

MEMORANDUM

DATE: January 8, 2009

TO: Chair and Members of the Government
Management Committee

RE: TORONTO PARKING AUTHORITY

Recently, the Toronto Parking Authority hired a consultant to review all income generating signage, (billboards), on parking authority property.

As a result of this study, they were able to rewrite their contract to both increase their revenue and, at the same time, decrease the amount of signage. That money will be used to landscape their parking lots. It is an exercise worth undertaking for other city property. I know several locations in my ward with billboards which the city inherited.

Recommendation:

That this matter be referred to staff and they determine how best to maximize revenue and diminish the impact of revenue generating signage on public property.

HOWARD MOSCOE

Ward 15 Councillor

Eglinton-Lawrence

lds/Government Management Committee/Toronto Parking authority – signage revenue