

Additional Methods to Inform the Public of the Draft New Zoning By-law Consultation Process

Date:	May 1, 2009
To:	Planning & Growth Management Committee
From:	Chief Planner and Executive Director, City Planning Division
Wards:	All
Reference Number:	Pg090021

SUMMARY

This report discusses the various proposed methods of communicating the consultation phase of the Draft New Zoning By-law. TTC advertising will include an advertisement in subway cars. Posters and pamphlets will be distributed to select City operated facilities including the Toronto Public Libraries where free access to internet-based computers will allow residents to view and comment online. Advertisements will be purchased in community newspapers as well as banner advertising on selected websites will be explored.

Financial Impact

There is no financial impact from this report.

DECISION HISTORY

At its meeting held on April 14, 2009, the Planning & Growth Management Committee had before it a report from the Chief Planner and Executive Director, City Planning entitled "Draft New Zoning By-law: Summary and Public Consultation Process". In adopting the report, the Committee recommended the Chief Planner and Executive Director, City Planning report to the May 6, 2009 meeting of the Committee on additional methods to inform the public including bus shelter ad space, TTC vehicles, TTC stations, Toronto Public Libraries and, flyers included with the water and property tax bills. This report responds to that request.

<http://www.toronto.ca/legdocs/mmis/2009/pg/decisions/2009-04-14-pg24-dd.htm>

COMMENTS

As requested by Committee, a variety of additional methods of communicating the release of the Draft New Zoning By-law to the public were examined including TTC related options, the Public Libraries and flyers inserted with regularly scheduled water and property tax bills. The report also describes the overall proposed communication strategy for the Draft New Zoning By-law.

TTC Vehicle Advertising

The most suitable of the TTC vehicles for advertising the Draft New Zoning By-law are the subway trains. An advertisement will be placed inside subway cars using the standard interior horizontal ad format running above the windows.

Toronto Public Libraries

The Toronto Public Libraries form an important part of the consultation process as they provide free access to internet-enabled computers. For residents that have no internet access at home, the public libraries will allow them to view the Draft New Zoning By-law online as well as provide comments. In addition, flyers will be distributed to the branches and left for pick-up, and posters can be displayed in each branch. Posters and flyers will be also placed in other City run facilities

Flyers inserted into property tax and or water/solid waste bills

Inserts are no longer included in City of Toronto property tax bills. The property tax mail out may include a brochure describing various City sponsored events and programs. The deadline has passed for the mid-May to early June mailing. Mailings for later this year will be considered. The water and wastewater bill mailing allows inserts on a priority basis. A first priority is information related to water billing. A second priority is information about water and sewer related programs. Other City information is given a third priority. An insert for the water and wastewater billings will be pursued.

Bus Shelter Advertising

The outdoor advertising space allocated to the City through the street furniture program is booked already until July 1 of this year. Beginning July 1, this space has been allocated to the City's new 311 program launch.

TTC Station Advertising

Advertising in TTC stations is useful for messages that are quickly and easily understood. In addition, the adverts are generally more expensive than adverts found inside the vehicles. For the cost of placement and the speed at which these ads are passed by commuters, station advertising was not considered effective for the cost given the target audience.

Other Communications Strategies

Several print and electronic methods of communicating the release of the Draft New Zoning By-law have been also identified.

- Advertisements in major newspapers for the Open Houses and Public Meeting
- Advertisements in all community newspapers for the Open Houses
- Banner advertising on selected websites
- Article in 'Developing Toronto eNews' email newsletter
- Article in 'Our Toronto'
- Message in Councillors' newsletters and on Councillors' websites
- City of Toronto website
- Posters in City facilities, libraries, arenas
- Mailings to stakeholders
- Media release
- Printed pamphlet or brochure that can be distributed at Open House meetings

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SIGNATURE

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