



Advocating for Social Services



redbrick
COMMUNICATIONS



Brian Lambie



@BrianLambie

What Makes News?

- *Change*
- *Controversy*
- *Human Interest*

(Drama / Emotion / Celebrity)





Want to be Memorable?

- Simple
- Unexpected
- Concrete
- Credible
- Inspires Emotion
- Story

Credit: *Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath and Dan Heath



Want to be Memorable?

- What & why
- Colourful language
- A few good numbers & remarkable facts
- Examples, anecdotes & analogies
- Common sayings

Focus on Essentials



Tap Into Existing Beliefs



Non-Debateable Positions



Consistency



Unity



Limit Other Options



**Craft messages that
can spread easy.**



Simplicity Wins



Donald J. Trump 

@realDonaldTrump

Follow



I tell it like it is. That works best. People love it. That's why I always WIN!

10:37 AM - 3 Dec 2018

12,617 Retweets 84,084 Likes



 24K

 13K

 84K



Speak to Ford Nation

“We’re going to cut red tape and small business taxes.

We will bring good jobs back to Ontario.

Our plan is modest and responsible.

It's a plan that puts the people first.

Click here to donate \$1 to the campaign.

In just 3 more days, help is on the way.”



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Readability Statistics

Counts

Words	281
Characters	1393
Paragraphs	10
Sentences	13

Averages

Sentences per Paragraph	1.3
Words per Sentence	21.6
Characters per Word	4.8

Readability

Passive Sentences	23%
Flesch Reading Ease	45.8
Flesch-Kincaid Grade Level	12.2

OK

Dr

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Jess

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Now

care as the designated driver.

The lawsuit, which is on its way to trial, alleges that Sanayhie ought to have supervised her drinking at a party and stopped her from harming herself on the way home.

On May 17, Sanayhie scored a partial victory when an Ontario Superior Court judge threw

d from a moving car during an
r intoxicated passengers who cause

r onto an Oshawa street as a quarrel
oman suffered traumatic injuries and

alleging he breached his duties of

What, Why and How

- 1. Here's the problem.**
- 2. Here's the solution.**
- 3. Here's how you
achieve that and
get credit.**



Stay at it.
Sooner or
later you
will wear
them
down.



**It's the
economy,
stupid.**

Bill Clinton, 1993



Yes we can.

Barack Obama
2009



**Make
America
great again.**

Donald Trump, 2017



We need a politics
of inclusion, so that
all Canadians can
see themselves
reflected in the
political process.

Kim Campbell, 1993



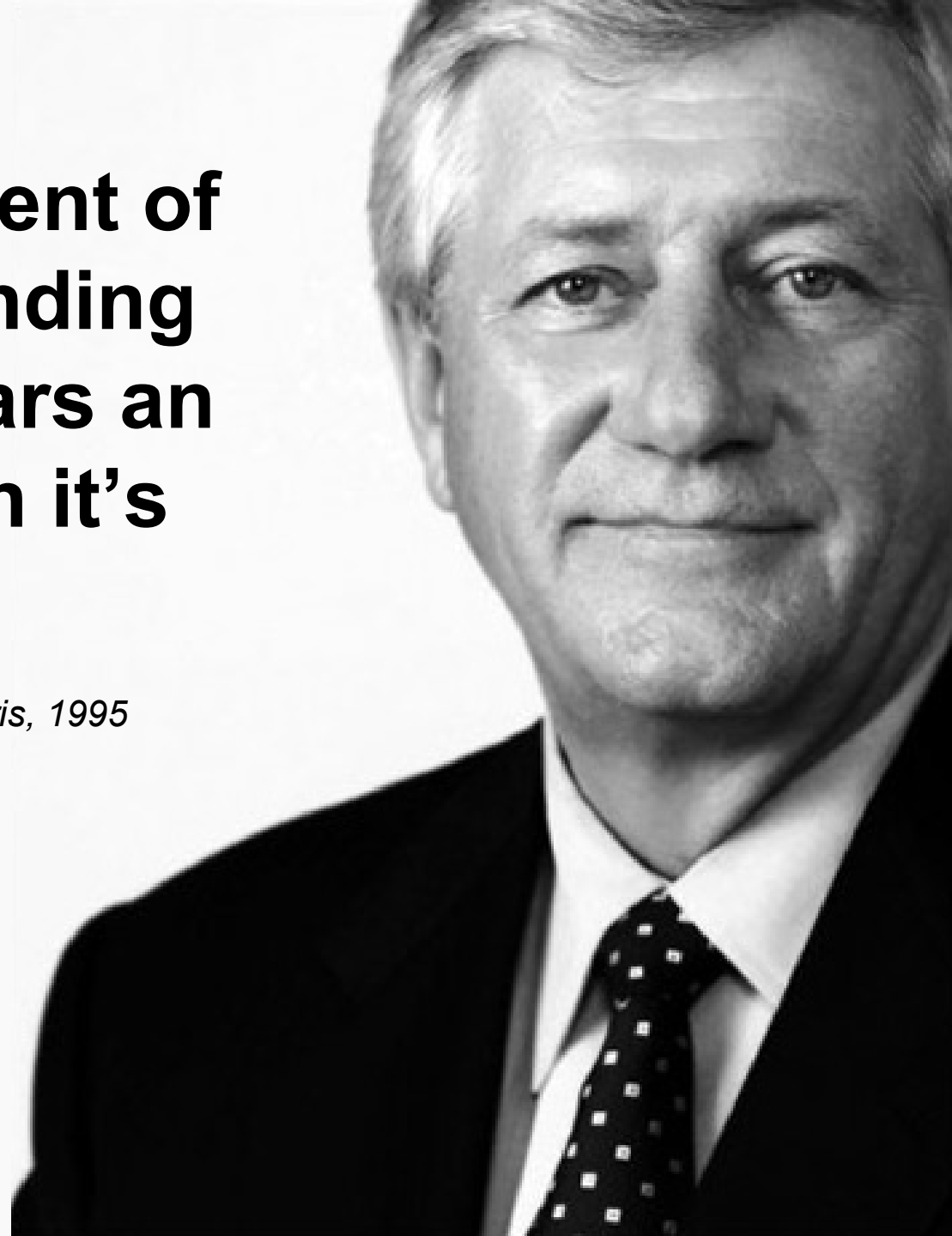


POUR LA CRÉATION D'EMPLOIS
POUR LA RELANCE ÉCONOMIQUE

Le Plan de relance

“The Government of Ontario is spending \$1 million dollars an hour more than it’s bringing in.”

Former Ontario Premier Mike Harris, 1995





**We want schools to
be places where all
our children, from
all faiths, come
together to
learn from one
another and
grow together.**

Dalton McGuinty – 2007

AMO's \$3 Billion Gap Campaign

- The Ontario government siphons \$3 billion a year from the municipal property tax base.
- It is unsustainable.
- We cannot maintain infrastructure, let alone invest, and it is harming Ontario's competitiveness.
- It serves the Minister of Finance. No one else.
- Ontario's Budget won't be balanced until Ontario is paying its own bills.



AMO's \$3 Billion Gap Campaign

- Both orders of government need to be able to meet their responsibilities and make ends meet.
- It won't happen without effort and a plan.
- Work with us to achieve this common goal.



ONTARIO'S \$3 BILLION PROVINCIAL MUNICIPAL FISCAL GAP

Did you know that municipal governments in Ontario are required to subsidize the provincial treasury to the tune of more than \$3 billion a year? It's a fact. If you ever wondered why Ontario has the highest municipal property taxes in Canada, now you have the answer.

Here are some other facts you might be interested in reading about.

Ontario is the only province in Canada where municipal property taxes are used to subsidize provincial health and social services programs, like welfare and employment services, disability benefits, drug benefits, social housing, child care, homes for the aged, public health and ambulance services.

The federal government noted this situation in the 2004 Federal Budget: "... spending for social services, health and housing represents a very small share of municipal expenditures in most provinces, except in Ontario where it represents almost a third of total (gross) municipal spending."

Provincial Program	Net municipal (\$M) subsidy to province
Public Health	206.1
Ambulance	312.7
Social Assistance	1,300.9
Senior Services	242.5
Child Care	193.4
Social Housing	879.7
Total	3,225.6

Source: 2003 Provincial Financial Information Returns. Figures net of provincial and federal contributions, user fees and service charges.

ONE THIRD OF MUNICIPAL SPENDING GOES TO PROVINCIAL HEALTH AND SOCIAL SERVICES PROGRAMS?

That's right. Municipal governments in Ontario spend over \$8 billion a year on provincial health and social services programs. That's about 1/3 of total municipal operating expenditures of \$23 billion a year. When you subtract provincial cost-sharing for some of these programs, federal contributions and user charges, the net municipal subsidy paid toward provincial health and social services program is more than \$3 billion a year.



CREATING A NEW MUNICIPAL LANDSCAPE



ARE THERE OTHER PROVINCIAL PROGRAMS FUNDED BY MUNICIPAL PROPERTY TAXES?

Yes! In 1998, the previous government changed the provincially funded farm tax rebate into a municipally funded property tax discount program, providing a 75% discount on farm property taxes. At the time, the province estimated the cost to municipalities of the program was \$165M a year for approximately \$30 billion worth of farm property. According to the Ministry of Finance, the assessed value of Ontario farmland property increased by more than 50% from 1998 to 2003.

The Managed Forest Tax Incentive Program is another provincial program funded mainly by municipalities.

These are provincial programs designed to meet provincial economic and environmental policy objectives. There is no policy rationale for municipalities to fund these provincial programs.

WHAT ABOUT CRF AND OMPF?

The Community Reinvestment Fund (CRF) did partially offset a small portion of the cost of provincial programs. And its replacement, the \$656 million Ontario Municipal Partnership Fund (OMPF), provides limited financial assistance to municipalities, including \$179 million to assist some municipalities with their share of provincial social program costs. It's just a fraction of what's needed.

MUNICIPAL PRIORITIES

Good Ideas

- ✓ **Allow communities to achieve their full potential**
 - Continue to upload the Province's social service and court security costs
 - Provide funding for municipal infrastructure
 - Provide funding for transit
 - Respect local planning decisions and reduce related costs
 - Reduce energy costs
 - Improve coordination of economic development initiatives
- ✓ **Help people achieve their full potential**
 - Provide affordable housing
 - Ensure that social assistance helps people find new and better jobs
 - Settle newcomers with appropriate support
- ✓ **Reduce the cost of government**
 - Streamline administrative processes
 - Place fair limits on municipal liability
 - Reward businesses and consumers who reduce their waste
- ✓ **Promote safe and affordable emergency services**
 - Make sure Ontario communities can afford emergency services
 - Welcome changes that achieve better outcomes for communities
 - Restore faith in interest arbitration
 - Ensure that policing costs are shared fairly and transparently
- ✓ **Support long-term planning**
 - Create more reasonable planning processes and deadlines
 - Recognize the importance of the Ontario Municipal Partnership Fund
- ✓ **Work in partnership with municipal governments**

Bad Ideas

- ✗ **Downloading the Ontario Government's responsibilities and costs onto the shoulders of municipal governments and property taxpayers**
- ✗ **Creating new responsibilities that aren't funded**
- ✗ **Applying a 'one-size-fits-all' approach to communities**
- ✗ **Tying the hands of local governments**

Help Us, Help You

AMO provides weekly updates and breaking news, as it happens. Sign up for updates and follow us to keep on top of municipal matters and priorities:

Weekly Watch File & Breaking News Updates
Email AMOWatchFileTeam@amo.on.ca to sign up

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AMO @AMOPolicy · Nov 15



The Economic Outlook commits to protect Ontario's double hatter firefighters, once and for all. This is welcome news after years of relentless advocacy. We are hopeful that new legislation will allow double hatters to continue to serve their communities as dedicated volunteers.

**Volunteer
firefighting is
not a crime.**

**Double hatters
should be
thanked, not
charged.**





Simply put on Fire Medics...

If the Ontario government wants to improve and modernize our ambulance system, it should:



Invest in Ontario's ambulance system.



Ask municipalities to invest more in fire services.

3:19 PM - 14 Aug 2017

76 Retweets 68 Likes





THIS ELECTION MAKE YOUR
HEALTH MATTER



WAIT TIMES IN ONTARIO ARE GETTING WORSE, AND IT'S THE GOVERNMENT'S FAULT.

TAKE ACTION

A woman with dark hair, wearing a purple long-sleeved shirt, is lying in bed. She is looking upwards and to the right with a thoughtful or concerned expression. The room is dimly lit, with a lamp visible on the right side of the frame. The background shows a headboard and a wall with a framed picture.

IT'S THE GOVERNMENT THAT KEEPS YOU WAITING

OMA

WAIT TIMES IN ONTARIO ARE GETTING WORSE, AND IT'S THE GOVERNMENT'S FAULT.

TAKE ACTION

NOT A SECOND LONGER

It took a new
paediatric
clinic to
save my
daughter.

It also took
her doctor.

\$OMA



See the video that helped stop the tax.



Ontario home buyers can't afford another tax.

Be informed, know the facts.

The MLTT will cost your family thousands when buying a home.



If a Municipal Land Transfer Tax is introduced in your community, you would pay the following land transfer taxes on the average priced Ontario home (~~\$445,000~~):

\$ 4,625 New Land Transfer Tax

\$ 5,375 Current Provincial Land Transfer Tax

\$ 10,000 Total Land Transfer Taxes

You can calculate the land transfer taxes for your new home with this simple

[Land Transfer Tax Calculator](#)