

Capital and Business Support
Division

Division du soutien aux
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2021 SB 03

Date: March 8, 2021

Memorandum to: Directors of Education
School Business Officials
Secretary/Treasurers of School Authorities

From: Didem Proulx
Assistant Deputy Minister of Education
Capital and Business Support Division

Subject Ontario Builds Signage for Capital Projects - Clarification of
Timelines for Placement of Signage

This memorandum is a follow up to the communication memo sent to school boards on December 16, 2020 through Memorandum SB28: Ontario Builds Signage for Capital Projects.

As a reminder, for Capital Priorities (CP) and Early Years Capital and Child Care Capital projects, school boards are required to display Ontario Builds signage at the site of construction that identifies the financial support of the Government of Ontario.

The ministry is requesting that school boards start placing Ontario Builds signage at all projects approved through the 2019-20 and 2020-21 Capital Priorities Programs (Refer to Appendix A for complete project list). We thank those school boards who have commenced preparing signage for these construction sites. The ministry appreciates that there are various circumstances impacting the timelines in placing signage at project sites.

To ensure timely placement of signage we are asking school boards adhere to the following timelines for placement of signage as detailed below:

- 1) 2019-20 & 2020-21 CP projects where sites are owned by school boards:
 - Signage is required to be installed on site by **April 30, 2021**
 - **Note:** School boards are encouraged to submit digital proofs of signage to the ministry for approval by **March 22, 2021** to ensure sufficient time to meet the April 30, 2021 deadline.

- 2) 2019-20 & 2020-21 CP projects where sites are not currently owned by school boards:
- Signage is required to be installed **within 60 days** of the date of site acquisition.

As a reminder, all expenses related to Ontario Builds signage, such as design, production, and installation are the responsibility of the school board. School boards are also responsible for posting the signs in a prominent, high-traffic location in a timely manner.

As per the Communication Protocol, school boards are to follow the process below in placing signage at project construction sites:

- Signage designs should be consistent with the Ontario Builds sign templates and the visual identity guide, available at www.ontario.ca/page/ontario-builds-templates.
 - Examples of project descriptions that could be used on the sign include “New school and child care centre,” “New school,” or “New school addition.”
 - For Francophone communities, consider producing both English and French signage.
- School boards are to submit for approval a digital proof of the sign to the ministry via email at MinistryofEducation@ontario.ca *before* finalizing and physically producing any signage.
- Once the ministry approves the digital proof, school boards may proceed with production and installation of the signage in a prominent location that does not obstruct traffic or cause safety concerns, particularly if the sign is located near roads. To avoid potential safety issues, school boards should ensure the appropriate provincial and municipal authorities are consulted.
- The school board is to provide the ministry with a photograph after the sign has been installed. Please send photograph to MinistryofEducation@ontario.ca.
- School boards are to maintain the signage in a good state of repair for the duration of the project. Signage can be removed within six months following completion of the project.

Please refer to:

- Appendix A – List of projects approved through the 2019-20 & 2020-21 Capital Priorities Program that require signage.
- Appendix B – Q&As will provide you with more detailed information about the new signage protocol including how to manage signage for projects approved prior to 2019-20.

If you have any questions or concerns on signage after reviewing this information, please contact MinistryofEducation@ontario.ca. We are happy to assist you in the Ontario Builds signage initiative.

General enquiries can also be directed to your board’s capital analyst.

Thanking you in advance for your help as we roll out this new initiative and we look forward to continuing to work with your school board.

Sincerely,

Original signed by:

Didem Proulx
Assistant Deputy Minister
Capital and Business Support Division

Appendices:

Appendix A: Approved Capital Priorities Projects Requiring Signs

Appendix B: Questions and Answers

C: Early Years Leads, District School Boards

Children's Services Leads, Consolidated Municipal Service Managers and District Social Services
Administration Boards

Dr. Parm Bhatthal, Director, Field Services Branch, Ministry of Education