

“What We Heard”

Weekend 1, Deliberation Phase

February 17, 2007

Purpose of presentation

- Today, we'll talk about consultation:
 - I'll give you an overview of your great work
 - A few Assembly members will share thoughts on key themes from the consultation
 - Barry will give you an update on media
 - George will lead an open forum discussion
- After that, we'll hear from the Students' Assembly
- Tonight, we'll have a chance to continue our discussion over dinner

Who said we couldn't consult in six weeks, over winter, in a province of over 12 million people?

A snapshot

- November 20 (1st meeting in Brampton) to January 31 (deadline for submissions)
- Over 2,000 participants:
 - Forty-one public meetings (8 bilingual) in 32 cities
 - Meeting at the Canadian Hearing Society for people with disabilities
 - Four focus groups for people on low incomes, recent immigrants,
- More than 1,000 written submissions
- Much creative outreach by members

Valuable input

- Consultation generated many ideas about what principles matter to Ontarians; what system they think is best
- Some people dropped into meetings and learned about electoral systems for the first time
- Many people thanked the Assembly for its hard work on their behalf

“We could commission polls or focus groups but the Citizens’ Assembly members know a lot more about the process... This is the focus group and it’s... an informed one.”

- Scarborough meeting participant

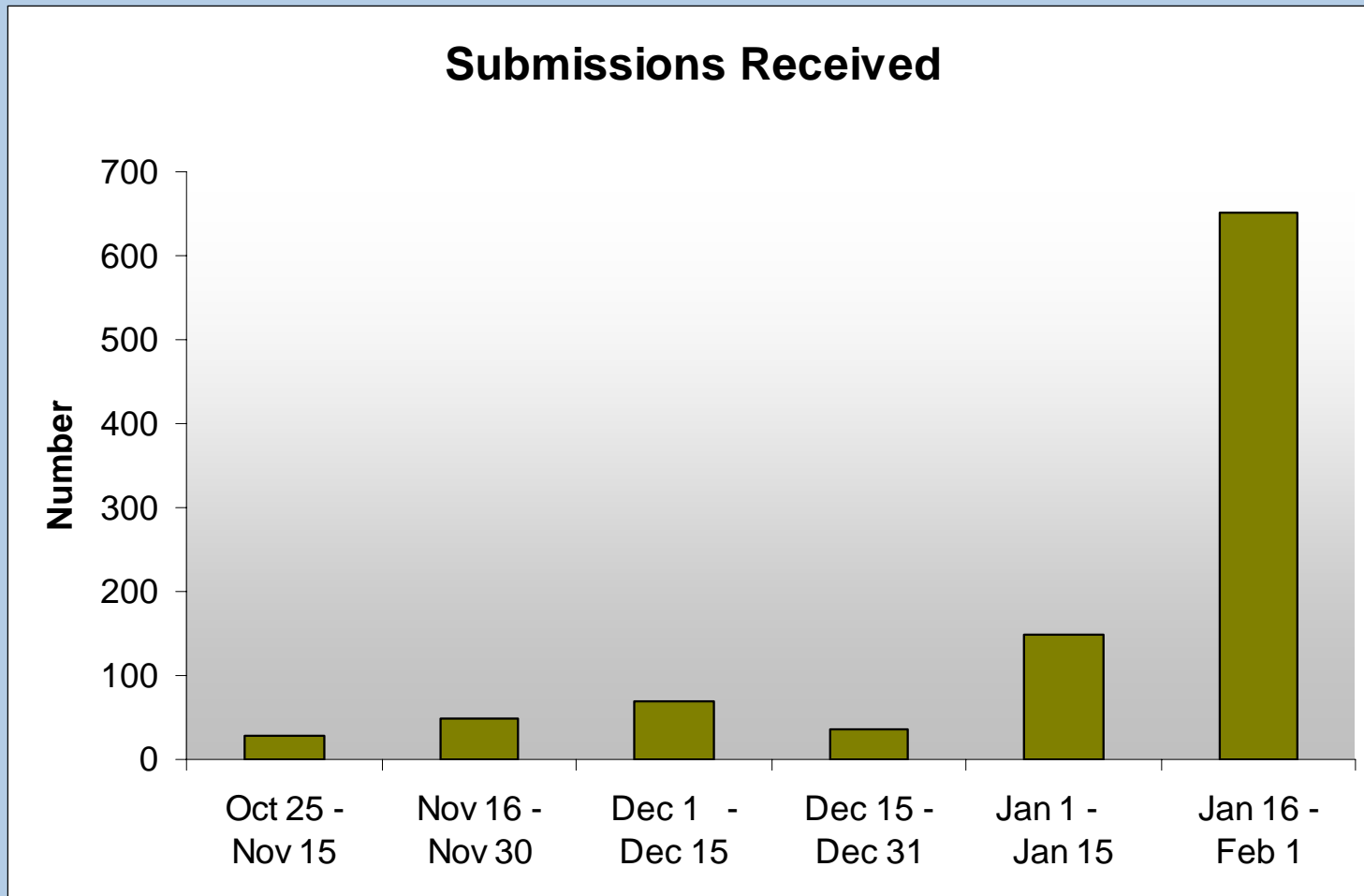
Food for thought

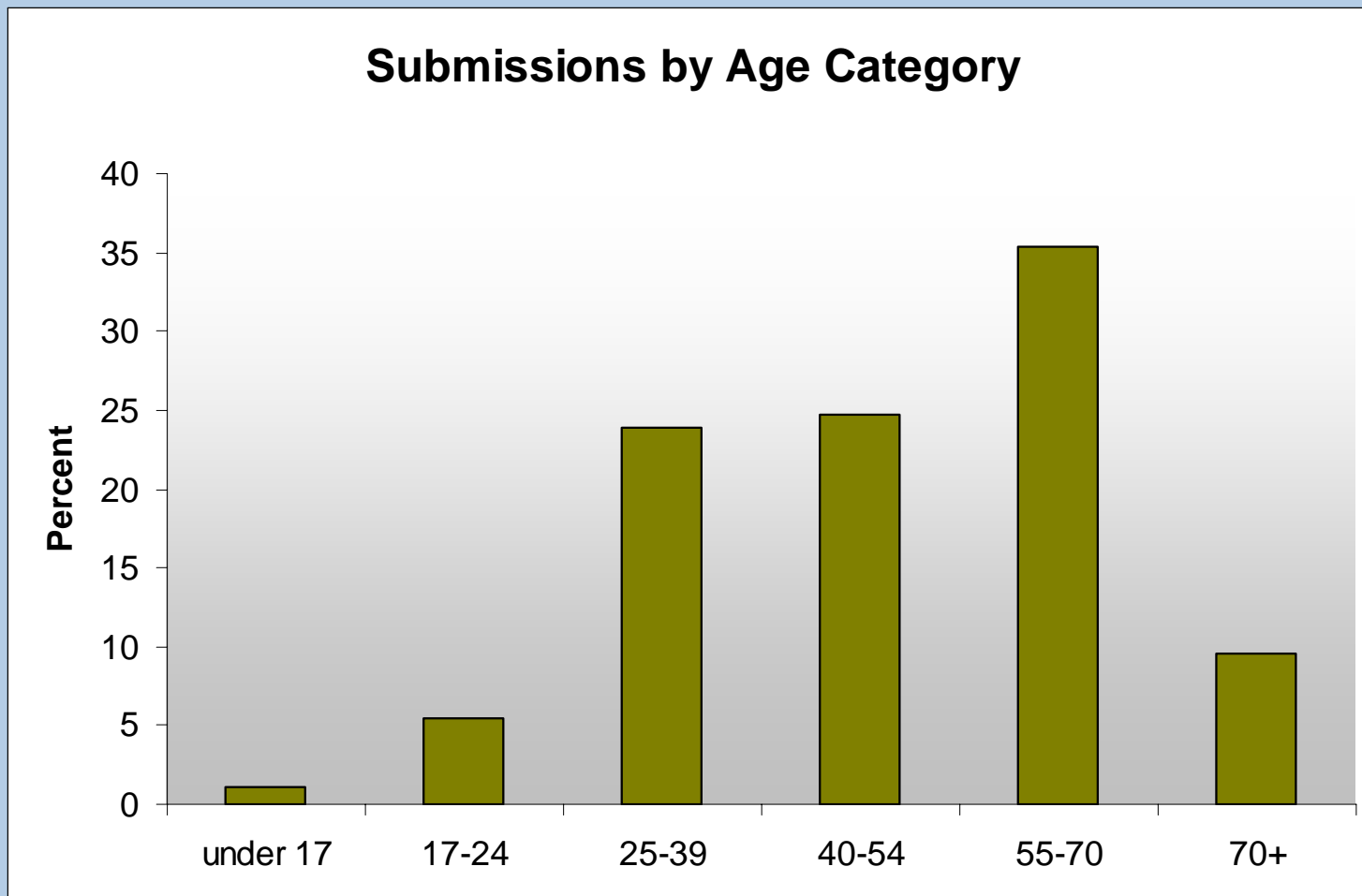
- Consultation results are food for thought; will help you in deliberation
- Three reports prepared for you:
 - Themes from public meetings
 - Themes from written submissions
 - Themes from focus groups
- DVD of selected presentations
- Students' Assembly report coming up

Observations on public meetings

Observations on focus groups

Observations on written submissions





We got the word out!

Communications update “by the numbers”

- 1 national television program
- 3 province-wide current affairs TV programs
- 10 different TV stations/networks
- 20 different radio stations
- 50 different newspapers
- 103 Members whose photo appeared in the paper
- 122 ads
- 225+ news reports during consultation
- 450+ reports since Assembly began
- 45,000 number of unique visitors to our web site

Measuring Success

- Media measurement:

(Article or story) X (circulation or audience)
= potential audience

- Media Impressions.....

**Over 30
Million!!**

Open Forum