



Infrastructure Canada

A stronger economy, cleaner environment
and liveable communities

AMO Annual Conference 2016

The Federal Gas Tax Fund: Communications Options and Opportunities

Paul L'Arrivée, INFC
Aug 16, 2015

Over 10 years of excellence



Presentation Objectives

- Outline federal participation and funding recognition requirements
- Give some examples of how Infrastructure Canada is helping to build awareness of your GTF success stories
- Identify how you can *Have your say!* on new federal infrastructure funding programs
- Provide information about signage



GTF Communications Requirements

1. Provide an upfront annual list of planned projects for communications planning purposes
2. 15 business days' advance notice of a planned communications activity
3. Providing the Government of Canada an opportunity to participate in public events and announcements
4. Recognition of federal funding
5. Install temporary signage where appropriate and report on those installations



You can count on AMO and INFC support

- Redbrick Communications
 - Jacqueline Demers
- Infrastructure Canada Communications
 - Provide event planning support
 - Draft joint communications products and media advisories
 - Translation and distribution support
 - Coordination of federal participation and approvals coordination
 - Guidance on signage



Digital Communications Opens the Door to Opportunity

The collage features several overlapping digital interfaces:

- Government Portals:** Multiple instances of the Canada.ca website, including the 'Canada Research Chairs' page and the 'Atlantic Table' page.
- Social Media:** A Facebook profile for 'Atlantic Table' and a Twitter profile for 'CDIC'.
- Industry Websites:** 'MILKingredients.ca' and 'CDIC' (Canadian Dairy Industry Council) pages.
- News and Information:** A 'Competitions Enhanced' page with a 'Welcome to the Competition Tribunal!' message, and a 'What Can I Bring?' page with icons for 'Transportation', 'Manufacturing', 'Energy', and 'Agriculture'.
- Media:** A YouTube video player icon and a blue play button icon.
- Central Icon:** A blue hourglass icon with a four-way arrow pointing up, down, left, and right, symbolizing digital connectivity and opportunity.



Options and Opportunities – Traditional Products

- **Social media has not yet completely replaced the need for traditional media products. This is one for the Town of Lakeshore Community Pool Opening.**

Canada

 Ontario

News release

For immediate release

Lakeshore celebrates the new aquatic addition to the Atlas Tube Centre

Lakeshore, Ontario – July 16, 2016

The governments of Canada and Ontario are committed to supporting recreational infrastructure like the community pool and splash pad in Lakeshore, Ontario. This project will ensure that the town remains a vibrant, healthy, and inclusive community for generations to come.

The Honourable Amarjeet Sohi, Minister of Infrastructure and Communities, and the Honourable Bob Chiarelli, Ontario's Minister of Infrastructure, today applauded the opening of the new facilities in Lakeshore which will greatly improve access to aquatic activities for families, seniors, and individuals with disabilities across the region.

The new aquatic section of the Lakeshore Atlas Tube Centre includes: a 25m lap pool, recreational pool, lazy river, therapeutic pool and a splash pad. This marks the completion of the second phase of work on the centre, which opened its doors in September 2014.

Phase one of the project consisted of the construction of three ice pads, a library, a gymnasium



Options and Opportunities Social Media Infographics

- Here is an example of how we are using a photo, with an infographic in a Tweet



[InfrastructureCanada](#) @INFC_eng - Jul 31

Federal Gas Tax Fund: 1st installment available for municipalities across Canada, \$2B to flow in 2015 #federalGTF





Options and Opportunities – Social Media Support

- **The Town used Facebook and an image to promote the project.**
- **254 people shared this great story.**
- **And who would not be proud to make this great community pool a reality for their residents?**
- **It has impact.**

Town of Lakeshore
23 June · 🌐

The pools have been filled and finishing touches are ongoing for Lakeshore's WFCU Community Pools and Splashpad opening JULY 4!

In this picture you can see the lap pool in the back, lazy river, therapeutic and recreation pools.

Register now for swim programs using Lakeshore's New Online registration system. Drop in laps, exercise programs and family swims will also be available. See recreation guide for days and times.

👍 Like 💬 Comment ➦ Share

👍❤️😲 434 Chronological ▾

254 shares



Options and Opportunities – Social Media Support

Although they had Facebook, the Town does not use Twitter, so Infrastructure Canada Tweeted it out too.





Options and Opportunities – Social Media

- **Hamilton issued a great Tweet about their new buses**

 **City of Hamilton** 
Hamilton @cityofhamilton  

HSR's new natural gas bus fleet is on the road! We are replacing gas/diesel buses with these over the next 4 years.



RETWEETS 21 LIKES 41




9:11 AM - 5 Jul 2016


  21  41 




Options and Opportunities – Social Media


- Both AMO and INFC retweeted the same Tweet to help give greater visibility.


 InfrastructureCanada Retweeted


 **Gas Tax In Ontario** @GasTaxInOntario · Jul 5
#Hamilton is investing #federalGTF in public transit that will benefit residents for years to come.

 **City of Hamilton** @cityofhamilton

New natural gas buses are expected save \$40M over the next 20 years + reduce greenhouse gas emissions by about 25%.

 InfrastructureCanada Retweeted

 **Gas Tax In Ontario** @GasTaxInOntario · Jul 5
Transit expansion in #Hamilton thanks to \$6 million from the #federalGTF!

 **City of Hamilton** @cityofhamilton

HSR's new natural gas bus fleet is on the road! We are replacing gas/diesel buses with these over the next 4 years.



Options and Opportunities: Bundled Announcements

Working with Ontario, we developed a bundled news release to share information on how the GTF was supporting better rural roads in Northern Ontario, where announcing a single project did not make sense.



News Release

For Immediate Release

Local Road Improvements Complete in Communities across North Eastern Ontario
Projects possible thanks to federal Gas Tax Fund

January 25, 2015 Sault Ste. Marie, Ontario Infrastructure Canada

Residents of North Eastern Ontario are benefiting from improvements to their local roads thanks to investments from the federal Gas Tax Fund. In 2014, 61 essential local roads projects in 48 communities were completed, providing a smoother and safer ride to drivers in the Cochrane, Hearst, New Liskeard, North Bay, Sault Ste. Marie, Sudbury and Timmins areas.

Work included the correction of road grades by applying granular lifts and gravel resurfacing, as well as rescaping the shoulders and realigning the corners of certain roads. Where necessary, frost damage was repaired and roads were widened.

In some areas, workers installed ditches, culverts and catch basins to allow for better drainage. Other road work included installing road signs and removing roadside trees and brush to increase driver's visibility and reduce the formation of snow drifts.

Quick Facts

- In Ontario, federal GTF funding for Unincorporated Areas (areas within Ontario without formal municipal governments), is administered by the provincial government. In co-operation with the Local Roads Boards, the Government of Ontario selects projects for funding in accordance with the priorities and needs of their communities.
- The Government of Canada contributed \$1,254,759 through the federal Gas Tax Fund to 61 local roads projects in North Eastern Ontario.
- Since its inception, a total of \$18,113,128 has been made available to Unincorporated Areas in Northern Ontario through the federal Gas Tax Fund.

Quotes

"Our Government understands the importance of investing to rehabilitate local roads. These projects are a great example of how we are delivering for local communities, while creating jobs and economic growth. We will continue to fund local infrastructure improvements through the renewed federal Gas Tax Fund, ensuring that Canadian communities remain among the best places in the world to live for years to come."

Bryan Hayes



Backgrounder

The Government of Canada delivers for Northwestern Ontario

\$1,947,893 of the Government of Canada's federal Gas Tax Fund contribution to Ontario was directed to supporting the following 113 projects in 2014 across Northwestern Ontario:

Local Roads Board	Project Description	Total GTF Allocated to Project
Armstrong	Culvert installation on Princess, Queen and King Streets	\$37,000
Aubrey	Granular lifts on Griffith Road, Tree Nursery Road, and Wall Street	\$6,138
Aubrey	Ditching Griffith Road from I highway 594 to the C.P. Railway crossing	\$11,000
Beers Passage	Double and single surface treatment on Cheeko Drive	\$9,660
Beers Passage	Culvert replacement on Cheeko Drive and Japada Trail	\$2,277
Beaver Bay	Calcium chloride application on Beaver Bay Road	\$688
Britton	Granular lifts on School Road, Elyofson Road, Franklin Road, Henderson Loop Road, Saunders Road, and McLean Lake Road	\$26,676
Crescent Point	Graveling on Crescent Point Road	\$1,996
Darce	Granular lift on Dance Hall Road, Dance Loop, Armstrong Road	\$3,677
Dawson Rd/Caldic	Gravel resurfacing on Ellis Road	\$15,794
Dawson Rd/Caldic	Calcium chloride application on Ellis Road, Grand Truck and Farmer Road	\$25,766
Devon	Gravel resurfacing on Road #2	\$265
Eton	Granular Lifts and crushed gravel. Calcium chloride placed on fresh gravel. Replace curbs at km 3.3 and km 4.2.	\$63,700
Eton	Granular lifts on Griffith Road, Mackie Road, Neary Road, and Saiton East Road. Gravel on Parker Road, Pollard Road, Richardson Road, Saiton East Road, Stephenson Road, Stensberg Road, Latimer Road, Corner Road, and Griffith Road.	\$63,000
Forbes	Spot gravel, pit run, granular resurfacing, driveway mix	\$25,000
Forbes	Culvert replacements on Centre, Tilt, Jaaska, and Flett Roads	\$22,247
Ghost Lake	Granular lift on Ghost Lake Road	\$14,144
Gordon Lake	Calcium chloride on main road to campsite area	\$17,172
Gornam	Gravel grade raise on Hildele Road south of Olmala Road	\$2,001
Herdwick	Gravel resurfacing on Arrow Dam Road, McKliskey Road and Cameron Road	\$27,115
Hicks Lake	Calcium chloride on Hicks Lake Road	\$6,274
Inglis Lake	Surface treat approximately 600 meters of main road	\$9,000
Inglif	Double surface treatment on entire main road	\$70,870
Inwood	Brushing Haukanen Narrows and Pine Point	\$21,531
Jacques	Gravel lift on Tapio Lake Road	\$35,073



Options and Opportunities: Web

- Increased web content and transparency
 - Allocation tables
 - Agreements
 - Investment reporting
- We can post project profiles to communicate the drivers and benefits of a particular infrastructure investment
- Our clickable maps let the public identify federally funded infrastructure investments in their community since 2002.



Options and Opportunities - Signage

- Project signage is a highly visible way to inform residents about new infrastructure investments in your community
- Infrastructure Canada consulted provincial and territorial governments, municipal associations and other federal departments to guide the development of new signage guidelines.
- We continue those consultations and are open to your views too.
- Signs@infc.gc.ca



Options and Opportunities – Proposed Signage Approach

- Flexible, common sense approach that can be adapted to project size and duration, including no cost digital options
- Sign would be based on providing key information to local residents
- A single multi-partner sign instead of multiple signs for each funding partner.
- Bilingualism requirements driven by provincial legislation or local bylaws, or where minority language communities exist.
- Streamlined reporting



Have your say on infrastructure

The Government of Canada is seeking your input into the development of Phase 2 of the Investing in Canada – Canada's \$120 billion infrastructure investment plan.



#INFRACONSULTS

[#infraconsults: Have your say on the Government of Canada's \\$120-billion infrastructure plan](#)



Public Engagement

- Hosted on infraconsults.ca and consultationsinfra.ca
- Engaging Canadians on the development of Phase 2 of the Government of Canada's \$120-billion infrastructure plan
- Results of public engagement will help to identify the areas of investment that are important to Canadians



Themes



Communities

Green Infrastructure

Public Transit Infrastructure

Social Infrastructure



Activities

- eWorkbooks
- Discussion forum
- Photo and video submissions
- Written submissions
- Community-led events



HAVE YOUR SAY!

#INFRACONSULTS



Thank you

Questions?