MEMORANDUM TO: Directors of Education

FROM: Nancy Naylor
Assistant Deputy Minister

DATE: May 7, 2008

SUBJECT: Infrastructure Project Recognition Signage Program

To increase local communities’ awareness of the government’s investments in school capital projects across Ontario, the ministries of Education and Public Infrastructure Renewal have implemented a signage program.

Signs will be made available to boards for both elementary and secondary schools that are benefiting from capital funding investments of more than $100,000. The production and shipment of the bilingual signs will be paid for by the Ministry of Education. The installation of the signs at the school sites is to be arranged and paid for by school boards. The design template for the program is attached, for your information. Please note that French-language school boards have the option of reversing the language order on the signs to place the French project name first.

Signage Requirements

School board capital projects currently underway and new projects that arise are to be considered for signage. This program recommends that one ‘standard’ 8 foot wide x 4 foot high sign be installed for capital projects between $100,000 and $499,999. For capital projects in excess of $500,000, it is recommended that one 'large' 16 foot wide x 8 foot high sign be installed.

For ‘standard’ signs on projects between $100,000 and $499,999, boards have the choice of either:

- 8’ wide by 4’ high sign on Coroplast (corrugated plastic), or
- 8’ wide by 4’ high sign on Crezon (exterior grade plywood)

For 'large’ signs on projects in excess of $500,000, boards have the choice of either:

- 16’ wide by 8’ high sign on mesh vinyl (mounted — on link fencing or building walls), or
- 16’ wide by 8’ high sign on Crezon (freestanding — staked into the ground at building sites)
The recommendations regarding the type and number of signs are provided as a guideline only. The Ministry will consider site-specific constraints or issues relating to the nature and scope of the capital project that may influence signage requirements.

Existing signs for facility renewal projects funded through the Good Places to Learn (GPL) initiative (see memorandum 2005: B8 – Ministry of Education’s Good Places to Learn Signage Program) do not need to be replaced. However, if GPL renewal work is ongoing at the school, any damaged or defaced signs should be replaced by the board with the new signs.

It is recommended that signs be installed in a prominent location that is clearly visible from the road (secured to a wall near the main entrance of the school or to a fence.) The selected location must not restrict accessibility or interfere with facilities and services (electrical systems, drainage, etc). Boards are asked to pay particular attention to ensuring that sign placement does not create a risk to students, staff or visitor safety.

Administration of the Signage Program

Boards are to identify to the Ministry each sign required for capital projects valued between $100,000 and $499,999 (standard sign) and for projects in excess of $500,000 (large sign). A vendor has been contracted to produce and distribute the signs. The Ministry will act as the link between the school boards and the service provider producing and shipping the signs.

A form (attached) and email account have been established for the purpose of administering the program. Boards are encouraged to outline their signage requirements for projects that have been approved or are currently under construction and submit the form by May 30, 2008. In the future, signs may be ordered on an as-needed basis using the attached form.

The Ministry recognizes that geographically large boards may want to ship signs to multiple locations. As such, boards may submit more than one form to allow for delivery to different regional offices.

Signage Program Requirements

Boards are to provide the following information based on their signage program requirements and submit the completed form to the e-mail address provided.

- School board name and contact information for the staff person who will serve as the board liaison for the signage program. Please include the staff contact’s telephone number and e-mail address;
- Name of each project (school) and its top one or two elements;
- Type and size of sign required for each project;
- Full board shipping address and board contact for the receipt of signs;
- School board logo in addition to any other project or partners’ logos (if applicable) provided in one of the following file formats – tiff, Illustrator, eps or psd; and

Please send the form with the above information to: education-signage@ontario.ca.
If you have any questions related to the signage requirements or criteria for selecting projects, please contact Daniel Castaldo, Capital Programs Branch, at 416 325-2058 or daniel.castaldo@ontario.ca. Questions about the administration of the program, including liaison with the vendor, contract administration, or sign orders may be directed to Brian Nagle, Communications Branch, at 416-325-2082 or brian.nagle@ontario.ca.

The Infrastructure Project Recognition Signage Program is part of the government’s commitment to working in partnership with school boards to ensure that our school facilities continue to provide an environment that supports student achievement. We thank you for your participation.

Nancy Naylor
Assistant Deputy Minister
Business and Finance Division

Attachment

Copy: Senior Business Officials
   Senior Plant Officials