



*in conversation with*

**Brian Johns**

MONTHLY WEBINAR SERIES

# DISCUSSION PURPOSE & AGENDA



**Purpose:** to update the Ontario Liberal Party Membership of the #TakeTheMic results

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## **Agenda:**

- Welcome from Brian Johns, Party President
- Remarks from the Leader, Steven Del Duca
- Platform co-Chairs to present
  - Overview of the #TakeTheMic process and the participation numbers
  - Social Media Impressions
  - Topic Weighting
  - Overview of each policy theme
  - Discussion
  - Take Aways and Next Steps



# Brian Johns

PRESIDENT  
ONTARIO LIBERAL PARTY



# Steven Del Duca

LEADER  
ONTARIO LIBERAL PARTY



# ONTARIO LIBERAL PARTY PLATFORM CO-CHAIRS

A photograph of Michael Coteau, a man with a shaved head, wearing a white button-down shirt, standing with his arms crossed and smiling. He is positioned on the left side of the image, leaning against a wall with colorful graffiti.

**MICHAEL COTEAU**  
MPP FOR DON VALLEY EAST

AND

A photograph of Kate Graham, a woman with dark hair, wearing a black jacket and a red scarf, smiling. She is positioned on the right side of the image, leaning against a brick wall.

**KATE GRAHAM**  
CANDIDATE FOR  
LONDON NORTH CENTRE



# A re-cap of #TakeTheMic

What we heard from you

May 3<sup>rd</sup>, 2021



# A STORY IN THE NUMBERS

A total of **28,236** visited the #TakeTheMic website, submitting **38,438** original ideas and comments and casting **233,791** votes.

We know many of you worked hard in your ridings and networks to get people engaged, and it paid off. Thank you!

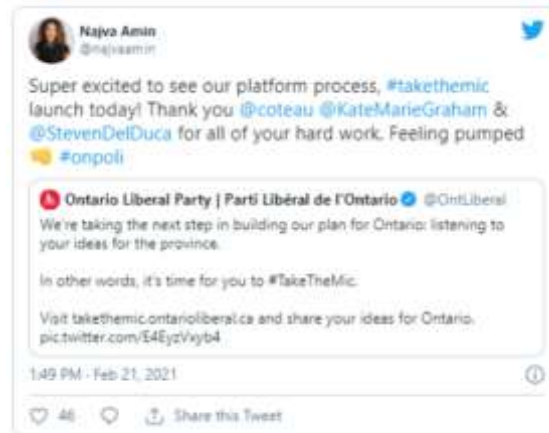
## Top 5 Most Supported Policy Recommendations

1	Improve the quality of care (including better food, increased personal hygiene and more hours of care)	Fixing Long-Term Care	98% Approval*
2	Create and protect green space and increase Ontario's tree canopy	Fighting Climate Change and Protecting our Environment	97% Approval*
3	Move to a full-time staffing model in long-term care, providing more stability, better working conditions, higher wages and more accountability	Fixing Long-Term Care	96% Approval*
4	Reverse the gutting of Conservation Authorities and provide them with the tools they need to deliver on their mandate	Fighting Climate Change and Protecting Our Environment	96% Approval*
5	Improve emission performance standards for big polluters	Fighting Climate Change and Protecting Our Environment	96% Approval*

\*Approval is a measure of the percentage of participants who voted in support of an option, rather than neutral or opposed.

# SOCIAL MEDIA IMPRESSIONS

## MOST LIKED TWEETS



## #TAKETHEMIC analytics

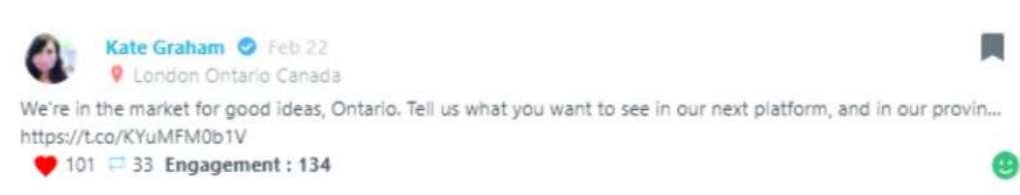
**Engagement:** Bursts of Engagement weekly

**User Analysis:** 28% Politics, 21% Mom, 13% Dad, 12% Students

**Top Location Analytics:** Toronto, Niagara, London, Vaughan, Kingston

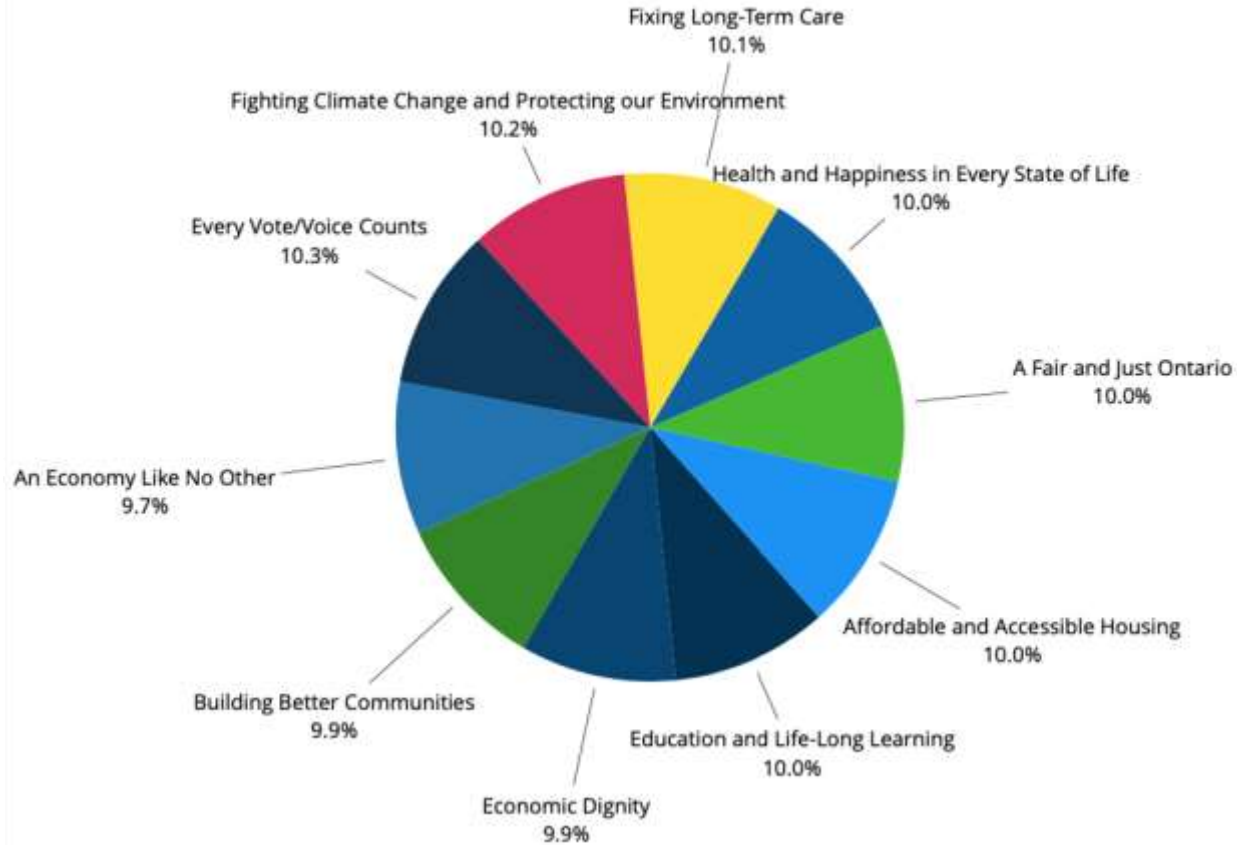
**Top Keywords:** Climate, Seniors, Health, Education

## TOP POSTS





# TOPIC WEIGHTING

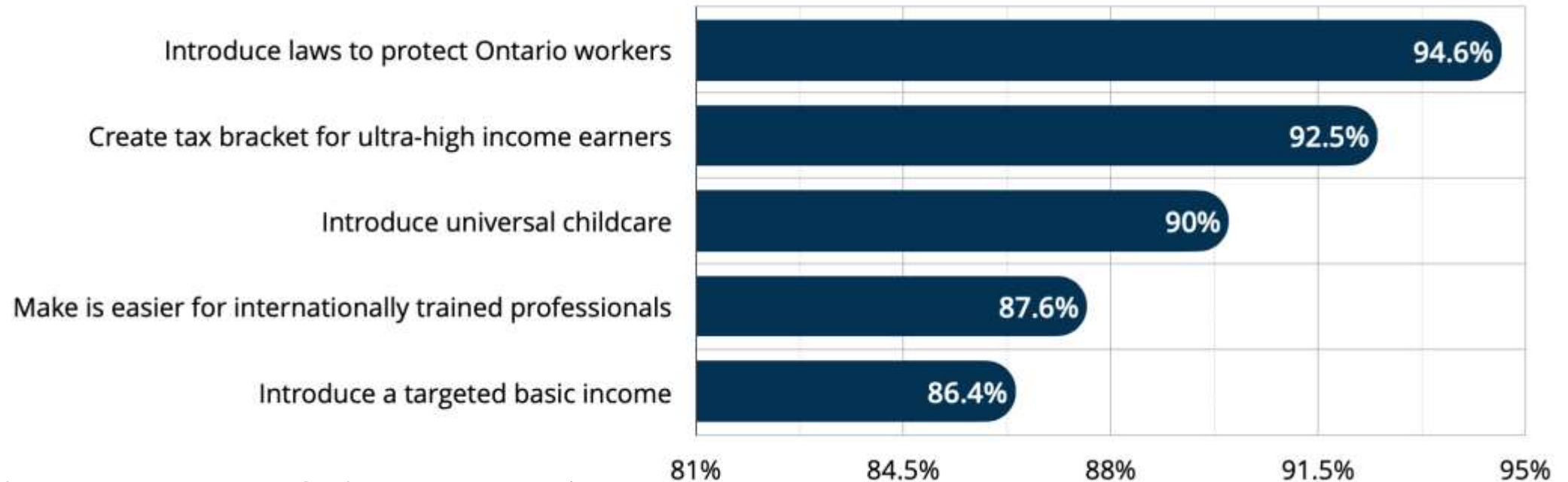


**On week #6 we asked you to weight the 10 policy themes – turns out it was all pretty even!**

# WEEK #1: ECONOMIC DIGNITY

## TOP COMMENTED ON POLICY STATEMENTS

- Raise the minimum wage to \$17/hour by 2026 (594)
- Increase tax credits for kids sports and extracurricular activities (519)
- Introduce a targeted basic income, including for people with disabilities (507)

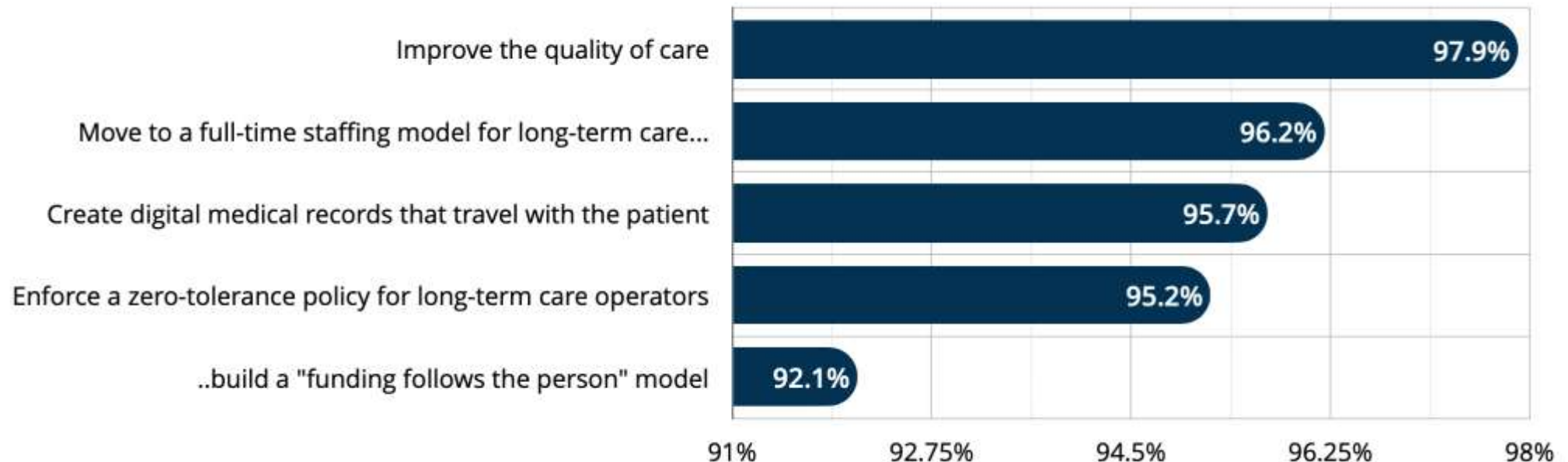


(This chart reflects the **most popular topics** for this voting section).

# WEEK #1: FIXING LONG TERM CARE

## TOP COMMENTED ON POLICY STATEMENTS

- End for-profit long-term care in Ontario (1285)
- New LTC spaces to be provided in home-like settings, not in big institutions (766)
- Provide up to \$800 per year to help seniors live at home for longer, covering things like snow removal and lawn care (705)

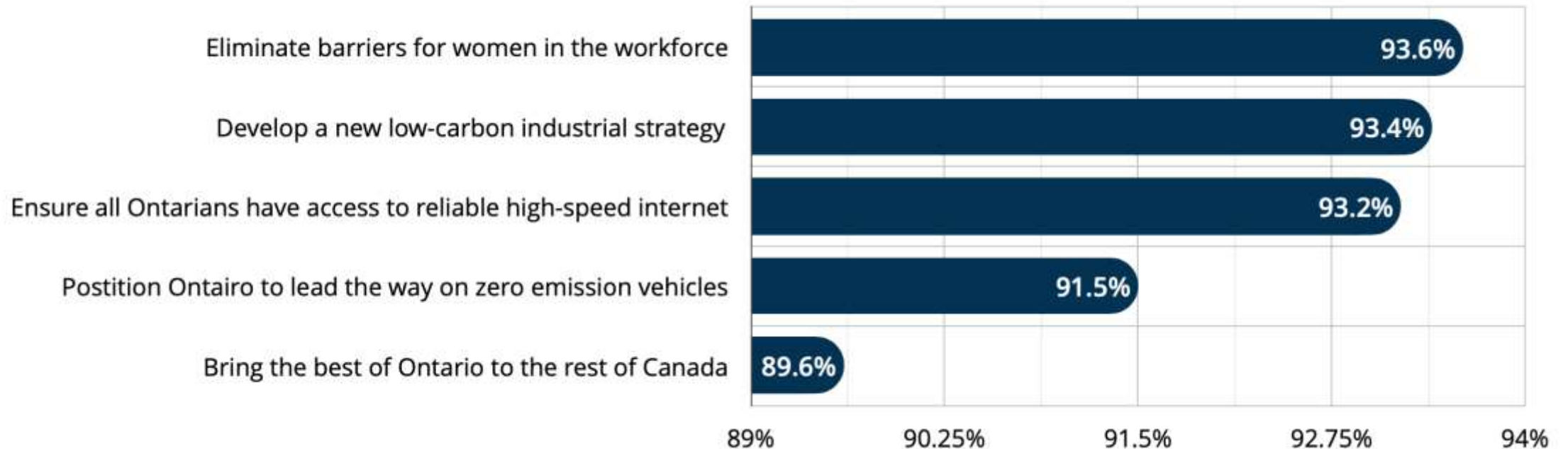


(This chart reflects the **most popular topics** for this voting section).

# WEEK #2: AN ECONOMY LIKE NO OTHER

## TOP COMMENTED ON POLICY STATEMENTS

- Buy local, buy Ontario (329)
- Ensure all Ontarians have access to reliable high-speed internet (302)
- Promote economic immigration (277)

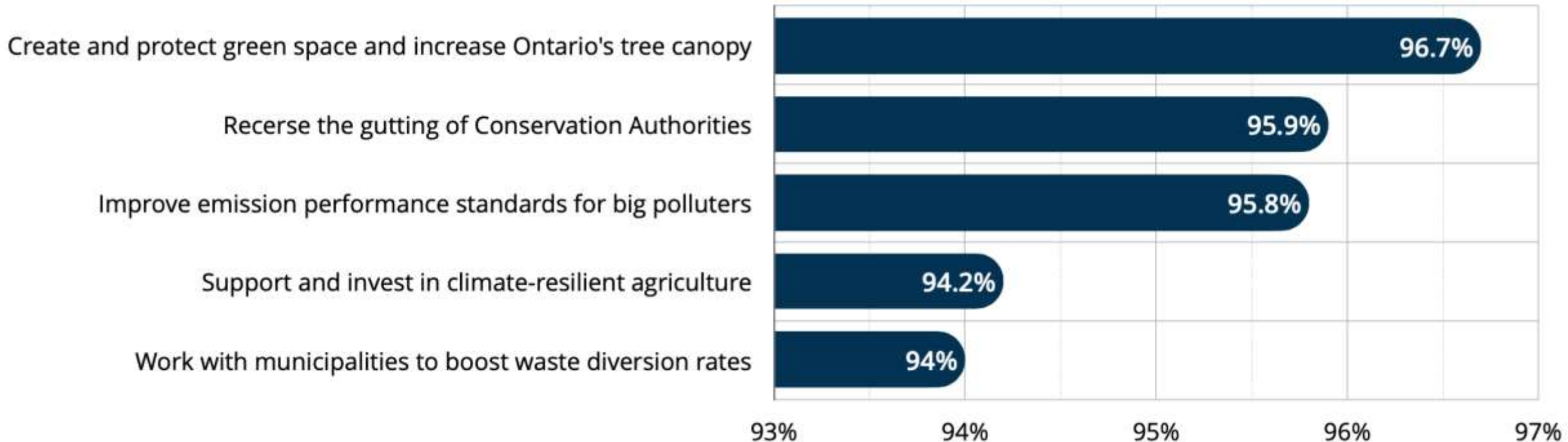


(This chart reflects the **most popular topics** for this voting section).

# WEEK #2: FIGHTING CLIMATE CHANGE

## TOP COMMENTED ON POLICY STATEMENTS

- Empower a multi-party special committee of cabinet to lead Ontario's climate actions (385)
- Declare a climate emergency and reinstate an independent Environmental Commissioner (373)
- Aggressively transition towards a more affordable, cleaner and greener energy supply (356)



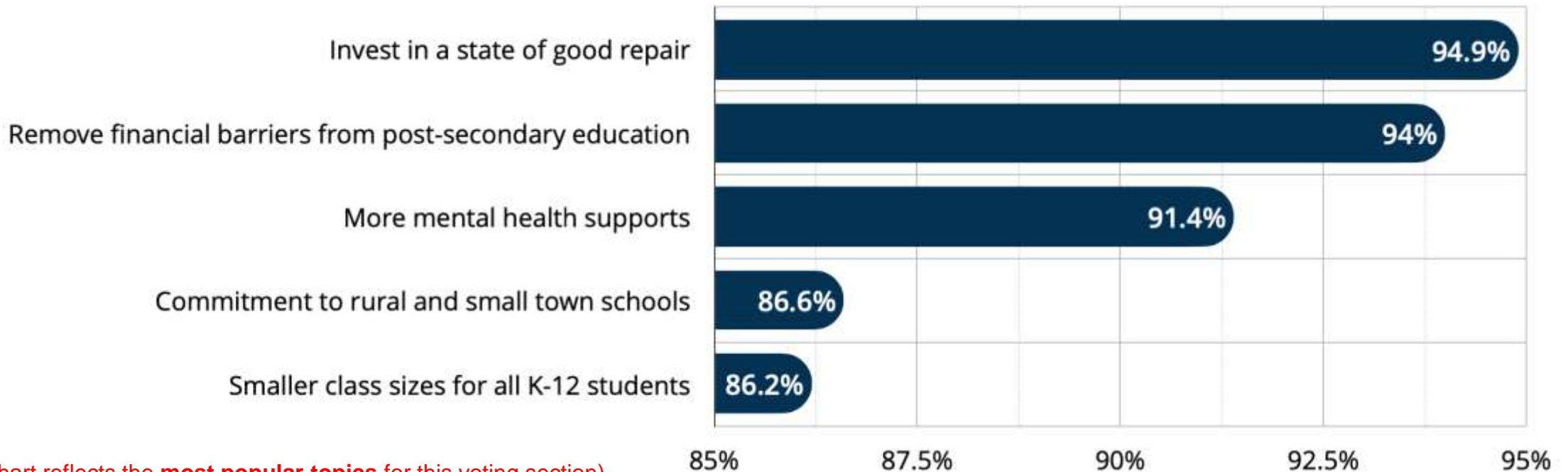
(This chart reflects the **most popular topics** for this voting section).



# WEEK #3: EDUCATION & LIFE-LONG-LEARNING

## TOP COMMENTED ON POLICY STATEMENTS

- A Province wide consultation on modernizing curriculum including a review of EQAO (289)
- Forgive OSAP loans across Ontario (276)
- Provide an Ontario grown breakfast and lunch for every k-12 student in need (237)

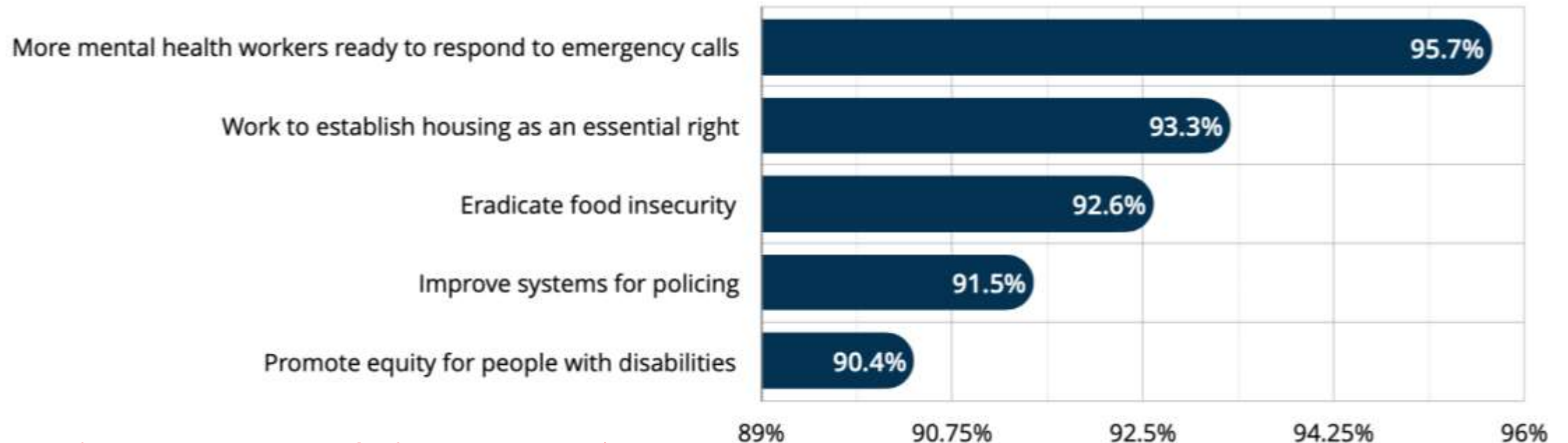


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# WEEK #3: A FAIR AND JUST ONTARIO

## TOP COMMENTED ON POLICY STATEMENTS

- Work to establish housing an essential right in Ontario and end chronic homelessness (228 comments)
- Make it easier for first-time buyers to purchase a home (226 Comments)
- Improve systems for policing (210 comments)

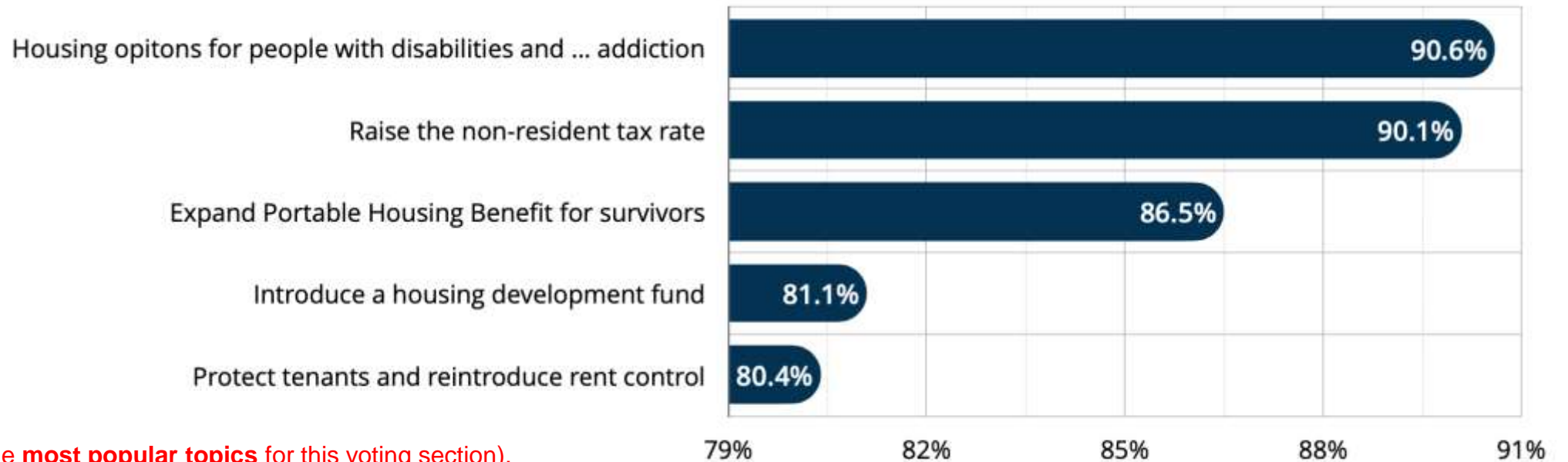


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# WEEK #4: AFFORDABLE AND ACCESSIBLE HOUSING

## TOP COMMENTED ON POLICY STATEMENTS

- Appoint an expert task force to recommend changes to the Planning Act and regulations to reduce barriers to building more housing (204)
- Offer incentives and tax breaks for purpose-built rental buildings (192)
- Exempt first-time homebuyers from provincial land transfer tax (138)

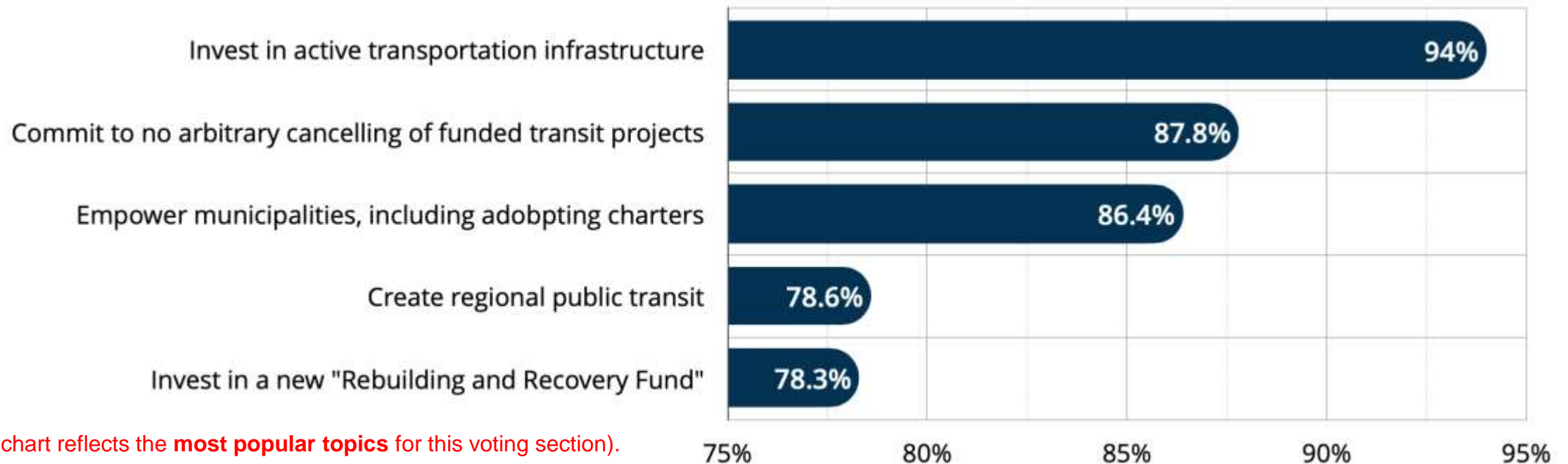


(This chart reflects the **most popular topics** for this voting section).

# WEEK #4: BUILDING BETTER COMMUNITIES

## TOP COMMENTED ON POLICY STATEMENTS

- Empower municipalities, including adopting charters where requested by councils -- starting with the City of Toronto (191)
- Expand highway capacity -- but only where it makes sense (189)
- Reduce off-peak GO Transit fares (123)

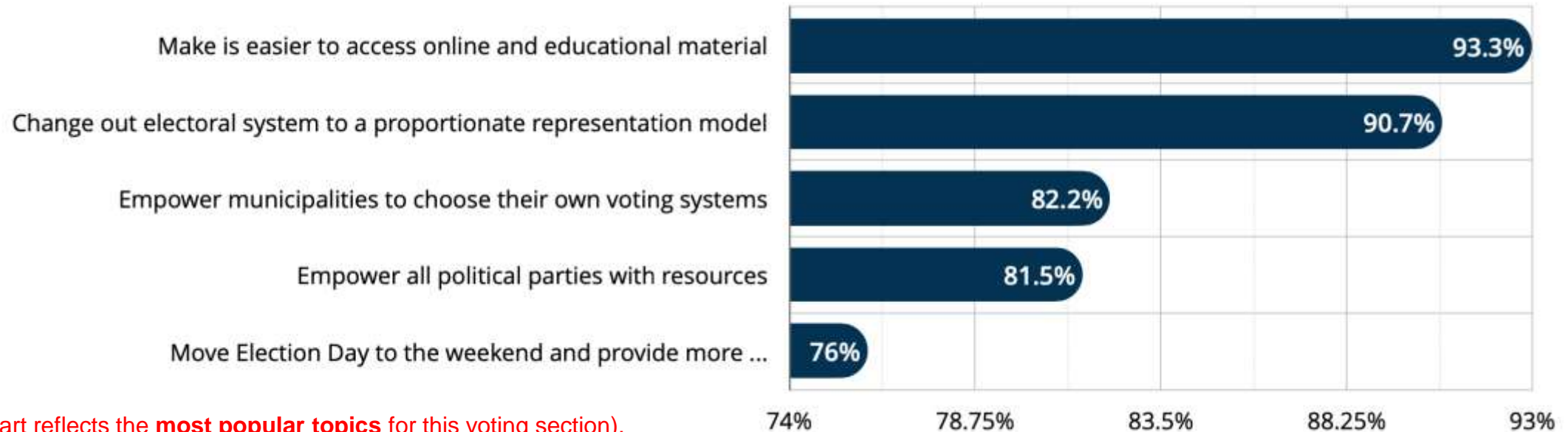


(This chart reflects the **most popular topics** for this voting section).

# WEEK #5: EVERY VOTE COUNTS, EVERY VOICE COUNTS

## TOP COMMENTED ON POLICY STATEMENTS

- Change our electoral system to a proportionate representation model (469)
- Introduce ranked ballots at the provincial level (419)
- Move Election Day to the weekend and provide more advanced voting locations (317)



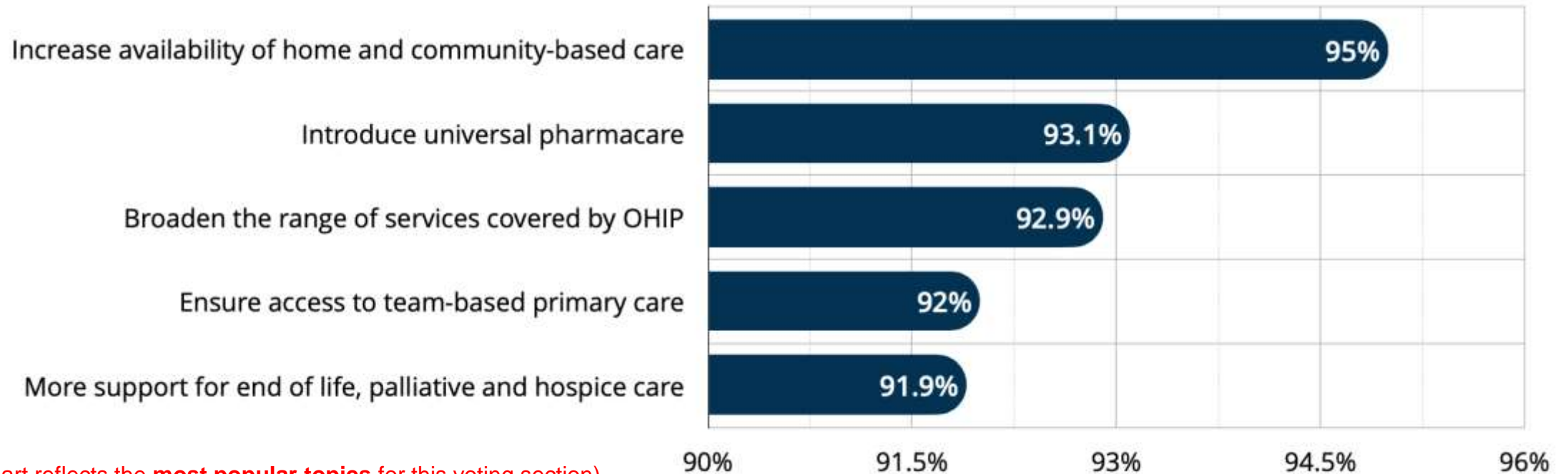
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# WEEK #5: HEALTH AND HAPPINESS

## TOP COMMENTED ON POLICY STATEMENTS

- Broaden the range of services that are covered by OHIP (234)
- Increase health care funding per capita to the Canadian average (231)
- Establish new model for elective surgeries to have them take place outside hospitals while remaining part of public health care system (reducing hospital overcrowding) (223)



(This chart reflects the **most popular topics** for this voting section).

# DISCUSSION



# THANK YOU

## CONTACT:

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