

SCHEDULE 24

COMMUNICATIONS PLAN

SECTION A DEFINITIONS

A.1 Capitalized Terms

A1.1 Capitalized terms used in this Schedule 24 have the meanings set out in the Project Agreement, unless otherwise expressed in this Schedule 24.

A.2 Definitions

A2.1 “**Communications Plan**” has the meaning given in Section B1.1.

A2.2 “**Communications Working Group**” has the meaning given in Section B3.1.

SECTION B GENERAL

B.1 Communications Plan

B1.1 Project Co shall further develop, implement, maintain, monitor, periodically update, and manage, for the duration of the Project Term, the Communications Plan set out in Schedule 4 – Project Co’s Management Systems and Plans (the “**Communications Plan**”) in accordance with this Schedule 24 – Communications Plan.

B1.2 The Communications Plan and any amendments thereto, shall be reviewed in accordance with Schedule 5 – Review Procedure.

B1.3 Project Co shall update the Communications Plan on an annual basis or as reasonably requested by the City.

B.2 Communications Principles

B2.1 The Project represents an important transit infrastructure commitment for the City. As Project Co carries out its responsibilities under the Project Agreement, comprehensive plans for communications and public consultation will be required to ensure the public is well informed and engaged, where necessary, and to meet the City’s communications and public engagement requirements. The Communications Plan will support effective communications between Project Co and the City, transit users, local residents and businesses.

B2.2 The Communications Plan shall include all print and electronic communications related to planning, design, environmental assessments, environmental permits and approvals, construction, maintenance, operation, milestones, community and stakeholder relations, public presentations and open houses, public advertisements and mail drops, media responses, website information and social media updates.

B.3 Communications Working Group

- B3.1 The City and Project Co will provide staff to support all communications and public consultation activities related to the Project. These staff will form a communications working group, whose responsibilities include developing and implementing communications, public consultation and community engagement activities for the Project (the “**Communications Working Group**”).
- B3.2 Immediately following Financial Close, the Communications Working Group will meet to identify their working relationship, roles and responsibilities matrix, approvals processes and procedures in accordance with this Schedule 24 – Communications Plan and the Project Agreement.
- B3.3 The Communications Working Group will review the Communications Plan set out in Schedule 4 – Project Co’s Management Systems and Plans with the objective of updating the plan to include roles and responsibilities, scheduling of interim reviews and adjustments and City approvals, all in accordance with this Schedule 24 – Communications Plan.

SECTION C PROJECT CO RESPONSIBILITIES

C.1 Project Co’s Support Communications Role

- C1.1 Project Co shall,
- (a) support the City with respect to communications related to the Project;
 - (b) provide identified, media-trained persons from Project Co to address and respond to issues and concerns during the Construction Period and during the OMR Period;
 - (c) respond to communications issues in accordance with timeframes set out in the Communications Plan;
 - (d) support the City’s Project website through the timely provision of static (written) and dynamic (multimedia) content, including:
 - (i) a quarterly feature article highlighting one aspect of Project design, construction or Project benefits, with a minimum length of 500 words;
 - (ii) notifications of public consultations, consultation materials and post-consultation summaries; and
 - (iii) graphics and renderings showcasing the design of each station, together with high-resolution construction progress photos;
 - (e) review and/or provide communications and/or technical materials reasonably requested by the City;

- (f) provide the public and the media reasonable access to the Lands for milestone events;
 - (g) direct all media enquiries and interview requests to the City's lead communications contact;
 - (h) maintain a written record of all material public enquiries, complaints and communications and provide copies to the City's lead communications contact on a bi-weekly basis (or immediately if urgent); and
 - (i) participate in City communications meetings, as required.
- C1.2 Project Co and the City shall utilize the City's 311 service to facilitate requests, complaints, incident reporting and questions from Infrastructure Users. Incoming calls that report an incident or problem will be redirected to Project Co's staff for prompt attention and resolution. All other enquiries will be directed to the most appropriate resources based on a predefined decision tree developed in collaboration with the Communication Working Group and 311 service staff. Project Co shall prepare and update scripts for the 311 service operators, FAQs, links to relevant websites, a monthly construction and/or maintenance update and look ahead, and traffic advisories to support the 311 service.
- C1.3 Project Co shall not issue or disseminate, and shall ensure that no Project Co Party issues or disseminates, any media release, public announcement or public disclosure (whether for publication in the press, on the radio, television, internet, social media, or any other medium) relating to the Project, the Project Agreement, City activities or any matters related thereto, without the prior written consent of the City, except as otherwise required by applicable securities law, in which case, Project Co shall provide the City with prior written notice. Project Co shall provide a minimum of 8 weeks' notice prior to holding any public open house or public information events and 3 weeks' notice for any public media releases. Additional public communication timelines will be developed through the Communications Working Group.
- C1.4 Immediately following Financial Close and in collaboration with the City, Project Co shall refine and update the "Support Communications" section of the Communications Plan.

C.2 Project Co's Responsibilities During the Design and Construction Period

- C2.1 During the Construction Period, Project Co shall:
- (a) maintain a document or flowchart that describes Project Co's approach to all communications aspects of the Project;
 - (b) maintain a document or flowchart that describes Project Co's communications team, including the roles and responsibilities for each team member;
 - (c) develop and distribute newsletters, construction notices and items associated with public consultation, events and initiatives;

- (d) maintain a schedule for public consultation and a plan for the provision of information related to planning, environmental assessments and environmental permits or approvals, pre-construction and construction activities, including preparing and formatting the content for advertising, storyboards, construction notices, letter, e-mail notifications, posters, stakeholder briefings, neighbourhood meetings and flyers;
- (e) submit individual consultation event plans for each consultation event with the general public prior to each such event; and
- (f) comply with the City's design templates for all information related to the Project and Project identity standards on all information materials.

C2.2 From Financial Close to the Substantial Completion Date, Project Co shall:

- (a) host a minimum of five public open houses at different stages of the Project, spread out throughout the Design and Construction period, with one open house required prior to commencement of construction. The timing, content and advertising of the public open house shall be pre-approved by the City;
- (b) in coordination with the City, provide regular updates to the immediately affected property owners and neighbourhoods on Design and Construction related issues with particular attention to communicating the scope, schedule and status of the Design and Construction and reasonable advance notice of the schedule, where reasonably possible. This will include processes to proactively address any Design and Construction related inquiries and issues (e.g., public inquiries and complaints regarding noise, hours of work, dust, etc.);
- (c) provide regular updates to the City related to the management of traffic during construction;
- (d) follow any guidelines provided by the City related to signage or advertising with respect to the Project; and
- (e) develop, in consultation with the City, a community and stakeholder outreach plan for the design and construction phases of the Project.

C2.3 No later than 30 days following Financial Close and in collaboration with the City, Project Co shall refine and update the "Design and Construction Period" section of the Communications Plan.

C.3 Project Co Communications Responsibilities During Operations and Maintenance

C3.1 During the OMR Period, Project Co shall:

- (a) notify the City of operational information and changes in operation including schedule changes, delays, connections to other transit modes, special events and slowed operations; and
- (b) report all safety incidents on the Infrastructure involving customers and the public.

C3.2 No later than 30 days prior to the Scheduled Substantial Completion Date and in collaboration with the City, Project Co shall refine and update the “OMR Period” section of the Communications Plan. The “OMR Period” section of the Communications Plan shall include:

- (a) a description of Project Co's approach to operations and maintenance communications; and
- (b) a description of Project Co's communications team, including the roles and responsibilities for each team member and any Project Co Party.

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