

CCBF Communications Guide for BC Recipients

- Local governments that receive annual CCBF allocations of greater than \$400,000 should undertake at least one formal communication highlighting the use of funds in each year.
- Communities that receive funding through the Strategic Priorities Fund (SPF) should undertake formal communication highlighting the SPF project.
- Canada and BC must be informed of communications plans with at least **15 working days' notice** to provide a representative or quote. Please contact UBCM Communications Officer, Zoë Ducklow (zducklow@ubcm.ca, 604-270-8226 ext. 222) to coordinate notice on your behalf.
- Signage is recommended for any project that uses more than \$100,000 from the CCBF.

Regular communications from British Columbia local governments are part of how the federal government reviews success of the CCBF program. Public coverage also supports UBCM's ongoing advocacy for continued and increased funding through the CCBF.

Recipients are responsible for initiating, designing, planning, and executing communications activities. UBCM communications staff are available to help coordinate between funding partners, and answer questions about communications requirements in the Agreement, and sharing any support resources.

Typical communications activities are a news release, and/or an in-person event to mark the ground breaking or completion of a project. Physical signage, social media posts, and other communications activities are encouraged. Other ideas are welcome; please connect with UBCM Communications Officer, Zoë Ducklow (zducklow@ubcm.ca, 604-270-8226 ext. 222) to confirm compliance with the Agreement.

News releases

A news release acknowledging CCBF funding should include (at least):

- Project overview
- Quotes from Infrastructure Canada, provincial Ministry of Municipal Affairs, and local elected officials (coordinated by UBCM Communications Officer)
- Funding acknowledgement from CCBF
- A brief description of CCBF
- To obtain quotes from Infrastructure Canada and Municipal Affairs, contact UBCM Communications Officer, Zoë Ducklow (zducklow@ubcm.ca, 604-270-8226 ext. 222), who will coordinate on your behalf. **A minimum of 15 working days' notice is required**, per the Agreement. Along with the draft news release, it is helpful to include a summarized funding breakdown of the project, indicating how much CCBF funding contributed to the overall, and sources of other funding (i.e., general reserves, other grants, etc.)

Events

Examples of events include ground breaking, ribbon cutting, or grand opening. More than 15 days' notice is appreciated for invitations to in-person events, but there is no set requirement in the Agreement. In-person events acknowledging CCBF funding should include:

- Invitation to representatives from Infrastructure Canada and BC Ministry of Municipal Affairs (coordinated through UBCM Communications Officer)
- Invitation to local dignitaries, community partners
- Notice to local journalists
- Photographer
- An accompanying news release, to be distributed immediately following the event

Social Media

Posts to social media do not require quotes from partners. Please tag UBCM and Infrastructure Canada.

- Facebook
 - UBCM <https://www.facebook.com/UnionofBCMunicipalities>
 - INFC-English: <https://www.facebook.com/InfrastructureCanadaENG>
- X (Twitter)
 - UBCM: <https://twitter.com/UBCM>
 - INFC-English: https://twitter.com/INFC_eng
- LinkedIn:
 - UBCM: <https://www.linkedin.com/company/union-of-bc-municipalities>
 - No need to tag INFC on LinkedIn

Recommended hashtag is #CCBFInBC.

Signage

Physical signage acknowledging CCBF funding is recommended during the construction phase of CCBF-funded projects for any project that used more than \$100,000 from the CCBF. [Signage design files](#) are provided by Infrastructure Canada.

Describing the CCBF program

Sample copy describing CCBF from real news releases:

- A variety of local infrastructure projects were made possible in 2023 by the Canada Community-Building Fund, a predictable and permanent source of funding provided to municipalities as a way to support local priority projects.
- “The Community Works Fund is delivered twice annually and enables local governments to make choices about which eligible projects get funded that are important to their own community,” said Mayor Tom Dyas. “This recurring federal government funding, administered by UBCM, allows the City of Kelowna to plan ongoing investment in our municipal infrastructure, without relying entirely on property taxation.”
- The Canada Community-Building Fund started in 2005-2006 and is a permanent and predictable source of long-term funding so communities have the flexibility to invest across 19 different project categories, including local roads and bridges, culture and tourism, drinking water and wastewater infrastructure, and sport and recreation.
- The Canada Community-Building Fund is a permanent source of federal funding for local infrastructure, administered by the Union of BC Municipalities. Funds are provided to communities up front, twice a year, and can be strategically invested across 18 project categories to address local priorities. Municipalities can also pool, bank and borrow against this funding.

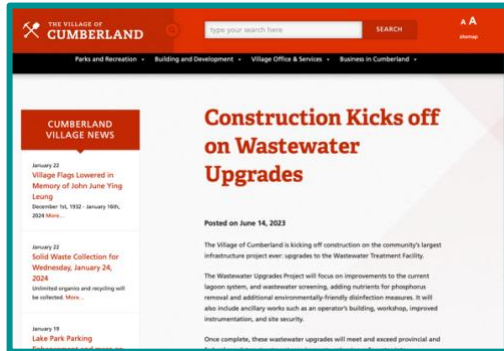
Examples of communications about CCBF-funded projects

(Click on images to view full example)

News release — Project launch

Cumberland issued a news release to announce the start of a major infrastructure project. Future updates can link back to this initial release. The release includes a project overview, quotes from Infrastructure Canada, BC Ministry of Municipal Affairs, and local elected officials. It was distributed to local journalists and shared on social media.

Web post:



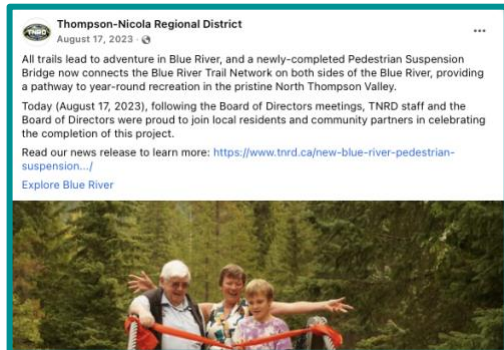
News release PDF:



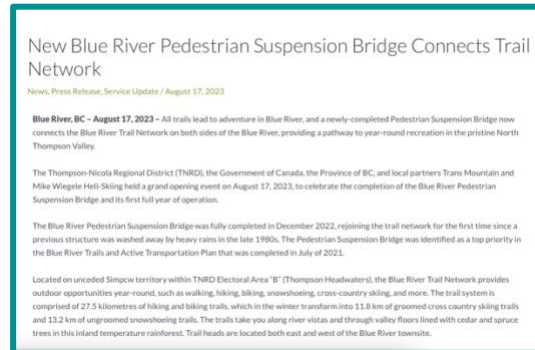
Ribbon cutting event and news release — Project completion

Thomson-Nicola Regional District hosted a ribbon cutting to mark the opening of a pedestrian suspension bridge. Representatives from Canada and BC were invited. Photos and a news release were distributed and shared on TNRD's social media pages.

Social media post:



News release:



News release — Year-end project review

Rather than one project, Chilliwack published a review of all the projects it invested CCBF money into during the year. The release includes quotes from Infrastructure Canada, BC Ministry of Municipal Affairs, and local elected officials. It was distributed to local media and shared on social media.

News release:

PRESS RELEASE

Government of Canada's Canada Community-Building Fund provided \$3.64M to 2022 City of Chilliwack projects May 18, 2023

Chilliwack, BC: Multiple City of Chilliwack projects were completed in 2022 thanks in part to \$3.64 million in funding from the Government of Canada's Canada Community-Building Fund. Projects supported by this funding included infrastructure upgrades, such as road repaving and bike lane additions, and the installation of new outdoor recreational amenities.

The largest portion of this funding, \$1.86M, was used to repave and rehabilitate 15 kilometres of city roads in 22 locations, and to construct five kilometres of new bike lanes across five neighbourhoods throughout the city.

A total of \$1.55M supported installation of a new synthetic sports field in the Vedder area. This project included outdoor field lighting, washroom facilities, a storage area, bleachers, and player bench areas. The new turf facilities in this location means there is more field availability for community sports groups and activities in all weather.

An additional \$120,000 enabled construction of a beginner level cycle pump track at the Landing. The track consists of two, 50-metre loops, and is suitable for all ages to learn how