

# **PROJECT CANADA 150: CONNECTING CANADIANS & CELEBRATING CANADA IN 2017**



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## EXECUTIVE SUMMARY

The Canadian Capital Cities Organization/Organisation des capitales canadiennes is a not-for-profit organization composed of representatives from Canada's provincial and territorial capitals, as well as from the national capital. Its goal is to foster an exchange of ideas and to promote projects that are pan-Canadian, linked by the capitals. The CCCO provides opportunities for representatives — and capitals — to benefit from the skills of other members, and to combine efforts to promote the capitals, both culturally and economically.

The CCCO's mandate is to make a consistent joint effort to promote and increase the political, economic and symbolic significance of the capitals to reflect the pride, unity, history, democratic traditions, and aspirations of the people living in the provinces and territories of Canada.

The goal of the CCCO is to create links among the country's capitals. Collectively, the CCCO seeks to promote a greater knowledge of Canada's heritage, culture and political development by encouraging the exploration of those cities, which have become Canada's capitals.

Beginning in late 2010, the Canadian Capital Cities Organisation requested the assistance of its member cities and capital commissions to support the project Canada 150: Connecting Canadians and Celebrating Canada in 2017." The project's goal, with a grant from Canadian

Heritage, CCCO funds, and support both financial and in-kind from its members, was to ask Canadians living in the fourteen capital regions how they would like to celebrate and mark Canada's 150<sup>th</sup> anniversary in 2017.

After receiving the support of the members and a grant from Canadian Heritage, the CCCO hired a bilingual coordinator who developed marketing, communications, social media, and consultation plans, and implemented them.

The goal, as agreed to with Canadian Heritage, was to reach 5,000 Canadians in the various capital regions and ask them a few questions. Using Facebook, Twitter, website blogs, Kijiji, standard media such as CBC and paper press, advertising, paper surveys and Survey Monkey (an online survey method), a public relations firm, and word-of-mouth, more than 17,685 people were reached, questioned, and/or spoken with.

Responses ranged from: "make Canada Day bigger, better, longer"; "150 minutes of fireworks"; "this is way too early"; "this is almost too late"; "don't re-invent the wheel; to "let's have a canoe relay across Canada"; "let's have a national garden festival"; and "let's honour our veterans, military, and RCMP" and encourage all Canadians to visit their country, invite the world and have a contest to name the 150 most influential Canadians.

In the 150 years since Confederation, Canada, as a country, has transformed into a world leader politically, culturally, and economically. What better way to celebrate the country's Sesquicentennial than by having Canada and the rest of the world sit up and take notice of what Canada has to offer in terms of our arts, history, cultures, languages, and landscapes.

Canadians want to do more than just quietly wave flags and sing O Canada on July 1<sup>st</sup> 2017. They want to have big parties with fireworks and birthday cake; to applaud our artists, our musicians, our writers, our dancers, and our workers; to encourage our young people to see the rest of the country and understand other Canadians; to reflect on our losses and celebrate our successes; to remember those who have gone before and to plan for those who will come after;

to thank our national and everyday heroes; and to invest in our country by taking care of our youth, our seniors, our First Nations, our newcomers, and our disadvantaged.

The following report describes the methodology, the demographics, target market, and the responses. The cities visited and the responses that were either given most often or that were chosen most often are included. Responses received by city are included in the Appendix. Finally, the report draws its conclusion and refers to next steps.

## CANADIAN CELEBRATIONS OF CONFEDERATION

### A Brief History

#### 1967

What baby boomer does not recall 1967 as the year of Expo 67? How about the ubiquitous bilingual song by Bobby Gimby “CA-NA-DA” and its unforgettable melody? Gordon Lightfoot’s “Canadian Railroad Trilogy”? Thousands of Canadians – pre- and post-baby boomers – have memories of the events in 1967 when Canada celebrated its 100<sup>th</sup> anniversary of Confederation. Many still have memorabilia from that “last great year<sup>1</sup>”; memorabilia that includes Centennial coins, medals from the athletic awards program, banners and posters from Expo ’67, the original “Canadian Centennial Album,” and more. Further, to bring back other memories, one could visit “La Ronde” in Montréal, type “Bobby Gimby” or “Canadian Railroad Trilogy” into YouTube, visit Confederation Centre in Charlottetown to see “Anne of Green Gables,” type “Centennial project” into Google to see the hundreds of buildings and projects built to mark the year, including the National Library and Archives building in Ottawa.

In 1964, the federal government formed the Centennial Commission, which was authorized to distribute \$100 million for commissioned Centennial projects. In the mid-sixties, nationalism in Canada was on the rise; therefore, economic and cultural circumstances were ripe and ready for the new Canadian flag and a sense of Canadian identity.

The broad break down included \$35 million for the Library and Archives, Canadian Museum of History, and the National Centre for the Performing Arts, all in Ottawa as part of the National Capital Centennial Project. The Centennial Grants Program was allocated \$25 million (\$1 for each Canadian man, woman and child), which was to be matched by provincial and municipal governments for buildings of “lasting significance” and which yielded rinks, pools, arts facilities, and schools across Canada with “Confederation” or “Centennial” in their names. The

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<sup>1</sup> Pierre Burton, *1967: The Last Good Year*. Toronto: Doubleday Canada: 1997.

commission marked \$20 million for the acquisition, construction and restoration of significant buildings, and \$2.5 million (or 50% of cost) for a Confederation memorial project in each province's capital and co-financed by the other two tiers of governments. The Confederation Train and Caravan project was allocated up to \$7 million to ensure that Canadians, who may have been unable to visit the National Capital or Expo '67, were able to see, touch, and hear visible representations of Canadian history. A final amount of \$20 million was allocated for programs of "national significance not geographically fixed." This amount funded programs such as the national tour of "Anne of Green Gables," concert tours with Gordon Lightfoot and Ian and Sylvia, and the very successful youth exchange program, which enabled more than 12,000 "Centennial travelers" in groups of twelve students, aged 15 and over, and two chaperones to visit and learn more about Canada.<sup>2</sup> Outdoor enthusiasts, looking to recreate the expeditions of early entrepreneurs, formed the Centennial Voyageur Canoe Pageant and raced with canoes from Rocky Mountain House, Alberta to Montreal, Quebec, and took six months.

In addition to all the commissioned events, the newly created Order of Canada, buildings, displays, concerts, festivals, pieces of art and music, Canadians came up with celebration ideas of their own. For instance, one woman spent two and a half years hooking a rug, which she offered the federal government for display, that portrayed "the Houses of Parliament bordered by the provincial flowers, with end panels depict Canadian industry and an outside border of the provincial crests."<sup>3</sup> Students created parks in their schoolyards, women's groups worked on creative Centennial projects including "anthems," communities planned dances and wrote plays, and neighbourhoods encouraged beautification projects. Everyone, from the various levels of government down to children and to the smallest grassroots organization planned and carried out Centennial projects.

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<sup>2</sup> Helen Davies, *The Politics of Participation: Learning from Canada's Centennial Year*. MASSLBP 2010.

<sup>3</sup> quoted in Davies pp 119-120.

## 1992

Celebrations in 1992 for the 125<sup>th</sup> anniversary were neither as elaborate nor as costly as the commissions and celebrations in 1967. Celebrations were mainly local and community-based, including neighbourhood barbecues. Ottawa, as usual, held large celebrations, with Queen Elizabeth as the central visitor, as did Toronto with fly-pasts, parades and fireworks. Calgary opened Peace Park, in celebration of the 125<sup>th</sup> anniversary and in remembrance of those who served in the First and Second World wars and the Korean War. The Senate decided to display the original British North America Act and had it brought over from London for display in the Centre Block and Senate foyer in a specially designed, climate controlled case for the year. Additionally, the Royal Canadian Mint designed a set of quarters, one for each of the provinces and the two (at that time) territories.

In 1992, the National Capital Commission developed Confederation Boulevard, which forms the ceremonial drive past and to Parliament Hill and created the Confederation Boulevard banners project. Each year since then, the NCC has developed banners representing each of the provinces and territories, and which are sent to them. Some provinces display only their province's banners in a public area; others, such as Nunavut, display all banners in a public place. Similar to Confederation projects, some projects from the 125<sup>th</sup> anniversary are legacies to the country. Additionally, key Canadian anniversaries are recognized on this roadway, which loops through Ottawa and Gatineau, including the 400<sup>th</sup> anniversary of Acadia, the year of the Veteran, and the 100<sup>th</sup> anniversary of Parks Canada.

Two other important projects in 1992 were the TransCanada Trail, which will upon completion in 2017 will stretch 22,500 kilometers from the Atlantic to the Pacific to the Arctic Oceans and link 1000 communities and 34 million Canadians; and the 125<sup>th</sup> Anniversary Medal that honoured Canadians who made a significant contribution to their fellow citizens, to their community or to Canada. In addition to civilians, the medal was awarded to members of the Canadian Forces, ultimately recognizing approximately 42 000 Canadians from all walks of life,



from every region of Canada, from varied ethno-cultural backgrounds, and from a multitude of disciplines. In many cases and in many communities of Canada, the legacies of these two momentous anniversaries live on.

Our past celebrations could either serve as a model or present us with a challenge. The Canadian Capital Cities Organization's role was to gather the thoughts and ideas of Canadians and to present them to the public, not as a *fait accompli*, but as a suggestion of what might happen if the will and desire of Canadians focused on 2017 as an anniversary to be remembered.

## THE CANADA 150 PROJECT

### The Scope of Consultations

Although confirmation of project acceptance was received in late March 2011, the Executive of the Canadian Capital Cities Organization (CCCO) began work on the project in late 2010 when a letter was sent to the mayors of the fourteen capitals and CEOs of the various capital commissions requesting their support of the consultation project. No financial assistance was requested at that time, but support was vital in order to receive funding from Canadian Heritage (PCH). Responses were received from eleven of the fourteen capitals; the exceptions were Halifax, Québec, and Toronto.<sup>4</sup>

The project entailed holding public consultations in all fourteen Canadian capitals, reaching a minimum of 5,000 people, and, using social media and other tools, asking the public to complete surveys on Canada's sesquicentennial describing how they would like to celebrate and mark the anniversary in 2017 (see Appendix for English and French versions).



*Consultation group in Victoria*

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<sup>4</sup> A representative from Québec City attended the September 2011 AGM and Conference and declared their support of the project. Representatives from Halifax and Toronto were contacted several times, including face-to-face meetings, but have yet to respond.

## The Methodology

### Surveys

Beginning in May 2011, and using contacts at various Capital Commissions and Legislative Assemblies, paper surveys were handed out to students from visiting schools. This meant that students from the ages of six to eighteen from all areas of the provinces and from various linguistic and cultural backgrounds were offered the opportunity to engage in the consultation process, which they did.

Surveys were also handed out on Canada Day with great success in Victoria and Regina, and limited success in Ottawa.

An online survey was developed in both official languages on Survey Monkey where students and the public with access to technology could complete the surveys. The links for both Official Languages and the CCCO's website were included on the paper surveys. Survey Monkey was chosen as the site for the online survey because of its ease in design and modification, ability to post numerous types of surveys, ability to capture which collector (Facebook, Website, etc) was registering responses and how many, and ease of data analysis.

Links to the online surveys were posted on Facebook and the CCCO website, and were sent to all cities (<https://www.research.net/s/results150> and <https://www.research.net/s/resultats150>) for their websites. Those sites continue to register survey responses.

Facebook advertisements targeted the 18+ age group who lived within thirty (30) kilometres of the capital.

Business cards with a QR (quick response) code, which brought people to the website where the survey could be found, were printed and distributed widely.

All marketing materials, including the CCCO exhibition booth and material handouts, also contained the QR code; most also contained the survey in both Official Languages.

Additionally, questions were asked on Facebook, Twitter and the CCCO's blog. All responses were recorded and added to the other survey results.

Surveys were handed out at three trade shows and conferences: the Federation of Canadian Municipalities (FCM) Sustainability Conference (Ottawa, February 2012) with a registered attendance of 1,200 delegates across Canada; Travel and Vacation Show (Ottawa, March 2012) with an attendance of 17,500 delegates; and the FCM Annual Trade Show, Conference and AGM (Saskatoon, June 2012) with a registered attendance of 1,700 delegates from cities in all provinces and territories.

In addition to the online and paper surveys, consultations were held in thirteen of the capital cities with the fourteenth to be held in Québec City in the fall. Setting up the consultations in each city had challenges as each city had its own priorities and ongoing events' schedules. Cities that did not respond to multiple efforts to contact them (Québec, Halifax, and Toronto) provided an additional challenge.

Finally, as the CCCO National Coordinator travelled the country visiting the capitals, she encountered hundreds of people: most were interested in the project, interested in participating in the survey, and interested in becoming involved. These included flight attendants, business people, DND employees, provincial court judges, former and current politicians, public relations specialists, and former Miss Canada and pageant participants. Those interested took business cards with the QR code, used smart phones and laptops in the airports to

complete the survey online, or willingly shared ideas, which were recorded and have been added to the responses.



*Consultation group in Toronto hard at work*

## In-person Consultations

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The original plan for the consultations was that the CCCO's National Coordinator would visit the various capitals, assisting each city in setting up and promoting the consultation, which would then be facilitated by a designated person in that city. In preparation for that scenario, the following aids (in both official languages) were prepared: a media release, consultation agenda, e-vites, posters, printed invitations, printed questionnaires (the same as the online survey, and the six questions<sup>5</sup> which would be asked in each capital (see Appendix).

In all cases, an invitee list was prepared by the Coordinator, to which the cities and/or capital commissions could add names or organizations. The original plan also accounted for three meetings in one day: morning and afternoon, which were by invitation only, and evening, which was open to the public.

After the CCCO's annual conference and annual general meeting in September 2011, the cities requested that the Coordinator facilitate the consultation process. The cities or capital commissions would organize meeting space, refreshments, publicity, and send out invitations. The Coordinator was to promote the consultations on social media and the CCCO's website and to facilitate consultations.

As the consultations progressed, the timings and numbers were adapted to suit the city and its population. Early consultations in Fredericton, Regina, and Whitehorse held three meetings. Subsequent cities held two, one in the morning as a breakfast meeting, the other in the evening, with the exception of Iqaluit where one breakfast meeting consultation was held at the suggestion of the City. Meetings were held in both Official Languages where and when warranted.

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<sup>5</sup> Two practice consultations were held, the first with the CCCO Board in September 2011 and the second with a group from various organizations in New Brunswick, chosen because of the National Project Coordinator's location at that time. After much discussion, the number and style of questions were chosen to keep the consultations running a reasonable length of time and to resemble those covered in the 150!Canada conference.

The National Coordinator also spent many hours on the telephone and via email with people who were unable to attend consultations but wished to be involved and have their say. All of these individual responses have been added to the participants' respective cities.

## Target Market

The CCCO's objective, as outlined in the agreement with Canadian Heritage, was to reach 5,000 Canadians living in the fourteen capitals. To accomplish that and to measure the results, all surveys requested two pieces of demographic information: age bracket and postal code. Measuring postal codes would ensure that the CCCO had obtained "capital" coverage. The central postal code for each city was that of the respective Legislative Assembly and Parliament buildings.

However, although the CCCO was focussed on capital city residents, the market expanded beyond the capital regions of Canada to include Canadians living outside the central areas and abroad. As much as possible, the CCCO tried to include Canadians of all ages. For example, when using Facebook ads, the lower limit age limit was set to thirteen for the surveys, and raised to eighteen when publicizing the consultations. Paper surveys were given to middle and high school students and, with their parents' assistance, some children as young as six filled out surveys at the Ottawa Travel and Vacation Show and on Canada Day.

In addition to the public, the CCCO targeted and invited federal (Senators and Members of Parliament), provincial (members of Legislative Assemblies, etc.) territorial, and municipal (mayors and councillors) government representatives at all levels, the RCMP, police and fire departments, deputy ministers, and directors and administrators in all governmental departments. We did, however, specifically target people in tourism, planning, sports, heritage, culture, intergovernmental affairs, communications, and protocol.

Additionally, within the federal government, invitations were sent to contacts within the Department of National Defence with requests to post surveys in public relations materials sent

to members, especially those on tour, and Department of Veterans Affairs / Canada Remembers. Invitations were also sent to Lieutenant Governors and their staff.

Outside of government, invitations were sent to First Nations, Aboriginal and Inuit reserves and organizations, museums and art galleries, cultural and multicultural centres, volunteer organizations, tourism, heritage, and sports associations, service groups (Rotary, Y'smen, Lions, etc. clubs), and not for profit groups such as Communities in Bloom, Prince Edward Island 2014.

### Where have we been?

- 8-10 February Ottawa, ON: Federation of Canadian Municipalities (FCM) Sustainability Conference
- 20 February Fredericton, NB:
- 10-11 March Ottawa, ON: Travel & Vacation Show
- 14 March Whitehorse, YT
- 20 March Regina, SK
- 22 March & 2 April Victoria, BC
- 2 April Charlottetown, PE
- 18 April St. John's, NL
- 1-2 June Saskatoon, SK: FCM AGM & Annual meeting
- 5 June Whitehorse, YT
- 7 June Yellowknife, NT
- 11 June Edmonton, AB
- 13 June Toronto, ON
- 22 June Winnipeg, MB
- 25 June Ottawa, ON
- 27 June Iqaluit, NU
- 29 June Halifax, NS
- 30 October Halifax, NS
- 1 November Québec, QC

During the conferences and trade shows, a combination of paper surveys, QR codes, and online surveys were used. Additionally, when time permitted, we spoke at length with individuals, especially seniors groups who remembered 1967.

At the FCM meetings, we were asked whether we would have the time to visit other cities and towns (Calgary, Montreal, Longueuil, Vancouver, Summerside, Cornwall, and Stratford (PEI),

Bathurst (NB), etc.). Evidently, the enthusiasm for the Canada 150 project was there and people were interested in participating. We were also asked to tour northern New Brunswick and meet with rural groups in the province.

Given the fact that St-Jean Baptiste holiday was concurrent with the June sessions, the decision was made to plan for the onsite consultation in Quebec City in mid-to-late September. However, this conflicted with the September provincial election. Additionally, timing for the Halifax consultation was not optimal (the Friday before the Canada Day weekend). Consultations took place in both cities in October/November 2012.

### With whom have we met or spoken?

- Senators, Members of Parliament
- Provincial officials: Lieutenant Governors, Speakers, Members of Assembly (Legislative/Provincial/Territorial), Deputy Ministers, Assistant Deputy Ministers, Judges
- National, Provincial, Territorial, Municipal administrators, directors, etc. from tourism, culture, heritage, protocol, intergovernmental affairs, sport and recreation, and communications
- Federal departments including Canadian Heritage, Parks Canada, Veterans Affairs, Canada Remembers, Aboriginal Affairs, and National Defence
- Municipal officials and administrators, including mayors and councillors
- Provincial and local tourism groups
- Chambers of Commerce
- Museum groups
- Native Councils and Elders
- Multicultural groups
- Francophone and Anglophone associations
- University and college administrators and professors
- Downtown associations



- Business development and improvement groups
- Other groups looking at lead-up or 2017 celebrations such as Canada 150 (storytelling group), PEI 2014, Friends of the Central Experimental Farm, Festival of Gardens 2017, Cycle Works, ImagiNation, Discovery Channel, Canadian Broadcasting Corporation, Sir John A. Macdonald Bicentennial Commission, TransCanada Trail supporters (we have yet to speak with anyone on their board or their CEO, but we have spoken with provincial representatives), Poets' Pathway, DOTS NB, and Project Bookmark Canada.
- Volunteer groups
- Lion's Club, Y'sMen, Rotary groups, etc.
- Students
- Public

# THE RESPONSES

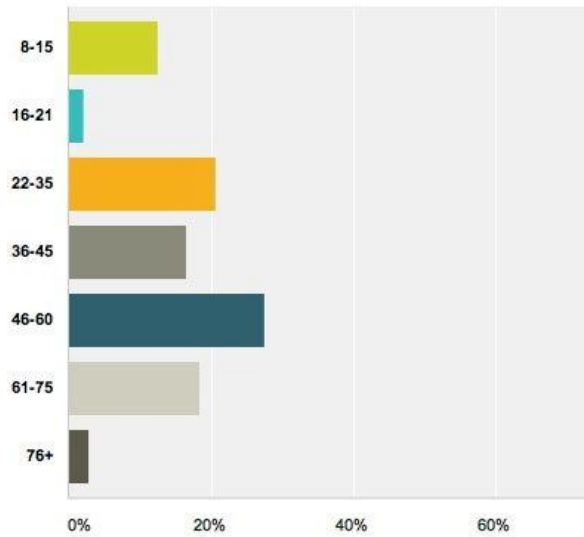
## Online survey results

### Demographics

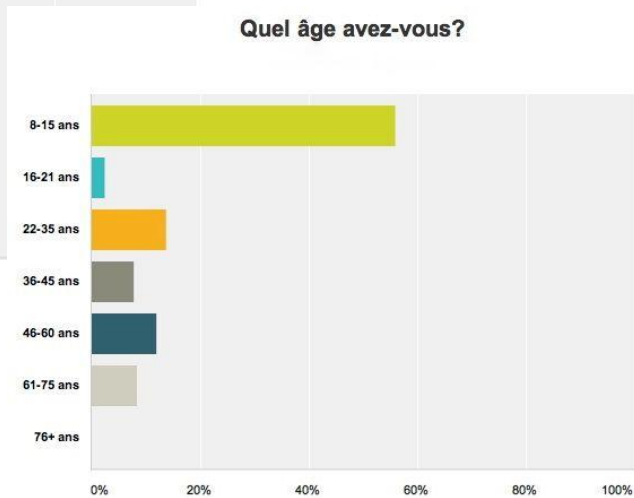
#### AGE DEMOGRAPHICS

The two charts that follow demonstrate the age groups for both Anglophones and Francophones for the online surveys. People who attended the consultations were not asked their ages, although in some cases they completed the surveys, which would ensure that their age group was included in the statistics.

**How old are you?**



**Quel âge avez-vous?**



POSTAL CODES

As explained earlier in this document, the CCCO’s agreement was to reach 5,000 Canadians from the fourteen capitals. Using the Parliament and Legislative Assembly postal codes as the central postal code, we were able to ensure that we reached the goal of obtaining responses from all fourteen capital regions’ postal codes.

Additionally, because of the conferences, trade shows, students’ capital visits, social media and word of mouth, other areas of the provinces and territories were reached. The larger group of young Francophones who responded is due to students visiting legislative assemblies (mostly in New Brunswick) and then filling out the surveys. In addition, Canadians working and living in the United States filled out surveys.

The breakdown of respondents by capital is as follows:

English Survey	Capital Region of:	French Survey
20.89%	NCR	9%
17.74%	NB	56%
25.32%	BC	1%
2	QC	29%
7%	AB	
5%	ON	
4%	PE	2%
3%	NL	
3%	NS	1
8%	SK	
1.72%	YT	1
1.29%	NU	1
1%	MB	
1	NT	
2	US	1
2%	N/A	.5

When the number is not a percentage, it equals the number of surveys completed. However, two percent (2%) of the respondents did not include a postal code, which may have increased the number / percentage of surveys for a particular region.

As of this date, we have consulted with, spoken with, contacted, received surveys and emails from, and reached through email, Twitter, and Facebook advertising campaigns more than 17,685 people, which is more than three times the number agreed to in the original agreement with PCH. That number continues to grow, because Canadians want to celebrate their pride and their country and they want to have their say in how celebrations roll out. Overall, Canadians were responsive and genuinely engaged in the topic.

In addition to the above-mentioned online and in-person consultation methods, the National Capital Commission engaged the Association for Canadian Studies and Leger Marketing to poll residents of the National Capital Region. The number of persons who responded, 627, was added to the total reached by the CCCO. Responses for celebrations and commemorations are similar to those reached by CCCO methods, although the events are more NCR-centric, such as fireworks and events on Capital Hill. Additionally, the format of questioning was not the same as that undertaken by the CCCO. The results can be found in the Appendix.

### **The seven online survey questions**

While the two most important questions of the survey and consultations were how to celebrate and mark the sesquicentennial, the survey offered the opportunity to ask Canadians how they felt about other issues, including pride and the meaning of being Canadian. This would enable the CCCO and Canadian Heritage to draw on the answers to help decide themes for the year and iconic images.

Detailed answers and charts containing the answers to those questions may be found in the Appendix; this document contains a short summary with the salient points. Respondents were invited to choose as many responses as they wished and to add additional comments.

#### **A) WHAT DOES IT MEAN TO BE CANADIAN?**

Overwhelmingly, Anglophone Canadians believe that being Canadian means to be free and friendly. Open-mindedness, multiculturalism, democracy, and diversity are not far behind in

Canadian-ness. Francophone Canadians believe that freedom is number one with bilingualism/multilingualism of secondary importance. As one respondent answered, “*le bilinguisme jumelé à une multiethnicité*” (bilingualism coupled with multiculturalism).

Although the numbers here do not show which Canadians believe that bilingualism is important, a close study of the individual responses demonstrate that the numbers are higher among younger Anglophone Canadians who live in the Atlantic Provinces and the National Capital Region.

#### B) WHAT MAKES YOU PROUD TO BE CANADIAN?

In a sense, asking Canadians what makes them proud to be Canadian is asking them to confirm their lifestyle choices and to repeat the meaning of being Canadian. Universal healthcare and freedom of speech are key for Anglo-Canadians, and freedom of speech and a safe place to raise children are key for Franco-Canadians. Interestingly, a large number of Francophone respondents were in the 8-15 age group so this may have skewed the responses somewhat. However, universal healthcare follows diverse landscapes and quality education in fifth place for Franco-Canadians. Diverse landscapes and freedom of choice make more Anglo-Canadians proud than does Canada being a safe place to raise a child, which is in fifth place.

Other responses included “notre pays est un beau pays parce que nous avons [sic] des espaces verts, et un assez bon respect de l’environnement (il y a de l’améliorations à apporter.” “Histoire d’un peuple travaillant, ayant su combattre et s’adapter aux distances et au froid”; « Grandeur, la beauté et diversité du pays ».

English responses included freedom of religion; freedom of the press; being First Nations; being a Veteran or a member of the Canadian Forces or RCMP; the fact that Canada was built by its people and many cultures”; Canadian history; “opportunity to celebrate our distinctiveness”; “to see a Canadian soccer team that is made up of many diverse cultures and ethnicity [sic]”; the Charter of Rights and Freedom; living in peace and promoting peace; “you can grow up to be what your dreams are”; Canadian humour; the arts, the CBC, the Canada Council for the

Arts, SSHRC, NSERC; national and provincial parks; “Canadian Spirit of Volunteerism”; to be able to sing O Canada at the top of my voice in both Official Languages any where I want”<sup>6</sup>

C) HOW WOULD YOU CELEBRATE THE 150<sup>TH</sup> ANNIVERSARY OF CONFEDERATION?

Canadians want to celebrate Canada Day 2017 in their various capitals. The answers from both linguistic groups correspond with responses from the consultations.

Additionally, as was expressed in the consultations, community celebrations earned a second and third place in the survey, which would ensure that those people unable to get to the capitals would be able to celebrate the event also.

The idea of being linked across the country by raising the Canadian flag and singing the National Anthem at the same time was also high on the list of special events, with writing/drawing contests obtaining an almost equal percentage with both Anglo- and Franco-Canadians.

Other responses included:

- Cultural festivals
- Volunteering for the community
- Book of Canadians, mural, one part from each capital, interlocking
- Photo contest with groups of all ages so the 20s-60s aren’t forgotten... it’s about inclusion. Just group us all individually, youth, adults, and seniors
- Honouring ‘pre-contact’ Canadians
- 150 minutes of volunteerism
- Thank a Veteran or still-serving [CF] member
- Make noise
- Video messages from Canadians on what it means to them to be Canadian/ sharing good wishes between provinces, people through a public venue or communication site

D) HOW WOULD YOU MARK CANADA’S 150<sup>TH</sup>?

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<sup>6</sup> When choosing what “Other” responses to include, negative comments were eliminated but not deleted. “Other” responses included are representative of the majority.

According to the online surveys, Anglo-Canadians would like to mark 2017 by either creating or renewing infrastructure or some kind of public art project. However, both Anglo- and Franco-Canadians agree that 36 million “Acts of Green” would also be a highly acceptable way to mark the 150<sup>th</sup> anniversary, as would education projects and progress in national social programs.

Individual responses included:

- Something to acknowledge/commemorate the [First Nations’] treaties
- Provincial museum in PEI
- National Day Care program
- Clean water for all Canadians, especially First Nations
- More protection for our wild lands
- One year free tuition for every qualifying student in 2017 (post-secondary)
- Set new goals to decrease obesity, lower traffic victims
- Poets’ pathway
- Lighting candles at a specified time in remembrance of all who came before us and who will come after.
- Create and sign the “great Canadian pledge book”
- Art projects
- Advances in social programs should focus around children and youth who will be the future of Canada

E) HOW WOULD YOU LIKE CANADA TO BE SEEN BY THE WORLD?

“Friendly,” “Creative,” “Peacekeepers/peacemakers,” and “Good neighbours/visitors” are the highest survey answers for the question. Canadians also want to be seen as compassionate and innovative. While Canadians are not known for “tooting their own horns,” they want to be seen for their open, creative and innovative spirit and by their willingness to help others.

Additional responses, which were added to the online surveys, included:

- Environmental leaders
- Protecting First Nations’ rights/first in respect to indigenous cultures/improving the quality of life of Canada’s indigenous people
- Democratic
- Actors, comics, writers, athletes

- Healthy, educated, refined, and classy but never arrogant or snobbish
- One of the fitter, not flabbier, nations in the world
- Champions of human rights and gender equality
- Proud of who we are... Canadian!
- Progressive
- Developers not exploiters
- A leader in “green economy”, green technology, and reversing global warming

F) WHAT IS/ARE YOUR FAVOURITE CANADIAN THING/S?

This open-ended question ran the gamut of responses from “maple syrup” to “hockey” but highlighted the importance of the flag, the National Anthem, hockey, freedom, our artists, musicians, writers, landscapes, and for our youth, that Canada is not at war. The most popular responses were:

- Freedom
- The flag
- O Canada
- Hockey
- Maple Syrup
- Stompin’ Tom Connors, Gordon Lightfoot, Sarah McLachlan, Anne Murray, Tom Tompson, Wayne Gretzky, Bryan Adams, Beau Dommage, Margie Gillis, Harmonium, Gilles Vigneault, Antonine Maillet, Jean Béliveau, et le Canadian Errant, Jean Pierre Ferland, Michel Rivard, Simple Plan
- Canadian outdoors/la grandeur du pays et la variété de paysages et de cultures qu’on y retrouve d’un océan à l’autre
- Beaver tails
- Healthcare
- Terry Fox
- Quebec City
- Variety of cultures and our diversity/la culture et respect envers les autres
- Uniqueness of Canadian art and how it reflects our culture
- CBC/Radio Canada
- National parks
- Snowbirds
- Halifax Royal International Tattoo



- Tommy Douglas
- Snow and snow-“men”
- Travelling and visiting our vast nation
- Enjoying and celebrating our environment
- Forces canadiennes / Canadian Forces and our Veterans
- TransCanada Trail
- Il n’y a pas de guerre

G) WHAT IS CANADA’S MOST RECOGNIZABLE LANDMARK?

This second open-ended question provoked responses from a single word to a short dissertation, which has been split between two categories. The top responses repeated many times:

Natural landmarks:

- Niagara Falls
- Rocky Mountains
- Percé Rock and “other struggles of land against ocean”
- Hopewell Cape
- Peggy’s Cove
- Maple Leaf
- Natural landscapes: “diverse spectacular landscape and powerful nature.
- “Us.” “When not covered up by a scarf in the winter, it is the face of every Canadian.”
- “We should promote the landscape from east to west. One major setting per province/capital and create stamps or coins and other products to be inclusive of and representative of One Canada united.
- Great lakes
- Cabot Trail

Built landmarks:

- Canadian Flag / Maple Leaf
- Parliament Hill – Peace Tower
- CN Tower
- Inuksuk
- Halifax Citadel
- Bluenose

- Vimy Ridge
- Signal Hill
- “For many Canadians it will be the sight where they landed when coming to Canada to stay.”
- Totem poles
- Chateau Frontenac

## Consultations

For the most part, the face-to-face consultations and workshops echo the online surveys. Canadians are proud of their country and believe that a sesquicentennial celebration is warranted. What form the celebrations take, when they happen and where, and how much is spent are all issues that are fairly similar in both online and consultation opinions.

In visits to thirteen of the fourteen capitals, it was discovered that despite the differences in language, cultures, countries of origin, histories, geography, and seasonal temperatures, Canadians share many similarities.

The following responses to all six questions are a summary and listing of the recurrent ideas from Canadians across the country. Responses recorded by city can be found in the Appendix.

### The six consultation questions

#### A) HOW SHOULD WE CELEBRATE CANADA DAY IN 2017?

Overwhelmingly, Canadians like how they celebrate Canada Day now. However, they believe Canada Day celebrations should be bigger, better and longer in 2017. They should incorporate all cultures – the words “mosaic” and “multicultural” were often used in the many conversations. Celebrations should incorporate all ages and be accessible to all. Fireworks, parades, cakes, music, and dancing were also mentioned several times.

Canada Day should be celebrated in the capitals but it should also be celebrated in the smaller communities by people who cannot or do not wish to attend celebrations in their

capitals. They would like to be connected by video, Skype, live feeds, etc., so that they can experience Canada Day in other capitals, not just on television.

There is a wish to return to “Mainstreet Canada,” where neighbours get to know each other and support local businesses. Canadians want to be connected: the idea of actions being shared simultaneously, especially raising the flag and singing O Canada at the same time across Canada, was very strong.

Other ideas, which received strong support, include a sunrise ceremony that would start in St. John’s and continues across the country at the appropriate time. This idea was supported by First Nations people, who also suggested a similar ceremony for the first of January.

The following list is a distillation of the most popular and most frequently mentioned ideas from the various consultations.

1. Same as other years – but bigger, better, and longer in 2017
2. Sing O Canada simultaneously across the country (with added benefit of obtaining a world record for numbers of people singing at the same time)
3. Sequential sunrise ceremonies
4. First Nations, Inuit and Multicultural participation
5. Royal Family visits
6. Special citizenship ceremonies
7. Inclusive
8. Invite the world
9. Digital connections (during singing of O Canada)
10. Song competition
11. Neighbourhood parties and in embassies, consulates
12. Parades
13. Family/youth exchanges
14. Commemoration/remembrance of Vimy Ridge/Beaumont Hamel
15. Joining mayors via Skype/live feed with live message to all Canada with premiers and Prime Minister

B) WHAT MAJOR EVENTS CAN WE CREATE TO MARK THE SESQUICENTENNIAL?

Canada Day should be bookended by other festivals such as National Aboriginal Day and Multicultural Day. In this way, Canadians will be exposed to other cultures, to learn about them, their customs, their music, their art, etc. Grassroots participation is essential, according to participants.

Equally important to inclusivity was the importance of not reinventing the wheel in certain circumstances. Events that already hold importance in Canadian lives, such as Winterlude, Carnaval de Québec, Communities in Bloom, Canada Games, etc., should be marked with a sesquicentennial flavour and common logo.

In Edmonton, the Voyageur Brigade is already preparing and training for 2017 with the hope that the trip will cross the country and include all provinces and territories. Communities in Bloom, in partnership with the National Garden Festival 2017, are planning activities. Both of these groups are looking for partnership with the CCCO.

Other ideas include the following:

1. Recognition of Aboriginal/First Nations/Inuit/Métis – national PowWow with grand entry
2. Song relay with each province-territory participating
3. Travelling exhibition of provinces' histories, culture, peoples
4. Canoeing across Canada – Voyageur Brigade
5. National Garden Festival - 2017
6. Planting maple trees – symbolic planting in each province/territory
7. Commemorative coins and stamps (contest for in 2016)
8. Year of volunteerism
9. Sporting events – cross-Canada with stars playing with ordinary folk
10. TransCanada Trail completed in 2016, official opening in 2017 – walk/run/ride relays to raise money for charities
11. TransCanada Highway – hands across Canada
12. Order of Ordinary Canadians – everyday heroes/volunteers
13. National physical fitness test – challenge

14. Canadian cultural/historical art in various public spaces and forms (murals/malls)
15. Milestone dates: day/date that each province joined Confederation or became officially a province
16. Curriculum development for schools – teaching modules on country/provinces/territories
17. Major arts competitions, festivals, etc.
18. Ultimate Canadian band – to tour in 2016 raising awareness about 2017
19. Time capsules, memorabilia
20. Vignettes – Canadian success stories, road shows
21. National song à la Bobby Gimby - contest
22. Family exchanges
23. Flag relay or other kind – TCH or TCT
24. Canadian version of Amazing Race
25. Create day for each province/territory to be recognized in each province/territory
26. Parks Canada – campaign to visit parks – passport gives discount, free on Canada Day
27. Challenge Canadians to visit each capital (passport)
28. Every celebration/event should tie in to 2017 celebrations (no need to reinvent the wheel) linked by 2017 logo, swag
29. High school graduates to see Canada first – provide travel passes
30. Storytelling all year long
31. Monthly symposium: what makes Canada “Canada” – different locations
32. Plant trees
33. National celebration of the arts
34. Innovation, architecture and entrepreneur competitions, especially for sustainable communities

C) WHAT ARE THE INFRASTRUCTURE OR LEGACIES WE WANT TO BUILD?

Not surprisingly, each capital has its own needs and ideas but many believed that in some cases, there was no necessity and no political will to build new infrastructure. Instead, several groups suggested that there be a renewal, renovation, upgrading of existing infrastructure, specifically the built heritage that was built in 1967 or is of historic significance. In cases where new infrastructure was needed, facilities were mostly family- (aquatic centre) or community- (arts and culture centre) oriented.

1. Because the capitals are all water-based, waterfront development for outdoor activities
2. Murals which are representative of all of Canada in all capitals
3. Renew Centennial structures
4. Affordable housing legislation/strategy
5. Ensure bridges are safe
6. Memorial/Commemorative garden/space for veterans
7. Enhance Canada Day celebration areas
8. Distinctive Canadian art in which all provinces/territories participate
9. National heritage infrastructure preservation program
10. Twinning Canadian cities
11. Floral / community gardens
12. Clean water
13. Broadband/high speed internet – reliable communication
14. Invest in youth
  - a) Decent schools
  - b) Youth programs
  - c) Youth facilities
15. Recognition of country's diversity – not just posters
16. National Portrait Gallery
17. Designated spaces for each province/territory in Green Belt or other prominent location(s)
18. Aboriginal centres

D) WHAT ARE THE UNIFYING THEMES?

While the following list is not in a particular order, water is the most common theme. This may perhaps be because all Canadian capitals are situated on bodies of water. Water is also the way original explorers arrived to North American shores, the way early armies moved from the east coast into the interior, and is so important to Canadian daily life. With water, the idea of linking Canadians was also very strong, as was service and volunteerism.

1. Diversity/multiculturalism
2. Shared History/Shared future
3. Canadian stories
  - a) Success stories

- b) National/international impact
- 4. Bridging and Linking
- 5. Across Canada
  - a) Across Generations
  - b) Across Cultures
- 6. Welcome the world
- 7. Community and community spirit
- 8. Come Home year
- 9. Leadership in building toward a global day of peace, recognizing Peacekeepers
- 10. Pride
- 11. Environment preservation
  - a) 1 act of green for each Canadian
  - b) Clean and Green
  - c) Land Stewards
- 12. Heritage and culture
- 13. Sports
- 14. Volunteerism
- 15. Global contributions – Canada’s place in the world
- 16. A just society
- 17. Neighbourhoods
- 18. Celebrating our youth and elders
- 19. Water
- 20. Role of military/veterans
- 21. Environmental diversity – a huge northern country, four seasons
- 22. Arts (all branches) nationally and internationally recognized
- 23. Discover Canada in 2017
- 24. Mainstreet Canada
- 25. Role of the RCMP
- 26. Welcoming Nation
- 27. Human Rights

E) HOW DO WE ENGAGE ALL CANADIANS IN THE CELEBRATION?

Social media was the number one response to this question. Almost 100% of the participants were of the opinion that planning and publicizing sesquicentennial events had to start immediately. As a matter of fact, the moderator was frequently asked why more was

not being done already. This was in contrast to media interviews wherein the moderator was asked why so soon.

Ideas on how to engage all Canadians in the 2017 celebration included:

1. 365 days of facts and events (start building on that now)
2. Packaged activities and planned trips
3. Tax credit to travel
4. \$150 discounts
5. Wrap planes and trains with special logos
6. 150 years of Canada... music, writing, etc.
7. Connect through TCT, TCH, travel
8. Social media
9. Proudly Canadian logo
10. Develop iconic logo and resulting merchandising
11. Build curriculum and get in schools so students understand Confederation
12. Print reminders on Canadian documents (tax returns, cheques, notices, etc.)
13. A year of philanthropy – single acts of volunteerism throughout the year
14. Inter-provincial games – hockey, soccer, the Canadian “Olympics”
15. National contest process to select 150 great Canadians, 150 best artists, 150 unsung heroes, 150 best Canadian places
16. Murals in each capital which fit together to form one
17. Challenge Canadians to capture Canada through the arts
18. Early messaging and branding – starting promotion at least a year out
19. Special messaging through embassies and consulates
20. Inclusive of language, culture, heritages
21. Ambassador program for youth and elders
22. National galleries and museums promote
23. Talk back
24. Trivia game through various media
25. Canadian amazing race
26. Storytelling relay
27. Canadian Bucket List
28. What makes Canada great? Talk back box
29. Use elders to teach youth
30. Postcard inviting friends to visit – send overseas



31. Royal Geographic Association
32. Discover Canada in 2017

F) HOW CAN WE USE 2017 AND ITS RUN-UP TO ENCOURAGE GREATER CANADIAN PARTICIPATION AND DEMOCRACY?

1. Encourage ownership of celebration – involve many in planning
2. Sponsor other events and encourage volunteerism
3. Learn about civic engagement
4. Use national organizations to promote engagement
5. Use elders to teach youth
6. Use iconic young people and celebrities, such as hockey and baseball teams to teach the value of participation in community
7. Ensure that youth know the words and music to O Canada
8. Exchanges between capitals
9. Using social media, appeal to youth
10. YouTube – youth to record their views about Canada and what it means. Hold contest in each province/territory. Post on YouTube
11. Marketing challenge – sell Canada to the world; sell your province/territory to the rest of Canada
12. Challenge: celebrate Canada in all capitals
13. Challenge: ask youth how to teach history
14. Youth ambassadors
15. Special events at schools
16. Leadership by youth
17. Engage First Nations, Aboriginal, Inuit, Métis
18. Mosaic festival – add details
19. Curriculum development
  - a) Parliament puzzle, dye-cut with lesson plan for 4<sup>th</sup> graders
  - b) Provide 150 lesson plans
  - c) More inclusive
  - d) National youth discussion on electoral systems – by youth
  - e) Travel programs to capitals within provinces/territories
  - f) Charter of Rights and Freedoms
20. Giant graffiti board
21. New Young Company
22. Katimavik, Canada World Youth

23. Legion program, IODE, interfaith council, international baccalaureate
24. Use programs in place already
25. The flag is the symbol that all people recognize – use it
26. Canadian youth peace corps
27. Promote Canadian achievements to encourage pride, innovation and research awards, publicize.
28. Elected Senate for 2017
29. Countdown to 2017
30. Speakers Corner – what do you predict Canada will be in 2017, 2067?
31. Tourism – Canada as the premier destination
32. Youth parliament
33. Heritage fairs – promote
34. Hall of Fame for achievements, inventions – Canadians who have made a difference
35. Take the citizenship test again

## CONCLUSION AND NEXT STEPS

*“[A]s we approach our... anniversary ... Canadians should be sure it is a time of re-affirmation; of renewed confidence, strength and determination to make something still better out of our country, to make our distinctive citizenship still more worthwhile for ourselves and our descendants.”*

From the work accomplished so far, Canadians want to celebrate the 150<sup>th</sup> anniversary of Confederation in 2017. They view 2017 as an opportunity to engage young people in the democratic process and a way to engage them in preparing for the Bi-centennial in 2067. Canadians want to ensure that costs for projects are within reasonable boundaries and that legacy projects focus mainly greening, restoring and revitalizing built heritage.

Our next steps should be a move forward, starting with a few key projects that will build momentum and enthusiasm, but that will also leave room for more dialogue with stakeholders and Canadians who wish to voice their opinions also.

The above quote was written by the editor of *Maclean’s* magazine as preparations for Canada’s Centennial celebrations got underway in 1965. More than 45 years later, the reflections of Canadians throughout the country remain the same.

As the collective representative of all of our nation’s capital cities, the CCCO is uniquely positioned to play a significant role in national coordination and citizen and community engagement. To this end, CCCO is submitting a separate document setting out its vision for Project Canada 150, its proposed role and recommended next steps.