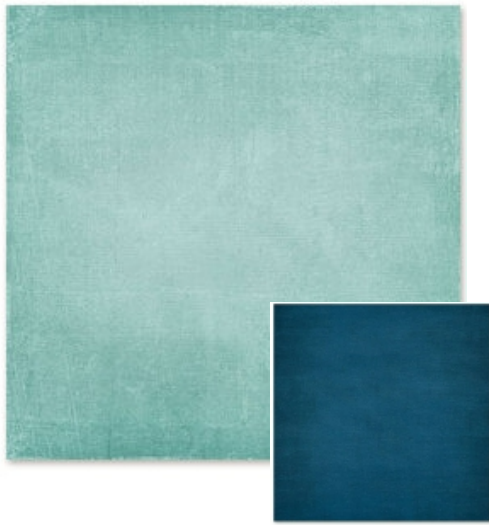




COMMUNICATIONS UPDATE

March 2017



Communications Update

- Fair Hydro Plan
- Advertising Update
- 2017 Priorities



Delivering on Promises

- **Outcome-focused communications:**
 - What does it mean for people? How does it help them in their everyday lives?
- **Milestone announcements and events:**
 - What's happened previously that we can remind people of (e.g. ending of coal)
 - What has been/will be newly achieved (e.g. reduced child care wait times)

End-of-fiscal measurable results

Subject Area	How We Measure Performance	Performance / Results	Key Message
1. Helping kids and families	More child care spaces	We opened 3,500 new spaces in Feb 2017.	<u>xxxxssss</u>
2.			
3.			
4.			
5.			

- “Subject Area” should be a ministry priority, e.g. mandate letter item, key Budget announcement
- “How We Measure” should focus on outcomes, e.g. wait times, program uptake
- “Results” should be measurable outcomes, not just ministry actions
 - Don’t talk about announcements, legislation, reports
 - Talk about improved service, faster/easier access, end user benefits
- Maximum 2-3 key messages



6,4,2 Update

- Implemented January, 2016 in order to improve the approvals process and make it work better for all





How Are We Doing?

Since March, 2016...

Ministry/MO compliance rate = 42%

Premier's Office compliance rate = 47%

**Of 36 Ministries/Directorates tracked,
22 fall below 50% compliance**



How Do We Improve?

- **Be selective:** Research shows that up to 50% of government news releases get no media pickup
- **Use calendars strategically:** Plot items early, give direction to the Ministry to deliver products on specific timelines
- **Plan for the long term** – create a mechanism to identify significant opportunities beyond the rollout six-week window



Celebrating Success





ORILLIA PACKET & TIMES

PUBLISHED IN ORILLIA SINCE 1870

SATURDAY, MARCH 25, 2017

Stanton bucks Tory trend

Simcoe North MP votes in favour of anti-Islamophobia motion

ANDREW PHILIPS
SPECIAL TO THE PACKET & TIMES

For Bruce Stanton, opting to support a motion targeting Islamophobia was an easy decision.

The Simcoe North MP said he has always been against any form of discrimination and couldn't in good conscience vote against

M-108, which passed in the House of Commons Thursday.

"Canadians have the right to the religion of their choice," Stanton said. "That's a rock-solid part of our society. It's a principle I stand firmly with. It's part of the values of my party that has always been there."

Liberals, New Democrats and Green party MP Elizabeth May were in favour; most Conservatives and all Bloc Québécois MPs were opposed. The vote was 201 for and 91 against on the motion proposed by Mississauga MP Iqra Khalid.

In addition to the resolution

condemning Islamophobia, it asks the House of Commons Standing Committee on Canadian Heritage to study the causes of "eliminating systemic racism and religious discrimination including Islamophobia," and calls on the federal government to collect data on hate crimes for further study.



Stanton

But not everyone in Simcoe North seems to feel the same

way as Stanton, who noted some rural residents in the riding have received flyers in their mailboxes that border on hate speech, part of what he sees as a rise in anti-Islam sentiment that's occurring across the Western world.

"There's really no place for a form of discrimination that can be very corrosive," Stanton said, adding he hopes this week's terror attack in London, England, doesn't create more anti-Islam rhetoric here since these kinds of incidents are perpetrated by "a few deranged, radicalized people."

See STANTON | A2

Mayor optimi about 1 for tra

MERREEN SHAHID
THE PACKET & TIMES

Transit and ing could bar ing announced eral budget, ac mayor.

Despite a lac how municipal money and how able, Steve Clark

"They're put over 11 years int adding discuss: nent transit hub begin this year.

Clarke said th opportunities b the money the fi has allocated for adding to the c buses.

"As we saw i had some more add additional l he said.

The city want closely with the on finding solu ble housing in l said, and could eral money des infrastructure."

"I know this o appetite for detr affordable hous there's \$11 billio

He also hopes funding to be t Street Plaza pr infrastructure occur to connec

to the waterfront. Another possib said Clarke, leth in the federal g nament source money for muni

"It allows us t reconstruction i and maintain i said.

While Clarke tyes, Alex Nutt Spring water, sounded the ala

"On a local l for the Lake Si Georgian Bay (been discont in has been spent

Minister visits Orillia to outline hydro plan

ANDREW PHILIPS
SPECIAL TO POSTMEDIA NETWORK

It definitely had a pre-election feel, but Ontario Energy Minister Glenn Thibault said he had been planning to visit Orillia for weeks to discuss his government's plan to tackle escalating electricity prices.

"(Orillia) wasn't singled out because it's Patrick Brown's riding," Thibault said, referring to the Simcoe North MPP, who leads the provincial Progressive Conservatives.

Thibault and Barrie MPP Ann Hoggarth joined local politicians and social services leaders Friday at Orillia's Housing Resource Centre to outline Ontario's Fair Hydro Plan that he pledged will lower electricity bills by 25 per cent on average for all residential consumers in the province.

"I know affordable access to electricity is a critical issue here in Simcoe County," said Thibault, adding he was charged by Premier Kathleen Wynne with working to lower electricity costs nine months ago.

"By moving ahead with this significant reform we will be providing significant relief by this summer."

Mayor Steve Clarke said electricity prices are always front and centre when it comes to assessing costs.

"I was hearing about energy prices when we were going through the negotiations with Hydro One," Clarke said, referring to last year's



Ontario Energy Minister Glenn Thibault speaks Friday in Orillia to outline the province's Fair Hydro Plan.

sale of Orillia Power Distribution Corporation to Hydro One for \$26.35 million.

"Our municipal partners in rural areas certainly have concerns about pricing"

Hoggarth, who is also parlia-

mentary assistant to the Minister of Community and Social Services agreed: "We weren't hearing quite the same concerns in our urban area, but it has been a big issue in rural areas."

But the plan should help them

as well, according to Thibault, who noted many small businesses and farms will also benefit from the initiative, with additional relief for people with low incomes and those living in eligible rural communities.

See THIBAUT | A2



Questions/Discussion