

Item - 2024.IE16.8

Tracking Status

- City Council adopted this item on October 9 and 10, 2024 without amendments.
- This item was considered by the Infrastructure and Environment Committee on September 27, 2024 and adopted without amendment. It will be considered by City Council on October 9 and 10, 2024.

City Council consideration on October 9 and 10, 2024

IE16.8 - Fossil Fuel Advocacy Advertising on City Assets

Decision Type: ACTION

Status: Adopted

Wards: All

City Council Decision

City Council on October 9 and 10, 2024, adopted the following:

1. City Council direct the City Manager to report back by the second quarter of 2025 on a policy to decline fossil fuel advocacy advertising on City assets, unless:

- a. such advertising is consistent with TransformTO; and
- b. any claims in the proposed advertisement have been independently verified as substantiated, per section 74.01 of the Competition Act, and paragraph 8 of the Canadian Code of Advertising Standards.

Background Information (Committee)

(September 4, 2024) Letter from Councillor Dianne Saxe on Fossil Fuel Advocacy Advertising on City Assets

<https://www.toronto.ca/legdocs/mmis/2024/ie/bgrd/backgroundfile-248510.pdf>

Communications (Committee)

(September 24, 2024) E-mail from Liz Addison (IE.Supp)

(September 24, 2024) E-mail from Dr. Alison Bruni (IE.Supp)

(September 25, 2024) E-mail from Vanessa Brown (IE.Supp)

(September 25, 2024) E-mail from E. Shields (IE.Supp)

(September 25, 2024) E-mail from Val Endicott (IE.Supp)

(September 26, 2024) E-mail from Sharon Bider (IE.Supp)

(September 26, 2024) E-mail from Piotr Sepski (IE.Supp)

(September 26, 2024) E-mail from Kate Mills (IE.Supp)

(September 26, 2024) Letter from Joyce Hall on behalf of Just Earth (IE.Supp)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183115.pdf>

(September 27, 2024) E-mail from Jacinta McDonnell, Global Team, Plant Based Treaty (IE.Supp)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183117.pdf>

(September 27, 2024) Letter from Bryan Purcell, Vice President, Policy and Programs, The Atmospheric Fund (IE.Supp)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183118.pdf>

(September 27, 2024) E-mail from Hilda Swirsky, RNAO, Ontario Nurses for the Environment (IE.Supp)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183119.pdf>

(September 27, 2024) Letter from Emilia Belliveau, Energy Transition Program Manager, Environmental Defence Canada (IE.New)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183121.pdf>

(September 27, 2024) Letter from Keith Stewart, Greenpeace Canada (IE.Supp)

<https://www.toronto.ca/legdocs/mmis/2024/ie/comm/communicationfile-183099.pdf>

Communications (City Council)

(October 3, 2024) E-mail from Murray and Linda Lumley (CC.Supp)

Motions (City Council)

Motion to End Debate moved by Councillor Shelley Carroll (Carried)

That in accordance with the provisions of Chapter 27, Council Procedures, City Council end the debate on Item IE16.8 and take the vote immediately.

Vote (End Debate)

Oct-10-2024 6:09 PM

Result: Carried	Two-Thirds Required - IE16.8 - Carroll - End the debate
Yes: 16	Paul Ainslie, Alejandra Bravo, Jon Burnside, Shelley Carroll, Mike Colle, Vincent Crisanti, Parthi Kandavel, Ausma Malik, Nick Mantas, Jennifer McKelvie, Chris Moise, Amber Morley, Frances Nunziata (Chair), James Pasternak, Gord Perks, Dianne Saxe
No: 4	Olivia Chow, Paula Fletcher, Stephen Holyday, Anthony Perruzza
Absent: 5	Brad Bradford, Lily Cheng, Josh Matlow, Jamaal Myers, Michael Thompson

Motion to Adopt Item (Carried)

Vote (Adopt Item)


Oct-10-2024 6:11 PM

Result: Carried	Majority Required - IE16.8 - Adopt the item
Yes: 15	Paul Ainslie, Alejandra Bravo, Shelley Carroll, Olivia Chow, Vincent Crisanti, Paula Fletcher, Parthi Kandavel, Ausma Malik, Josh Matlow, Jennifer McKelvie, Chris Moise, Amber Morley, Gord Perks, Anthony Perruzza, Dianne Saxe
No: 6	Jon Burnside, Mike Colle, Stephen Holyday, Nick Mantas, Frances Nunziata (Chair), James Pasternak
Absent: 4	Brad Bradford, Lily Cheng, Jamaal Myers, Michael Thompson

Infrastructure and Environment Committee consideration on September 27, 2024

Source: Toronto City Clerk at www.toronto.ca/council

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