CONFIDENTIAL DRAFT – ADVICE FOR CABINET

COMMUNICATIONS PLAN
Open Government Activation

Ministry of Labour, Citizens' Services and Open Government – Government
Communications and Public Engagement

Purpose
To inform British Columbians of the launch of open government and public engagement
initiatives.

Background/Context

Events over the last year indicate that citizens are feeling disconnected from their
government. It's clear that government can improve the way it interacts with citizens, in
particular the way it listens to citizens.

Moreover, the rise of social media is changing the way citizens interact with one another,
with organizations and with information. A growing number of people conduct a significant
portion of their lives online in open networks that allow them access to information on their
own terms. More and more citizens are becoming active participants in public
conversations, in addition to being consumers of information and services. The very
technologies that make this possible also open up opportunities for citizens to directly
engage with their government.

With this new engagement initiative we are fulfilling Premier Christy Clark's commitment of
a connected more open and responsive government, and we are improving service delivery
and online transparency.

To address these mandates, the Ministry of Labour, Citizens' Services and Open Government
is launching a strategy that will:

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Communication Objectives:

Rebuild and grow public trust and confidence in government by:

- Promoting B.C. as a leader in online service delivery and innovation.
- Promoting government's user-focused service orientation
- Gaining public support for the Province's Open Government and engagement
  initiative

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- Motivating citizens to use service products and promote collaboration.
- Showing that moving toward an open data website and proactive and routine disclosure of information is consistent with government's principles of open government.

Potential Challenges

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Key Audiences

- General public (new gov.bc.ca and public engagement site)
- Media: can use open data sets to support or create stories.
- Researchers: seeking to answer questions about subjects such as health care, transportation, natural resource use, demographics or industry trends.
- Educators and students: who want to use data to support research for assignments.
- Advocates: want to use data to hold government accountable and create policy discussions.
- Software and web developers: either corporate or independent, who want to use data in their applications.

Internal

- Cabinet
- Caucus
- Public Service

Strategic Approach

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The First Phase –

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Currently, online services are organized by ministry, making it difficult for citizens to find even the most basic government services. Under the new strategy, online services will be more intuitive, designed with citizen input and with citizens in mind, and organized by

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services, with the most popular services at the forefront. The new B.C. government website will feature improved search functions, way-finding, and consistent and predictable navigation.

Studies show that timeliness is the single most important driver across all service and all governments. Studies also show that citizens have more trust and confidence in government when they get good service.

Government's new open data site, (DataBC) will be launched simultaneously to validate pledge of open government and innovation. The site will be initially populated by more than 2500 sets of data, open to all members of the public (especially appealing to innovators and researchers) prompting government collaboration and innovation.

Communications will include:

- **Earned media** – Opportunities for the Premier/Minister to use TV, radio and print media to promote improved service oriented website, open data and open information. This can be reinforced through blogging, enabling citizen participation (new DataBC blog), talk show appearances and formal events/announcements.

- **Social media** – Earned media will be complemented by a strong social media/online communications component. The centrepiece of the social media campaign will be the new government website home page. Social media tools – including Facebook, Twitter and YouTube will be used to help connect people to the website and Premier. Ministries like MOHS, and other government agencies such as ICBC and BC Hydro, garner high consumer traffic, making their sites a prime opportunity to promote government's broader services by promoting/linking our services on their sites. An Open Data blog will open dialogue with the active open data community, allowing collaboration with government and amongst themselves. Guest posts will afford opportunities for interested validators and open data community, allowing MLAs, Cab Mins, MSC and PCC to engage the community with different topics of interest.

The Open Information site will feature information requested through Freedom of Information and monthly Ministers' and Deputy Minister's travel expenses

Second Phase-   S12

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Open Government

- We are changing our approach to governing – by giving people a stronger say.

- Informed by freely available government data and information, we believe that citizens can and should influence the policies that impact them.

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- We want to have true engagement with the public, and this requires trust from government to let people into the policy making process. It also requires information, and the technological means to help citizens participate in the decision making process.

- We are using social networks and online tools to engage citizens, and to help improve government's responsiveness and productivity.   S12

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- We are using web platforms, open line radio and telephone town halls in order to connect with British Columbians throughout the Province.

- We will be holding 12 town halls a year, to hear and learn directly from British Columbians

Web Presence

- We have redesigned government's front door at gov.bc.ca. As a result of direct consultation with citizens, this new site is designed to be service oriented and user centric. It features improved way-finding and consistent and predictable navigation.

- Studies show that timeliness is the single most important driver across all service and all governments, and our new website is designed to be more intuitive so you can find what you need quickly and easily.

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Open Data

- Open Data is an important foundation for Open Government. Not only does Open Data provide important context for meaningful citizen engagement, but it can also be used by citizens, government, academia and business to create new information and services to support decision-making and policy development.

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- As such, I am today directing all government ministries to free their data and information.

- We will be continuously adding data sets as they are available.

- Government data is everyone's data and making relevant information available electronically by using an open data portal, unlocks enormous potential for innovation and industry.

- We encourage researchers, innovators and the general public to create value and innovate with government data using our new DataBC site.

- We know that this information is valuable, and will enable new tools to be developed that can help people make decisions in their everyday lives.

- We want people to use the data to ask questions, and challenge governments, institutions and public bodies on the ways we do things and tell us how can do things better.

- The data is open for use and is provided without restriction. It can be used in apps, it can be mashed up on maps, and used in school research projects.

- The site is not only a searcheable library for data, our Data BC blog is also a place to have discussion and learn about possible ways you can use the data.

- The DataBC site offers many ways for you to participate with our growing community of innovative and enthusiastic users including: writing reviews, adding tags, submitting problem reports, joining forums, commenting on blogs, and a suggestion box for telling us what new apps and datasets you want to see.

- Our DataBC site is ideal for developers as they can use the data in their free or commercial web applications.

Tools:

- Event
- News Release (Open Data and gov.bc.ca)
- Q&A
- Video, photos
- Website (myriad linkages off other websites)
- Facebook, Twitter, YouTube
- Blog (open data)
- Social Media Tracking
- Media monitoring
- Issues Notes

Tactical Rollout:

Date	Action	Description	Responsibility

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July 6, 2011	PCC event to simultaneously launch new BC Government website and Open Data Site (DataBC) and Open Information website. Information Bulletin	BC Government website with new look and feel, focuses on giving people better access to government services DataBC website where data sets on various topics are available in machine readable format Open Information website where FOI documents, Ministers and Deputy Ministers' monthly travel expense reports	**GCPE LCITZ** **GPCE Events**
	S12		**GCPE LCITZ**

Evaluation:

- Media analysis: coverage, tone and key message pick up.
- Website metrics
- Social media metrics

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