

Enhancing Regulators' Transparency: Open Data, Social Media and more

SOAR Annual Conference November 7, 2019

Speakers:

Annette McKinnon, Patient Advisor (CAG), Blogger and Speaker

Cristina De Caprio, Lobbyist Registrar, City of Toronto


Michael Salvatori, Registrar & Mark Farmer, Senior Digital Media Strategist,
Ontario College of Teachers

Agenda 10:30-11:45am

- Brief Introduction
- Presentation by speakers
- Discussion
- Questions?

Enhancing Regulators' Transparency: Open Data, Social Media and more

Michael Salvatori & Mark Farmer
Nov 7, 2019



**Ontario
College of
Teachers**
Ordre des
enseignantes et
des enseignants
de l'Ontario

Evolving our channels



Bilingual: 2009



English: 2011 -> French: 2011



Bilingual: 2013



English: 2013 -> French: 2018



English: 2016 -> French: 2019

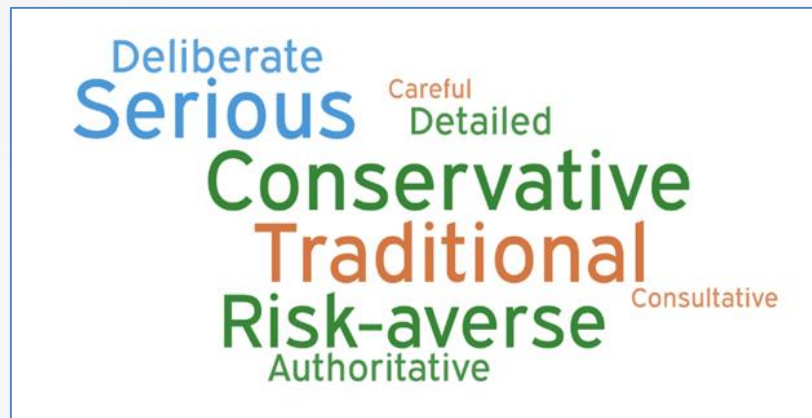


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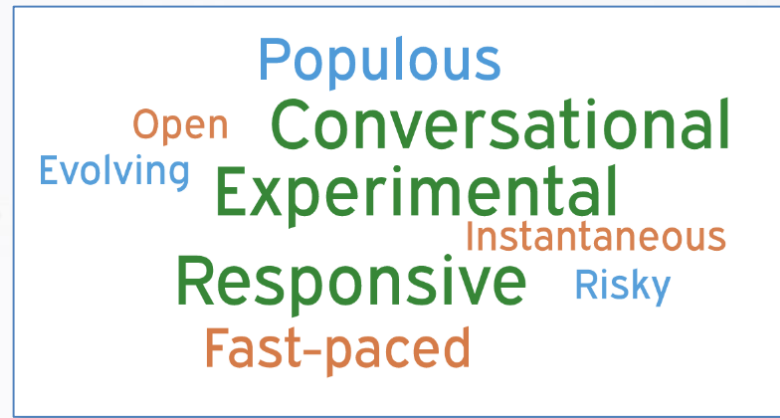


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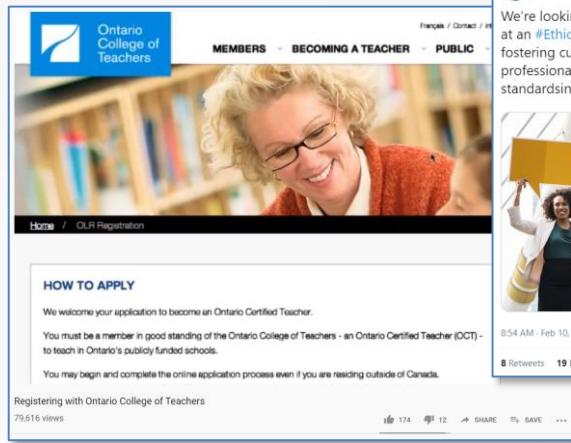
Regulators



Social media



What works

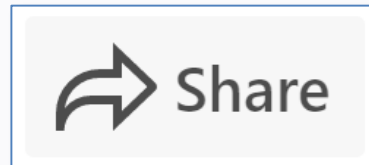
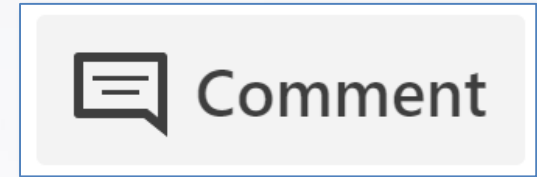


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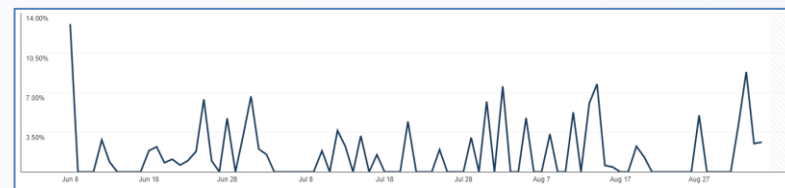
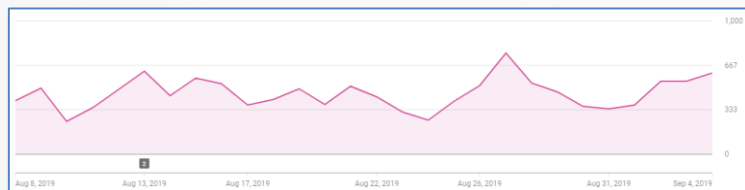
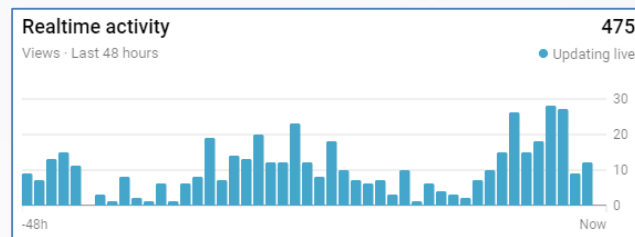
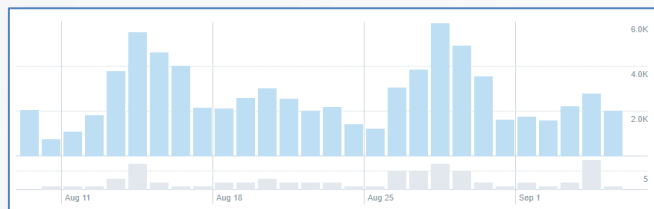
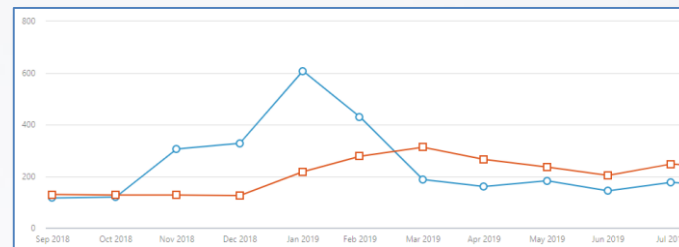
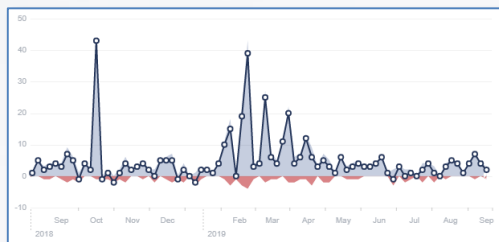
Setting the
Standard for
Great Teaching

@oct_oseo

Engagement



Evaluation & Measurement



Top Tips

- Be authentic
- Be engaging
- Be interesting
- Use plain language





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**Ordre des enseignantes
et des enseignants
de l'Ontario**

Enhancing Transparency for Regulators: Open Data, Social Media and more

Cristina De Caprio
Lobbyist Registrar
City of Toronto
November 7, 2019

What is Open Data?

- Structured data that is machine-readable, freely shared, used and built on without restrictions. (See [“Open Data 101”, Open Government, Government of Canada](#))

How is it used by the public and governments?

- To advance the government's accountability – access to government data gives public insight into government activities, service delivery and use of tax dollars
- To provide proactive disclosure and therefore reduce FOI requests
- To leverage government information to develop consumer and commercial products
- To support informed decisions for consumers, e.g. real-time air travel statistics can help you choose airline

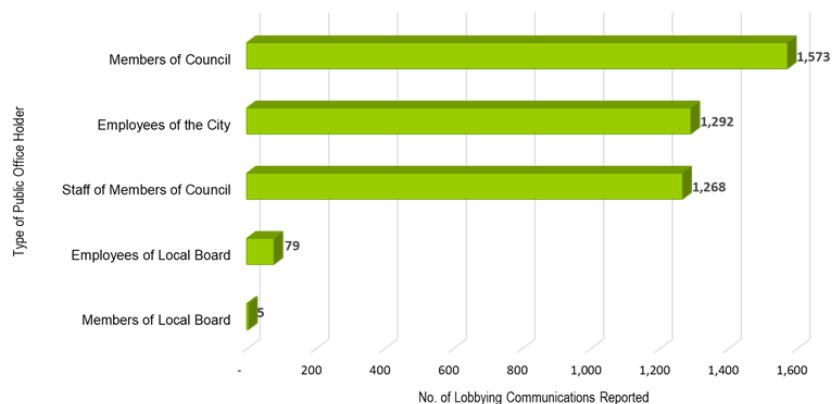
How is Open Data used by the Office of the Lobbyist Registrar?

- Open Data allows us to extract data and display it in a visual format to tell stories which make our mandate relevant and relatable.
- We have been taking the data sets and creating visual content from the information pulled. We have been using the visual content on our social media platforms, as well as in our Annual Report, to provide further understanding and clarification of the office's mandate.
- This gives Public Office Holders, Members of the Public and Media a better understanding of the lobbying activities that are taking place at the City of Toronto.

Story-telling Through Open Data

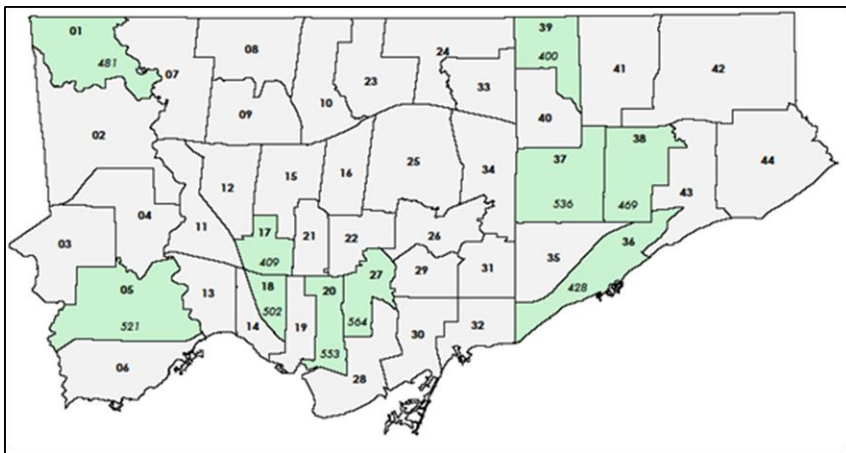
Grass-roots Campaign January 1 to June 30, 2019						
SM No.	Lobbyist Type	Subject Matter	Decision(s) or Issue(s) Lobbied to be Lobbied	Community	Target	No. of Campaigns
SM27703	Consultant	Planning and Development, Planning Policy / Study	To educate the municipal government on the importance of the Ontario Food Terminal to jobs and economic growth in the region, especially in Etobicoke	Employees of TWPAs members, suppliers to the Ontario Food Terminal; customers of the Ontario Food Terminal; members of the public	All members of Council	9
SM27918	Consultant	Affordable Housing; City Infrastructure - Emergency planning and/or restoration; Procurement	Supporting opening up construction procurement to all qualified construction companies and workers regardless of union affiliation	Members of the general public	All members of Council, City Manager, Deputy City Manager	5
SM25288	In-house	Procurement	Tendering and procurement practices, lobbying for fair and open access to construction work	Members of the general public	All members of Council, DCM Infrastructure & Development Services and Chief Purchasing Officer	4
SM27179	In-house	Economic Development; Licences / Licensing; Planning and Development Application, Zoning By-law	Policies related to the regulation of home sharing, including fair and easy-to-follow rules, matters pertaining to hotel/short term rental tax, fees, registration and zoning issues associated with regulating home sharing	Members of the general public	All members of Council	3
SM27978	In-house	Economic Development	B-166, Restoring Ontario's Competitiveness Act, 2019	The Carpenters' Union members	All members of Council	3
SM24818	In-house	Transportation - Roads / Bridges	Installation of a traffic light at the intersection of Don Mills Road and Ken Road	public, TREB Members	North York Community Council	1
SM27359	In-house	Economic Development	As a community builder, I am seeking to create a Business Improvement Area for West King West area in Ward 10	businesses within West King West area	Councillor Joe Cressy - Ward 10, Spadina-Fort York	1
SM27597	In-house	Planning and Development Application, Minor Variance	Minor variance required to open a daycare facility in an R Zone in a detached house at 105 Wells Hill Avenue	Public, community of interest in ward 12	Councillor Josh Matlow	1
SM27967	In-house	Energy; Environment	Advocating for Canada's oil and natural gas industry	CAPP's Canada's Energy Citizens members	All members of Council	1
SM27996	In-house	Transit / TTC	King Street Transit Pilot	Members of the general public	Councillors in Wards 1, 2, 3, 5, 6, 8, 13, 15, 16, 20, 21, 22, 23, 24, 25 inclusive	1
SM28003	In-house	Transit / TTC	King Street Transit Pilot	Members of the general public	Councillors in Wards 1, 2, 3, 5, 6, 8, 10, 13, 15, 16, 20, 21, 22, 23, 24, 25	1
SM28237	Consultant	Affordable Housing	City Support for Minor Variance and funding for an affordable housing project at 2217 Kingston Rd.	Public, Aboriginal and Metis communities	All members of Council	1
SM28242	In-house	Health & Safety; Long-term Care; Seniors	Will be lobbying a specialized Managed Pressure Injury Prevention (MPIP) program for long-term care facilities. Will highlight the success of program in being able to reduce pressure injury incidence for Stage 3, 4 and Unstageable wounds by 97% in 13 LTC	Long-term care facilities that are currently on MPIP program, TSS staff	Staff of public long-term care facilities (nurses, administrators, personal support workers), procurement for public long-term care facilities	1
TOTAL						32

Total No. of Lobbying Communications Reported Across All Categories of POH from January 1 to June 30, 2019

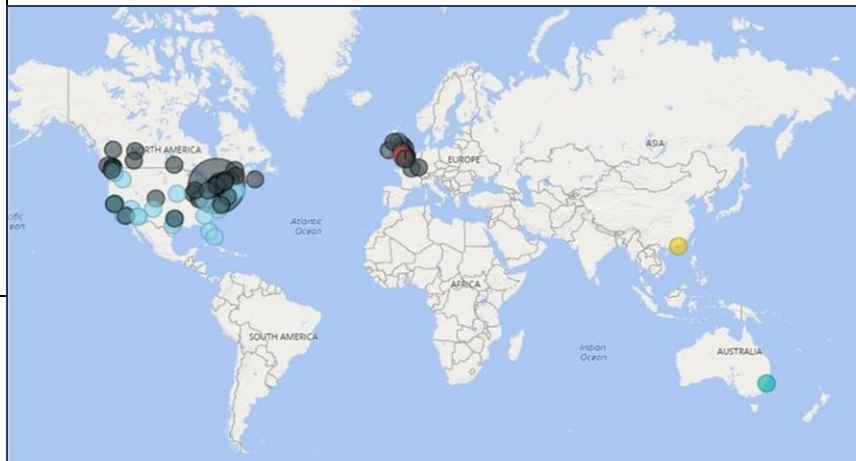


Story-telling Through Open Data

Wards with the Most Lobbying Communications Reported
During Council Term 2014-2018

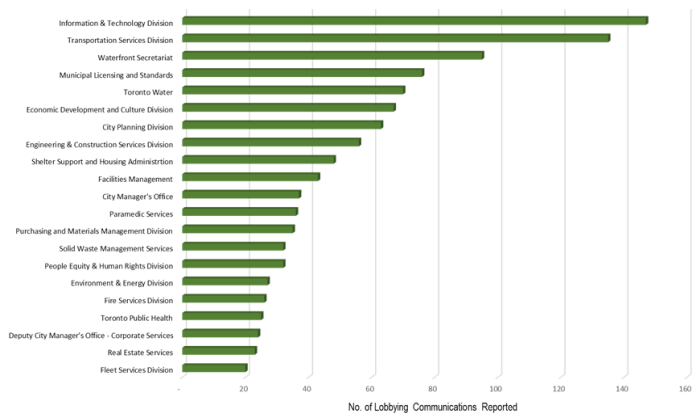


Places of Origin of Registered Lobbyists
During Council Term 2014-2018

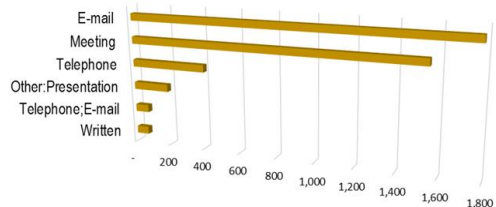


Story-telling Through Open Data

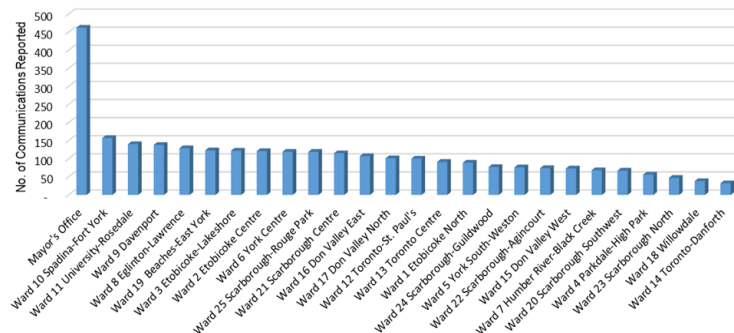
Most Frequent Recipients of Lobbying Communications Reported
with City Divisions/Offices from January 1 to June 30, 2019



Communication Methods Reported - January 1 to June 30, 2019



Lobbying Communications Reported with Members of Council and Their Staff
from January 1 to June 30, 2019



Social Media Use by Governments

- No longer a question of choice for governments
- Platforms empower individuals and non-traditional interest groups
- Politicians were first to use social media to rally support
- In a government context: elections, political campaigns, disaster and emergency situations, political unrest

Social Media Use by Governments

- Challenges for governments and institutions:
 - Uncertainty and lack of creativity regarding use
 - Unsure of which or all their priorities; providing information, providing corporate information, promoting public services in general, promoting delivery channels, consulting and involving citizens

Social Media Use by Office of the Lobbyist Registrar

Our office uses social media to:

- Provide a reference source for lobbying regulation principles
- Provide disclosure of data that is available from the registry
- Promote our services
- Engage the public in filing complaints or searching the registry
- Provide accountability about our operations

Social Media Use by Office of the Lobbyist Registrar

Social Media Platforms:

Our office is on four social media platforms:



@TO_LobbyistReg



@TOLobbyistReg



Toronto Lobbyist Registrar



to_lobbyistregistrar

We have been utilizing and growing our social media audience since 2014. A total of 3,644 mandate specific posts were published on social media since 2015.

These tools are used to educate and inform Public Office Holders, Members of the Public and the Media of the Lobbying By-law, the office mandate and lobbying activity statistics.

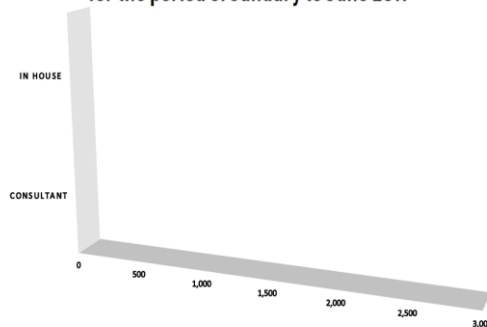
Social Media Use by Office of the Lobbyist Registrar

Your position title does not need to state "Lobbyist" for you to be required to register.



Use our Interactive tool to determine if you need to register.

Number of Communications reported by Lobbyist Type
for the period of January to June 2019



Social Media Use by Office of the Lobbyist Registrar



Office of the Commissioner of
Lobbying of Canada
oversees Lobbying at the Federal Level



Registry Insider Newsletter
June 2018 - Issue 16



Now available on our website

Consultant Lobbyist:

An individual who is paid to lobby on behalf of their clients whether those clients are for-profit or not-for-profit entities.



Current State and Constraints

Current State:

- We are continuing to use our social media to inform our followers of our office's mandate, events and the Lobbying By-law
- As of late we have been using our open data sets to audit the data to further ensure the data on our Disclosure site is clean and accurate
- We are continuing to use the information gained from our data sets to provide educational and statistical information on lobbying activities at the City of Toronto
- Mine data to find common themes that may bring about more discussion

Constraints:

- As the data needs to be mined before it can be utilized or changed to a visual format, this can be time consuming depending on the amount of data that needs to be mined – this could be a resource challenge
- Due to a limited budget we are only able to use the tools that are free or of minimal cost which restricts the types of visuals we are able to use

Enhancing Regulators' Transparency

Open Data, Social Media and more

Annette McKinnon
Patient Advisor,
Member, Citizen Advisory Group

Preparation for SOAR

Constraints of regulation Covered by Ontario College of Teachers slide (OCT) and learned through College of Occupational Therapists of Ontario (COTO)

Open data vs Social media – Lobbyist Registrar has good examples

Improving engagement with stakeholders

Building Trust

Dispelling myths and misinformation

What drives users to engage?

Owned media vs Earned Media

Owned, earned and paid media

Broadcasting your content - Owned Media - website, content, blog

Coverage of your content - Earned Media - Influencers, traditional media

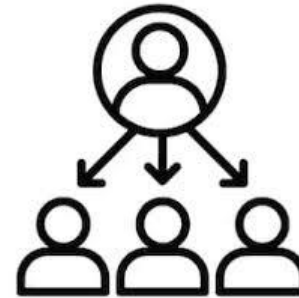
Distributing your content - Paid Media - Advertising, banner ads, AdWords

Regulators social media use compared to mine

REGULATION / ADJUDICATION	PUBLIC
Multiple Channels	Usually few channels
Owned media/data resources can lead to earned media	Usually personal, narrative, photographs, blogs
Paid staff	No monetary compensation
Legislation, statute or municipal by-law	Mostly unrestricted
Risk averse	Accountability to Social Networks & to be ethical and honest
Public and permanent	Public and permanent

'Stakeholders' – as clear as the icons

A term to avoid unless defined.
Often excludes the public



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The Public Perspective

Regulation and Adjudication

“In the public interest”

“To protect and serve the public interest”

Where's the public?



The Voice of the Public

**WHEN YOU DON'T
HAVE A SEAT AT THE
TABLE, YOU DON'T
HAVE A VOICE.**

Example of Open Data - Lobbyist Registrar

There are enough lobbyists registered in Toronto to fill the Ed Mirvish Theatre (1800 capacity)

The Mayor and City Council works for the public. They are the face of 55,000 public office holders who can be lobbied.



Use of Open Data

“Starting with a Giant XML File” Matt Elliott creates a Lobbyist Watch newsletter every month.



Traditional media and data availability

‘Hot potato’

Professional X was not required to tell the children’s aid societies that he had been cautioned.

The children’s aid societies confirmed that no one told them about the caution.

Ontario Association of Children’s Aid Societies would support any measures that the college deemed appropriate to proactively provide CAS with pertinent information about professionals

College Registrar said individuals and organizations should refer to the college’s public register for information about a practitioner they’re considering hiring.

Ontario government to order all children’s aid societies to review the credentials of assessors.

The New Ideal – Sharing Power

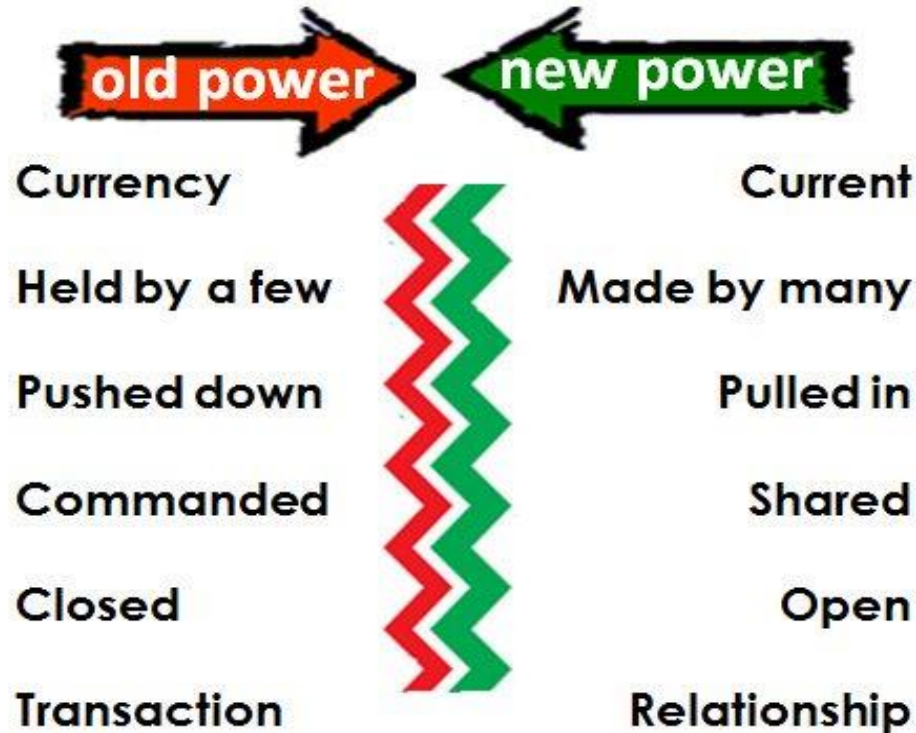
“Nothing about me without me”



Collaborating and co-creating
WITH the public not FOR
them.



Top Down Decision making is Changing



Is there an appetite for change?

Annette McKinnon
@anetto