

## City Council

### Notice of Motion

MM28.12	ACTION			Ward:All
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**Using QR codes to communicate information to a mobile generation -  
by Councillor Vincent Crisanti, seconded by Councillor Sarah Doucette**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to referral to the Government Management Committee. A two-thirds vote is required to waive referral.*

### Recommendations

Councillor Vincent Crisanti, seconded by Councillor Sarah Doucette, recommends that:

1. City Council request the City Manager, in consultation with appropriate Staff and other relevant stakeholders to report to the Government Management Committee on the feasibility of incorporating QR codes on City of Toronto signage at parks, civic buildings and other public areas.

### Summary

The City of Toronto has grown to recognize the importance of communication and technology from the perspective of increasing civic engagement and conveying to residents the many things that make Toronto a great place to live, work and play. It is important for the City of Toronto to find new opportunities to celebrate our history with residents.

Heritage Toronto has already taken steps in this direction through its partnership with the Toronto in Time app. There are further opportunities to share information about the stories, places and people behind our streets, civic buildings and park names, as well as practical information about specific facilities.

A simple way of moving forward in this respect would be for the City to place QR codes on selected signs around Toronto. 'Appendix A' provides an example of how this could be incorporated at a City park.

QR codes ([en.wikipedia.org/wiki/QR\\_code](http://en.wikipedia.org/wiki/QR_code)) are two-dimensional bar codes scanned by smartphones and mobile devices. They can be configured in numerous ways, including providing a user with text or directing the user to a website when scanned. QR codes are used in advertising to connect people with products and brands.

Adding QR codes to our park names, or other City signage as appropriate, would allow the City to pass on more detailed information about services and amenities offered at parks and

facilities, and would allow all residents to learn more about the great names behind many of our civic properties.

(Submitted to City Council on November 27 and 28, 2012 as MM28.12)

**Background Information (City Council)**

Member Motion MM28.12

Appendix A - Sample QR Code

(<http://www.toronto.ca/legdocs/mmis/2012/mm/bgrd/backgroundfile-52386.pdf>)