July 17, 2007

Executive Committee
100 Queen Street West
10th Floor West Tower
Toronto, ON
M5H 2N2

A Mission Statement for the City of Toronto

Recommendation

That the City Manager undertake the process to create a mission statement for the City of Toronto, and that this mission statement be displayed in all city buildings with public access where it can be viewed by all citizens entering these buildings.

Rationale

Toronto is a multi-billion dollar corporation and yet it does not have an all encompassing statement. For any corporation the mission statement defines the objectives and goals of the organization in one succinct statement that defines itself to the public, the employees and all that are governed by that statement.

Toronto has guidelines, rules and regulations, policies and bylaws which govern all aspects of almost every facet of the City's operation. However, these rules and regulations govern the individual operations of each division. The City is bigger than these divisions. It is the reflection of its citizens and the prism through which those hopes and needs are collected and finally focused through the services we deliver.

Although our city accomplishes so much, especially when compared to other like-minded municipalities around the world, we are poor communicators when it comes to trumpeting our own successes. When people enter the doors of Toronto City Hall, I would hope that everyone in this building can point to an all defining statement that defines the corporation's identity as much as it speaks to the work being achieved within these walls.

The City of Toronto needs to tell its story to the public, to its employees and to everyone who enters its doors. We need to let the world know, especially Torontonians, that we are a great city with great accomplishments to its credit. A mission statement is the starting block to start this communication process.

Sincerely,

A.A. (Adrian) Heaps
Toronto City Councillor
Scarborough Southwest, Ward 35