

PEO GOVERNMENT LIAISON PROGRAM (GLP) TRAINING CERTIFICATION

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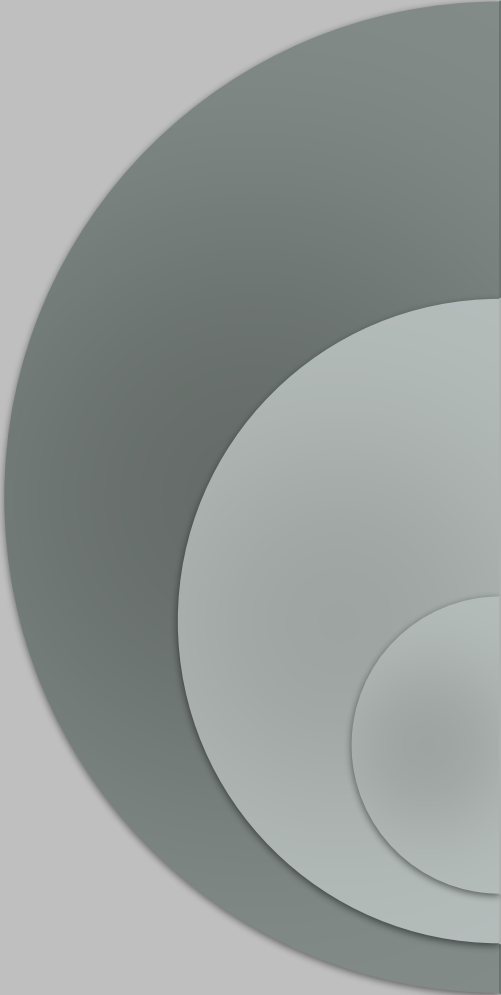
- Objectives
- Understanding why we have the GLP
- Roles and Responsibilities
- How to do effective government relations

WHAT IS THE PURPOSE OF THE GLP TRAINING CERTIFICATION?

- Ensure every GLP representative of PEO has the same **standard of knowledge** and skills
- Insight on how to interact with MPPs
- Develop skills required to engage with government effectively



OBJECTIVES

- 
1. Understand why we have the Government Liaison Program
 2. Roles and Responsibilities
 3. How to do effective government relations

OBJECTIVE 1

UNDERSTANDING WHY WE HAVE THE GOVERNMENT LIAISON PROGRAM

WHAT ARE WE TRYING TO ACCOMPLISH?

- Work collaboratively with government to regulate the practice of engineering
- Position PEO as a regulatory leader, one which the provincial government can rely on for contributions in the dialogue around relevant public policy
- Maintain strong relationships with every MPP in the Legislature

PEO holds an annual meeting with the Attorney General. An example of our continued efforts to maintain strong relationships.



THREE KEY MESSAGES OF THE GLP

1. PEO has a **legislative mandate** under the Professional Engineers Act to regulate the practice of professional engineering in the public interest.
2. The self-regulating engineering profession in Ontario – comprising over **90,000 professionals** – has been successfully serving and protecting the public **for almost 100 years**.
3. 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 regulation of the practice of professional engineering.

THREE PRONGED APPROACH

The GLP is currently integrated into PEO chapter operations, engaging with MPPS through a comprehensive three-pronged approach:

Facilitating **strong, on-going relationships** between chapter members and their local MPPS;

Actively **monitoring and taking action on policy proposals** and upcoming legislation that could affect PEO and the *Professional Engineers Act*; and

Providing **communications and policy support to express PEO policy positions** to government policy makers.

IMPORTANCE OF SELF-REGULATION IN THE PUBLIC INTEREST



A panel discussion on the importance of self-regulation took place at the PEO 2020 Government Relations Conference.

- The profession understands the work and can therefore regulate it better
- Opportunity for self-regulator to increase public awareness/safety

OBJECTIVE 2

ROLES AND RESPONSIBILITIES

ENSURING MPPS KNOW WHAT PEO'S ROLE IS

- Regulator of the practice of professional engineering
- Regulating in the public interest
- Enforcement and Discipline of licence holders, as required



MPP Effie Triantafilopoulos at an Oakville Chapter 'Take your MPP to Work Day.' This is a great way of showing MPPs the role of PEO.

RELATING PEO'S GOALS TO MPPS GOALS

Practicing engineering in
the public interest

DEVELOPING RELATIONSHIPS

- Can invite MPPs to PEO events as it allows them to see the important work PEO does first hand.
- MPPs will also maintain strong relationships with you, if you keep them in the loop on local Chapter activities. They appreciate the opportunity to engage with their constituents.



MPP Stephen Crawford at a PEO
Oakville Chapter Licence
Ceremony.

For more information, refer to the Appendix in the GLP Manual. The section includes letter templates for invitations, follow ups and speech thank yous.

OBJECTIVE



POLITICAL FUNDRAISING

DO'S AND DON'T'S

- Based on Elections Ontario guidelines, organizations (e.g. PEO) cannot pay for and/or reimburse members attending fundraisers for MPPs
- Fundraisers include events with proceeds going to the Party, individual riding associations or to the MPP themselves





DONT's

- **Don't use PEO funds to purchase MPP fundraising tickets or make political donations**

DO

- **Do make personal political donations if you wish. What you do personally is your own affair.**

DONT's

- **Don't use PEO funds to attend political fundraisers or events**

DO

- **Do attend public MPP events that have no political contribution component e.g. townhalls, family skates, chamber of commerce event**

IMPORTANCE OF BEING NON-PARTISAN

- PEO is a regulator in the public interest, not the government's interest
- Maintaining relationships with every MPP is of the utmost importance for PEO. This requires liaising with every Party.



MPPs **Sherif Sabawy** (PC) (front row, left) and **Sara Singh** (NDP) (front row, centre) were guest speakers at the 2019 East and West Central Region Conference in Toronto.

MANAGEMENT OF CHAPTER GLP BUDGET ALLOCATION



- Event expenses that are not fundraisers
- Mileage to and from events
- AGM's, Licence Presentation Ceremonies, Take Your MPP to Work Days and tokens of appreciation for MPPs at each of these events

CHAPTER REPRESENTATIVE EXPECTATIONS

- **Inform GLP Manager Jeannette Chau (jchau@peo.on.ca)**
 - if planning to attend a meeting with an MPP or are hosting an MPP at a Chapter event
- **Send a GLP MPP Meeting Summary Form**
 - following any event with a Minister or MPP present
- **Provide takeaways** after a MPP meeting
- **Take pictures/screenshots** for the GLP Weekly

ROLES AND RESPONSIBILITIES

GLP MANAGER

Support to GLP

GOVERNMENT RELATIONS CONSULTANT

Support to GLP

GOVERNMENT LIAISON COMMITTEE (GLC)

Oversight of the GLP

OBJECTIVE 3

HOW TO DO EFFECTIVE GOVERNMENT RELATIONS

WAYS TO REACH OUT TO AN MPP

1. Queen's Park office
2. Constituency office
3. Ministry office (if they are a Minister)

www.ola.org

HOW TO OBTAIN A BIO FOR AN MPP

“If you take an interest in them, they will take an interest in you.”



Sources:

MPP Website

e.g.

dougdowney.ca

Party Websites

e.g. ontariopc.ca

Familiarizing yourself with an MPP's background is important, as it allows you to have key points about the MPP to initiate a conversation.

PROFESSIONALISM IN GOVERNMENT RELATIONS

You are a representative of PEO

Professionally
Prepared

- Know MPPs Bio, have Agenda, Talking Points

Professionally
Dressed

- Good impressions count!

Professional Written
Communications

- Use proper title, provide full information, follow up notes

Professional Oral
Communications

- Address an MPP by proper title
- Don't speak negatively of other political parties

Professional
Manners

- Greetings, firm handshake, thank-you, token of appreciation

HOW TO INFORM AN MPP WHO YOU ARE

Phrases such as:

- By way of background, I am one of 89,000 licence holders of Professional Engineers Ontario
- PEO is the regulator of the profession in Ontario
- I am affiliated with _____ Chapter with covers your riding of _____



PEO Windsor-Essex Chapter GLP Chair introduces himself to the newly elected leader of the Ontario Liberal Party.

WHAT IS IMPORTANT TO AN MPP?

THEIR:

- VOTERS
- DONORS
- VOLUNTEERS



INFORMING MPPs OF KEY PEO INITIATIVES

- Regulatory Review conducted
- Changes recommended by PEO after Algo Mall collapse
- Building Code
- Industrial Exception
- Digital seal
- Ongoing Communications



Algo Mall Collapse in Elliot Lake

PEO is modernizing and improving their regulatory role. Be aware of these initiatives and be prepared to discuss them with MPPs.

HOW TO NUANCE BACK WHEN THE TOPIC STRAYS

- Review seasonal MPP Talking Points
- Focus on your message
- If asked something you don't know you can either say you will get back to them, or share with them your messaging that you do have



PEO GLP representatives with
Minister Elliott

TAKE YOUR MPP TO WORK DAYS

- Great opportunity to build/maintain relationships with MPPs
- Allows MPPs to better understand PEO's work in protecting the public interest



MPP Will Bouma at a PEO Brantford Chapter Take Your MPP to Work Day.

CONDUCTING ZOOM MEETINGS



PEO Oakville Chapter held an online MPP meeting



Business Attire

Proper Lighting

Test Audio

Quiet Space



THANK YOU!!