TORONTO TRANSIT COMMISSION
REPORT NO.

SUBJECT: ELECTION ADVERTISING ON TTC PROPERTY

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission:

1) request City Council to amend Article II, Chapter 693 of the City of Toronto Municipal Code to permit election advertising on property owned or under the control of the TTC; and

2) Forward this report to Licensing and Standards Committee for appropriate action.

FUNDING

Accepting election advertising will not impact the 2011 TTC Operating Budget and any revenue generated is expected to be negligible.

BACKGROUND

In accordance with Chapter 693, Article II, of the City of Toronto Municipal Code, “election signs” are not permitted on public property, save and except for some limited exceptions (*e.g.* transit shelters). Public property includes property of the TTC.

An “election sign” is defined as any sign “advertising or promoting a candidate in a federal, provincial or municipal election, including an election of a local board or commission; or intended to influence persons to vote for or against any candidate or any question or by-law submitted to the electors under section 8 of the Municipal *Elections Act, 1996*.”

DISCUSSION

There has been some misunderstanding as to the permitted and prohibited placement of election advertising on various TTC properties and other transit related properties causing confusion in the public forum. In order to ensure better transparency and consistency, TTC staff is recommending that City Council amend Chapter 693 of the Municipal Code to permit election advertising on TTC property in a manner consistent with election advertising which is permitted on transit shelters.

Subject to the City of Toronto amending the Municipal Code, TTC Corporate Policy 6.10.6 Advertising on Vehicles, Property and Miscellaneous Media will be updated accordingly.

JUSTIFICATION

TTC is supportive of an amendment to the current Municipal Code to permit the display of election advertising on TTC property in order to maintain consistency and transparency in advertising.

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September 7, 2011
3.64
Attachment