
 Railway Association of Canada Association des chemins de fer du Canada	Effective Date:	Approved by (First, Last, Title):
Issuing Department: Environment and Programs	Revision Date:	Date Approved:
Title: Content Calendar- Communications Action Plan	Version Number: 1	Signature:

## Content Calendar- Communications Action Plan

Title of Communication	Recipient of Communication	Responsible Person/ Department	Frequency
Environmental Policy	<ul style="list-style-type: none"> <li>New hires</li> <li>Existing personnel (when necessary)</li> <li>Contractors</li> <li>Visitors</li> <li>External stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>HR</li> <li>Manager/ Supervisors</li> <li>Procurement</li> <li>Visitor Escorts</li> <li>Communications Department</li> </ul>	<ul style="list-style-type: none"> <li>New hires- (new hire package)</li> <li>Existing employees-when changes occur to the policy (email communication/ distribution)</li> <li>Existing employees- if deemed necessary from a competency evaluation (manager/ supervisor review)</li> <li>Contractors- (contractor package)</li> <li>Visitors- (part of initial sign in and policy acknowledgement)</li> <li>External Stakeholders- (Website communication or public visibility of RAC policy) update when changes are made</li> </ul>
Compliance Obligations	<ul style="list-style-type: none"> <li>New hires</li> <li>Existing personnel</li> <li>Contractors</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Managers/Supervisors</li> <li>Visitor/ contractor Escorts</li> </ul>	<ul style="list-style-type: none"> <li>New hires- (new hire package)</li> <li>Existing personnel – annual review (part of environmental regulations and compliance training) and if deemed necessary from a competency evaluation (manager/ supervisor review)</li> <li>Contractors/ Visitors- (first visits, annual review with escort-obligations applicable to them)</li> </ul>
Environmental Objectives	<ul style="list-style-type: none"> <li>New hires</li> <li>Existing personnel</li> <li>Contractors</li> <li>Visitors</li> <li>External Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Managers/Supervisors</li> <li>Visitor/ contractor Escorts</li> <li>Communications Department</li> </ul>	<ul style="list-style-type: none"> <li>New hires- (new hire package)</li> <li>Existing personnel – annual review (part of General Environmental Management System Training) and if deemed necessary from a competency evaluation (manager/ supervisor review)</li> <li>Contractors/ Visitors- (first visits, annual review with escort-objectives applicable to them)</li> <li>External Stakeholders- (Website communication or public visibility of objectives) update when changes are made</li> </ul>

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Environmental Aspects and Impacts	<ul style="list-style-type: none"> <li>• New hires</li> <li>• Existing personnel</li> <li>• Contractors</li> <li>• Visitors</li> <li>• External Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Managers/Supervisors</li> <li>• Visitor/ Contractor Escorts</li> <li>• Communications Department</li> </ul>	<ul style="list-style-type: none"> <li>• New hires- (new hire package)</li> <li>• Existing personnel – annual review (part of General Environmental Management System Training) and if deemed necessary from a competency evaluation (manager/ supervisor review)</li> <li>• Contractors/ Visitors- (first visits, annual review with escort- aspects and impacts applicable to them)</li> <li>• External Stakeholders- (Website communication or public visibility of objectives) update when changes are made</li> </ul>
EMS Working Team Meetings	<ul style="list-style-type: none"> <li>• Existing employees (summary information as applicable)</li> <li>• Top management</li> </ul>	<ul style="list-style-type: none"> <li>• EMS Working team members</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly or as required to communicate changes</li> </ul>
Intranet Publications	<ul style="list-style-type: none"> <li>• All internal employees</li> </ul>	<ul style="list-style-type: none"> <li>• EMS working team members</li> <li>• Communications department</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing- used to disclose information regarding the EMS to any existing internal employee</li> </ul>
Updates to any EMS Policies or Procedures	<ul style="list-style-type: none"> <li>• All internal employees</li> <li>• Contractors (as applicable)</li> <li>• Visitors (as applicable)</li> </ul>	<ul style="list-style-type: none"> <li>• EMS working team members</li> <li>• Communications department</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing- used to disclose information regarding the EMS to any existing internal employee</li> </ul>
Public Promotions (sustainability reports, environmental achievements, participation in public events)			
Health and Safety Committee Meetings			

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