

SCHEDULE 16
COMMUNICATION ROLES
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SCHEDULE 16

COMMUNICATION ROLES

The Authority and Project Co will, throughout the Term, share responsibilities for communications, including community relations, stakeholder consultation, media relations and emergency communications on the terms set out in this Schedule.

1. GENERAL

- 1.1 Project Co will be guided by the Authority's best practices regarding communications. Unless otherwise specified by the Authority, the governing document relating to best practices will be the disclosure guidance document entitled "Procurement Related Disclosure Guidance for Public-Private Partnerships" posted at www.saskbuilds.ca.
- 1.2 Project Co will consult and cooperate with the Authority regarding communications activities relating to the Project.
- 1.3 The desired outcome of communications activities is to inform and involve the public and other stakeholders about the progress, value and benefits of the Project and to develop and maintain support for the Project.
- 1.4 Communications strategies and plans involving the interests of both parties are to be prepared on a joint basis, with one party taking a lead role and the other a supporting role, as described in this Schedule.
- 1.5 Where communications strategies and plans involve the interests of both parties, each party will give the other a reasonable opportunity (taking into account the need for timely communications) to consider communications strategies and plans initiated by the other and, if information is supplied by a party, it should include or be accompanied by sufficient explanatory or other material to enable the information to be properly considered.
- 1.6 Project Co will consider and, acting reasonably, take into account, public and other stakeholder input in regard to its plans for the Design, the Construction and the Services.
- 1.7 This Schedule is a guideline and may be amended by mutual agreement. Except for non-compliances with this Schedule by Project Co that constitute Persistent Breach, non-compliance with this Schedule by Project Co will not constitute a Project Co Material Breach and non-compliance with this Schedule by the Authority will not constitute an Authority Material Breach.
- 1.8 No communication regarding the subject matter of a Dispute, including one resolved under the Dispute Resolution Procedure, will be made without the prior written consent of the Authority or Project Co, as the case may be, unless otherwise ordered under the Dispute Resolution Procedure.
- 1.9 Project Co acknowledges that the *Local Authority Freedom of Information and Protection of Privacy Act* (Saskatchewan) and the *Health Information Protection Act* (Saskatchewan) apply to the Authority, that nothing in this Schedule limits any requirements for compliance with those Acts

and that the Authority may be required to make disclosure of information under either or both of those Acts.

- 1.10 Project Co acknowledges that the Authority will be free to disclose (including on Websites) this Agreement and any and all terms hereof, except for those portions that would not be required to be disclosed under the *Local Authority Freedom of Information and Protection of Privacy Act* (Saskatchewan) or the *Health Information Protection Act* (Saskatchewan). The Authority will consult with Project Co prior to such disclosure.
- 1.11 Except for Section 1.10, this Schedule is subject to the parties' obligations in respect of Confidential Information and Personal Information pursuant to Sections 17.1, 17.2 and 17.3 of this Agreement.

2. CATEGORIES OF COMMUNICATIONS

The following categories of communications are covered by this Schedule and each category applies during the Construction Period and the Operating Period:

- (a) **Communications Planning:** developing plans and strategies in support of the Project, including integrating the categories of communication listed in Section 6 of this Schedule;
- (b) **Community Relations:** keeping all key audiences (as identified in communications plans) informed, including providing overall Project information, including information about schedule, design, construction (including traffic management), facilities management and other services, using any and all appropriate communications tools and tactics;
- (c) **Consultation:** engaging in discussions with Project stakeholders throughout each period;
- (d) **Media Relations:** providing media with Project updates and responding to issues raised by the media; and
- (e) **Emergency Communications:** preparing and implementing crisis communications planning and preparedness.

3. LEAD AND SUPPORTING ROLES

Within each category of communications set out in Section 6 of this Schedule, Project Co will play either a lead or supporting role, working with the Authority to achieve the desired communications outcomes. These roles may be different for the different periods of the Project.

For all categories of communication, and whether communication occurs as part of a lead or supporting role, no advertising that involves payment, by Project Co, to a third party may include the Authority or the Project unless Project Co obtains the prior consent of the Authority, not to be unreasonably withheld or delayed.

4. LEAD RESPONSIBILITIES

The following is an overview of the responsibilities associated with lead roles:

- (a) Communications plans should be updated annually from the Effective Date, having regard for the input of the supporting party, approving communication plans and tactics in response to specific circumstances, unless otherwise indicated in this Schedule;
- (b) implementing its role in approved plans;
- (c) achieving the outcomes set out in the annual strategic communication plans;
- (d) maintaining constructive and positive relationships with the public and other stakeholders;
- (e) providing information, as required by the supporting party and its team members, to support communication and consultation activities;
- (f) as relevant to its lead role, organizing, attending and participating in community and other stakeholder consultation meetings and carrying out other communication activities to consult with and report back to the community and other stakeholders, including open houses, information updates, public displays, advertising, website creation, maintenance updates, construction notices, milestone celebration events, news releases and tours, and directing inquiries to the supporting party as appropriate;
- (g) assuming responsibility for costs related to carrying out lead responsibilities, in the amounts and in the manner outlined in approved plans;
- (h) monitoring whether the Design, the Construction and the Services are conducted in a manner consistent with strategic communication plans and advising the parties of any material inconsistency; and
- (i) having a trained media relations spokesperson available 24/7 to respond to media requests.

5. SUPPORTING RESPONSIBILITIES

The following is an overview of the responsibilities associated with supporting roles

- (a) obtaining approval for plans and tactics before implementation;
- (b) assisting with the development and implementation of plans, including drafting of initial plans and other communication documents, such as coloured floor plans/elevations/perspectives for public communications, as directed by the lead party;
- (c) implementing its role in approved plans;
- (d) maintaining constructive and positive relationships with the public and other stakeholders;
- (e) providing information, as required by the lead party and its team members, to support communication and consultation activities;
- (f) as relevant to its supporting role, organizing, attending and participating in community and other stakeholder consultation meetings and carrying out other communication

activities to consult with and report back to the community and other stakeholders, including open houses, information updates, public displays, advertising, website creation, maintenance updates, construction notices, milestone celebration events, news releases and tours, and directing inquiries to the lead party as appropriate;

- (g) assuming responsibility for costs related to carrying out supporting responsibilities, in the amounts and in the manner outlined in approved plans; and
- (h) having a local, trained media relations spokesperson available 24/7 to respond to media requests.

6. ALLOCATION OF LEAD AND SUPPORTING ROLES

The lead and supporting roles will be allocated as set out in the following table, unless otherwise required by the Authority in consultation with Project Co.

PERIOD	CATEGORY	LEAD	SUPPORTING
Construction Period	Communications Planning	Authority	Project Co
	Community Relations	Authority	Project Co
	Consultation	Authority	Project Co
	Media Relations	Authority	Project Co
	Emergency Communications	Authority	Project Co
	Construction	Project Co	Authority
	Traffic	Project Co	Authority
	Noise	Project Co	Authority
Operating Period	Communications Planning	Authority	Project Co
	Community Relations	Authority	Project Co
	Consultation	Authority	Project Co
	Media Relations	Authority	Project Co
	Emergency Communications	Authority	Project Co

7. AUTHORITY RIGHT TO STEP IN AT PROJECT CO'S COST

If Project Co is required to take a lead role but fails to comply with its obligations under this Schedule in any material respect, the Authority may give reasonable notice to Project Co that it intends to undertake and assume the lead role obligations of Project Co, at the expense of Project Co, including all direct costs of engaging third party assistance with communication responsibilities and all Direct Losses of the Authority in connection with fulfilling Project Co's obligations under this Schedule.