

**Ministry of  
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**Ministère du  
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September 20, 2013

**MEMORANDUM TO:** Tourism Stakeholders

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

**SUBJECT:** TODS Program Review Request for Input –  
Survey is Now Online

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As indicated through previous correspondence, the Ministry of Tourism, Culture and Sport and the Ministry of Transportation have initiated a review of the Tourism-Oriented Directional Signing (TODS) program.

We are seeking your feedback on the TODS program in order to continually improve the effectiveness of our highway signing programs. We are also interested in gathering information on the broader topic of way-finding.

The results of this review, along with information obtained based on our experience over the past four years, will help the ministry consider options for the future delivery of the TODS program.

The ministry is interested in receiving feedback from all tourism stakeholders, including current participants as well as stakeholders who are not currently participating in the TODS program.

Please take a few minutes to complete the TODS Program Review Survey **by October 31, 2013**. <https://www.surveymonkey.com/s/TODSReview>

You may also provide additional general feedback by submitting your comments to [Tourism.Signs@Ontario.ca](mailto:Tourism.Signs@Ontario.ca) by **October 31, 2013**. Please include "TODS Program Review Feedback" in the email subject line.

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

Thanks in advance for your participation. For more information on the TODS program, please visit the MTCS website: <http://www.mtc.gov.on.ca/en/tourism/tods.shtml>

Thank you,

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

Richard McKinnell