








## Family Day Content

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 POSTED BY MINISTRY OF LABOUR  ON MAY - 9 - 2012  JOIN THE DISCUSSION

### What day should B.C.'s Family Day be?

In February, 2013, BC will enjoy its first Family Day. We want to make sure we get the date right and that we take into account everyone's perspective, so...**between May 8<sup>th</sup> and May 22<sup>nd</sup>, 2012**, we'd like to hear from British Columbians about whether the second or third Monday in February works best for BC's families and our economy.


- **Why the 2<sup>nd</sup> Monday in February?** By having our Family Day on a different long weekend than other provinces and neighbouring states, British Columbians looking to enjoy local attractions wouldn't have to compete with visitors from other provinces and the U.S. It would also mean BC businesses could capitalize on increased traffic over two holiday weekends.
- **Why the 3<sup>rd</sup> Monday in February?** By aligning our Family Day long weekend with other provinces and neighbouring states, it's perhaps easier for families in different jurisdictions to get together and for BC businesses to plan, particularly for businesses that operate in multiple jurisdictions.

These are a few reasons. What are yours? Make a choice and give us your views.

**Choose a day !**

<b>2<sup>ND</sup></b> MONDAY OF February	<b>3<sup>RD</sup></b> MONDAY OF February	<b>Either is OK</b>
<input type="radio"/> SELECT	<input type="radio"/> SELECT	<input type="radio"/> SELECT

#### HONOURABLE MARGARET MACDIARMID



#### WHO'S LISTENING?

Margaret MacDiarmid (@DrMacDiarmid) is Minister of Labour, Citizens' Services and Open Government. She has been tasked by Premier Christy Clark to speak to British Columbians about their views about the timing of Family Day. A former family doctor, she knows the value of good two way communication.

#### WHAT HAPPENS WITH MY INPUT?

Which day you choose counts, but we'll be paying the most attention to the reasons why you have a preference. Your input will be rolled up into a report that will help Cabinet make their final decision. A final report on the conversation will then be released following the final announcement on the timing of Family Day.

#### RECENT COMMENTS

## RECENT COMMENTS

Commented by s.22 :

The 3rd week in Feb is US President's Week and every major tourist attraction in BC is busy. Why would you want to make BC's families have days out at...

Commented by s.22 :

Excellent point!

Commented by s.22 :

I believe that it is a very long time between New Year's and Easter. I also think that the 3rd Monday in February would be a good time to...

Commented by s.22 :

Lets take both Mondays off. This way we could have the hotel rooms & ski slopes on the 2nd monday & visit with relatives from other areas on the...

Commented by s.22 :

if the holiday is the same day as Alberta & Sask. family could all get together having a common day off. No point in me going for a visit...

## WAYS TO GET INVOLVED

1. Make your choice
2. Join the discussion
3. Rate your favourite comments
4. Share your reason through Facebook and Twitter. Use #mybcfd
5. Stay tuned for more details on a Twitter Town Hall – subscribe to (@bcgovnews) for updates.

## CONNECT





# Celebrate BC



POSTED BY MINISTRY OF LABOUR ON MAY - 7 - 2012 3,071 COMMENTS

The BC Family Day Poll is now closed!

Thank you for taking the time to log your opinion in our poll on BC's Family Day. Your response has been truly impressive – we've had more than 30,000 votes and more than 3,000 comments.

Our first Family Day will occur in February, 2013 and your input will help make sure it is the best date for British Columbians.

We're now going to look at your input, including analyzing your comments and your #mybcfd tweets. You've given us a whole lot to work with, so we've got our work cut out for us!

All of the information we've collected from the public, along with input from worker groups, employers, the tourism industry and the broader business sector will be rolled up into a report that will help Government make a final decision. Once a decision has been made, and we've shared the outcome, a final report on the conversation will be released.

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I prefer Family Day to be the same as Alberta's. I am submitting this as a parent. I am 38 yrs old and have 4 children (13-18) . Family Day...

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To quote from the news release on the announcement:

"Creating a Family Day in B.C. was an important priority for me. Today, my government is following through on that commitment and I am proud and delighted to let families across B.C. know that our very first Family Day will be on Monday, Feb. 11, 2013," said Premier Christy Clark. "Having our own unique day in B.C. creates distinctive opportunities for families and local businesses. British Columbians will be able to enjoy all kinds of local attractions with fewer lineups and less out-of-town traffic."

"We heard a lot of thoughtful points of view from British Columbians about which day they'd prefer. The response we had from the public was outstanding – it's great to see people know we want to hear from them, and that we're listening," said Margaret MacDiarmid.

Between May 8 and May 22, 2012, British Columbians were asked to provide input into whether they prefer the second or third Monday in February for the observation of the new Family Day statutory holiday. The report below summarizes some of the details of what we heard.

### The Process:

The Ministry of Labour, Citizen's Services and Open Government engaged with the public through an online poll on their website, as well as through Twitter and email.

The Ministry of Jobs, Tourism and Innovation engaged in consultation with various business and industry stakeholders, as well as school superintendents.

### Results of Online Engagement:

- The question asked on the website was:

*What day should B.C.'s Family Day be?*

- The public was asked to indicate a preference for the either the second Monday in February, the third Monday in February or, if no preference, to indicate that either one is fine. The public was also encouraged to provide their comments to explain the reasons for their preference
- Between May 8 and May 22, the web poll component of the Family Day website gathered a total of 31,146 votes, along with 3,069 comments – the most activity of any similar engagement program government has undertaken.

- Of those, 18,202 votes were registered for the second Monday in February to celebrate Family Day while 9,436 votes were counted for the third Monday in February and 3,508 did not have a preference.
- While the outcome of the web poll was taken into consideration, close attention was paid to the rationale users gave for their preference.
  - Of those more than 3,000 comments made online, among those who expressed support for the second Monday in February, the reason most commonly cited was to avoid overcrowding at tourism destinations throughout B.C. A significant number of those who commented in support of the second Monday believed that having a statutory holiday on a different weekend than Alberta and Washington State would provide tourist destinations with the opportunity to capitalize on two weekends of increased traffic in February.
  - Of those who expressed support for the third Monday in February, the most common reason cited was to allow for individuals with family members in other jurisdictions the opportunity to share a long weekend. A lot of comments also noted that businesses that operate across jurisdictions could benefit from having a common holiday.
- Comments made via Twitter appeared to be more supportive of the new holiday aligning with other jurisdictions, on the third Monday in February.
- Between May 14 to May 22 use of the #mybcfd hashtag on twitter reached 297,735 accounts, and registered 613,448 impressions (source: TweetReach)

Of the 3,071 comments provided on the BC Family Day Consultation website, the reasons provided can be broken down as follows (note: some comments gave more than one reason):

Support for 2 <sup>nd</sup> Monday	1733
Support for 3 <sup>rd</sup> Monday	970
Either	59
<b>Reasons:</b>	
Align with other jurisdictions – business reasons	229
Align with other jurisdictions – family reasons	497
Don't align with other jurisdictions – business reasons	611
Don't align with other jurisdictions – avoid crowds, unique BC experience	1117
Education alignment	58
Community event alignment	145
Work commitments	31
Personal commitments	20
Oppose new holiday	32
Other reasons (alignment with birthday, anniversary, etc)	104

### Results of Industry and Business Consultations:

- Key business and industry stakeholders, as well as school officials, were invited to participate in calls organized by region. The question posed to the participants was:

*Do you favour the 2nd or the 3rd Monday of February for the new holiday, and is there any particular reason for your choice?*

- There was strong support for the 2<sup>nd</sup> Monday of February from the ski and tourism sectors. Ski resorts and other tourist destinations are full on the third weekend of February due to increased travel from those celebrating President's Day or Alberta's Family Day. Having the holiday on this date would also mean a greater economic opportunity to accommodate more people, which will increase the economic benefit to the resorts, in addition to a potential increase to tax intake for government, by having two days of increased consumer spending instead of one really busy day.
- It was noted that sharing the same date with the U.S., Alberta and other jurisdictions could lessen tourism organizations' efforts to market the day as unique.
- Businesses that have to increase short-term staff due to increased volume from President's Day and Alberta's Family Day would be able to keep the short-term staff on longer, which benefits those employees.
- Responses in favour of 3<sup>rd</sup> weekend of February were not as united in terms of how strongly they favoured the date. Reasons given in favour of aligning with other jurisdictions included:
  - For businesses that interact heavily with the U.S. and internationally, there were concerns about complications that could arise by not aligning with President's Day. Those who work inter-provincially also indicated their preference was for the third weekend in order to align business processes across jurisdictions.
  - It was also noted by some Universities that the third weekend of February aligns with the student break on both sides of the provincial border and would be less disruptive to schedules.
  - There was concern from some businesses about aligning the new holiday too closely to other significant calendar days such as Valentine's Day.

### The Decision:

- The public engagement and consultation process concluded on May 22 and government has now decided the date on which the Family Day holiday will be observed.
- Ultimately the opportunities and benefits we saw for families and businesses with having our own unique day outweighed any potential challenges we might face by not aligning with other jurisdictions.

- Based on the results of our public engagement and consultation process, a decision has been made to hold the holiday on the second Monday of February, beginning in 2013.

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# Celebrate BC



 POSTED BY MINISTRY OF LABOUR
  ON MAY - 28 - 2012
  COMMENTS OFF

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To contribute to the Blog, you must be either of the age of majority or have obtained legal parental or guardian consent, in which case your legal parent or guardian will be responsible for your use of the Blog.

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**Collection of Personal Information:** Your name, email address and your opinions are characterized as "personal information" under FOIPPA. In order to hear your thoughts on the day of BC Family Day, to facilitate discussion with other users, and to support a decision from Cabinet on this matter, we are collecting this personal information from you and we will share it with the Ministry of Labour, Citizens' Services and Open Government which is responsible for legislation related to statutory holidays for government. Your email address may be used to contact you for clarification of your comment(s), to notify you of future opportunities to participate in public consultations, and to keep you updated on the progress of the BC Family Day consultation.

We also are collecting details of your visit to this website such as your IP address, and date and time of your visit, and your acceptance of the Terms of Use for the purpose of administering this site.

The authority to collect personal information comes from Section 26(c) of FOIPPA. If you have any questions about the collection of your personal information, please contact:

Executive Director

Labour Policy and Legislation

(250) 356 9987

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**Limitation of Liability and Indemnity:** You agree that under no circumstances will the Province or any of its respective servants, employees or agents be liable to any person or entity for any direct, indirect, special, incidental, consequential, or other damages based on: (a) use of any of Your Content under these Terms of Use; (b) any use by you of the Blog; or (c) any failure by you to abide by these Terms of Use.

You agree to indemnify, defend and hold harmless the Province and all of its respective servants, employees and agents from and against all claims, demands, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to reasonable legal fees) arising from: (a) your use of the Blog; (b) your violation of any provision of these Terms of Use; (c) your violation of any third party right, including without limitation any claims or action based on infringement or violation of intellectual property rights, libel or slander or other defamation, rights of privacy or rights of publicity; and (d) any claim that any of Your Content caused damage to a third party.

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## Moderation Policy

POSTED BY MINISTRY OF LABOUR ON MAY - 7 - 2012 [JOIN THE DISCUSSION](#)

### Moderation Policy

We welcome your participation in our discussion and look forward to an active exchange of ideas.

We want to publish your comments, but we expect conversations to follow the conventions of polite discourse.

Therefore, we won't post comments that:

- contain abusive, obscene, indecent or offensive language
- include defamatory, abusive, harassing or hateful remarks or make unproven or unsupported accusations against individuals or organizations
- constitute spam, promote services or products
- invade anyone's privacy or impersonates anyone
- are far off-topic
- are posted without the necessary rights, licences and consents (see Terms of Use)
- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world
- contain long embedded URLs
- contain excessive links or contain code
- are contrary to the principles of the Canadian Charter of Rights and Freedoms

We don't edit comments to remove objectionable content, so please ensure that your comment contains none of the above.

Reporters are asked to send questions through their normal channels. Questions from reporters will not be posted.

Your comments are welcome at any time – the blog is available 24 hours a day, 7 days a week. However, given the need to manage provincial resources, moderating and posting of comments will generally occur during regular business hours Monday through Friday. Comments submitted after hours or on weekends will be read and posted as early as possible the next business day.

To protect your own privacy and the privacy of others, please do not include phone numbers or e-mail addresses in the body of your comment.

If you have questions about this moderation policy or how we apply it, please contact us at [contact\\_email@gov.bc.ca](mailto:contact_email@gov.bc.ca).

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These are a few reasons. What are yours? Make a choice and give us your views.

## Tell Us Why!

735 Responses to "What day should B.C.'s Family Day be?"



s.22

**says:**

May 11, 2012 at 6:40 pm

We do not need a "family day" in February.

It places an unfair burden on small businesses who have to pay employees to work on a statutory holiday, negating any potential benefit of derived through the possibility of an increase in customers.

Combine this with the repeal of the HST, small businesses operators will suffer the burden of another stat holiday.



Rating: **+1** (from 1 vote)

REPLY



s.22

**says:**

May 11, 2012 at 6:45 pm

i think the 2nd monday makes it a unique BC long weekend – could be a good factor for BC businesses as it would be an increase for the month and a good starter for upcoming busyness – it would also be a good break for all after the long busyness of being back to work and school after the Christmas break



Rating: **0** (from 0 votes)

REPLY



s.22

**says:**

May 11, 2012 at 7:00 pm

It is a different day then the USA president's day and different than 4 other prov. holidays



Rating: **0** (from 0 votes)

REPLY

## Leave a Reply

Name (required)

E-mail (will not be published) (required)

To help us ensure your comments can have the most impact, please include the following in your response:

- Your preferred date for Family Day
- Your perspective on the discussion-are you contributing as a business person? Are you representing your family?
- Your reasons for your preference-pros and cons are especially helpful, or tell us about what you would do with your preferred Family Day date
- Any links or resources to help support your position

After you've contributed, have a look at other's ideas, rate your favourites, and leave a comment for them. Discussion is really encouraged!

This forum is moderated [Moderation Policy](#), and so if you don't see your comment immediately, be patient. We review and post comments during regular business hours, Monday to Friday.

☐ \* I agree to the Terms of Use and the Moderation Policy.

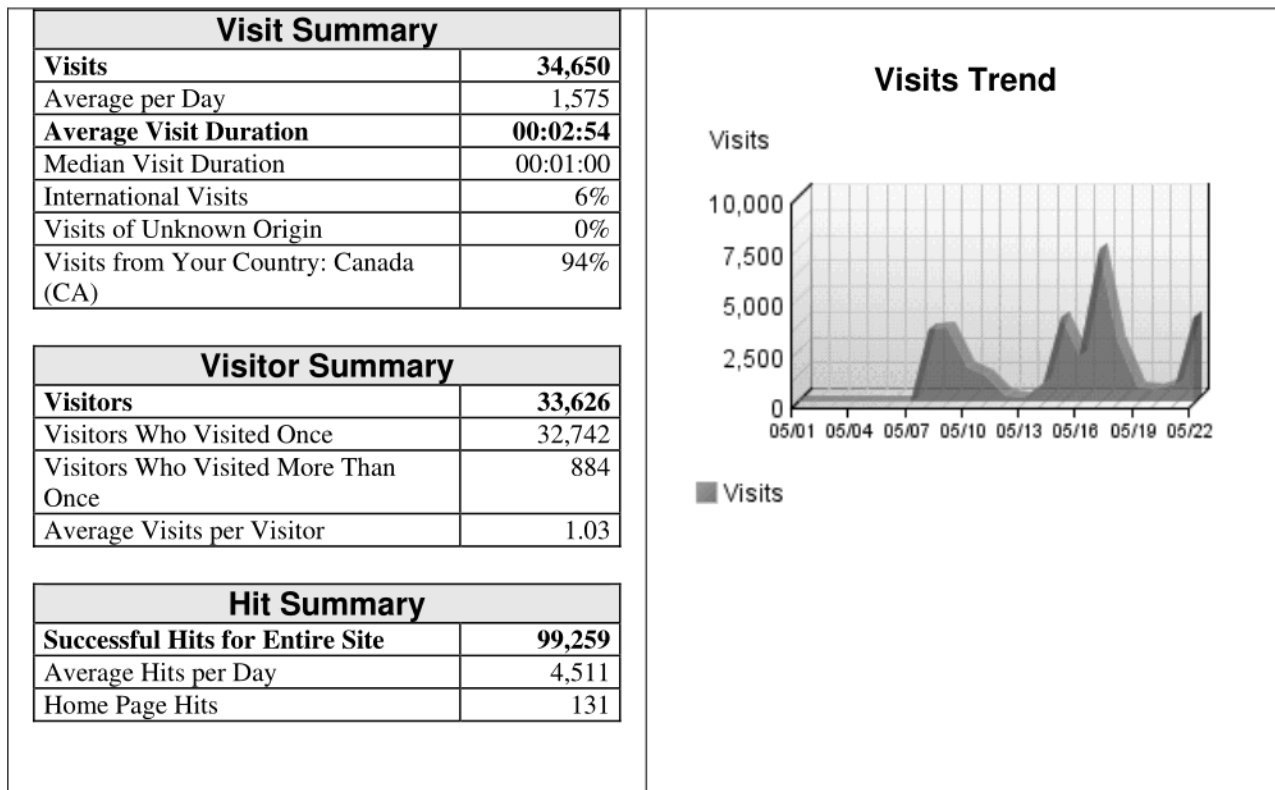
Submit Comment

## Thorkelson, Meaghan GCPE:EX

**From:** Osoko, Bowen LCTZ:EX  
**Sent:** Wednesday, May 23, 2012 9:38 AM  
**To:** Seiterle, Dominic AVED:EX; Toovey, Kari FIN:EX  
**Cc:** Hume, David GCPE:EX  
**Subject:** RE: Family Day - Web traffic

Greetings all,

Here are the updated numbers.



Referring Site			
	Site	Visits	% Visits
1.	Direct Traffic	21,213	61%
2.	<a href="http://www.facebook.com/">http://www.facebook.com/</a>	2,527	7%
3.	<a href="http://m.facebook.com/">http://m.facebook.com/</a>	1,092	3%
4.	<a href="http://www.google.ca/">http://www.google.ca/</a>	920	3%
5.	<a href="http://www.castanet.net/">http://www.castanet.net/</a>	743	2%
6.	<a href="http://t.co/">http://t.co/</a>	596	2%
7.	<a href="http://www.vancouver.sun.com/">http://www.vancouver.sun.com/</a>	592	2%
8.	<a href="http://36ohk6dgmcd1n-c.c.yom.mail.yahoo.net/">http://36ohk6dgmcd1n-c.c.yom.mail.yahoo.net/</a>	569	2%
9.	<a href="http://www.globaltvbc.com/">http://www.globaltvbc.com/</a>	480	1%
10.	<a href="http://www.theprovince.com/">http://www.theprovince.com/</a>	450	1%
11.	<a href="http://www2.gov.bc.ca/">http://www2.gov.bc.ca/</a>	415	1%
12.	<a href="http://blog.gov.bc.ca/">http://blog.gov.bc.ca/</a>	325	1%
13.	<a href="http://www.newsroom.gov.bc.ca/">http://www.newsroom.gov.bc.ca/</a>	281	1%



Referring Site			
	Site	Visits	% Visits
14.	<a href="http://www.news1130.com/">http://www.news1130.com/</a>	272	1%
15.	<a href="http://www.timescolonist.com/">http://www.timescolonist.com/</a>	179	1%
16.	<a href="http://www.opinion250.com/">http://www.opinion250.com/</a>	150	0%
17.	<a href="http://www.revelstokemountainresort.com/">http://www.revelstokemountainresort.com/</a>	133	0%
18.	<a href="http://www.whistler.ca/">http://www.whistler.ca/</a>	132	0%
19.	<a href="http://email.whistlerblackcomb.com/">http://email.whistlerblackcomb.com/</a>	107	0%
20.	<a href="http://www2.news.gov.bc.ca/">http://www2.news.gov.bc.ca/</a>	99	0%
21.	<a href="http://www.weidaily.com/">http://www.weidaily.com/</a>	88	0%
22.	<a href="http://hootsuite.com/">http://hootsuite.com/</a>	80	0%
23.	<a href="http://www.straight.com/">http://www.straight.com/</a>	78	0%
24.	<a href="http://www.ctvbc.ctv.ca/">http://www.ctvbc.ctv.ca/</a>	77	0%
25.	<a href="http://www.gov.bc.ca/">http://www.gov.bc.ca/</a>	68	0%
26.	<a href="http://www.google.com/">http://www.google.com/</a>	64	0%
27.	<a href="http://www.cfax1070.com/">http://www.cfax1070.com/</a>	61	0%
28.	<a href="http://driveit.clickspace.com/">http://driveit.clickspace.com/</a>	61	0%
29.	<a href="http://ht.ly/">http://ht.ly/</a>	53	0%
30.	<a href="http://www.bigwhite.com/">http://www.bigwhite.com/</a>	52	0%
31.	<a href="http://www.krtourism.ca/">http://www.krtourism.ca/</a>	47	0%
32.	<a href="http://forums.somethingawful.com/">http://forums.somethingawful.com/</a>	39	0%
33.	<a href="http://m.whistler.ca/">http://m.whistler.ca/</a>	37	0%
34.	<a href="http://by171w.bay171.mail.live.com/">http://by171w.bay171.mail.live.com/</a>	36	0%
35.	<a href="http://www.bing.com/">http://www.bing.com/</a>	36	0%
36.	<a href="http://by167w.bay167.mail.live.com/">http://by167w.bay167.mail.live.com/</a>	34	0%
37.	<a href="http://by170w.bay170.mail.live.com/">http://by170w.bay170.mail.live.com/</a>	34	0%
38.	<a href="http://sn125w.snt125.mail.live.com/">http://sn125w.snt125.mail.live.com/</a>	32	0%
39.	<a href="http://bl169w.bl169.mail.live.com/">http://bl169w.bl169.mail.live.com/</a>	31	0%
40.	<a href="http://www.piquenewsmagazine.com/">http://www.piquenewsmagazine.com/</a>	31	0%
41.	<a href="http://forum.kamorka.com/">http://forum.kamorka.com/</a>	31	0%
42.	<a href="http://ca.mg6.mail.yahoo.com/">http://ca.mg6.mail.yahoo.com/</a>	28	0%
43.	<a href="http://sn145w.snt145.mail.live.com/">http://sn145w.snt145.mail.live.com/</a>	27	0%
44.	<a href="http://cga-connect/">http://cga-connect/</a>	27	0%
45.	<a href="http://www.cheknews.ca/">http://www.cheknews.ca/</a>	25	0%
46.	<a href="http://www.tetongravity.com/">http://www.tetongravity.com/</a>	24	0%
47.	<a href="http://bl168w.bl168.mail.live.com/">http://bl168w.bl168.mail.live.com/</a>	24	0%
48.	<a href="http://www.linkedin.com/">http://www.linkedin.com/</a>	23	0%
49.	<a href="http://www.cwsaa.org/">http://www.cwsaa.org/</a>	22	0%
50.	<a href="http://m.news1130.com/">http://m.news1130.com/</a>	20	0%
<b>Subtotal for rows 1–50</b>		<b>32,565</b>	<b>93.98%</b>
<b>Other</b>		<b>2,085</b>	<b>6.02%</b>
<b>Total</b>		<b>34,650</b>	<b>100.00%</b>
Items 1–50 of 528			

Cities			
	City	Visits	% Visits
1.	Vancouver, Canada	7,811	23%
2.	Kelowna, Canada	4,357	13%
3.	Victoria, Canada	3,850	11%
4.	Burnaby, Canada	2,434	7%
5.	Squamish, Canada	1,196	3%
6.	Langley, Canada	1,037	3%
7.	Port Coquitlam, Canada	850	2%
8.	Prince George, Canada	815	2%
9.	Brampton, Canada	765	2%
10.	Surrey, Canada	738	2%

Cities			
	City	Visits	% Visits
11.	Abbotsford, Canada	683	2%
12.	Richmond, Canada	629	2%
13.	New Westminster, Canada	612	2%
14.	Chantilly, Virginia, United States	571	2%
15.	Montreal, Canada	515	1%
16.	Nanaimo, Canada	492	1%
17.	Calgary, Canada	465	1%
18.	Kamloops, Canada	394	1%
19.	Toronto, Canada	388	1%
20.	Ottawa, Canada	360	1%
21.	Delta, Canada	321	1%
22.	Waterloo, Canada	290	1%
23.	White Rock, Canada	266	1%
24.	North Vancouver, Canada	256	1%
25.	Courtenay, Canada	252	1%
26.	Cranbrook, Canada	165	0%
27.	Duncan, Canada	159	0%
28.	Salmon Arm, Canada	158	0%
29.	Kaslo, Canada	151	0%
30.	Edmonton, Canada	132	0%
31.	San Jose, California, United States	132	0%
32.	Scarborough, Canada	122	0%
33.	Parksville, Canada	110	0%
34.	Etobicoke, Canada	103	0%
35.	Seattle, Washington, United States	92	0%
36.	Palo Alto, California, United States	84	0%
37.	Mississauga, Canada	82	0%
38.	Dieppe, Canada	76	0%
39.	Vernon, Canada	74	0%
40.	Thornhill, Canada	72	0%
41.	Whistler, Canada	70	0%
42.	Winnipeg, Canada	65	0%
43.	Sydney, Australia	62	0%
44.	Port Alberni, Canada	56	0%
45.	Melbourne, Australia	53	0%
46.	Campbell River, Canada	48	0%
47.	Brisbane, Australia	44	0%
48.	Coquitlam, Canada	43	0%
49.	Burlington, Canada	43	0%
50.	London, United Kingdom	43	0%
<b>Subtotal for rows 1–50</b>		<b>32,586</b>	<b>94.07%</b>
<b>Other</b>		<b>2,055</b>	<b>5.93%</b>
<b>Total</b>		<b>34,641</b>	<b>100.00%</b>
Items 1–50 of 200			

Final – 3,070 comments!

Let me know if you need more?

Cheers,

**Bowen-Michael Osoko**  
 Government Communications & Public Engagement  
 250.217.5319  
 bowen.osoko@gov.bc.ca  
 http://twitter.com/bxmx

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**From:** Seiterle, Dominic LCTZ:EX  
**Sent:** Tuesday, May 22, 2012 11:26 PM  
**To:** Toovey, Kari LBR:EX  
**Cc:** Hume, David LCTZ:EX; Osoko, Bowen LCTZ:EX  
**Subject:** Family Day - Web traffic

Hi Kari,

A few numbers that I pulled off the web traffic since launch that you may find useful when you draft up the final report. The total number of visits to the site were 30,515, with an average of 2,179 / day and an average visit duration of 2 minutes 54 seconds. The most active date was on May 17, 2012 (last Thursday) with 21,671 visits to the site. The most popular time of day for people coming to the site was mid-afternoon (2-4pm)

From a geography perspective the top 20 cities that visited the site were:

City	Visits	
<< OLE Object: Picture (Device Independent Bitmap) >> 1.	Vancouver, Canada	6,960 << OLE Object: Picture (Device Independent Bitmap) >> 22.82%
<< OLE Object: Picture (Device Independent Bitmap) >> 2.	Kelowna, Canada	3,978 << OLE Object: Picture (Device Independent Bitmap) >> 13.04%
<< OLE Object: Picture (Device Independent Bitmap) >> 3.	Victoria, Canada	3,420 << OLE Object: Picture (Device Independent Bitmap) >> 11.21%
<< OLE Object: Picture (Device Independent Bitmap) >> 4.	Burnaby, Canada	2,146 << OLE Object: Picture (Device Independent Bitmap) >> 7.03%
<< OLE Object: Picture (Device Independent Bitmap) >> 5.	Squamish, Canada	1,118 << OLE Object: Picture (Device Independent Bitmap) >> 3.66%
<< OLE Object: Picture (Device Independent Bitmap) >> 6.	Langley, Canada	860 << OLE Object: Picture (Device Independent Bitmap) >> 2.82%
<< OLE Object: Picture (Device Independent Bitmap) >> 7.	Port Coquitlam, Canada	722 << OLE Object: Picture (Device Independent Bitmap) >> 2.37%
<< OLE Object: Picture (Device Independent Bitmap) >> 8.	Brampton, Canada	686 << OLE Object: Picture (Device Independent Bitmap) >> 2.25%

Independent Bitmap) >> 8.		(Device Independent Bitmap) (Device Independent Bitmap)	
		>> >>	
<< OLE Object: Picture (Device Independent Bitmap) >> 9.	Surrey, Canada	647 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 2.12%
<< OLE Object: Picture (Device Independent Bitmap) >> 10.	Prince George, Canada	637 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 2.09%
<< OLE Object: Picture (Device Independent Bitmap) >> 11.	Richmond, Canada	562 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.84%
<< OLE Object: Picture (Device Independent Bitmap) >> 12.	Abbotsford, Canada	528 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.73%
<< OLE Object: Picture (Device Independent Bitmap) >> 13.	New Westminster, Canada	528 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.73%
<< OLE Object: Picture (Device Independent Bitmap) >> 14.	Chantilly, Virginia, United States	498 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.63%
<< OLE Object: Picture (Device Independent Bitmap) >> 15.	Montreal, Canada	475 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.56%
<< OLE Object: Picture (Device Independent Bitmap) >> 16.	Calgary, Canada	410 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.34%
<< OLE Object: Picture (Device Independent Bitmap) >> 17.	Nanaimo, Canada	396 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.30%
<< OLE Object: Picture (Device Independent Bitmap) >> 18.	Toronto, Canada	326 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.07%
<< OLE Object: Picture (Device Independent Bitmap) >> 19.	Ottawa, Canada	313 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.03%
<< OLE Object: Picture (Device Independent Bitmap) >> 20.	Kamloops, Canada	311 << OLE Object: Picture (Device Independent Bitmap) >> >>	<< OLE Object: Picture (Device Independent Bitmap) 1.02%

People going to the site primarily entered as direct traffic (63%) – with Facebook (9%) and Live.com (Microsoft: 4%) as the next most popular.

Bowen – we discussed some path analysis – without understanding more clearly the site navigation, I don't really want to present that info. Feel free to chime in, if there is something you could explain in one of those reports.

Kari – I hope you find this useful – happy to field any questions or dig deeper into anything.

Cheers,  
Dominic

**Dominic Seiterle****Manager, Citizen Engagement****Strategic Initiatives Division****Ministry of Labour, Citizens' Services and Open Government**

E-Mail: dominic.seiterle@gov.bc.ca

Phone: 250.415.8743

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2nd Floor, 525 Superior Street  
Victoria, B.C.

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**From:** Toovey, Kari LBR:EX**Sent:** Wednesday, May 16, 2012 3:45 PM**To:** Hume, David LCTZ:EX; Seiterle, Dominic LCTZ:EX**Cc:** Osoko, Bowen LCTZ:EX; Blakely, John H LBR:EX**Subject:** RE: Inquiry about coding

FYI – attached is what I have so far in terms of the coded comments. David, let me know if there was something else that you are looking in terms of the spreadsheet data. Is there some additional analysis that you will be requiring? What analysis are you referring to re: Clarabridge and is that something we need to be aware of?

I have drafted a summary report (sans final numbers) that we will be sharing with David Greer soon, just to make sure we are moving forward on that front in a timely manner. The summary report is intended to outline the process we took for engagement, final numbers and a summary of the reasons provided for particular choices.

What sorts of information are you anticipating will be required for next week? Is there something else specific we should be focusing on?

<< File: Family Day - comments as of May 16.xlsx >>

*Kari*

387-5551

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**From:** Hume, David LCTZ:EX**Sent:** Wednesday, May 16, 2012 3:08 PM**To:** Toovey, Kari LBR:EX; Seiterle, Dominic LCTZ:EX**Cc:** Osoko, Bowen LCTZ:EX; Blakely, John H LBR:EX**Subject:** Inquiry about coding

Hi both—just thought I'd do a quick check to see how we're doing with coding the comments we've received.

Dominic—I know we were going to pursue an opportunity with Clarabridge. Have they confirmed they're able to respond? Do you have confidence we can get to an analysis working with them?

Kari—how are you doing with coding the comments to date? With a week to it would be great to target having 80% of the grunt work done. There are a number of strategies we can use to help break up the work if needed.

Anyway, any update would be appreciated.

Thanks!

David

David Hume

Executive Director, Citizen Engagement

Government Communications & Public Engagement

250 589 9043

Twitter: [@dbhume](https://twitter.com/dbhume)

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comment_ID	Second Monday	Third Monday	Undecided	Align to other Jurisdictions - Business	Align to other jurisdictions - Family/Other	Don't align - Business/tourism	Don't align - Family/Unique BC experience	Education alignment	Aligns with community/social event	Aligns with work committments	Aligns with personal committments	Opposed to Family Day	Other
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comment_ID	Second Monday	Third Monday	Undecided	Align to other Jurisdictions - Business	Align to other jurisdictions - Family/Other	Don't align - Business/tourism	Don't align - Family/Unique BC experience	Education alignment	Aligns with community/social event	Aligns with work committments	Aligns with personal committments	Opposed to Family Day	Other
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comment_ID	Second Monday	Third Monday	Undecided	Align to other Jurisdictions - Business	Align to other jurisdictions - Family/Other	Don't align - Business/tourism	Don't align - Family/Unique BC experience	Education alignment	Aligns with community/social event	Aligns with work committments	Aligns with personal committments	Opposed to Family Day	Other
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comment_ID	Second Monday	Third Monday	Undecided	Align to other Jurisdictions - Business	Align to other jurisdictions - Family/Other	Don't align - Business/tourism	Don't align - Family/Unique BC experience	Education alignment	Aligns with community/social event	Aligns with work committments	Aligns with personal committments	Opposed to Family Day	Other
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Total	539	424	27	104	219	233	256	21	51	12	12	20	33

Family Day Vote Results

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Total_Vote	Vote_2ndMonday	Vote_3rdMonday	Vote_either	As_of
7391	2704	3516	1171	23:59:02



## **Family Day Blog – Voting**

**October 18, 2016 – from Jeff Stewart**

2nd Monday	18148
3rd Monday	9430
Either is OK	3510