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November 8, 2013

Ulli Watkiss
City Clerk
12th Floor, West Tower, City Hall
100 Queen Street West
Toronto, ON
M5H 2N2

Dear Ms. Watkiss,

Re: Administrative inquiry from Councillor Josh Matlow re City of Toronto news release boilerplate

I am writing in response to the administrative inquiry submitted by Councillor Josh Matlow regarding the City of Toronto news release boilerplate.

As indicated in my November 22, 2012 letter on this matter to Councillor Matlow, the City's news release boilerplate is intended to communicate factual information about the City of Toronto. Historically, the boilerplate message has reflected the Mayor's key priorities. The current boilerplate, which has been in use since early 2011, reads as follows:

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.8 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

Over the past year, City communications staff and Mayor's Office staff have discussed the following revision of the boilerplate message which reflects a more promotional, economic development statement about the City:



Toronto is Canada's largest city, sixth-largest government and home to a diverse population of about 2.8 million people. Toronto is one of the best cities in the world to do business, consistently ranked at or near the top in global competitiveness, innovation, entrepreneurship and quality of life. Toronto is proud to be the Host City of the 2015 Pan American and Parapan American Games, the world's third largest multi-sport Games. For information on non-emergency City services and programs, visit www.toronto.ca, call 311, 24 hours a day, 7 days a week, or follow us on twitter @torontocomms.

Since the City began using a news release boilerplate in 2006, City staff have worked collaboratively with the Mayor's Office on the development of the boilerplate paragraph. There has not been agreement on a revision to the existing boilerplate.

Sincerely,

Joseph P. Pennachetti
City Manager