

**Ministry of
Tourism, Culture and Sport**

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**Ministère du
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May 27, 2015

MEMORANDUM TO: Tourism Stakeholders

FROM: Richard McKinnell
Assistant Deputy Minister
Tourism Policy and Development Division

SUBJECT: TODS Program Review – Final Results

As indicated through previous correspondence, the Ministry of Tourism, Culture and Sport (MTCS) and the Ministry of Transportation (MTO) have been engaging with tourism partners over the past year and a half to review the Tourism-Oriented Directional Signing (TODS) program. This has included assessing client satisfaction and identifying suggestions for program and policy improvements. I am pleased to let you know that we have now completed the review of the TODS program.

Based on feedback from our tourism partners, we will be implementing a number of policy and program adjustments that will strengthen and modernize the program and improve the effectiveness of our tourism highway signing. The ministries will work with service provider Canadian TODS Limited (C-TODS) to begin to implement changes starting immediately.

Significant improvements will include:

- Allowing tourism-designated outlet malls and regional travel information centres to apply for TODS signage on our roadways
- Extending full signing opportunities to campgrounds on freeways to permit the full spelling of a campground's name
- Allowing more rural downtowns, trail access points, museums and cultural centres to qualify for signage
- Strengthening program awareness and service delivery

The current service contract for the administration of the TODS and Logo programs expires in December 2018. In the coming months, the ministries will implement policy and program changes from the TODS program review and examine options for the future management and delivery of the TODS and Logo programs in anticipation of contract expiry.

The ministries are committed to continuous improvement of our tourism highway signing and will continue to consider suggestions for TODS program adjustments on an ongoing basis as the tourism industry in Ontario continues to evolve.

For more information on the results of the TODS program review, please visit the MTCS website: www.mtc.gov.on.ca/en/tourism/tods.shtml

Additional comments or questions about the TODS program review can be submitted by email to: Tourism.Signs@ontario.ca

For program information including eligibility criteria and costs, please contact C-TODS at 1-888-263-9333, or visit their website: www.canadatods.interstatelogos.com

We encourage you to share this information with tourism partners as appropriate.

Thank you for your support in this important activity.

A handwritten signature in black ink that reads "Richard McKinnell". The signature is written in a cursive style with a large initial 'R'.

Richard McKinnell