

SCHEDULE 12**COMMUNICATIONS PROTOCOL****1. GENERAL****1.1 Communications Principles**

The Project represents an important infrastructure commitment by the Ministry. Accordingly a comprehensive communications and stakeholder relations plan is required to ensure the public is informed and engaged where necessary and to meet the Ministry's communications requirements. This plan will support effective communications between Project Co and the Ministry, and with Stakeholders and the City of Regina, the Town of Balgonie, the Town of White City, the Town of Pilot Butte and the Rural Municipalities of Edenwold and Sherwood.

2. MINISTRY RESPONSIBILITIES**2.1 Lead Communications Role**

The Ministry will assume the lead communications role. The Ministry will take primary responsibility for all communications matters and will be responsible for:

- (a) providing identified, dedicated lead communications contacts with applicable skills and experience with 24/7 availability on applicable aspects of communications and issues management;
- (b) providing an identified, dedicated media-trained lead media spokesperson, with back-up media-trained personnel, as required with 24/7 availability on applicable aspects of communications;
- (c) acting as primary media contact for the Project;
- (d) providing final review and approval of all public communications materials;
- (e) communicating promptly with all relevant parties on crisis issues and communicating within 24 hours on general issues;
- (f) review and approve Project Co's Project website content and updates; and
- (g) providing coordinated updates to internal/external Stakeholders, as required.

2.2 Ministry Communications Responsibilities During the Works

In the period up to the Substantial Completion Date, the Ministry will be responsible for the following matters:

- (a) Communications: To develop a comprehensive communications strategy and program that includes community relations, media relations, marketing, special events, employee communications and government relations regarding issues related to the Project.

- (b) Crisis Communications: To undertake, in cooperation with Project Co, required planning for potential crisis issues related to the Project. A plan will be developed within 30 days following Financial Close outlining the roles and responsibilities of both the Ministry and Project Co during a crisis situation.
- (c) Performance Review: To review, on a periodic basis, Project Co's performance in providing communications support as outlined in Section 3 of this Schedule 12.

2.3 Communications Responsibilities of the Ministry and Project Co During the Operational Term

- (a) No later than 30 days prior to the Substantial Completion Date, the Parties will agree on a communications protocol to apply during the Operational Term.
- (b) To the extent the communications activities described in Section 3.2 apply to the OM&R Work, the communications protocol described in Section 2.3(a) shall assign to Project Co the responsibilities set forth in Section 3.2 during the Operational Term.

3. PROJECT CO RESPONSIBILITIES

3.1 Support Communications Role

Project Co will assume a supporting role with respect to communications related to the Project. Project Co will be responsible for:

- (a) providing an identified, dedicated media-trained lead media spokesperson (with back-up media-trained personnel, as required) with 24/7 availability on applicable aspects of communications and providing a communications manager experienced in developing and implementing communications and community consulting plans for infrastructure development, such communications manager to be satisfactory to the Ministry;
- (b) responding to communications issues in accordance with agreed timeframes;
- (c) maintaining and updating a website and social media channels, as required, subject to review and approval by the Ministry;
- (d) reviewing and/or providing communications and/or technical materials reasonably requested by the Ministry;
- (e) procuring, installing and maintaining courtesy signs as required by both the Ministry and the Government of Canada;
- (f) updating, in collaboration with the Ministry, internal/external Stakeholders, as required, including involvement and participation in community events;
- (g) providing the public/media reasonable access to the Site for milestone events;
- (h) directing all media enquiries and interview requests to the Ministry's lead communications contact;

- (i) maintaining a written record of all material public inquiries, complaints and communications and providing copies to the Ministry's lead communications contact on a weekly basis (or immediately if urgent);
- (j) reporting to the Ministry on communications matters on an agreed upon basis;
- (k) participating in Ministry communications meetings and assigning a communications representative and/or a project manager, as required;
- (l) during a crisis situation, ensuring and making available sufficient resources to work effectively with the Ministry and proactively manage and perform its communications responsibilities; and
- (m) developing a communications protocol in respect of Project Co's responsibilities set out in this section 3.1 and in respect of the communications plan provided pursuant to section 3.2, which protocol shall be submitted by Project Co and reviewed by the Ministry pursuant to Schedule 9 -Review Procedure prior to the commencement of any public information open houses with respect to the Project.

3.2 Project Co Communications Responsibilities During the Works

- (a) Within 30 days following Financial Close and in collaboration with the Ministry, Project Co will develop, maintain and implement a construction liaison and communications plan for review pursuant to Schedule 9 - Review Procedure that supports and meets Project Co's obligations under this Project Agreement and which shall also include:
 - (i) a description of Project Co's approach to all communications aspects of the Project;
 - (ii) a description of Project Co's communications team, including the roles and responsibilities for each team member and any Project Co Party who will provide any aspect of the communications program;
 - (iii) the identification of proposed communication tools to be used to partner and report to the Ministry, for coordinated media and community relations, coordinated issues management, complaints management, dispute resolution and crisis communications with the objective of keeping the community and other Stakeholders informed with respect to the progress of the Project; and
 - (iv) a description of the objectives, strategies and tactics, including proposed time lines to complete and implement the identified tactics, such time lines and tactics subject to the approval of the Ministry.
- (b) In the period up to the Substantial Completion Date, Project Co will:
 - (i) update the construction liaison and communications plan on an annual basis or as reasonably requested by the Ministry;
 - (ii) coordinate with the Ministry in the implementation of the construction liaison and communications plan;

- (iii) provide a dedicated representative who will attend regular meetings with the Ministry to discuss communication issues and developments;
- (iv) produce monthly progress reports, which will include information on activities, public and media enquiries, any emerging issues, and actions taken in response to issues;
- (v) in coordination with the Ministry, provide regular updates to the immediately affected property owners and neighbourhoods on Works related issues with particular attention to communicating the scope, schedule and status of the Works. This will include processes to proactively address any Works related enquiries and issues (e.g., public enquiries and complaints re noise, hours of work, dust, etc.);
- (vi) provide regular updates to the Ministry related to the management of local traffic during the Works;
- (vii) update information related to management of local traffic and road condition information to the Ministry's road information system.
- (viii) as soon as practicable following Financial Close develop, in collaboration with the Ministry, a crisis communication plan outlining roles and responsibilities for a list of potential crisis issues that could develop during the Works; and
- (ix) follow any guidelines provided by the Ministry related to signage or advertising at the Site.
- (x) Install one HDTV image quality camera at each interchange location. The camera must be capable of providing time-lapse images to the web site via the Data Centre. Camera images will refresh at least once every 15 minutes. An example of the desired output is available at www.reginarevitalization.ca/stadiumcam/
- (xi) Create a virtual flyover of the Regina Bypass by December, 2015. The desired detail would include an elevated perspective, ground terrain using aerial photography, basic building details, and flyover from one end of the project to the other (for example, from the junction of Highway 11 to the junction of Highway 1 and Highway 46 at Balgonie). The video will also demonstrate traffic operations at each of the interchanges. A sample is available at www.northeastanthonyhenday.com/project.php

Neither narration nor audio are required.

The video will be used to provide the public with a view as to how the bypass will drive, and will be used for a variety of public presentations.

The video will be produced and available for public rollout in December, 2015.

- (c) In the period after the Substantial Completion Date, Project Co will install sufficient cameras to provide road information to the Ministry of Highways and Infrastructure road information system via the Data Centre. Current Hotline cameras are the following model

with accompanying specs. It is desirable to use the same camera however another brand may be considered if the specs are met and agreed upon by MHI.

- (i) Axis Q1755 E Network cameras, outdoor ready with zoom and autofocus.
- (ii) HDTV 1080i or 720p regarding resolution, color fidelity, 16:9 format, and full frame rate.
- (iii) 10X optical zoom
- (iv) 12X digital zoom and autofocus
- (v) Pan and tilt function if installed with an optional pan/tilt motor
- (vi) Power over Ethernet, which eliminates the need for power cables.
- (vii) Must be operational from -40 C to 45 C, a unique Arctic Temperature control for powering up at very low temperatures following a power failure.

4. PUBLIC DISCLOSURE AND MEDIA RELEASES

4.1 Public Disclosure and Media Releases

- (a) Project Co shall not, and shall ensure that no Project Co Party shall, issue or disseminate any media release, public announcement or public disclosure (whether for publication in the press, on the radio, television, internet or any other medium) relating to the Project, this Project Agreement, the MHI Activities or any matters related thereto, without the prior written consent of the Ministry, in its sole discretion, or, in the case of any media release, public announcement or public disclosure required by Applicable Law, without the prior written consent of the Ministry.
- (b) Unless otherwise required by Applicable Law (but only to that extent), neither party shall use the other Party's name or refer to the other Party, directly or indirectly, in any media release, public announcement or public disclosure (whether for publication in the press, on the radio, television, internet or any other medium) relating to the Project, this Project Agreement, the Ministry Activities or any matter related thereto, without the prior written consent of the other Party.
- (c) Project Co shall comply, and shall ensure that all Project Co Parties comply, at all times, with the Ministry's media release and publicity protocols or guidelines, as such protocols and/or guidelines are updated by the Ministry from time to time.

5. CONSTRUCTION SIGNAGE

5.1 Construction Signage Guidelines

With respect to any information signage that may be erected and maintained at or on the Site or Project, Project Co, Project Co Parties and/or the Lenders, as applicable, shall:

- (a) include the Saskatchewan logo on the sign;

- (b) ensure that the signage is no larger than the larger of:
 - (i) an existing government project sign on the Site; or
 - (ii) 16 feet by 8 feet;
- (c) adhere to local by-laws including by-laws regarding placement and size;
- (d) consider signage material suitable for long-term outdoor exposure;
- (e) provide a mock-up of the signage to the Ministry Representative for approval prior to printing; and
- (f) be responsible for installation, maintenance and removal of the signage.

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