

PEO GOVERNMENT LIAISON PROGRAM

CHAPTER MANUAL 2021

BUILDING RELATIONSHIPS WITH ONTARIO'S 124 MPPs



Professional Engineers
Ontario





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A. INTRODUCTION

The Government Liaison Program (GLP) was established to ensure that government, PEO members and the public continue to recognize PEO’s regulatory mandate, in particular its contributions to maintaining the highest level of professionalism among engineers working in the public interest.

This manual is designed to help chapters to integrate the program into their chapter activities. More information on the program can be found at the PEO website (www.peo.on.ca) under Government Liaison Program (<https://www.peo.on.ca/index.php/about-peo/government-liaison-program-glp>)

Government Liaison Program Key Messages

- PEO has a legislative mandate under the *Professional Engineers Act* to regulate the practice of engineering in the public interest
- The self-regulating engineering profession—comprising 90,000 professionals—has been successfully serving and protecting the public for more almost 100 years
- PEO has unique knowledge and expertise and it is in the best interest of the government to consult with PEO before considering any new policy directions that may have the potential to impact the regulations of the practice of professional engineering.



B. BACKGROUND

As the self-regulating body for more than 90,000 professional engineers in Ontario, PEO launched a pilot of the GLP in January 2005.

The program's main objective is to ensure that government, PEO members and the public continue to recognize its regulatory mandate, in particular its contributions to maintaining the highest level of professionalism among engineers working in the public interest. Ultimately, the goal is to have government view PEO as a partner, and understand and support PEO's policy direction.

i. Six-Month Pilot Program

During the six-month pilot period from January to June 2005, the program had several successes:

- 1) The recruitment of over 70 professional engineers as spokespeople to represent PEO in meetings with government.
- 2) Over 20 meetings were held with Members of Provincial Parliament (MPPs). These meetings provided the opportunity to introduce MPPs to PEO and its members. MPPs were presented with a framed copy of "The Calling" (organized with the assistance of the North Bay Chapter) as a show of PEO's appreciation for their interest.
- 3) PEO hosted an *Engineering for Ontarians' Day* reception at Queen's Park on June 6, 2005. The reception featured an address by former Attorney General Michael Bryant and was attended by over 170 people including 45 MPPs, 48 of PEO's government spokespeople, and 35 representatives from engineering stakeholder organizations.

ii. Launch of the GLP

The success of the pilot program reaffirmed the need for PEO representatives to be out engaging government to promote the role of the self-regulating profession. Council determined that the establishment of a local spokesperson's presence is key to PEO's future relations with government. The chapter system represented an ideal framework in which to rollout the program locally throughout Ontario. In June 2005,



following the successful six-month pilot program, Council approved the integration of a permanent 'Government Liaison Program' into PEO operations.

iii. Integration into the Chapters

The September 2005 motions by Council were as follows:

1. That a Government Liaison Program based on three pillars – a strong local presence, a legislative framework and policy and communications support – be established to achieve a better understanding and broader acceptance by government of the *Professional Engineers Act*, the role and jurisdiction of PEO, and PEO's policy direction.
2. That resources to support the program be included in the operating budget.
3. That the Regional Councillors Committee (RCC) integrate the role of government spokespeople into chapter operations to enhance local presence.
4. That the Executive Committee provide oversight for the Government Liaison program by integrating it into the Executive Committee's policy development responsibilities.

iv. Government Liaison Committee (GLC)

In 2011, PEO established a Government Liaison Committee (GLC) to provide oversight for the GLP. The Committee includes representatives from the PEO Councils, Chapters and designates from the Ontario Society of Professional Engineers (OSPE), Consulting Engineers of Ontario (CEO) and Engineers Canada. It also includes an engineer intern, an engineering student, and an engineer involved in a riding association.

v. Long-Term Strategy

The GLP is designed with both short and long-term goals in mind. To ensure chapter involvement in the short term, each chapter is responsible with meeting a certain benchmark of activities each year (e.g. host one Take Your MPP to Work Day, arrange one meeting with local MPP, etc.).

The long-term goals of the GLP is to have more engineers engaged in the political process, and to have all MPPs recognize and know that PEO regulates the practice of professional engineering in the public interest, and to consult and work with PEO.



Professional Engineers
Ontario



vi. GLP Weekly Newsletter

The *GLP Weekly* is a weekly newsletter that features GLP activities by PEO Chapters and other PEO meetings with MPPs, and is published every Friday throughout the year.

Feel free to send photos and stories to **Howard Brown**, President of Brown & Cohen Communications & Public Affairs (howard@brown-cohen.com).

All issues can be viewed online on the GLP webpage:

<https://www.peo.on.ca/index.php/about-peo/government-liaison-program-glp>



C. CHAPTER ORGANIZATION

i. GLP Chapter Chair

Each chapter is expected to designate a GLP Chair with responsibility for overseeing the integration of chapter involvement in the program, managing chapter activities, and reporting on the results to the chapter board, congresses and RCC. A list of the Chapter GLP Chairs is maintained by the Chapter office at PEO. The GLP Chair will oversee the chapter GLP Committee. The chapter GLP committee can consist of as little as one member (e.g. just the GLP chair) with responsibility for overseeing the chapter's government liaison activities.

"The GLP Committees have responsibility for overseeing the integration of chapter involvement in the program, managing chapter activities, and reporting on the results to the chapter executive and PEO."

-Jeannette Chau, P.Eng., Manager, Government Liaison Programs

The following are the terms of reference for the GLP Committees:

1. The organizational structure must be consistent with the rules and responsibilities for chapters and chapter committees as outlined in the *Chapter Executive Manual*.
2. It is the responsibility of each chapter's executive to determine the size, structure and term.
3. Meetings can be held on an ad hoc or formal basis for the purpose of discussing the status of the chapter's activities following the general principles of a chapter subcommittee.
4. In order to be representatives of PEO to MPPs, members of the GLP committee must either be a Professional Engineer or an Engineering Intern (EIT).



Primary responsibilities of the GLP Chair are as follows:

- a) **OVERSIGHT.** To advise on, coordinate and lead the chapter's participation in government liaison activities.

The GLP Committees are to operate as the centre of the chapter's government liaison activities, with responsibility for identifying engagement activities, spokespersons and managing the day to day contact, events and associated expenses.

- b) **IDENTIFYING OPPORTUNITIES.** To follow protocol and guidelines to handle offers to participate in local events with MPPs.

It is the responsibility of the GLP Committees to determine the best opportunities to engage MPPs and to track these activities.

- c) **COORDINATION.** To coordinate interaction between chapter and local MPPs (invitations, chapter representatives, meeting logistics, tokens of appreciation, official correspondence, etc.).

This is a critical function for the GLP Committees because the correspondence between the chapter and the MPP will shape the relationship going forward.

- d) **RECRUITMENT.** Recruit Chapter members to participate in the program.

A set of recruitment criteria has been established in identifying the best candidates to serve as government spokespersons for the program. These recruitment criteria are included in the GLP Committee Manual.

- e) **CONTACT INFORMATION.** To maintain contact and other important information for local MPPs and other key contacts, such as political/constituency staff.

Again, how the GLP chapter records this information is up to themselves. Whichever system that is used should make it easy for the chapter to access and update its records in the future.

- f) **BUDGETING.** Monitor and control expenditures in accordance with the budget assigned.



The chapter's government liaison budget is predetermined by PEO's head office. However, the budget spending is to be managed by the Chapter's GLP Committee.

- g) **REPORTING.** Reporting is a key function of the program in order to be able to measure the scope of the engagement activities and define success.

A GLP Scorecard was launched in 2017. Now referred to as the GLP Activity Report, it is a report that should be compiled annually, so that PEO can get an overview of the chapter GLP activities that have taken place. Chapters can also be recognized at the Annual Queen's Park MPP reception.

To ensure consistency across the chapters, GLP Committee's reports should include updates on contacts made, events organized and attended by chapter representatives, issues that have surfaced during the GLP activities, and expenses incurred.

Reporting by the GLP Committees should occur on the following basis:

- a. *Quarterly reporting to the chapter executive*

Reports to the chapter executive should include:

- ◇ *A summary of meetings held.* Details regarding discussions held with MPPs, the perceived interest of the MPP, any concerns or red flags raised, and anything else that is relevant to the program.
- ◇ *Any follow-up action required.* Documentation to be forwarded to the MPP as requested, issues identified that should be raised with the GLC, subsequent meetings to be held to continue the discussions, etc.
- ◇ *Update on budget spending.*

- b. *Annual reporting at the chapter AGM of GLP activities*

A summary of the GLP activities should be reported as part of the AGM chapter annual report to the membership.

- c. *Reports for congresses*



The reporting details could include: an activities summary, identification of opportunities to collaborate with other chapters and regions, and suggestions for improvements to the program.

h) LIAISON. To liaise with the GLC and the Government Relations Consultant for program support (on communications, volunteer management, chapter office, policy positions, etc.).

A list of key contacts is provided at Appendix 1 for assistance with GLP activities.

ii. Main Contacts

a) Government Liaison Program Manager

PEO's Government Liaison Program Manager is the main point of contact for inquiries regarding the Government Liaison Program.

b) Regional Councillors Committee (RCC)

The GLP has responsibility for helping clarify any inquiries that are made from the chapters regarding the GLP. Any issues regarding the implementation of GLP activities and the GLP Committee Manual are to be brought to the GLP through the chapter chairs.

All matters, other than issues requiring immediate attention, can be raised at the GLP Regional Congresses. Issues requiring immediate attention can be brought to the RCC's attention through the Chapter Coordinator.

c) Government Relations Consultant

PEO's Government Relations Consultant is responsible for assisting with building relationships with MPPs on regulatory issues and to help roll out the program across the chapter system. Their specific responsibilities include:

- Providing strategic guidance on ways to maintain and enhance relationships at Queen's Park and in the ridings
- Helping to make MPP contacts
- Providing training support for recruitment of spokespersons



- Consulting with PEO on chapter needs: ways to reach key contacts; recommended strategies for MPP communications, hosting events, etc.; and identifying opportunities to meet with local MPPs on regulatory issues
- Working with PEO's legal/regulatory services to help red flag upcoming policy directions and develop positioning
- Working with PEO's policy/communications services on development of key messages on regulatory issues and profile-building opportunities (events, media, etc.)

Contact information for the Government Liaison Program Manager, RCC and the Government Relations Consultant can be found at the list of key contacts at Appendix 1.

Note: When contacting the external Government Relations Consultant (**Howard Brown**, howard@brown-cohen.com), it is paramount to copy PEO's Government Liaison Programs Manager (**Jeannette Chau**, jchau@peo.on.ca).

iii. Recruitment of Chapter GLP representatives

Chapter GLP representatives will be recruited on the basis of several factors, as follows:

1. Member of the chapter and in good standing with PEO
2. Professional engineer or Engineering Intern (EIT)
3. Interest and understanding in the GLP, PEO's role/responsibilities and the key messages on regulatory issues
4. Experience/comfort in meeting with government officials
5. Availability to represent the chapter and participate in meetings with government officials on regulatory issues
6. Are not already serving as a spokesperson for the OSPE Political Action Network (PAN) program

To support the ongoing work to implement the Government Liaison Committee (GLC)'s goal of PEO's GLP representative per riding, the GLC Training and Succession Working Group has developed guidelines to identify the riding representative.

To date, volunteer opportunities were sent via eblast to the entire PEO membership in October 2020.



The Chapter will choose their GLP reps. One GLP rep should be selected for each riding.

For example, if the chapter has three assigned MPPs, it should have three GLP reps.

Each chapter will still have a GLP Chair who would be a member of the Chapter Board/Executive. This GLP chair can also be a GLP rep.

If there is more than one applicant within a riding for an MPP, the Chapter would select their preferred candidate and determine if the other candidate(s) are willing to work with the MPPs assigned to your chapter, or volunteer in another capacity within the Chapter. The Chapter can also choose to keep an existing GLP representative.

In some situations, an applicant may have an existing relationship with an MPP in a riding assigned to another Chapter. These types of situations should be discussed with Jeannette Chau (jchau@peo.on.ca).

iv. Chapter/Riding Jurisdictions

In almost all cases, chapter boundaries extend beyond more than one political riding in Ontario. Chapter boundaries are based on a different set of geographic criteria, so many of the chapters cover several ridings. For example, the London Chapter currently includes six ridings within its boundaries. The full list of chapters and ridings can be found in Appendix 4.

The goal is to ensure that each and every MPP is invited to participate in at least one-chapter event per year. In order to maximize the outreach effort, priority should be given to the MPP of the riding with the largest chapter representation. In cases where a riding covers more than one chapter, priority should be given to the chapter that covers most of the riding area and/or population.

PEO is non-partisan, therefore when meeting with an MPP on behalf of PEO you must have a non-partisan role and refrain from speaking about personal issues. As a non-partisan organization, PEO does not cover party memberships.



D. TOOLKIT

- 1. PEO Messaging and Positioning**
- 2. MPPs and Their Ridings**
- 3. Protocols:**
 - a. Securing MPPs to attend PEO Events**
 - b. External Ways to Engage MPPs**
 - c. Chapter Resources**



1. PEO Messaging and Positioning

Remembering the goals of the program – to ensure government and the public recognize the regulatory role of PEO and maintain the professionalism of engineers – is essential for spokespersons meeting with government representatives.

At the launch of the pilot program, Council identified three key messages that continue to underlie the Government Liaison Program (see text box below).

Government Liaison Program Key Messages

- PEO has a legislative mandate under the *Professional Engineers Act* to regulate the practice of engineering in the public interest
- The self-regulating engineering profession—comprising 90,000 professionals—has been successfully serving and protecting the public for more almost 100 years
- PEO has unique knowledge and expertise and it is in the best interest of government to consult with it before considering any new policy directions that may have the potential to impact the regulations of the practice of professional engineering.

In keeping with these key messages, Council will adopt position statements to provide spokespersons with background information on issues of importance to the profession. The position statements are intended to help **illustrate the role of PEO and the engineering profession in protecting the public interest**. Spokespersons can refer to their personal experiences that relate to the regulatory issues addressed by the statements in their discussions with MPPs. Copies of the statements can be provided to the MPP.

GLP Info Notes are one to two-page information notes that provide background information on various topics. GLP Info Notes are posted on the GLP webpages.



2. MPPs and Their Ridings

Electoral Districts and Legislative Seats

Electoral districts, or ridings, as they are often referred to, were redistributed prior to the June 7, 2018 election. Across Ontario, 124 electoral districts were being contested. Provincial and federal boundaries align for the 111 Southern Ontario ridings. They are now 13 ridings in Northern Ontario. More detailed election information, including a list of political parties and candidates, can be found at the Elections Ontario website at www.elections.on.ca/en.html.

While there are 23 political parties registered in Ontario, there are currently only two recognized parties in the legislature:

- Progressive Conservative Party of Ontario (referred to as PC Party of Ontario);
- New Democratic Party of Ontario (referred to as Ontario NDP/NPD)

Two other parties hold seats in the legislature:

- Ontario Liberal Party;
- Green Party of Ontario

During an election year, candidates are nominated to run on behalf of a specific political party and, if elected, represent that seat for their riding in the legislature.

A breakdown of the political parties and their members can be found at the Legislative Assembly of Ontario [website](#).

Queen's Park vs. Constituency Offices

Once an MPP is elected, they normally split their time between their Queen's Park and constituency offices. However, often times the legislature does not sit for several months, in particular during the summer and the holiday season in December/January.



Their Queen's Park office is the place where they work day to day while the Legislature is in session or while they continue to have duties as a Minister, Parliamentary Assistant, or member of a legislative committee.

MPPs meet with various stakeholders at their Queen's Park and Constituency offices, depending on their legislative duties. The Constituency Office is located in the MPP's riding and its purpose is to serve as the place for the MPP to respond to inquiries from residents of the riding.

Especially if an MPP's riding is located in the Toronto area, they are more likely to see constituents at the constituency office. Fridays are typically constituency days, so you are more likely to see your MPP at their Constituency Office on that day.

The number of political staff working in an MPP's office varies depending on their legislative duties. Backbench MPPs, also known as Private Members, will usually have an executive assistant and a legislative assistant working at Queen's Park, in addition to a constituency assistant working in that respective office. MPPs serving as Ministers in the Cabinet will additionally employ a Chief of Staff, Office Manager, Scheduler, MPP Liaison, Policy Director, as well as a number of Policy Advisors.

Ministers' and their staff's contact information can be found at the Ontario government directory at www.infogo.gov.on.ca. Currently, there are no phone numbers available for Ministerial staff members, only a centralized office number exists. That is why it is best, if your MPP is a Minister, to contact the Constituency Office to initiate or confirm any meetings or appointments.

MPPs' addresses and contact info can be found at <https://www.ola.org/en/members/current/contact-information>.

Constituency Associations

Constituency Associations represent political parties within individual ridings. They are formed to support the party and their individual members in a given electoral district.

Whether or not a political party has an elected member serving in your riding, there may be a riding association that is active. You can find this information by contacting the party's main office or by searching the name of the riding association (e.g.



“Willowdale Progressive Conservative Association”) on the web. For an individual to get involved in a political party, they can join that party’s riding association, donate, or volunteer.

Know your MPP

It is important to know your MPP’s background and experience. It is helpful to read their biography on the Ontario Legislative Assembly website, their own MPP website, or Wikipedia. The biographies provide useful information on their previous occupations and their involvement in the community. They may also outline the MPP’s legislative history (whether they have previously or currently hold any special cabinet or legislative function, how long they have held office, etc.).

Important information can be found at the PEO Government Liaison Program Website. Other information can be found at websites for the Government of Ontario, Legislative Assembly of Ontario, Ontario Government Directory, Office of the Premier of Ontario, and Elections Ontario. Other helpful information can be found at the websites of each political party. The above websites are listed in Appendix 2.



3. PROTOCOLS

a. Securing MPPs to Attend PEO Events

There are various opportunities to engage MPPs through chapter activities. Examples include: Take Your MPP to Work Day, licensing certificate ceremonies, National Engineering Month events, Annual General Meetings (AGMs), and special chapter forums or technical seminars. These types of events are often being conducted in a virtual environment now, but MPPs are still keen on participating. Each chapter has its own unique calendar of events, all of which should be considered as potential opportunities to involve government representatives in PEO regulatory activities.

Step 1: Inviting MPPs to your event

MPPs have busy schedules, so it is important to have all the critical details of your event determined before approaching him/her to get involved.

When planning your event, it is useful to know what days the Legislature is sitting. This will help you find a date when your MPP is more likely to be in their riding rather than at Queen's Park.

You can find the calendar at:

<https://www.ola.org/sites/default/files/common/pdf/2021-parliamentary-calendar.pdf>

In some cases, you may feel comfortable enough to first contact the constituency office to determine the local representative's availability for your event. Alternatively, you can send a formal invitation letter and then follow up with a phone call.

Most importantly, each invitation should have:

- A subject line containing the words "Request to speak at a constituency event for the ___ Chapter of Professional Engineers Ontario on [date]"
- The date, location, and time of the event
- Whether there will be an opportunity to speak at the event
 - If so, what you would like them to speak about and for how long
 - If not, if they will be introduced
- The nature of the event, including the planned program and participants



The MPP will need to know these details about the proposed event in order to get a picture of what they should expect.

You may also be asked how many people you expect to attend your event. This does not necessarily mean that the MPP is only interested in attending large events.

Rather, they may be assessing the environment to better understand the nature of the event prior to attending. **A small, well-scripted event can be just as interesting for the MPP as a larger community event.**

A sample invitation letter is provided at Appendix 3. Note the reference to the formal invitation. It's always helpful to have a personalized invitation to send to the MPP.

The invitation should include details about the event program, the schedule of speakers and other activities, and key details such as date/time/location. A sample invitation is also provided at Appendix

Step 2: Hosting MPPs at Your Event

Here are some things to keep in mind when hosting MPPs at your event. This simple checklist will help ensure that the MPP is comfortable and maximize the benefit of their involvement.

1. Remember you are representing the profession.

Chapter members play a central role in representing the self-regulating engineering profession under this program. How you come across with MPPs will be important not just for you and your chapter, but for how engineers are perceived across the province.

Everything from how you dress, to the questions you ask and issues you raise can help establish long-term relationship with MPPs. **Professional Engineers are here to protect the public and that is the message that has to be conveyed to our elected representatives.**

Is dress important? It's a good rule of thumb to **dress for success** (even virtually) . Standard attire for men is a suit and tie. Women are also encouraged to wear business attire.

2. Facilitating introductions



One of the main reasons MPPs want to get involved in local events is to get to know their electorate. They will generally participate in your event expecting to meet and see constituents..

Remember, you want to have the MPP leave your event with a good impression of who is involved in the chapter, what your issues are, and what role you play in the community. The best way of conveying this is for your MPP to meet and learn about the people within your local organization.

3. Give them a formal role in the program.

There are different ways of involving the MPP in your program. If they've been invited as part of a broader program, you can still have them play an active role. For example, if your chapter is hosting a licensing ceremony, ask them to help introduce the new licensees or present the licence certificates. If you are hosting a National Engineering Month (NEM) event, have them judge a bridge building contest.

You may also invite the MPP as a featured guest to your chapter. If so, you may ask them to deliver remarks about their work at Queen's Park or in their riding. Alternatively, you may have a specific engineering-related topic that you would like them to address based on their experience in government. Commonly, the MPP's assistants will ask for your thoughts about what you expect from their remarks (i.e. the appropriate scope of their remarks, the target audience, etc.).

Regardless of the role given, a formal acknowledgement of the MPP's involvement should always be made. If the MPP has a formal speaking role, they should be introduced by way of an explanation of their role and background (search for them on ontla.on.ca). If they do not have a formal speaking or other role, you can acknowledge their presence at the start of the event (this can be done as part of the introduction by the MC/host). In any situation, you want to thank them for taking the time to be at your event.

4. Take lots of photos/screenshots

"A picture is worth a thousand words" in the world of politics, whether at Queen's Park or in the riding. MPPs appreciate having photos to record their



activities with constituents. So, do not be shy to capture the moment with the MPP, yourself, and your colleagues.

Photo Tip: Photos often get reduced down to 2 or 3 inches when used in newsletters, articles, websites, etc. When taking photos of MPPs with your colleagues, focus in on the subjects' heads and shoulders and do not worry about including their legs. Always focus the camera and avoid back lighting.

It is useful to have a camera on hand to snap photos of the MPP when they arrive, when they are meeting chapter members, and when they are being introduced or thanked by chapter representatives. Quite often they will ask if you can send copies of your photos. Make sure to select the best shot.

5. Never leave MPPs unattended.

This is your opportunity to engage the MPP and tell them about the importance of the work you are doing. Unless they ask for some unescorted time, do not hesitate to have someone shadow them throughout the event. Even better, try to define the schedule of activities that you want them to participate in (i.e. who they should meet, what they need to see at the location, etc.) in advance of the event. Make sure they always have a glass of water.

Step 3: Following Up with the MPP

You want to make sure that you keep the lines of communication open with an MPP following your event with them. This is key to growing the long-term relationship with them.

Always remember that follow-up is important for keeping lines of communication open with your MPP.

A simple initial step is to send a formal thank you letter from the GLP Committee Chair or Chapter GLP Chair. See a sample thank you letter included at Appendix 3.



Another important step is to find ways to keep them informed of the chapter's activities and future events. For example, include them on the chapter mailing list. Additionally, you should assign a GLP representative to the task of collecting information that may be of interest to the MPP in the future.

At the same time, you should also monitor the MPP's constituency website to determine what issues they are working on in their riding and any future events that may be of interest to your members.



b. External Ways to Engage MPPs

i. Types of Forums to Engage MPPs (all of these options are still occurring in an online format)

There are various external ways to meet MPPs locally. The main ones are discussed below:

◇ Constituency meetings

MPPs like to get to know their constituents and online or face-to-face meetings are a good opportunity to facilitate this. Recognizing their busy schedules, however, **meetings at the riding office should only be sought with a specific purpose in mind that make it worthwhile for the MPP.**

A **meeting can be introductory** in nature, e.g. for the purposes of getting acquainted with the MPP and offering PEO's assistance on policy issues related to the regulation of professional engineering in the public interest. **Subsequent meetings, however, should only be pursued where you believe you can provide new information** that is relevant to PEO's messages and the MPP's interests and needs.

Please see attached at Appendix 3, a sample meeting request letter.

Ask for the name of the person who handles the MPP's schedule. The meeting request should propose **an agenda** for the meeting to give the MPP a sense of what you want to discuss. You should also prepare an information kit that includes a copy of Engineering Dimensions and a recent copy of GLP Weekly in colour.

Supporting documents can be downloaded from the GLP website (http://www.peo.on.ca/index.php/ci_id/26722/la_id/1.htm).

◇ Fundraisers

Ontario political fundraising rules were changed in 2019. A key change is that MPPs, candidates, party leaders, nomination contestants, leadership contestants and many political staff can once again attend and host political



fundraising events. However, corporations, unions and other groups not affiliated with political parties are banned from making political donations. This means that PEO cannot make donations/contributions on behalf of chapter members to attend political fundraising events.

The best way to find out about upcoming events is to visit the websites of local MPP's, the riding associations, and political parties. Links to the political party sites are available on the GLP website. The GLP website and the GLP Weekly e-newsletter also both include a calendar of relevant MPP events that is regularly updated.

◇ Riding association events

Staying update to date of events through the riding association is also important. MPPs often host community events (e.g. town hall meetings, New Year's Levees, information nights, etc.) often at no cost.

The riding associations themselves also present a good opportunity to get involved. Even if the sitting MPP in your riding does not represent the riding association of your choice, their association is worth contacting, to find out how you can help. They are **always gearing up for the next election and are seeking participants to help formulate policy positions and run the association's business**. You cannot be a member of two competing political parties.

If you want to become actively involved in a riding association, the prerequisite normally is that you become a member of the association. You do not require membership to get involved. Party membership is a personal choice. While PEO encourages engineers to be involved, **PEO is non-partisan and does not align with any particular party nor pay/reimburse for party memberships**. Memberships usually cost about \$10.

◇ Political conventions

Most political parties hold annual meetings as well as policy conferences for their members. These present excellent opportunities to engage with political leaders. MPPs, including leaders in government (e.g. the Premier, Ministers, Leaders, etc.), regularly participate in these events.



Information on political conventions, including key dates and registration information, can be found at the political party websites (see Appendix 2).

◇ Community events involving MPPs

Along with the political events outlined above, there are other forums where MPPs get involved and can be engaged. Examples include:

- Lectures at local schools, and colleges
- Discussion forums at local community centres
- Presentations to local clubs (e.g. Chambers of Commerce, Canadian Club of Toronto, Empire Club of Canada, Economic Club of Canada, Toronto Region Board of Trade)
- Special ceremonies

Some of these events may be highlighted on the local MPP's website or riding newsletter.

Many of these online events involve different scenarios and levels of interaction. Sometimes it's a town hall, or a Q&A discussion.

[Remo](#) is an excellent tool used, where attendees have more options to speak with other participants.

If you notice the event is going to be using this platform, practice your talking points beforehand, because it will be like attending an in-person event.

ii. Tips for participating in events with MPPs

Here are some key ones:

1. Remember that you are representing the engineering profession.

The same rule of thumb applies as discussed above for when you are hosting MPPs.

On the subject of dress, certainly some events are less formal than others but if you are looking to make a serious impression on an MPP, business attire can make a difference. Standard attire for men is usually a sports jacket and



collared shirt. Women are also encouraged to wear business attire. This applies in an online format too – they can still see your shoulders and up!

2. Introduce yourself to the MPP

It is common for MPPs to be approached by someone they do not know. As long as you are friendly and respectful of their personal space, it is worth approaching them and introducing yourself, the engineering profession, and your affiliation with the PEO chapter. It is also a good idea to find out if any of their staff members are at the event and to try to meet them as well, while always making sure to get their business cards.

3. Tell the MPP about PEO's work

Assuming the MPP appears open to conversation, use the opportunity to tell them about the chapter's activities and anything that might be of interest to them given their responsibilities, experience and role in the community as the MPP (hence why it is important to read their bio beforehand). If you are not sure what to say next, a great tactic is to ask them some questions about their work as an MPP, what issues are of importance to them, and what help they need from the community.

You could mention something like PEO is a part of an Engineers Canada initiative called 30by30, which hopes to have 30% of its licensees be female by the year 2030.

4. Take the opportunity to meet others from the community

Attending an event with an MPP is a great opportunity to find out more about stakeholders in their community and the issues they face. Take an interest in them and they will take an interest in you.

5. Taking Photos

This is also an opportunity to get a photo/screenshot with your MPP



3. Following Up After a Political Event

It is important to keep track of the contacts made and the discussions you had while at an event. That way you will be able to report back to your chapter colleagues and be able to identify potential opportunities to continue to engage the MPP in the future.

One initial step is to contact the MPP's office to offer your assistance. Even if there is no short-term need, this is a great way to demonstrate your interest and get on the MPP's radar. Also, if you have an event coming up, use your recent opportunity of meeting the MPP to follow up with a formal invitation. In the invitation letter, you can make reference to having met them recently (see sample invite letter attached at Appendix 3). Print a copy of the *GLP Weekly* if they are referenced in one of the articles, and send it to them as well.



c. Chapter Resources

i. Chapter Budget

PEO has allocated funds to support chapter GLP activities. It is up to the GLP Chair to oversee this budget. If additional funds are desired, they have to be requested from the PEO Government Liaison Programs Manager in accordance with the Chapter Manual guidelines for business plan and special project funding.

The GLP budget allocation is to be used to cover the costs associated with undertaking government liaison activities, such as hosting MPP events, developing marketing materials for MPP events (i.e., invites, programs, signage; etc.), ordering food and beverages, fees for attending events (i.e. conferences, lectures, etc.), and purchasing a gift for the visiting MPP (see discussion below). The Chapter GLP's budget can cover ancillary costs, such as transportation and accommodations.

ii. Tokens of Appreciation for MPPs

If an MPP is going through the trouble of participating in your event, it is a nice gesture to have a simple token of the chapter's appreciation to present to them at the conclusion. This can be any number of inexpensive things, including a PEO picture frame, coffee mug, domestic bottle of wine, etc.

Gifts for MPPs must be nominal enough that there is no possibility that the gift could be seen as influencing them. The Integrity Commissioner's office says they should be consistent with "normal protocols, customs or social obligations."



E. TRAINING SCHEDULE

Each year, a series of program training sessions will be held for members participating in the GLP. In 2021, all of these sessions will be conducted virtually.

Governing Liaison Training Sessions

- The nature/scope of the program
- Tips on building relations with MPPs
- News on current issues impacting the role of PEO and the self-regulating profession
- Updates on PEO messaging and positions

A notice will be distributed to GLP Chairs to advise of upcoming training sessions. Upcoming training will also be announced in the *GLP Weekly* newsletter.

There are also quarterly GLP Chair Engagement calls where GLP chairs and their committee members can get updated on various relevant topics and ask questions.



F. RELATIONSHIP WITH ORGANIZATIONS THAT CONDUCT GOVERNMENT OUTREACH PROGRAMS

PEO's GLP has different objectives other than outreach programs in place by other organizations. The program's focus is on raising awareness about the self-regulating profession and its role in protecting the public.

In order to maximize the effectiveness of the program, criteria for becoming a PEO spokesperson include not already serving as a spokesperson for the Ontario Society of Professional Engineers' (OSPE) Political Action Network (PAN) program.

See the chart below for a brief summary of the programs:

PEO GOVERNMENT LIAISON PROGRAM (GLP)

- Raising awareness about the self-regulating profession and its role in protecting the public

VS.

ONTARIO SOCIETY OF PROFESSIONAL ENGINEERS POLITICAL ACTION NETWORK (PAN)

- Advocating for the profession

VS.

BRIDGING GOVERNMENT AND ENGINEERS (Engineers Canada)

- Building relationships and influencing policymaking at the federal level



APPENDIX 1: KEY CONTACTS

1) General inquiries about GLP: email to glp@peo.on.ca

2) PEO Government Liaison Program:

Jeannette Chau, P. Eng., Manager Government Liaison Programs

(647) 259-2262

ichau@peo.on.ca

3) Chapter Head Office:

Julie Hamilton, P.Eng., Chapter Coordinator

(416) 840- 1116

jhamilton@peo.on.ca

4) Government Relations Consultant:

Brown & Cohen Communications & Public Affairs Inc.

Howard Brown, President

(416) 844-1180

howard@brown-cohen.com



APPENDIX 2: USEFUL WEBSITES

Government Liaison Program Website:

Go to www.peo.on.ca/

Government Websites:

Government of Ontario: www.gov.on.ca

Legislative Assembly of Ontario: www.ontla.on.ca

Ontario Government Directory: www.infogo.gov.on.ca

Office of the Premier of Ontario: www.premier.gov.on.ca

Elections Ontario: www.electionsontario.on.ca

Political Party Websites:

Progressive Conservative Party of Ontario: www.ontariopc.com/

New Democratic Party of Ontario: www.ontariondp.com

Ontario Liberal Party: www.ontarioliberal.ca

Ontario Green Party: <https://gpo.ca/>



Professional Engineers
Ontario



**APPENDIX 3:
GOVERNMENT COMMUNICATIONS TEMPLATES**

FROM “BRINGING YOUR WORDS TO LIFE”

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INVITATION LETTERS

Re: Invitation to (Minister/MPP) (name) to be a guest speaker at Professional Engineers Ontario (PEO) (event) on (date)

Dear (Minister/MPP) (name),

It was a pleasure to see you at (last interaction – e.g. your online townhall in September 2020).

I am writing today on behalf of Professional Engineers Ontario (PEO) the regulator of the province's 90,000 professional engineers in the public interest.

PEO is holding an online (event title and description) on (date).

We would appreciate if you to be the guest speaker. We would like you to talk (where in the agenda) about (insert topic to be discussed – e.g. ways engineers can build stronger working relationships with their elected officials).

We would appreciate if you could let us know what time would work for you.

We will follow-up with your office to confirm details.

Thanks for your help!

Best regards,
(name)

(name)
(chapter)
(title – e.g. GLP Chair)
(Email)
(Phone number)



THANK YOU LETTERS

RE: Thank you and follow-up to event with (Minister/MPP) (name) for Professional Engineers Ontario (PEO)

Dear (Minister/MPP) (name),

It was a pleasure to have you attend our (event name) on (when it happened – e.g. this week/last week, on date).

(Insert PEO chapter name) members thoroughly enjoyed speaking with you about engineering in the province.

(optional follow-up request). We wanted to invite you to attend one of our online Take Your MPP to Work Day events in the coming weeks. They are a great way to learn more about the work of our professional engineers in the province.

We look forward to continuing to build this valuable relationship with you.

We'll be in touch shortly with more details.

Best regards,
(name)

(name)
(chapter)
(title – e.g. GLP Chair)
(Email)
(Phone number)



THANK YOU LETTER PHRASES

- appreciate the time you took
- for being with us
- for sharing your
- for an outstanding presentation
- for participating so effectively
- for your thought-provoking
- for your delightful
- for helping us recognize
- for providing us with
- for accepting this assignment
- highlight of the
- hold you in such high regard
- how much we appreciated
- interesting and informative
- know how busy you are
- many thanks for
- on behalf of the
- thank you for
- volunteering your time to
- want you to know how much
- was exactly what I needed to hear
- was very kind of you to
- was a pleasure to listen to
- would like to extend my thanks



FOLLOW-UP LETTERS

Re: Follow-up to meeting between Professional Engineers Ontario (PEO) and
(Minister/MPP) (name)

Dear (Minister/MPP) (name),

It was a pleasure to meet you on (date) with (only include if you were with someone else!

Thank you for taking the time to meet with us. We appreciated you explaining the work that you are currently doing at the legislature and in your riding. We also appreciate you taking interest in Professional Engineers Ontario and our responsibilities as the regulator for professional engineering in the province.

We look forward to having you participate in Chapter events in the future. Further to our discussion, we've attached (include any items you may have discussed).

We would like to schedule a follow-up meeting in the coming months to build on our discussion and will connect with your staff to confirm some target dates.

Best regards,
(name)

(name)
(chapter)
(title – e.g. GLP Chair)
(Email)
(Phone number)



Re: Follow-up to participation in online MPP event

Dear Minister/ MPP

SUBJECT: Introduction to the _____ Chapter of Professional Engineers Ontario

I listened in on your online townhall today.

It was very interesting.

As you may know, I am one of 90,000 members of Professional Engineers Ontario (PEO), who is the regulator for professional engineering in the province of Ontario.

I am also the Government Liaison Program Chair for the _____ (fill in number of) Engineers in the PEO _____ Chapter. We represent your riding of _____.

Following the COVID - 19 pandemic, we would very much appreciate hosting you at one of our Chapter events.

Hope you are staying safe.

Best regards,

Best regards,
(name)
(chapter)
(title – e.g. GLP Chair)
(Email)
(Phone number)



SPEECH INTRODUCTIONS

Ladies and gentlemen,

We are particularly pleased to have here today (name of speaker). (Name of speaker) has taken a long-time interest in the work of professional engineers and PEO's role as the regulator of professional engineering in the public interest. (Name of speaker) is (outline any relevant responsibilities, roles, and positions on any committees they have as an MPP) I am (say your name) and I am the (say your title in relation to why you're introducing the speaker, for example, you are president of an organization). I am so pleased to be with you tonight and to have the chance to introduce our guest speaker, (say speakers name).

He / She is the (say speaker's positions in relation to why they're speaking). He / She has been supportive of PEO and the Government Liaison Program activities in this chapter since their election in (year).

Besides that, He / She (Add a few interesting personal notes here. Mention if the person was the first to do something, if they have published anything, have held impressive positions, done impressive things, etc. Use the speaker's bio or ask them or their staff for this information).

We are delighted to have her/him with us today. Please join me in welcoming (name of speaker).



SPEECH THANK YOUS

Another round of applause for (say speaker's name).

I would like to extend our heartfelt thanks to (name of speaker) for your participation as a speaker (time of day). Thank you for taking the time to be here today. We very much appreciate your comments on the importance of the engineering profession and PEO's as a regulator in the public interest.

Your talk was particularly appropriate at this time as we work towards building PEO's role as the regulator of professional engineering in the public interest.

We know how busy you are, so we are grateful that you would spend time with us this evening.

Many thanks from all of us and we hope you will be able to join us again next year!



THANK YOU SPEECH PHRASES

- a very stimulating experience
- appreciated your participation
- audience was intrigued by
- consensus of opinion is
- everybody is talking about
- found ourselves identifying with
- has given rise to
- have a wonderful gift for
- held the attention
- identifying ways to apply
- informative and enlightening
- look forward to implementing
- made a lasting impression on
- most were unaware that
- several in our group have
- the time you took to
- touched on so many critical areas
- were particularly intrigued by
- were so pleased with
- were enthralled by your
- were especially interested in
- were previously unaware of
- your insights into



**APPENDIX 4:
PROVINCIAL RIDINGS LISTED BY PEO REGION AND PEO CHAPTER**

Riding boundaries changed for the 2018 provincial election. These are the new boundaries:

PEO EASTERN REGION

PEO Algonquin Chapter:

- Renfrew—Nipissing —Pembroke

PEO Kingston Chapter:

- Lanark—Frontenac—Kingston
- Kingston and the Islands

PEO Ottawa Chapter:

- Carleton
- Orléans
- Kanata-Carleton
- Nepean
- Ottawa—Vanier
- Ottawa Centre
- Ottawa South
- Ottawa West-Nepean

PEO Peterborough Chapter:

- Haliburton—Kawartha Lakes—Brock
- Peterborough-Kawartha



PEO Quinte Chapter:

- Bay of Quinte
- Northumberland—Peterborough South
- Hastings—Lennox and Addington

PEO Thousand Islands Chapter:

- Leeds—Grenville-Thousand Islands and Rideau Lakes

PEO Upper Canada Chapter:

- Glengarry—Prescott—Russell
- Stormont—Dundas—South Glengarry

PEO EAST CENTRAL REGION

PEO East Toronto Chapter:

- Don Valley East
- Don Valley West
- Beaches—East York
- Toronto—Centre
- Toronto—Danforth
- Spadina—Fort York

PEO Lake Ontario Chapter:

- Durham
- Oshawa
- Whitby
- Pickering—Uxbridge
- Ajax



PEO Scarborough Chapter:

- Scarborough—Agincourt
- Scarborough North
- Scarborough—Rouge Park
- Scarborough Centre
- Scarborough—Guildwood
- Scarborough Southwest

PEO Willowdale/Thornhill Chapter:

- Thornhill
- Willowdale
- Don Valley North

PEO Simcoe Muskoka Chapter:

- Barrie-Springwater-Oro-Medonte
- Barrie-Innisfil
- Parry Sound—Muskoka
- Simcoe—Grey
- Simcoe North

PEO York Chapter:

- King-Vaughn
- Markham-Thornhill
- Markham-Stouffville
- Markham—Unionville
- Vaughan-Woodbridge
- Newmarket—Aurora
- York—Simcoe
- Aurora-Oak Ridges-Richmond Hill
- Richmond Hill



PEO NORTHERN REGION

PEO Algoma Chapter:

- Algoma—Manitoulin
- Sault Ste. Marie

PEO Lake of the Woods Chapter:

- Kenora—Rainy River

PEO Lakehead Chapter:

- Kiiwetinoong
- Thunder Bay—Atikokan
- Thunder Bay —Superior North

PEO North Bay Chapter:

- Nipissing

PEO Porcupine/Kapuskasing Chapter:

- Mushkegowuk—James Bay
- Timmins

PEO Sudbury Chapter:

- Nickel Belt
- Sudbury



PEO Timiskaming Chapter:

- Timiskaming—Cochrane

PEO WESTERN REGION

PEO Brantford Chapter:

- Brantford-Brant
- Haldimand—Norfolk

PEO Chatham-Kent Chapter:

- Chatham—Kent—Leamington

PEO Georgian Bay Chapter:

- Bruce—Grey—Owen Sound
- Huron—Bruce

PEO Grand River Chapter:

- Cambridge
- Kitchener South-Hespeler
- Waterloo
- Wellington—Halton Hills
- Guelph
- Kitchener Centre
- Kitchener—Conestoga

PEO Hamilton Chapter:

- Flamborough—Glanbrook
- Hamilton Mountain
- Hamilton East—Stoney Creek



- Hamilton West-Ancaster-Dundas
- Hamilton Centre
- Burlington

PEO Lambton Chapter:

- Sarnia-Lambton
- Lambton—Kent—Middlesex

PEO London Chapter:

- Elgin—Middlesex—London
- London—Fanshawe
- London North Centre
- London West
- Perth—Wellington
- Oxford

PEO Niagara Chapter:

- Niagara West
- Niagara Centre
- Niagara Falls
- St. Catharines

PEO Windsor-Essex Chapter:

- Essex
- Windsor—Tecumseh
- Windsor West

PEO WEST CENTRAL REGION



PEO Brampton Chapter:

- Brampton East
- Brampton North
- Brampton South
- Brampton West
- Dufferin—Caledon

PEO Etobicoke Chapter:

- Etobicoke Centre

PEO Kingsway Chapter:

- Etobicoke—Lakeshore

PEO Mississauga Chapter:

- Mississauga Centre
- Mississauga—Erin Mills
- Mississauga East—Cooksville
- Mississauga Lakeshore
- Mississauga—Streetsville
- Mississauga—Malton

PEO Oakville Chapter:

- Milton
- Oakville North—Burlington
- Oakville

PEO West Toronto Chapter:

- University—Rosedale
- Davenport



**Professional Engineers
Ontario**



- Eglinton—Lawrence
- York South—Weston
- Toronto-St. Paul's
- Parkdale—High Park

PEO Toronto Humber Chapter:

- Humber River-Black Creek
- Etobicoke North
- York Centre