



Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Scarborough Community Council
Chair, Government Management Committee
Chair, Toronto Public Library Board

March 14, 2012

Government Management Committee Members,

As the city of Toronto makes major ground-breaking advances into the digital age, there is a need to ensure all of the City's strategies are carefully laid out, constructed, and implemented in a comprehensive manner.

Many different areas of the City's government, including its agencies, boards, and commissions are trying to grapple with how to engage its residents through, social media like Facebook, Twitter, Tumblr, and Foursquare to name just a few with much untapped potential, not to even mention websites, blogs, and email.

The rapidly shifting dynamics of the digital sector make it difficult to predict. The City of Toronto's government should represent the residents of our city in a professional light, but we also want to use a tone which is appropriate for the platform

people working within the City of Toronto, both bureaucrats at all levels, and elected officials included need to be persuaded to embrace, not fear digital outlets.

RECOMMENDATION:

1. The City Manager report to the May 8, 2012 Government Management Committee on the viability, and need to hire a Chief Digital Officer to co-ordinate how the City of Toronto engages with its residents by utilizing its digital capacity.

I ask for your consideration of the above motion.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Ainslie", written over a light blue horizontal line.

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43

Constituency Office,
Scarborough Civic Centre
150 Borough Drive, Scarborough, Ontario M1P 4N7
Tel: 416-396-7222 Fax: 416-396-4286

Facebook: Councillor Paul Ainslie, Twitter: cllrainslie

Toronto City Hall
100 Queen Street West, Suite C52
Toronto, Ontario M5H 2N2
Tel: 416-392-4008 Fax: 416-392-4406
Email: councillor_ainslie@toronto.ca, Website: www.paulainslie.com