gov.bc.ca)

*Grateful to be living, learning and working on the traditional territory of the Lekwungen speaking peoples*

---

# BC Government Anti-Racism Data Survey

May 17, 2023

**PS&co**  
Brand Studio

*PS&Co operates on the unceded territory of the  
Squamish, Tsleil-Waututh and Musqueam peoples.*

20

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# Postcard & Letterhead



---

PS&CO

Postcard  
8.75" x 3.75"



Front




# Summary of Comments on GCP-2023-31621 - Records - Clean.pdf

---

Page: 83

---

 Number: 1 Author: KKELCH Subject: Sticky Note Date: 2023-05-17 2:21:16 PM  
Remove 'us'

---

**Postcard**  
8.75" x 3.75"

**BC Stats invites you to take  
the BC Demographic Survey.**

By choosing to take the survey, you'll be doing your part to improve public services and address systemic racism in B.C. Collecting demographic information will help us identify inequities, to ensure programs meet the needs of all British Columbians. We need people of all backgrounds to participate.

## Confidentiality

Your information will be collected, protected and kept confidential by BC Stats under B.C.'s Anti-Racism Data Act and Statistics Act. When survey results are published, your responses will be combined with the responses of others so that you **cannot** be identified.

## Contact

If you need help taking the survey, please call QQQ-XXX-XXXX.

## Two ways to take the BC Demographic Survey.

On any computer, tablet or smartphone:



Scan the QR code by opening the camera on your mobile device. Point it at the QR code to access the survey.

OR


Visit [bcstats.apps.gov.bc.ca](http://bcstats.apps.gov.bc.ca) and  
enter your Household Code.  
Your code is <<code>>.

Find the survey in 15 languages:

عربي | 简体中文 | 繁體中文 | English | French | हिन्दी | 日本語 | 한국어  
Português | ਪੰਜਾਬੀ | Español | Tagalog | ارد | Tiếng Việt | فارسی

Reverse

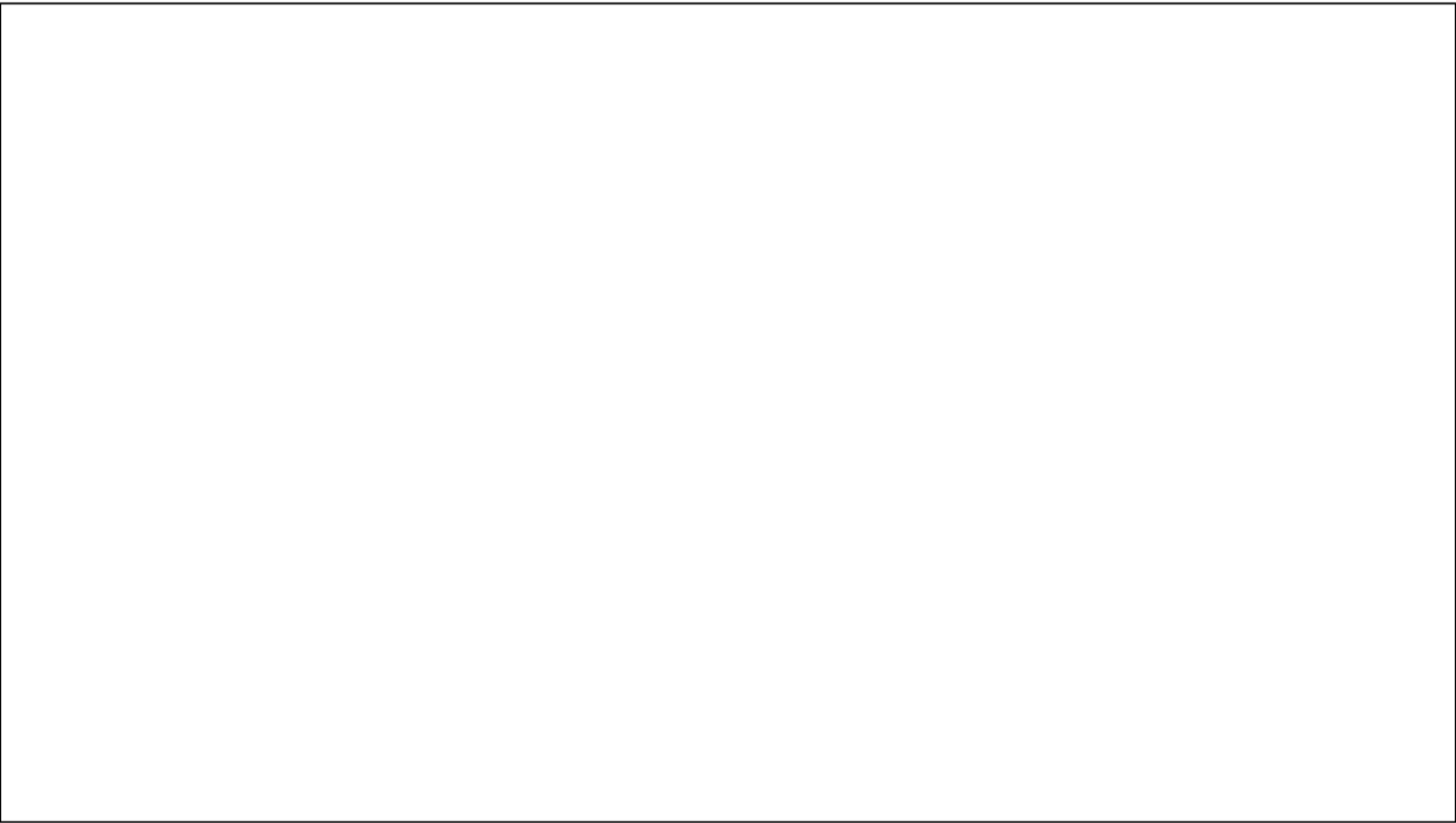
---

 Number: 1 Author: KKELCH Subject: Sticky Note Date: 2023-05-17 2:21:36 PM


---

Suggested edit:

Collecting demographic information will help us identify inequalities, to ensure programs meet the needs of people in British Columbia. We need people of all backgrounds to participate.



Letterhead  
8.5x11" In-situ example



OCCUPANT  
<<Address Line 1>>  
<<Address Line 2>>  
<<City>> <<Prov>> <<PC>>

Visit [bcstats.apps.gov.bc.ca](https://bcstats.apps.gov.bc.ca)  
Household Code  
<<code>>

**BC Stats invites you to take the BC Demographic Survey**

Your household was randomly selected to receive an invitation to the BC Demographic survey. Any resident of British Columbia who is aged 13 or over can participate. Parents or guardians may complete the survey for those under 13 years of age. If you have already completed this voluntary survey, you do not need to complete it again.

This survey includes questions related to ethnicity, gender, income, and other areas of identity.

All survey responses will be kept confidential.

You can help address systemic racism and improve public services for everyone

Everyone deserves access to strong public services.

Unfortunately, right now, too many people are being left out and left behind because programs and services aren't designed with them in mind. With your help, BC Stats and the Province of British Columbia want to change that.

We can only fix what we can see

To address systemic racism, we need to be able to identify where it's happening. To do that we need to know more about who is using services in BC, and how those services are working for people.

However, we also recognize and respect people's right to privacy – especially about their identity.

That's why we're asking people to fill out the voluntary BC Demographic Survey, rather than conducting a mandatory census or asking for this information when people access services.

By choosing to take the survey – you'll be doing your part to help identify systemic racism in public services so we can deliver stronger, more accessible, and more inclusive programs and services for everyone.

**How to take the survey**


1. Scan the QR code below  
Open the camera on your mobile device and point it at the QR code to access the survey.

OR

2. Visit [bcstats.apps.gov.bc.ca](https://bcstats.apps.gov.bc.ca) and enter your Household Code <<code>>

OR


If you need help taking the survey, call 1-800-000-0000 toll free  
Monday to Friday 7 am to 7 pm  
Saturday 9 am to 6 pm




The survey will take about 15 minutes for each household member who participates.

The survey is open until Friday, September 29, 2023.

We've changed our logo to acknowledge that there are gaps in government services. To BC Demographic Survey will help us identify inequities and address systemic racism. Take the survey at [bcstats.apps.gov.bc.ca](https://bcstats.apps.gov.bc.ca).





**Indigenous data sovereignty**

This survey was developed and is being delivered in line with the Declaration on the Rights of Indigenous Peoples Act, including the rights of Indigenous Peoples to define themselves and ownership of their data.

**Information security and confidentiality**

Your information will be collected, protected and kept confidential by BC Stats, the province's statistics agency.

The information you provide will be collected under British Columbia's Anti-Racism Data Act and the Statistics Act. BC's Statistics Act requires that all information collected be kept confidential. All BC Stats employees have taken an oath of secrecy. The confidentiality of your survey response is your right and safeguarded by BC Stats.


The information we collect from the survey will be connected to existing information so we can identify services where people are experiencing barriers or not receiving equitable access.

To learn more about data safety, visit [antiracism.gov.bc.ca/data-act/#faq](https://antiracism.gov.bc.ca/data-act/#faq)

**Thank you**


Thank you for taking time to participate in this important initiative. By taking the survey, you are helping to address racism and create a more inclusive province.

Mable Elmore




Parliamentary Secretary for Anti-Racism Initiatives

Hayden Lansdell



Assistant Deputy Minister and Director of Statistics, BC Stats, Ministry of Citizens' Services

We've changed our logo to acknowledge that there are gaps in government services. To BC Demographic Survey will help us identify inequities and address systemic racism. Take the survey at [bcstats.apps.gov.bc.ca](https://bcstats.apps.gov.bc.ca).



---

# Thanks!

## Kerner, Tara GCPE:EX

---

**From:** Oickle, Nathan GCPE:EX  
**Sent:** June 13, 2023 4:00 PM  
**To:** Kelch, Kyla GCPE:EX  
**Cc:** Kerner, Tara GCPE:EX  
**Subject:** RE: BC Demographic Survey - logo takeover coordination  
**Attachments:** gov\_bc\_logo RGB REV.svg; gov\_bc\_logo RGB.svg

Hi Kyle,

I have attached 2 svg versions of the BCID to this email, one is the standard version, and one is reverse for dark backgrounds.

I saved the BCID image directly from the website to get the dimensions, these are sized to match.

Please let me know how they work.

Thank you,

### Nathan Oickle

Graphic Designer  
Government Communications and Public Engagement  
4th floor, 617 Government Street, Victoria, BC V8W 9V1  
**T: 236 478-3351 Cell during COVID-19: 250 507-5549**

[Graphic Design Requests](#)

[Graphic Communications Design Portfolio](#)

[Graphic Design FAQs](#)

[BC Visual Identity Program Guidelines](#)

[GCPE Graphic Communications Quick Reference Guide](#)

*We acknowledge with respect that the BC Public Service operates throughout B.C. on the traditional lands of Indigenous peoples.*

---

**From:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>  
**Sent:** Tuesday, June 13, 2023 3:42 PM  
**To:** Oickle, Nathan GCPE:EX <Nathan.Oickle@gov.bc.ca>  
**Cc:** Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>  
**Subject:** FW: BC Demographic Survey - logo takeover coordination  
**Importance:** High

Hi Nathan,

Tara said I could reach out to you to help make the resolution on this .svg file better for web. I need this below graphic in a vector .svg file ASAP! Tara approves 😊

Minimum 200 pixels wide.

Her computer is not working so connecting with you directly here.

Can you confirm receipt as I need this urgently.

Thank you,  
Kyla

---

**From:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 2:38 PM

**To:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

I sent a message to Kyla, but I haven't heard back yet.

The image that has been provided is very pixelated. I just wanted to ensure if that is intentional before we proceed? If not, we need a higher resolution SVG file.



Thanks,

**Ali Emery, MLIS**

Product Owner – CMS Lite/Gov.bc.ca

Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

---

**From:** Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 12:19 PM

**To:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>; Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination



Hi Ali,

This link contains the logo file in the format requested. Let me know if you need anything else.

s.15

---

**From:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 11:47 AM

**To:** Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Hi all,

The images provided will not work for gov.bc.ca

- The file needs to be in **SVG format** with 100:27 aspect ratio. This ensures that the logo is clear, regardless of screen size
- The logo on gov.bc.ca uses the horizontal format (see below) with sun to the left. The current logo provided uses



the square/vertical format with the sun above the text

- The image needs to have a transparent background

Can you please provide an image with these requirements as soon as possible?

Thanks,

**Ali Emery, MLIS**

Product Owner – CMS Lite/Gov.bc.ca

Government Digital Experience (GDX)

With gratitude, living, learning & working on the traditional territory of the Lekwungen-speaking peoples.

---

**From:** Leckie, Ryley CITZ:EX <Ryley.Leckie@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 10:18 AM

**To:** Emery, Ali CITZ:EX <Ali.Emery@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>

**Cc:** Berndt, Eric GCPE:EX <Eric.Berndt@gov.bc.ca>; Kelch, Kyla GCPE:EX <Kyla.Kelch@gov.bc.ca>; Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Thistle-Walker, Carlene CITZ:EX <Carlene.ThistleWalker@gov.bc.ca>; Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - logo takeover coordination

Including @Emery, Ali CITZ:EX and @Albert, Steve CITZ:EX who can assist from here.

Thanks,

**Ryley Leckie** (he/him)  
Senior Content Designer  
Connected Service Experiences Branch  
Government Digital Experience (GDX)  
Email: [riley.leckie@gov.bc.ca](mailto:riley.leckie@gov.bc.ca)

---

**From:** Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Sent:** Tuesday, June 13, 2023 10:10 AM  
**To:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>; Acton, Erin GCPE:EX <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>; Thistle-Walker, Carlene CITZ:EX <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>; Ferguson, Stephanie GCPE:EX <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>; Leckie, Ryley CITZ:EX <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Subject:** Re: BC Demographic Survey - logo takeover coordination

Hi everyone,  
Please find the link to the logos here:

s.15

Let me know if you have any questions.  
Eric

---

**From:** Eric Berndt <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Date:** Tuesday, June 13, 2023 at 9:49 AM  
**To:** "Kelch, Kyla GCPE:EX" <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>, "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Watt, Adrienne GCPE:EX" <[Adrienne.Watt@gov.bc.ca](mailto:Adrienne.Watt@gov.bc.ca)>, Carlene Thistle-Walker <[Carlene.ThistleWalker@gov.bc.ca](mailto:Carlene.ThistleWalker@gov.bc.ca)>, "Thomas, Gcpe:Ex" <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>, "Ferguson, Stephanie GCPE:EX" <[Stephanie.Ferguson@gov.bc.ca](mailto:Stephanie.Ferguson@gov.bc.ca)>, "Devereux, Rick GCPE:EX" <[Rick.Devereux@gov.bc.ca](mailto:Rick.Devereux@gov.bc.ca)>, "Leckie, Ryley CITZ:EX" <[Ryley.Leckie@gov.bc.ca](mailto:Ryley.Leckie@gov.bc.ca)>  
**Cc:** "Aaron, Sage GCPE:EX" <[Sage.Aaron@gov.bc.ca](mailto:Sage.Aaron@gov.bc.ca)>  
**Subject:** BC Demographic Survey - logo takeover coordination

Hi everyone,

In anticipation of the launch of the BC Demographic Survey tomorrow, I am wanting to coordinate the logo take over and ensure everyone is on the same page with this part of the roll-out.

My understanding is the sequencing of the logo takeover will work like this:

1. Gov.bc.ca and gov.bc.ca/news logo will be updated at 11:30am (GDX)
2. Gov Facebook, Twitter, Instagram profiles will change at 11:30am (GCPE -Digital Team)
3. Vancouver Event launch Vancouver 1pm (GCPE-All)
4. Surrey Event launch 2pm (GCPE- All)
5. Gov Social posts (GCPE- Digital)
6. Logo take over will end on our channels on Friday morning at 9am (All)

@Leckie, Ryley CITZ:EX @Carlene Thistle-Walker will get the logo file to you for the gov site ASAP.

Please reply all if you have any questions or concerns with this approach!

Thanks

**Eric Berndt (he/him)**

Executive Director, GCPE

250-208-8438



## Kerner, Tara GCPE:EX

---

**From:** Kerner, Tara GCPE:EX  
**Sent:** June 14, 2023 3:02 PM  
**To:** GCPE Graphic Communications  
**Subject:** FW: BCID logo

Thanks for flagging this Will!  
Good catch!

This is intentional and it's part of an ad campaign for the next 3 days to encourage British Columbians to fill out a survey and let us know about any "gaps" that they want to tell us about (in the Government system).

I thought it was quite smart – unfortunately, it was NOT my idea (though it is a great idea). I have approved of this special circumstance.

### **Tara Kerner, CDP**

A/ Director, Graphic Communications  
Government Communications and Public Engagement (GCPE)  
Province of British Columbia  
Office: 250.356.8129  
**Cell: 250.686.9464**

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[Graphic Communications: GCPE Intranet](#)

[BC Visual Identity Guidelines](#)

[GCPE Graphic Communications Quick Reference Guide](#)

*Acknowledging Indigenous Peoples and celebrating their enduring connections to land, knowledge and culture.*

---

**From:** Cochrane, William GCPE:EX <William.Cochrane@gov.bc.ca>  
**Sent:** Wednesday, June 14, 2023 2:57 PM  
**To:** Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>  
**Subject:** BCID logo

Hi Tara,

Flagging this use of BCID mark for you... was there special approval to use the mark like this??

<https://news.gov.bc.ca/releases/2023CITZ0014-000916>

<https://www.flickr.com/photos/bcgovphotos/>

## New survey will help fill gaps in government services

### Translations

View translation  
 繁體中文  
 繁體中文  
 中文  
 日本語  
 한국어  
 ភាសាខ្មែរ  
 Español  
 Tagalog  
 ភាសាខ្មែរ  
 Tiếng Việt

### Share



### News Release

Victoria  
 Wednesday, June 14, 2023 1:15 PM

### Media Contacts

Minister of Provincial Services



(Bikwena)

Everyone living in B.C. is encouraged to take the BC Demographic Survey to help identify systemic racism in government services.

The survey is online and available in 15 languages at:  
<https://antiracism.gov.bc.ca/bcdemographicsurvey>

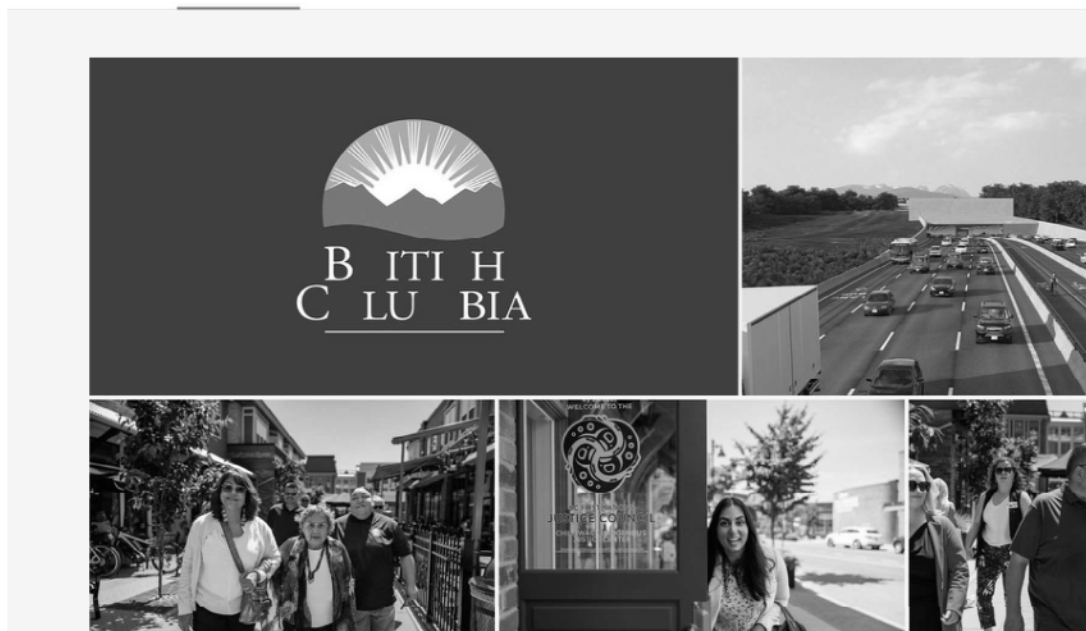
People without access to a computer or smartphone can take the survey by calling toll-free: 1 833 376-2452

"We have heard from many Indigenous Peoples and racialized groups that they are being left behind because government services weren't designed with them in mind, which is why we are continuing the work to create a more equitable

modern British Columbia. Minister of Provincial Services, BC Demographic



About Photostream Albums Faves Galleries Groups



## William Cochrane

Graphic Designer, Graphic Communications  
 Government Communications and Public Engagement  
 4th floor, 617 Government Street, Victoria, BC V8W 9V1  
**Office: 250.978.9809**  
 Cell: 587.983.9522

Graphic Design Request System

Graphic Communications Portfolio

Graphic Design FAQs

Graphic Communications: GCPE Intranet



## Kerner, Tara GCPE:EX

---

**From:** Kerner, Tara GCPE:EX  
**Sent:** June 15, 2023 9:57 AM  
**To:** Krutzmann, Anne CITZ:EX; Acton, Erin GCPE:EX; Stone, Ashlea GCPE:EX; Kelch, Kyla GCPE:EX  
**Cc:** Moser, Walter CITZ:EX; Burbee, Jeremy CITZ:EX; Hunter, Carolyn J CITZ:EX  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept - Please confirm

All graphics files are held by Kyla.

### Tara Kerner, CDP

Graphic Communications Director  
Government Communications and Public Engagement (GCPE)  
Province of British Columbia  
Office: 250.356.8129  
Cell: 250.686.9464

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[Graphic Communications: GCPE Intranet](#)

[BC Visual Identity Guidelines](#)

[GCPE Graphic Communications Quick Reference Guide](#)

*Acknowledging Indigenous Peoples and celebrating their enduring connections to land, knowledge and culture.*

---

**From:** Krutzmann, Anne CITZ:EX <Anne.Krutzmann@gov.bc.ca>  
**Sent:** Thursday, June 15, 2023 9:37 AM  
**To:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>; Stone, Ashlea GCPE:EX <Ashlea.Stone@gov.bc.ca>; Kerner, Tara GCPE:EX <Tara.Kerner@gov.bc.ca>  
**Cc:** Moser, Walter CITZ:EX <Walter.Moser@gov.bc.ca>; Burbee, Jeremy CITZ:EX <Jeremy.Burbee@gov.bc.ca>; Hunter, Carolyn J CITZ:EX <Carolynn.Hunter@gov.bc.ca>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept - Please confirm  
**Importance:** High

Hi Erin – I will see if the team can do this asap.

Can you provide us with the logo? Or should we ask Graphics...

Thx,  
Anne

---

**From:** Acton, Erin GCPE:EX <Erin.Acton@gov.bc.ca>  
**Sent:** Thursday, June 15, 2023 9:22 AM  
**To:** Krutzmann, Anne CITZ:EX <Anne.Krutzmann@gov.bc.ca>; Stone, Ashlea GCPE:EX <Ashlea.Stone@gov.bc.ca>  
**Cc:** Moser, Walter CITZ:EX <Walter.Moser@gov.bc.ca>; Burbee, Jeremy CITZ:EX <Jeremy.Burbee@gov.bc.ca>; Hunter, Carolyn J CITZ:EX <Carolynn.Hunter@gov.bc.ca>  
**Subject:** Re: BC Demographic Survey - Proposed Creative Concept - Please confirm



Hi Anne,

The logo takeover is happening only until Friday at 9 a.m. Will it be possible to update it today and then remove it on Friday at 9 a.m.

We rotate our sliders, and so it may be the first one and may move throughout the course of the demographic survey being open. But yes, it will likely be up for the entire time.

With thanks,  
Erin

---

**From:** "Krutzmann, Anne CITZ:EX" <[Anne.Krutzmann@gov.bc.ca](mailto:Anne.Krutzmann@gov.bc.ca)>

**Date:** Thursday, June 15, 2023 at 9:13 AM

**To:** "Acton, Erin GCPE:EX" <[Erin.Acton@gov.bc.ca](mailto:Erin.Acton@gov.bc.ca)>, "Stone, Ashlea GCPE:EX" <[Ashlea.Stone@gov.bc.ca](mailto:Ashlea.Stone@gov.bc.ca)>

**Cc:** "Moser, Walter CITZ:EX" <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>, "Burbee, Jeremy CITZ:EX" <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>, "Hunter, Carolynn J CITZ:EX" <[Carolynn.Hunter@gov.bc.ca](mailto:Carolynn.Hunter@gov.bc.ca)>

**Subject:** FW: BC Demographic Survey - Proposed Creative Concept - Please confirm

Good morning Erin and Ashlea,

Please advise if we are good to update BC Gov News (same as gov site...see thread below) for June 27<sup>th</sup> .

The first slider will remain the same until Sept 29th, correct? It would look something like this:

**Home Page:**





## BC Gov News

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### Attorney General



#### Honourable Niki Sharma

Honourable Niki Sharma

[READ BIO](#)

#### Contact

Email: [AG.Minister@gov.bc.ca](mailto:AG.Minister@gov.bc.ca)

#### Media Contacts

John O'Dowd  
Cell: 250-896-5104  
[John.O'Dowd@gov.bc.ca](mailto:John.O'Dowd@gov.bc.ca)

Alternate: Catherine Pate  
Cell: 250-883-1003  
[Catherine.Pate@gov.bc.ca](mailto:Catherine.Pate@gov.bc.ca)

Mobile: 250-883-1003

## British Columbians anti-racism legislati

Monday, June 5, 2023 8:00 AM



## Help build a

People are encouraged to share their thoughts  
government can best address systemic racism.

Thanks,  
Anne 😊

ANNE KRUTZMANN

A/Product Owner

Business & Communications Solutions

GDX - Government Digital Experience Division

Ministry of Citizens' Services

Mobile: 250 588-4371

---

**From:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>

**Sent:** Wednesday, June 14, 2023 11:17 AM

**To:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>; Hunter, Carolyn J CITZ:EX <[Carolynn.Hunter@gov.bc.ca](mailto:Carolynn.Hunter@gov.bc.ca)>; Krutzmann, Anne CITZ:EX <[Anne.Krutzmann@gov.bc.ca](mailto:Anne.Krutzmann@gov.bc.ca)>; Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>

**Cc:** Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>

**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Hi Walter, the change is expected to be applied to gov.bc.ca and news.gov.bc.ca.

---

**From:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>

**Sent:** Wednesday, June 14, 2023 9:55 AM

**To:** Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>; Hunter, Carolyn J CITZ:EX <[Carolynn.Hunter@gov.bc.ca](mailto:Carolynn.Hunter@gov.bc.ca)>; Krutzmann, Anne CITZ:EX <[Anne.Krutzmann@gov.bc.ca](mailto:Anne.Krutzmann@gov.bc.ca)>; Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>; Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>

**Cc:** Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>

**Subject:** Re: BC Demographic Survey - Proposed Creative Concept

Adding Kyla

I believe it was just on gov.bc.ca?

Walter Moser

Executive Director & MCIO – Government Digital Experience Division (GDX)

Province of British Columbia | Ministry of Citizens' Services

+1 250 217 6017 | [walter.moser@gov.bc.ca](mailto:walter.moser@gov.bc.ca)

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**From:** Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>

**Sent:** Wednesday, June 14, 2023 9:49:41 AM

**To:** Hunter, Carolyn J CITZ:EX <[Carolynn.Hunter@gov.bc.ca](mailto:Carolynn.Hunter@gov.bc.ca)>; Krutzmann, Anne CITZ:EX <[Anne.Krutzmann@gov.bc.ca](mailto:Anne.Krutzmann@gov.bc.ca)>; Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>

**Cc:** Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>

**Subject:** FW: BC Demographic Survey - Proposed Creative Concept

Heads up – some banner graphic changes being implemented. I apologize for not forwarding earlier as I was waiting for more information to follow and cleared out of my cache.....

Garrett, Walter, or Steve – are there changes required for news.gov?

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**From:** Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>

**Sent:** Wednesday, June 14, 2023 8:51 AM

**To:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>; Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>

**Cc:** Moser, Walter CITZ:EX <Walter.Moser@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

I also hadn't heard about an implementation beyond gov.bc.ca. That said, we have it up in our Test environment ready to go.<sup>s.15</sup>



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**From:** Cormack, Garrett CITZ:EX <Garrett.Cormack@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 5:30 PM

**To:** Groot, Jeff CITZ:EX <Jeff.Groot@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>; Burbee, Jeremy CITZ:EX <Jeremy.Burbee@gov.bc.ca>

**Cc:** Moser, Walter CITZ:EX <Walter.Moser@gov.bc.ca>

**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Changing graphics will need our intervention.

The may have limited their implementation to just gov.bc.ca, which could explain why I have not heard anything. As I understand it, if the graphics are ready it is literally a few minutes to make the change on gov.bc.ca, so there should be time for a morning change. However, I do not know if anyone has worked directly with Steve's team or staged the change.

Garrett

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**From:** Groot, Jeff CITZ:EX <Jeff.Groot@gov.bc.ca>

**Sent:** Tuesday, June 13, 2023 5:22 PM

**To:** Cormack, Garrett CITZ:EX <Garrett.Cormack@gov.bc.ca>; Albert, Steve CITZ:EX <Steve.Albert@gov.bc.ca>; Burbee, Jeremy CITZ:EX <Jeremy.Burbee@gov.bc.ca>

**Cc:** Moser, Walter CITZ:EX <Walter.Moser@gov.bc.ca>

**Subject:** Re: BC Demographic Survey - Proposed Creative Concept

Thanks Garrett. Is there anything we need to be ready for tomorrow? Or is there nothing we need to do on it?

JG

ADM  
Government Digital Experience  
c.250 920 9203

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**From:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>  
**Sent:** Tuesday, June 13, 2023 5:20:32 PM  
**To:** Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>  
**Cc:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Thanks for the reminder Jeff. We (Steve, Jeremy and myself) provided response time estimates to meet the request, but I have not heard back any confirmation from Kathleen or Kayla.

Garrett

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**From:** Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>  
**Sent:** Tuesday, June 13, 2023 3:21 PM  
**To:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>  
**Cc:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Hi guys – just checking in on the final plan here and where this one landed? I understand it's happening tomorrow?

Thx,

JG

**Jeff Groot**  
ADM, Government Digital Experience  
c. 250.920.9203

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**From:** Groot, Jeff CITZ:EX  
**Sent:** Tuesday, May 9, 2023 12:08 PM  
**To:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>  
**Cc:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Thx Garrett – keep me posted if we run into any challenges here. I'd be interested to know where it lands for the final plan too.

JG

**Jeff Groot**  
ADM, Government Digital Experience  
c. 250.920.9203

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**From:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>  
**Sent:** Tuesday, May 9, 2023 12:05 PM  
**To:** Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>; Burbee, Jeremy CITZ:EX <[Jeremy.Burbee@gov.bc.ca](mailto:Jeremy.Burbee@gov.bc.ca)>  
**Cc:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>  
**Subject:** RE: BC Demographic Survey - Proposed Creative Concept

Hi Jeff,

No one from BCDS has reached out to my, yet. A couple of initial thoughts:

- Multiculturalism Day is May 21. We should circulate amongst our technical staff to confirm effort/time to switch over targeted properties.
- And, related to above we should confirm which properties are to be change, e.g. just main gov.bc.ca, or other properties such as news that link or are subdomains of gov.bc.ca.

I will reach out to Kathleen for more details.

Best,  
Garrett

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**From:** Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>  
**Sent:** Tuesday, May 9, 2023 11:16 AM  
**To:** Cormack, Garrett CITZ:EX <[Garrett.Cormack@gov.bc.ca](mailto:Garrett.Cormack@gov.bc.ca)>; Albert, Steve CITZ:EX <[Steve.Albert@gov.bc.ca](mailto:Steve.Albert@gov.bc.ca)>  
**Cc:** Moser, Walter CITZ:EX <[Walter.Moser@gov.bc.ca](mailto:Walter.Moser@gov.bc.ca)>  
**Subject:** FW: BC Demographic Survey - Proposed Creative Concept

Gents, FYI. Has Kathleen or anyone from BCDS connected with you on this yet? See attached for changes they're proposing to implement on gov.bc.ca to line up with the visual marketing campaign.

If you have concerns or need more info about staying plugged in to get ready, can you please connect in with Kathleen Assaf?

Thx!

JG

**Jeff Groot**  
ADM, Government Digital Experience  
c. 250.920.9203

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**From:** Lansdell, Hayden CITZ:EX <[Hayden.Lansdell@gov.bc.ca](mailto:Hayden.Lansdell@gov.bc.ca)>  
**Sent:** Tuesday, May 9, 2023 11:05 AM  
**To:** Groot, Jeff CITZ:EX <[Jeff.Groot@gov.bc.ca](mailto:Jeff.Groot@gov.bc.ca)>  
**Subject:** FW: BC Demographic Survey - Proposed Creative Concept

Flagging for you – am sure it has come across from the marketing folks but wanting to make sure.

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**From:** Kelch, Kyla GCPE:EX <[Kyla.Kelch@gov.bc.ca](mailto:Kyla.Kelch@gov.bc.ca)>  
**Sent:** Friday, May 5, 2023 3:11 PM  
**To:** Lansdell, Hayden CITZ:EX <[Hayden.Lansdell@gov.bc.ca](mailto:Hayden.Lansdell@gov.bc.ca)>; Assaf, Kathleen CITZ:EX <[Kathleen.Assaf@gov.bc.ca](mailto:Kathleen.Assaf@gov.bc.ca)>;

Thomas, Vivian P GCPE:EX <[Vivian.Thomas@gov.bc.ca](mailto:Vivian.Thomas@gov.bc.ca)>; Grewal, Preet GCPE:EX <[Preet.Grewal@gov.bc.ca](mailto:Preet.Grewal@gov.bc.ca)>  
**Cc:** D'Costa, Harriet GCPE:EX <[Harriet.DCosta@gov.bc.ca](mailto:Harriet.DCosta@gov.bc.ca)>; Jones, JJ GCPE:EX <[JJ.Jones@gov.bc.ca](mailto:JJ.Jones@gov.bc.ca)>; Finn, Heather  
GCPE:EX <[Heather.Finn@gov.bc.ca](mailto:Heather.Finn@gov.bc.ca)>; Berndt, Eric GCPE:EX <[Eric.Berndt@gov.bc.ca](mailto:Eric.Berndt@gov.bc.ca)>  
**Subject:** BC Demographic Survey - Proposed Creative Concept

Hi everyone,

I'm excited to share the creative concept for the BC Demographic Survey advertising and shareable content with you. This concept has received support from GCPE executive and the issues team. Please review the concept and share it with anyone who will need to review it at this stage.

A couple notes to consider:

- This is a concept which will be developed further. There will be refinements to the creative and updates to the copy, etc.
- The pitched PR portion of this campaign is TBD although there is interest in pursuing this in some way

I'm hoping to hear back from you by Tuesday or sooner if possible.  
If you have any questions or concerns, please don't hesitate to reach out.

Thank you,

**Kyla Kelch** (she/her)  
Manager | Advertising & Marketing Services  
Government Communications & Public Engagement  
(T) 250 896-6348 | [kyla.kelch@gov.bc.ca](mailto:kyla.kelch@gov.bc.ca)

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