



### City of Toronto Corporate Facilities Display Policy

#### 1. Policy Statement

The City of Toronto recognizes that its corporate facilities are valuable public spaces that can be used to provide information to the public. This policy establishes the principles, process, and requirements for displays within the City of Toronto's corporate facilities.

#### 2. Scope

This Policy applies to all displays within the City's corporate facilities, including displays by Members of City Council and their staff, Accountability Officers and their staff, City Divisions, Agencies and Corporations, and external groups such as other orders of government, non-profit and charitable organizations.

#### 3. Definitions

- *Accessibility*: Refers to the absence of barriers, including communication and customer service that prevent individuals and/or groups from fully participating and accessing City of Toronto information and services.
- *Commercial Activities*: Promoting, selling, renting, or soliciting goods, services or enterprise by any person, group, or organization (for-profit or not-for profit).
- *Corporate Facilities*: Refers to interior spaces at City Hall, Metro Hall, Civic Centres, and any temporary facilities established for the purpose of acting as a corporate facility.
- *City*: Refers to the City of Toronto.
- *Display*: Any signage, presentations, posters, bulletin, booth, and/or exhibit, including digital and mobile technology, displayed in the City's corporate facilities.
- *Display Area*: refers to a specific space within the City's corporate facilities that is designated for displays. Display Areas that are available are outlined in Schedule 1 of this Policy.
- *Facilities Management Division*: Refers to the City of Toronto's Facilities Management Division or its successor.
- *Fundraising*: refers to any activity that raises or intends to raise funds for a charity or a charitable cause.

#### **4. Criteria for All Displays in Corporate Facilities**

- No person, group, or organization shall erect or install a display in a Corporate Facility unless the display is erected or installed in accordance with this Policy.
- Displays must be informative and/or increase awareness about the City, its services and programs, and/or align with City Initiatives.
- Displays for the purposes of for-profit commercial activities are prohibited in the City's corporate facilities, unless in partnership with the City of Toronto.
- Placing or erecting displays on the interior or exterior windows of corporate facilities is prohibited, unless required for the operation of corporate facilities.
- Maintaining the display and ensuring it adheres to this Policy is the responsibility of the individual and/or organization displaying in the City's corporate facilities.
- Displays shall not:
  - Represent values and interests contradictory to the City of Toronto's mission, values, City Initiatives, programs, and services.
  - Obstruct or create barriers to access City facilities and services.
  - Be, or be reasonably perceived to be, discriminatory or derogatory to any person or group of people, on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, sex, sexual orientation, gender expression or identity, age, marital status, political affiliation, disability or other social factors.
  - Be partisan, political, and/or endorse or oppose a named elected official, political party or a candidate.
  - Impose any health and safety risk.
  - Be out-of-date.

#### **5. City of Toronto Divisions, Agencies and Corporations Displays**

- Displays by City Divisions, Agencies or Corporations must adhere to this Policy.
- City Divisions, Agencies or Corporations will contact Facilities Management Division to coordinate and effectively display within Displays Areas.
- Fundraising activities led by City Divisions must be for City-wide fundraising campaigns (i.e. United Way) and must be approved by the Division Head and Facilities Management Division.

- Way-finding or facilities operations signage in corporate facilities is the responsibility of the Facilities Management Division and shall allow the public to navigate through the City's corporate facilities and its services.
- All signs within the City's corporate facilities must comply with the Corporate Identity Program or successor policies.

## **6. Public Use of Display Area**

- Display Areas within the City's corporate facilities may be used for displays by members of the public or organizations in accordance with this Policy.
- Applicants must be:
  - Other orders of government and related agencies (i.e., Province of Ontario, Government of Canada, Metrolinx).
  - Not-for-profit or charitable organizations.
- Displays shall not be for profit, commercial or fundraising purposes, unless in partnership with or an initiative led by the City of Toronto.
- Requests for a display in a City's corporate facility by such individuals or entities shall be made using the Display Application submitted to Facilities Management Division for approval and at minimum shall include:
  - Name and contact information of the organizer
  - Title and outline of the display and proposed activity
  - Goals of the activity
  - Timelines (date and times of the reservation)
  - Display Area requested and services required
  - State whether commercial or fundraising activity will be taking place;
  - State whether the display is in partnership with the City of Toronto and include any contact information for the City Division, Agency or Corporation involved.
  - Description of display elements
- Facilities Management Division will review the application in accordance with the Policy and notify the Applicant in writing on the status of their application.

- If the Application is approved, the Applicant must complete and sign the Declaration of Compliance with Anti-Harassment/Discrimination Legislation and City Policy and enter into any agreement as may be required by the City (i.e., insurance).
- If an applicant would like to request a review of a decision made in accordance with this policy, the applicant may make request a review, in writing, to Facilities Management Division.
- The General Manager, Facilities Management will:
  - Review the request and public complaints.
  - Make a determination and respond in writing to the applicant and/or complainant.
- The General Manager, Facilities Management may seek input or advice from other City staff, including: other members of the Facilities Management Division, Strategic Communications, and the Equity, Diversity & Human Rights office.

## **7. Compliance**

- Facilities Management Division is responsible for enforcing the application of this Policy for all displays within the City's corporate facilities.
- The City, through Facilities Management Division, reserves the right to remove and dispose of any display that does not comply with City policies (including this Policy) or by-laws, and/or poses a health and safety risk.
- Failure to abide by this Policy will result in removal of the display, withdrawal of permission to use the Display Area, and may result in the denial of future requests.

## **8. Related City of Toronto By-laws, Policies**

- Human Rights and Anti-Harassment/Discrimination Policy
- Corporate Identity Program
- *Toronto Municipal Code, Chapter 140, Lobbying*
- Code of Conduct for Members of Council
- Hate Activity Policy
- Accommodation Policy

## DRAFT SCHEDULE 1 - DISPLAY AREAS

City Hall	Metro Hall	North York CC	Etobicoke CC	East York CC	Scarborough CC	York CC
<u>Rotunda:</u> Ground floor space surrounding the Hall of Memory.	<u>Rotunda:</u> Ground floor west – area inside pillars.	<u>Ground Floor:</u> North and south end of main hallway.	<u>Ground Floor:</u> Council Chamber Hallway. Centre of hallway hosts art displays and must not be blocked.	<u>Foyer:</u> Main entrance foyer on ground floor (limited space).	<u>Rotunda:</u> Ground floor centre.  <u>Gallery Display Area:</u> Two locations. Ground floor east and ground floor centre (wall space only).	No Display Areas at this time

- The Facilities Management Division's customer service representatives to provide diagrams and details once a venue booking is in place.