



**Councillor Paul Ainslie**

Toronto City Council  
Ward 24, Scarborough-Guildwood

Chair, General Government and Licensing Committee  
Chair, Board of Management of the Toronto Zoo

# GL4.15

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Date: April 5, 2019

To: General Government and Licensing Committee Members

Re: Public Notices, Enhancing Public Engagement

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#### Background:

The City of Toronto's public notice website provides a list of public notices for a number matters such as *fees and charges, heritage designations, renaming of roads, and sale of property*. The Notices include the necessary information however the design and language are daunting, not public friendly and not attention-grabbing to catch public attention to the issue being reported on.

We live within a fast moving environment where we are all bombarded with a great deal of information. Governments should strive to provide the public information through straight forward, easily read and attention grabbing public notices, highlighting the main points while also providing the necessary information.

Reviewing our City public notice design, format and text is important, as it is one of the ways the City communicates with the public. Public Notices are in place to provide information, a vehicle to engage and motivate Civic participation. Our current notices I believe are not fulfilling this objective.

The City of Toronto's public notices should be streamlined to reflect the City of Toronto's image provided through our website and social media feeds.

I invite you to view our current public notice format: <http://app.toronto.ca/nm/notices/current.do>.

#### Recommendations:

That the General Government and Licensing Committee:

1. Request the City Manager and City Clerk, to report to the May 21, 2019 meeting of the General Government and Licensing Committee to:
  - a. Provide an update on the measures the City has taken to improve the way public notices are provided, for formal and informal meetings and open houses to the general public and on any additional actions; and
  - b. Report on methods to improve the way residents and businesses are given notice for matters which affect them; and
  - c. Report on the necessary steps required to update our current public notices in relation to their design, format and language; including if permission is required through the Municipal Act.

All my Best,

Paul Ainslie  
City Councillor, Ward 24  
Scarborough - Guildwood