

From: [Jacinta McDonnell](#)
To: [Infrastructure and Environment](#)
Subject: [External Sender] In favour of the motion, IE16.8 - Fossil Fuel Advocacy Advertising on City Assets
Date: September 27, 2024 7:08:51 AM

Hello,

Thank you for the opportunity to write to you about fossil fuel advertising on City of Toronto assets.

I am in favour of the motion, IE16.8 - Fossil Fuel Advocacy Advertising on City Assets put forward by Councillor Dianne Saxe.

Motion: Misleading Fossil Fuel Advertisements on the TTC.

On September 24, 2024, TTC and the Board voted 5-3 in favour of banning fossil fuel ads on the TTC.

In June, United Nations Secretary General Antonio Guterres asked all governments to ban advertising from fossil fuel companies, due to the enormous harm they are causing, including record planetary heat levels. Support for this initiative is growing among physicians and other health professionals in Canada and around the world.

Pathways Alliance ads are a slick and manipulative way of keeping the public uninformed about the urgency of the climate crisis. Fossil fuel use is increasing when scientists have been warning us for decades that we must use alternative clean sources of energy.

A section of the motion states: Fossil fuel companies have a well-documented history of using their immense wealth for advocacy advertising to undermine public support for policies that reduce fossil fuel pollution to preserve a liveable future for today's young people. The Pathways Alliance, is a coalition of six billionaire fossil fuel companies who produce 95% of tar sands bitumen.

A City of Montréal bike share company has pulled Pathways Alliance ads and I hope that the City of Toronto will take the necessary action to pass this motion.

Toronto is far behind on TransformTO NetZero goals and environmental groups with Toronto Climate Action Network include support for transit use in our campaigns. It doesn't make sense to have greenwashing on TTC vehicles. I agree that the city should decline fossil fuel advocacy advertising that is inconsistent with TransformTO, the TTC's Net Zero commitments.

Thank you for your time.

Sincerely,

Jacinta McDonnell



Jacinta McDonnell

Global Team

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