

Public Names for Public Spaces:

A Policy Review of the City of Toronto's proposed policies on naming rights, sponsorships, honourific and street naming

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Introduction and Purpose

The City has proposed a package of new naming and sponsorship policies that are expected to reach City Council this November 29th. In addition, the TTC has passed an advertising contract that allows for naming rights sales within the TTC. TPSI believes that these policies raise major issues and problems relating to property values, transparency, public consultation, and ethics, among other issues.

In total TPSI has identified approximately 10 major issues that we have organized this policy review by. Each policy (naming rights, sponsorship etc) has its own section in this document. Within its own section each of the 10 major issues is identified in relation to the policy along with recommendations for improvement.

In addition this review will show the inconsistencies between the honourific and street naming policy and the naming rights and sponsorship policies. TPSI is troubled that the former appears to have higher community standards, greater transparency, and more public consultation requirements while the later policies are tremendously weak in these areas. In our opinion naming policies in general should have consistency between them and each should set high standards. It does not make sense to have weaker public consultation where the city is renaming a public property after a corporation than where the city is renaming a property to honour an individual. In both instances the community is impacted and has an interest at stake.

The Appendix contains important background documents and articles to enhance the reader's awareness of these issues and to provide opportunities for the quick referencing of documents mentioned in this review.

Before reading, it should be noted that based on principle the TPSI opposes the alienating over-commercialization of public space, and of the public mind-share, that results from naming rights sales and that can result from sponsorship sales. Naming rights, and often sponsorships, are highly aggressive forms of public branding leaving the user of public space or public services no option to turn off or tune out the corporation's message or images. A park user must brand himself/herself each time he/she uses a corporate named park, thinks of the park, or gives direction to the park. Over time this subtle impact can be both highly effective and yet unnoticed by the recipient. Research suggests children are particularly vulnerable to sponsorship branding in this way. In general advertising is becoming increasingly aggressive by taking away 'choice' of the user/viewer. When choice is lost the line between brain washing and advertising is blurred, according to some standards.¹

¹ Trevor Norris. Consuming Schools. (Toronto: University of Toronto Press, 2011), 53.
Stuart Reid, "The Diamond Myth." Atlantic Magazine. Dec 2006.
<<http://www.theatlantic.com/magazine/archive/2006/12/the-diamond-myth/5491/>> Accessed Nov. 1st. 2011.
Stuart Ewen. Captains of Consciousness. (New York: McGraw Hill, 1976), 32-47.
Liz McFall. Advertising (London: Sage Publications. 2004), 33-61.
David Oglivy. Confessions of an Advertising Man. (London: Southbank Publishing. 2004), 147.
Catherine Cudis. Buyways. (New York: Routledge, 2004), 32-79.
Roy Fox. Harvesting Minds. (Westport, CT: Praeger Press, 2000), 147+.
Alex Molnar. School Commercialism. (New York: Routledge, 2005), 1-55.
Alex Molnar. Giving Kids the Business. (Boulder, CO: Westview Press, 1996), 21-28.

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The TPSI also recognizes the current financial constraints that Council operates in. Therefore TPSI is proposing two tiers of amendments, one tier being more ideal for the public, and another tier of amendments that we believe would improve the current policy proposals and be a ‘next best option’.

That being noted, TPSI believes that policy makers cannot completely avoid responsibility for the contextual constraints that they currently operate in and can show leadership and creativity by seeking to change the context and eliminate constraints. Issues of adequate public funding, the general under funding of the ‘urban’, and the lack of taxation powers at the municipal level that act as constraints are the result of decisions made by policy makers, past and present, in all levels of government. In particular these constraints are one of the many (desired) results of the pursuit of neo-liberal policies domestically and internationally. Neo-liberalism has borne witness to a massive rise in inequality, historically weak economic performance, a major rise in corporate profits as a share of GDP, and a deterioration of the livelihoods of the bulk of Canadian society, as well as crumbling urban infrastructure over recent decades. These trends are related.

The commercialization of public space is another symptom of advanced neo-liberalism and the related corporate dominance in societal decision-making, something which many citizens find offensive. The modern corporation that in recent decades pays far less than it used to in taxes, and which may contribute 1% or less towards the costs of public spaces via sponsorship, according to our understanding, can claim symbolic ownership of them and credit for them through naming public spaces or ‘brandalizing’ them with logos. This is ironic given the recent OWS protest motto claiming the lack of representation for the ‘99%’. In addition, the active efforts of many of these institutions have arguably contributed to many of society’s most significant challenges today, as well as undermined their solutions, such as the rise in inequality, global warming, dangerous toxicity levels in our environment, and a form of trade globalization that permits degrading sweatshops to flourish. To many citizens corporate naming rights or other advertising in public spaces is legitimately offensive, especially in this context, undermining attempts to make public space at least somewhat universally appealing.

More neo-liberalism will not solve our problems. There are alternatives. These alternatives require leadership and creativity on the part of policy makers, as well as the involvement of society through a more deliberative and deeper democracy – the anti-thesis of neo-liberalism. TPSI challenges policy makers to take this opportunity to challenge neo-liberalism by saying ‘no more’ to corporate naming rights and aggressive sponsorship, things which we believe very few in the city particularly desire or find even minimally attractive – though there are varying degrees of resistance and resignation in the face of financial difficulties.

While permitting naming rights sales and aggressive sponsorship is arguably a strategic concession to neo-liberalism, TPSI also believes that a highly transparent, deliberative, and democratic naming and sponsorship policy package can allow society to engage in decision making, show its own leadership and creativity on the matter, and open room to challenge the perceived need for these policies in the long run. If done well, creating highly democratic policies is not a terrible strategic

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concession to make, although it would be better to see deeper high quality democracy in a range of other policies as well, such as participatory budgeting.

We also believe that there are better options available to raise revenue that make naming rights and aggressive sponsorships unnecessary. These are mentioned in the following policy reviews.

Background

On June 20th the City Manager presented a staff report on proposed new policies to the Executive Committee (EX 7.5)² that suggested new policies in which sponsorships and naming rights could be used as a means to raise additional revenue for the City of Toronto. It was referred to the September 6th executive committee meeting to give time for the City Manager for further consideration and to report on the involvement of Councillors in the process of sponsorship and naming rights policies. Shortly before September 6th the Toronto Public Space Initiative became aware that the new policy proposals were to be pushed back again to a future Executive Committee meeting on November 1st, where they were approved to proceed to City Council for a final decision on November 29th 2011. The September 6th meeting instead approved a staff recommendation to extend the naming rights sale of a children's playground at Centre Island to TD Bank (EX 9.10, the TD Storybook Place).³

This is in addition to a new TTC advertising contract approved on July 6th 2011 that *in principle* allows for the future sale of the naming rights of subway stations and subway lines, among other new forms of more invasive advertising on the TTC. Based on our understanding the advertising company that now owns the TTC advertising contract is able to bring forward new proposals on various new advertising initiatives, including naming rights, to the TTC in the future for separate consideration and approval by the TTC.⁴

² Toronto City Clerk. "EX 7.5: Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City," *City of Toronto Executive Committee Agenda*. June 20th 2011. <<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX7.5>> Accessed Nov. 1st 2011.

³ Toronto City Clerk. "EX 9.10: Donation from The Toronto-Dominion Bank for the Franklin Children's Garden in Toronto Island Park." *City of Toronto City Council Agenda*. Sept. 21. 2011. <<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX9.10>> Accessed Nov. 1st 2011.

⁴Toronto Transit Commission. "Procurment Authorization – Advertising on the TTC." July 6th, 2011. <http://www3.ttc.ca/About_the_TTC/Commission_reports_and_information/Commission_meetings/2011/July_6_2011/Reports/PA_Advertising_on_th.pdf> Accessed Nov. 1st 2011.

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Examination of October 14th Staff Report : Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City⁵

History

Based on the understanding of the TPSI, these policy proposals originated out of EX11.28 (July 9 2007) in which a Councillor's letter to the City advised "that the City of Toronto owns several buildings where naming rights could be sold realizing millions of dollars in potential revenues." The letter recognized concerns around aesthetic and heritage values. The letter finally advised the City to generate a new policy on naming rights and sponsorships to provide clarity to Council and to *speed up* discussions on naming rights and sponsorships.⁶

The Executive Committee referred the letter to the Deputy City Manager and Chief Financial Officer for consideration and to report back to the Executive Committee. TPSI followed this matter at the time, and it is our understanding that the current policy proposals are ultimately the results of this letter's proposal.

The Staff Report

The report states that it is meant to 1) provide Council with City-wide policies designed to enhance the revenue generation through naming rights and sponsorship sales, and 2) establish a fair, transparent and consistent review process for such proposed sales.

It should be noted that many of the city's agencies, boards, and commissions currently have their own naming rights and sponsorships policies, and have previously sold naming rights and sponsorships (an approximate list is in the appendix). For example the Toronto Public Library Board has numerous children's programs named after financial corporations. The TTC recently passed an advertising contract that would permit it to sell naming rights to stations and lines.⁷

If adopted, these new policies would apply to all of the city's agencies, boards, and commissions but not to previous deals already made – such as the recent TTC advertising contract or the corporate named children's playgrounds at Centre Island.⁸

TPSI believes the intent of the new policies is to 'speed up' the sale of naming rights and sponsorships rather than promote a more fair and transparent process. TPSI notes

⁵ City Manager. "Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City." *Staff Report for City of Toronto Executive Committee*. Oct. 14th, 2011. <www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41840.pdf> Accessed Nov. 1st 2011.

⁶ Patsy Morris. "Executive Committee Meeting Minutes" City of Toronto Executive Committee. Sept. 4th 2007. <<http://www.toronto.ca/legdocs/mmis/2007/ex/minutes/2007-09-04-ex11-mn.pdf>> Accessed Nov. 1st 2011.

⁷ Toronto Office of Partnerships. "Appendix 2: City of Toronto Individual and Corporate Naming Rights Policy." *City of Toronto*. Oct. 14th 2011. <www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41842.pdf> Accessed Nov. 1st 2011.

⁸ Toronto Office of Partnerships. "Appendix 2: City of Toronto Individual and Corporate Naming Rights Policy." *City of Toronto*. Oct. 14th 2011. <www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41842.pdf> Accessed Nov. 1st 2011.

Sponsorship and Naming Right's Staff Report

that the staff report requests that City Council authorize

- Recommendation 2 – The identification of properties for naming rights sales
- Recommendation 3 – Valuation guidelines for naming and sponsorship sales
- Recommendation 4 – Delegated authority to staff to sell sponsorships
- Recommendation 5 – Delegated authority to Community Councils to sell naming rights

TPSI notes the emphasis on mechanisms to facilitate the sale of public assets in the staff report (recommendations 1 and 2), and is troubled by the new proposals to delegate so much authority to staff and Community Councils, rather than Council. No practical emphasis is placed on fairness and transparency – as an examination of the policy proposals will show in the next section.

The increased delegation of approval authority to staff will make it more difficult for Councillors, local communities, and interested groups to challenge naming rights and sponsorship sales and to *meaningfully* raise their legitimate concerns. This is particularly troubling given the severe lack of community standards and public consultation requirements in the proposals, as will be shown in the next section.

An increase in the authority of Community Councils is also problematic. TPSI believes this would lead to an increase in naming rights sales given that 1) certain Community Councils are relatively pre-disposed to commercializing public space, such as by approving illegal billboards⁹ 2) the Community Council process will provide communities only 1 week's notice in comparison to the current standard of approximately 1 month, from the time it takes a proposal to move from Committee to full Council.

The TPSI also believes that the tone of the staff report is misleading when it suggests a policy vacuum on the matter of naming rights and sponsorship. The staff report states that, “there are no corporate-wide policies governing sponsorships or naming rights.” and “While the City welcomes opportunities to partner with external parties for the benefit of residents, guidelines are required to establish corporate-wide standards and processes. To date, the City has developed a number of such protocols (e.g. the Donations Policy, the Unsolicited Quotation or Proposal Policy) to facilitate the creation of new partnerships.”

We believe this fails to take into account the **The City of Toronto Street Naming Policy 2001**,^{10 11} and the **Naming and Renaming Parks and Recreation Facilities Policy 2002**, although these are mentioned deep within the policy proposals themselves.¹²

⁹ TPSI notes that the amount of illegal billboard variance approvals, to make illegal billboards legal after they were installed, was much higher in certain community councils in comparison to others.

¹⁰ Works Committee. “Proposed Street Naming Policy.” *Toronto City Council*, August 1, 2, 3 and 4, 2000. <<http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc000801/wks15rpt/cl009.pdf>> Accessed Nov. 1st 2011.

¹¹ Works Committee. “Cost Recovery for Requests to Rename Streets Using a Corporate or Business Name” *Toronto City Council*. May 30, 31 and June 1, 2001. <<http://www.toronto.ca/legdocs/2001/agendas/council/cc010530/wks7rpt/cl012.pdf>> Accessed Nov. 1st 2011.

¹² Works Committee. “Revision of the Naming and Renaming of Parks Policy to Include Recreation Facilities

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(All Wards)" *Toronto City Council*. April 16, 17 and 18, 2002.
<<http://www.toronto.ca/legdocs/2002/agendas/council/cc020416/edp3rpt/cl007.pdf>> Accessed Nov. 1st 2011.

Examination of the proposed Naming Rights Policy¹³

The naming rights policy is meant to regulate the sale of the names of all city properties, including public spaces, playgrounds, parks, rooms, services and programs, among other properties, to corporations and wealthy individuals.

QuickTime?and a
decompressor
are needed to see this picture.

1. Public Space Aesthetic

We note that the City spends significant amounts of money on the beautification and design of public spaces to enhance aesthetic appeal, which is important to the use, enjoyment, and purpose of many types of public space such as parks and streets. Aesthetic can be an important policy goal. Excellent aesthetic has been linked to reductions in crime and vandalism in the ‘broken windows theory’ of criminology, as well as other benefits such as creating a pleasant atmosphere to facilitate communal and economic interaction.

The naming right’s policy proposal’s ‘Objective and Purpose’ clause 2.1 suggests that the policy “protects the reputation, integrity and aesthetic standards of the City of Toronto and its assets;”. In addition, section 5.1.13 states

While the physical display of the naming right shall be negotiated or decided upon on an individual basis, such recognition must not unduly detract from the character, integrity, aesthetic quality or safety of the property or unreasonably interfere with its enjoyment or use.

In addition, 3.7 states

Certain City properties, such as City Hall, Community Council sites, Union Station and others, as determined by Council, are not available for naming rights proposals.

¹³ Toronto Office of Partnerships. “Appendix 2: City of Toronto Individual and Corporate Naming Rights Policy.” *City of Toronto*. Oct. 14th 2011. < www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41842.pdf> Accessed Nov. 1st 2011.

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TPSI believes that a corporate name for a public space negatively impacts the aesthetic of said public space. Others have termed this negative effect ‘brandalism’ noting the similarity to graffiti that can tag public spaces as gang territory – the difference being that one aesthetic reduction is legitimized by a sale which tags the space as corporate territory, in the eyes of many. All else being equal, ‘TD’ Storybook Place is aesthetically reduced and is alienating to many public users in comparison to a community named children’s playground. Similarly the Saturn Playground is aesthetically worse and alienating to many public users compared to a playground that reflects local geography, history, or a children’s fantasy.

Aesthetic is inherently subjective. This does not mean that many users of public space are not legitimately offended by corporate named public spaces, as we believe many are. This decline in aesthetic, to many a drastic decline, detracts from the purpose of creating public spaces that attempt to universally appeal to the public which they serve, so that the public may enjoy them and desire to use them. The more public spaces are commercialized the greater the decline in aesthetic value in the city, and the greater the offence to a significant portion of the community. In principle we should not build a city and its public spaces in ways that many find offensive and alienating. To do so would violate one of the most basic tenants of good public space design and policy.

It appears that the City has added a list of properties that would not have their names for sale in the November draft of this policy, possibly out of recognition for aesthetic and other concerns. The list focuses on a small handful of political properties and Union Station – no other properties are listed, and TPSI suggests that it is misleading by suggesting that ‘certain city properties such as...’ are not for sale, implying there are other properties that are not for sale – when the list appears limited and comprehensive. Indeed, the naming rights policy and sponsorship policies themselves are comprehensive in listing every other city property, even non-physical properties, for sale, and so we recommend that the reader not read anything into this small list that is not there already.

Tier 1 Recommendation: Naming rights sales should be banned in principle due to their offensive nature to many in the community and their over-commercialization of public space.

Limit sponsor recognition to avoid advertising. Recognition could include a press release, ‘thank you’ notes in a newsletter or speech, or a special ‘supporter’ page on municipal websites that would need to be clicked on to be viewed.

Tier 2 Recommendation: Naming rights sales should not be undertaken to pay for ‘enhancements’ or ‘revitalizations’ of public space, and other aesthetic improvements as such a policy would be inconsistent with itself and other costly City beautification programs by offending significant portions of the community which public space must serve.

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2. Civic Identity

Section 5.1.1 of the proposed policy states,

This policy repeals and supplants all existing in-force City policies and guidelines on the naming of civic properties, including the Naming and Renaming of Parks and Recreation Facilities Policy.

Properties with the names of historic or community significance would be considered for renaming only in exceptional circumstances and only after consultation with the local councillor and the community. Such renamings require City Council approval.

One significant way in which a community builds its identity, sense of pride, and understanding of heritage is through names. Renaming spaces can impact civic identity. Renaming spaces after corporations *erases* civic identity – while naming new spaces after corporations prevents civic identity from forming.

TPSI believes that the sale of naming rights may be targeted to future public spaces that are ‘new’, potentially preventing *civic* identity from forming in newer developments of the City, raising the question of the type of City we wish to build. The wording of the above policy would appear to justify this prevention of the formation of civic identity and names of historical/community significance by selling it out before it can develop.

In addition, TPSI believes that it should be up to communities to decide what names are important, historical, and significant to them and what is an exceptional circumstance – not staff. Leaving this important decision up to staff represents a conflict of interests as staff are more inclined to desire to sell names and bring in revenue, potentially with political pressure to do so, whereas communities may have a very different perspective and interest that staff cannot represent themselves. The section on democratic due diligence/stakeholder consultation below makes recommendations on this matter (see page 15-19).

Finally, the statement that such renamings require City Council approval may be misleading or ill defined. See the section on the role of councillors below for more information (see page 19-20).

Tier 1 Recommendation: Naming rights sales should be banned in principle since they are incompatible with civic identity and the sense of pride and heritage it fosters.

Tier 2 Recommendation: New communities are relatively marginalized targets of naming rights sales – they face greater difficulties in challenging naming rights sales and making their voices heard. New spaces in mature communities are also marginalized targets as it takes time for ‘Friends of the Park’ and other civic associations to form. Therefore a moratorium on naming rights sales in new developments and new spaces for at least 5 years is more respectful of community self-determination.

3. Community Standards:

A major weakness of the policy proposal is the lack of ‘social responsibility’ screens

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and protections for children.

The proposal states,

5.1.6 The City will consider all naming rights proposals but does not have an obligation to accept any. The City reserves the right to refuse any proposal, including, but not limited to, those submitted by third parties whose activities are perceived by the recipient division to be incompatible with the City's goals, values or mission.

5.1.15 The City does not endorse the products, services, or ideas of any naming right holder.

5.1.16 At its sole discretion, the City reserves the right to terminate the naming right prior to the scheduled termination date, without refund of consideration, should it feel it is necessary to do so to avoid the City being brought into disrepute.

Based on discussions with the Toronto Office of Partnerships in 2008 on 'corporate social responsibility', the TPSI believes that the office has a very different and limited view of social responsibility, and that these clauses accurately reflect that limitation. Their limited nature is likely meant to prevent any challenges to corporate naming rights on the basis of the activities and values of said corporations.

Nor can the City legitimately claim to not support the products and ideas of a naming right holder – the supported advertising *per se* accomplishes just that. Actions, in this case, would be louder than words.

TPSI also notes that many jurisdictions around the world have banned or partially banned advertising targeting children due to its harmful impacts, and that the Ontario Public Health Association has called for a ban on all commercial advertising targeting children under 13, in part due to the intense exposure to advertising that children of this generation face and their cognitive vulnerabilities. Among other things, the official OPHA resolution cites a 1989 Supreme Court of Canada ruling that "...advertising directed at young children is per se manipulative".¹⁴

Tier 2 Recommendations: It is believed that social responsibility screens – for which the City can be held accountable to – are important to a moral and just society. In addition, such screens proactively protect the city from disrepute.

Therefore, TPSI recommends screens based on the following principles; the International Labour Organization's Fundamental Principles and Rights at Work,¹⁵ environmental standards, commitments to 'green' practices, commitments to consumer protection, commitments to 'living wages', no sweatshop activity, that the corporation must not have been convicted of, or under investigation for, any criminal

¹⁴ Ontario Public Health Association. "Resolution #4: A Ban on All Commercial Advertising Targeted to Children Under Thirteen Years of Age." 2008. <http://www.opha.on.ca/our_voice/ppres/papers/2008-04_res.pdf> Accessed Nov. 1st 2011.

¹⁵ These principles are "...freedom of association and the effective recognition of the right to collective bargaining, the elimination of forced or compulsory labour, the abolition of child labour and the elimination of discrimination in respect of employment and occupation."
<http://www.ilo.org/dyn/declaris/DECLARATIONWEB.ABOUTDECLARATIONHOME?var_langua ge=EN> Date of Access May 21 2008

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proceedings, within the previous 5 years, as well as screens for tobacco and alcohol producers. To be meaningful these principles should bar a parent company from purchasing naming rights if a subsidiary would be effectively 'screened' by any of these.

In addition TPSI recommends a ban on naming rights sales of children's playgrounds, features, events, programs, and other city properties that primarily target or serve children unless the city can refute medical evidence and concerns brought forward by organizations such as the OPHA, concerns of which many other jurisdictions around the world incorporate into policy so as to protect children from advertising and branding.¹⁶

Unhealthy fast food/junk food companies should similarly not be permitted to purchase naming rights should the city wish to promote healthy eating¹⁷.

It would be up to staff, Councillors, communities, and organizations such as the TPSI to collectively ensure such screens were followed.

Question for Staff: Are staff aware of the medical and psychological concerns raised by policy experts, and concerns in other jurisdictions, regarding advertising and children? How do the policy proposals address this, if at all?

TPSI also notes the significant inconsistency between the naming rights policy and the honourific and street naming policy when it comes to community standards. Below is a copy of portions of the honourific and street naming policy that relate to community standards.

5.1.11 The City does not endorse the products, services, or ideas of any named party.

5.2.2 Honourific names shall normally be awarded posthumously to those individuals who have been deceased for at least two years, with exceptions to be approved by City Council.

5.2.3 Named parties are prohibited from implying that their products, services or ideas are sanctioned by the City.

6.1.1 In line with current practice, for the naming of ward-specific properties and streets, division staff shall only recommend names that:

- after consulting with the local community and councillor, are determined to have general public support;
- engender a strong positive image;
- have historical, cultural or social significance to the community, City or nation;
- are unique, to avoid confusion;
- do not lend themselves to inappropriate abbreviations or acronyms; and
- comply with this policy;

6.1.2 Streets should generally be named after people, places, events and things related to the City and citizens of Toronto. Proposed names should meet one of the following criteria:

¹⁶ article that had European lists of regulations to protect children... in file folder. Page/chart has citation info on it.

¹⁷ Mark MacLeod. "Statement on Banning Junk Foods ads for Kids: Ontario's Doctors." *Ontario Medical Association*. March 31st 2011.
<<https://www.oma.org/Mediroom/PressReleases/Pages/BanningJunkFoodAdsforKids.aspx>> Accessed Nov 1st. 2011.

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- (a) to honour and commemorate noteworthy persons associated with the City of Toronto;
- (b) to commemorate local history, places, events or culture;
- (c) to strengthen neighbourhood identity; or
- (d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Toronto.

6.1.3. Consideration should be given to names of local area or historic significance.

6.1.4 Names of living persons should be used only in exceptional circumstances.

6.1.5 Only a person's last name should be used as a street name unless additional identification is necessary to prevent a duplication with an existing street name in Toronto and surrounding municipalities.

6.1.6 Upon concluding its due diligence, the division will report to the relevant Community Council with the recommended name.

6.2.6

Requests should contain the following minimum information:

-The proposed name;

-Reasons for the proposed name, including documentation of that person or entity's significance and contribution to the community, city or country;

-Written documentation indicating community support for the proposed name. For a proposal to be eligible for consideration, the applicant must secure the endorsement of at least two community organizations, as defined by the applicable division;

-Description/map showing location and boundaries of the property; and

-If proposing to re-name a property, include justification for changing an established name. Names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so.

6.3.1.2 Corrupted or modified names, or names which are discriminatory or derogatory from the point of view of race, sex, colour, creed, political affiliation or other social factors shall not be considered.

TPSI notes that the community standards for honourific and street naming are much higher than for corporate naming rights, by requiring names to engender a strong positive image, and a background check, as well as the involvement of the community to help set standards, among other things.

TPSI recommends that the naming rights policy be made more consistent with the standards of the honourific and street naming policy by,

- 1. Requiring consultations for naming rights sales within the community, or effected stakeholders and users, to ensure that it meets their standards*
- 2. Independent background checks on sponsors, to ensure that the sponsor meets certain standards, such as our proposed 'community*

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standards' above

3. *Names which are offensive from the point of view of race, sex, colour, creed, political affiliation or other social factors shall not be considered. TPSI notes that street names are not to offend a political affiliation, or other social factor. This is a positive standard to have, however the naming rights policies lack this and are inconsistent with it. To many affiliations corporate naming rights may be legitimately offensive, especially in the case of certain businesses – these people should be considered in the corporate naming rights policy and not just honourific and street naming*
4. *Unfortunately there is no way to make the policy consistent with 5.1.11, 5.2.3, and 5.2.2 of the Honourific and Street naming policy since the city cannot help but promote ideas and products when it undertakes corporate naming rights, which is a particularly aggressive form of advertising – nor can the city sell naming rights to corporations which have been 'dead' for two years or more to help minimize conflict of interest, distance the city from promoting the ideas and products of a corporation, or to provides time for the corporation's activities to be assessed.*

4. Democratic Due Diligence/Stakeholder Consultation:

Section 5.1.1 of the proposed policy states,

5.1.1 This policy repeals and supplants all existing in-force City policies and guidelines on the naming of civic properties, including the Naming and Renaming of Parks and Recreation Facilities Policy.

Properties with names of historic or community significance would be considered for renaming only in exceptional circumstances and only after consultation with the local councillor and the community. Such renamings require City Council approval.

Furthermore, Section 6.2.3 states,

“As part of its due diligence, prior to proceeding with an unsolicited naming rights offer, the recipient division is responsible for consulting with relevant stakeholders, including ward residents, where necessary, and for conducting a risk/benefit assessment of the opportunity.”

TPSI believes that the public is most able to determine the community significance of existing names, as well as what is exceptional, when consulted in a meaningful and deliberative manner – rather than staff. Staff may have a conflict of interest with the community as they may be more likely to desire to increase revenue and sell assets and are likely to minimize the impact of such a sale on the community. Staff may also face political pressure to ‘sell’.

Most importantly, community consultation should be a requirement and should not be contingent on whether staff view it as appropriate, and desire to do so, for it to be meaningful, and for it to happen in practice. In effect, there is no requirement of

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community consultation in these policies.

In addition the term consultation may be misleading and must be defined to ensure that it is meaningful. A deliberative and rational consultation requires that the community receive adequate information and choices. Past naming rights sales have denied basic information to the public until after they were passed, such as the proposed name and financial details of the proposal. In many cases financial details may never be made public even after a sale (see transparency section). In addition, choices should in theory include the option to sell a name or to scale back 'revitalization', or what the community may decide are unnecessary 'extras' that can come from a sale.

In addition, based on experience, TPSI believes that staff has not approached naming rights sales neutrally – therefore countervailing views and alternative options must be presented in order for a consultation to be deliberative and meaningful.

Tier 2 Recommendation: Build meaningful deliberative public consultation into the policies with a non-exhaustive list of stakeholder types that must be consulted with at least 1 month's notice, such as local property owner's associations, resident's associations, tenant's associations, community associations, heritage groups, park associations, public space groups, public space users, as well as ward residents and the local councillor, and in the case of programs and services, service/program users should be consulted as well.

The local consultation should provide the community with full transparent information on the sponsorship sale, including complete financial details, provide the community with real alternative options to the name sale, and welcome alternative voices/a TPSI presentation.

Without a platform for an alternative presentation(s) built into a public consultation process the information and analyses presented is likely to be biased, resulting in a very low quality consultation process that lacks deliberative judgement. Indeed, at worst public consultation can simply become a method to manipulate and lead public opinion to a desired outcome – in this case the outcome desired by staff, or their political bosses who may unduly control them. Thus alternative presentations are critical to a high quality and rigorous consultation process, facilitating the formation of public 'judgement' rather than uninformed or manipulated public 'opinion'.

A good example of the need for alternative presentations is this very policy analysis by the TPSI, and how different it is from the staff analysis of naming policies – surely policy makers feel that they benefit from having additional and divergent information from staff in this case, and in other cases. In the same vein, the public also benefits from additional, and perhaps divergent, information when it is consulted.

In addition, it is our understanding that name sale revenues do not impact the core funding of public spaces or services. It is our understanding that the revenue or in kind contributions from name sales lead to 'enhancements' (see transparency section on page 24-26 for more information).

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This raises an important issue of justification and the need for name sales in the first place. Staff, councillors, users, communities, and other stakeholders may all legitimately have different views on the need for ‘enhancements’ when they come with strings attached. The bottom line is that these ‘enhancements’ are not free. There is a cost and benefit involved, with different values placed on costs and benefits by different people. TPSI believes that staff and council have tended to mistakenly overestimate the benefits of these ‘enhancements’, which are not always transparently defined, while underestimating or ignoring the costs, along with alternative options.

The beauty of a meaningful, transparent, and deliberative public consultation process is that stakeholders, such as communities and users, who are most impacted by these decisions, have voice in sorting out costs and benefits. In such a process, staff must justify the need for name sales and the lack of viable alternatives to stakeholders.

An example of the need for justification can be found in the original Toronto Reference Library renovation plans which included a fundraising plan that could have seen corporate naming rights and sponsor recognition (logos and signs) over nearly all of its major rooms and floors, including the front entrance. If fully implemented the sales would have paid for up to 2.9% of ‘non-essential’ renovation costs. In the end a wealthy individual purchased the naming rights to an auditorium in the basement, apparently saving the library from increased corporate advertising.

The case is illustrative of the potential benefits of greater stakeholder involvement. Much of the non-essential renovation costs included general beautification, of which corporate advertising may have funded only a tiny portion. This small benefit may have come at great potential cost to the overall aesthetic of the library. The plan would have benefited from stakeholder consultation to sort out this major inconsistency. In addition, TPSI believes that there were many viable options to scale back or alter the aesthetic renovations of the library, perhaps by only a tiny amount, which could have saved the 2.9% sought by corporate involvement. At the time TPSI also suggested alternative fundraising methods, none of which were considered by policy makers. Surely stakeholders could have contributed to the quality of policy making at this stage by considering alternatives.

An objection may be that this improved democratic process is costlier or unduly burdensome. However, as always, the alternative voice of the TPSI, the voices of stakeholders, and many others is free to the city. The cost of having a transparent and open flow of information to stakeholders and citizens is likely insignificant. Some minor costs may be borne by the city due to facilitation and a slower naming approval process that may have opportunity costs by delaying name sales. These minor costs are likely less than what the city spends on legal due diligence when negotiating name sale arrangements. Just as those costs are ‘part of business’, TPSI suggests that minor costs associated with democratic due diligence are also ‘part of business’ for a city. If the benefit is better policy, better service to the community, and stronger democracy then the real question may be whether the city, and our democracy, can afford not to consult stakeholders on important matters.

In addition, the experience of community involvement at Dufferin Grove Park suggests greater public participation and consultation in public space matters, such as park programming and facilities, can lead to a greater degree of efficiency and stretch

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dollars to provide more community benefits than may otherwise be the case. One example in that community of this phenomenon occurred when PRF intended to install a new plastic slide in the park using the revenue generated from a corporate donation. Community consultations on the matter led to the installation of numerous other amenities instead, which people in the community seem to have preferred, and needed, over the slide, including a sandpit, a basketball court, and artistic programming for children, as well as a storage shed with additional donated money from the corporation. It is our understanding that no advertising was involved in this transaction. Rather than being burdensome or costly, meaningful consultations actually proved efficient and sound from both a financial perspective and a customer service perspective. The case is also illustrative of the need for public space ‘enhancements’ from corporate naming rights deals to be clearly defined and justified to the community through transparent consultation, for without proven community based justification they may not be enhancements at all, and may not be desired at all, especially when they come with advertising. Councillors must ask themselves what point there is in adding features or programming to public spaces and services that are not desired, or justified – especially when advertising is involved.¹⁸

TPSI also notes the significant inconsistency between the corporate naming rights policy and the honourific and street naming policy when it comes to public consultation and notification requirements. Below is a copy of portions of the honourific and street naming policy that relate to public consultation requirements. We believe our recommendations made above would make the naming rights policy’s public consultation requirements consistent with the honourific and street naming requirements found below, and would actually improve upon them.

6.1.1 In line with current practice, for the naming of ward-specific properties and streets, division staff shall **only** recommend names that:

- **after consulting with the local community** and councillor, are **determined to have general public support;**
- engender a strong positive image;
- have historical, cultural or social significance to the community, City or nation;
- are unique, to avoid confusion;
- do not lend themselves to inappropriate abbreviations or acronyms; and
- comply with this policy;

6.1.6 Upon concluding its **due diligence**, the division will report to the relevant Community Council with the recommended name.

6.2.6

Requests should contain the following minimum information:

-The proposed name;

-Reasons for the proposed name, including documentation of that person or entity’s significance and contribution to the community, city or country;

-**Written documentation indicating community support for the proposed name.** For a proposal to be eligible for consideration, the applicant must

¹⁸ Jutta Mason. “A Summer Serial, July 14th 2011: Chapter Two.” Friends of Dufferin Grove Park. July 14th 2011. <<http://dufferinpark.ca/aboutus/wiki/wiki.php?n=DufferinGroveIsInTrouble2.Chapter2>> Accessed Nov. 1st 2011.

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secure the endorsement of **at least two community organizations**, as defined by the applicable division;

-Description/map showing location and boundaries of the property; and

-If proposing to re-name a property, include justification for changing an established name. **Names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so.**

6.3.6 Where the name is proposed to be established by by-law, the City Surveyor shall report to the Community Council for consideration and approval. Note that Municipal Code Chapter 162, "**Notice, Public**", **requires that notice be given of the Community Council meeting** at which a by-law to name or rename a street will be considered.

5. Role of Councillors

There are issues of democratic accountability, as the policy proposal states, "5.1.11. All naming right agreements shall be reported and are subject to Council approval."

This contradicts the related staff report examined earlier in this document which includes, "Recommendation 5 – Delegated authority to Community Councils to sell naming rights"

TPSI also notes section

"6.3.2 d) On an annual basis, the Toronto Office of Partnerships will bring forward for Council approval the naming-rights plan for the year. The plan will include at a minimum: the properties available for naming; City division(s) that own/occupy the properties; target markets (e.g. corporate vs. individuals); intended use of funds generated by the naming agreements; and a process for determining sponsors e.g. RFP or direct solicitation)

e) Upon approval of the plan, Division Heads are free to pursue the naming rights opportunity, in compliance with this policy."

TPSI is concerned that Councillors may not be made aware of what authority they are actually giving up by this unclear policy, which divides the giving up of authority over multiple sections and reports - adding to the confusion.

We are concerned that Council could lose the ultimate authority to approve a naming rights sale once the details have been finalized. The above sections suggests that it may permit yearly 'pre-approval', or a blank cheque, for division heads to pursue opportunities in detail that have been approved in principle only by Council in the annual plan. This likely means that Council would be approving a general list of name sale opportunities in principle only, and that this is deemed to be 'Council' approval of the final deals. It appears that Community Council would approve the final actualized sale of the name, with details on the new corporate name, financial details, and other arrangements.

This change may decrease opportunities for public engagement and may decrease transparency. First, it is unlikely that this annual list would be made public (see pages 24-26). If this is the case then communities will only find out that a name is being sold 1 week before Community Council as is standard practice, severely limiting the

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ability for the community to engage in the decision-making process, before the sale is approved. This would be a major step backward from the current 1 month timeframe that communities have to engage in the decision-making process between Committee and City Council approval.

In addition, even if the list is made public, it merely represents a list of potential sales, not the actualized sale proposal. Communities are unlikely to engage, or be able to challenge, lists of potential sales without any detail or immediate concern due limited resources and civic apathy. We believe that in a democracy it is unfair to limit the ability of communities to engage in the most important aspect of the decision-making process, this being the final decision of the sale once some details are known.

Tier 2 Recommendation: An increase in the authority of Community Councils is problematic. TPSI believes this would lead to an increase in naming rights sales given that 1) certain Community Councils are relatively pre-disposed to commercializing public space ¹⁹ 3) the Community Council process will make it more difficult for communities to engage in the decision-making process by severely limiting the amount of time they have to do so.

The best policy is to be conservative and require full Council approval of each individual naming rights sale - this has been the present standard according to our understanding and it is unclear why a change is necessary. TPSI does not believe that a Council approval requirement makes naming rights sales difficult or inefficient, nor are we aware of any naming rights sale that Council has ever rejected.

Ensure that any annual TOP naming rights plan, if approved, is not a blank cheque to sell off naming rights before the full and final details are known, so that each naming rights sale must have council's final approval after its detailed are negotiated.

6. Policy Sovereignty:

Privatized funding from naming rights sales has the very real potential to chip away at the policy sovereignty of politicians, staff, and communities in determining program priorities in a democratic context. To guard against this, the policy proposal states,

5.1.4 The City shall retain ownership and control over any named property.

5.1.5. Subject to the agreement, the naming right must not impair in any way the City's ability to manage the property.

In relation to this TPSI wishes to draw attention to EX9.10 September 6th 2011, on the extension of naming rights to TD Bank over a children's playground at Centre Island (TD Storybook Place). Recommendation 3. asks that "City Council authorize the General Manager of Parks, Forestry and Recreation to negotiate and enter into an Agreement with The Toronto-Dominion Bank that defines the terms and condition of use for the donated funds at The Franklin Children's Garden, all in a form and content satisfactory to the City Solicitor." ²⁰

¹⁹ TPSI notes that the amount of illegal billboard variance approvals, to make illegal billboards legal after they were installed, was much higher in certain community councils in comparison to others.

²⁰ Toronto City Clerk. "EX 9.10: Donation from The Toronto-Dominion Bank for the Franklin Children's Garden

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The negotiation with TD Bank on the use of the funds it is ‘donating’, to ‘buy naming rights’ is the first instance that TPSI is aware of in which privatized funding, through naming rights, has violated the policy sovereignty of the City. It is in the opinion of TPSI that negotiation with TD over fund usage after the fact of sale, once approved by Council, is *per se* a violation of policy sovereignty and represents an affront to democratic accountability since Council cannot entirely know what it is approving and because the City is negotiating the use of funds acquired through the sale of a public asset after it is sold, suggesting a loss of control.

The case also illustrates the relative desirability of privatized funding – it is not free money and can come with strings attached. TPSI believes that as the City becomes more reliant on privatized funding, terms and conditions (strings) such as these will increase, further attacking the principle of policy sovereignty.

TPSI questions the durability and effectiveness of the policy sovereignty protections in the proposed naming rights policies as staff are simultaneously recommending the eroding of policy sovereignty with TD Storybook Place, and that 5.1.5 merely protects the City’s ability to manage the property ‘subject to the agreement’, which appears to be an escape clause, allowing policy sovereignty to be ‘subject’ to ‘agreements’ with corporations.

An erosion of democratic policy sovereignty is also evidenced by the exclusion of communities and the secrecy that tends to surround program creation and prioritization when ‘corporate partners’ are involved through naming rights and sponsorships. Corporations working with the City appear to want to push out the public from the decision-making and prioritization process by eliminating meaningful consultation, as well as by withholding financial details from the public, throwing into question where sovereign power rests. The already mentioned Dufferin Grove Park case of highly sovereign community engagement in programming, and efficiency finding, may not have been possible in a naming rights or sponsorship deal, where the corporation and City could have excluded the community from being involved in a consultative process or from being aware of financial details and thus alternatives.

TPSI also suggests that there may be an erosion of policy sovereignty over time if the City should ever become significantly reliant on privatized funding. No policy clause can ever protect the City from guarding against a reliance on privatized funding, and the indirect pressures that can come with this. For example, a children’s healthy eating program proposal may never see the light of day if the City requires significant funding from fast food companies for other programs on an ongoing basis. Major oil and energy companies and sponsors may also have an interest in effecting City environmental/green policy in the future. The more privatized City funding becomes the more influence they may have over decision making given what may become an emergent need to keep Toronto’s ‘sponsors’ satisfied in order for them to continue to purchase assets. This is a significant concern given the current administration’s singular goal of increasing the City’s reliance on privatized funding.

We suggest that the City lobby for increased corporate taxes, and a fair share of them,

in Toronto Island Park.” *City of Toronto City Council Agenda*. Sept. 21. 2011.
<<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX9.10>> Accessed Nov. 1st 2011.

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to protect against this problem.

Tier 1 Recommendation: Ban naming rights sales. An increasing reliance on privatized funding weakens the ability of the city to maintain its policy sovereignty.

Tier 2 Recommendation: Ensure that there is a strict and clear clause that prevents negotiation of the use of funds that result from naming rights sales, and ensure full Council approval of all naming rights sales to oversee this and protect policy sovereignty.

7. Property Values

TPSI is concerned that staff have failed to consider the effect of corporate naming rights on nearby property values, both residential and commercial.

A July 27 2011 'Grid' article (attached in the Appendix) notes that a 'bad' or aesthetically unpleasing name of a street can lower the real estate value of a residential home, in comparison to a home on a street with a more pleasing name. The value difference may reach amounts of around \$50,000. The article notes the value placed upon streets with names that are warm, classy, historical, and traditional.²¹

Other research has also suggested that street names can impact property values, including an academic study from of Ryerson University.²² TPSI conducted its own brief informal and unscientific survey of a number of real estate agents recently on the matter during October 2011. Unfortunately only a small number of agents agreed to take part in our survey (3/30), seemingly out of a fear of political retribution, despite privacy assurances.

Most agents queried in our survey thought that street names could impact property values, and one mentioned that the renaming of Parkside drive from Keele street was done in an effort to raise property values. The opinion differed with public space names. Agents suggested that many people may find corporate named parks alienating, and the corporate named parks may not be received well. One agent thought that corporate named parks would not have an impact on nearby property values, especially if the neighbourhood had been established. Another agent said that the impact on values would not be as much as that of streets, and that it *probably* would not have an impact. The other agent said that the impact could be 'insignificant', or negative, due to a growing appeal among generation X and Y for independent businesses and distaste for large corporations. The agent also noted that all else being equal, if two parks were of equal distance from a community, the non-corporate park would likely have higher attendance. There was not enough response to our query about corporate named subway stations to include the data.

²¹ David Fleming, "What's a street name worth?" *The Grid*. July 27th 2011.

<<http://www.thegridto.com/life/real-estate/whats-a-street-name-worth/>> Accessed Nov. 1st 2011.

²² The Edmonton Journal. "Prestigious street names fetch higher home prices, study finds." *Canada.com*. May 14th 2007. <<http://www.canada.com/edmontonjournal/news/business/story.html?id=dca82fae-0f61-4d64-a30b-2a4b0dc4263c>> Accessed Nov. 1st 2011.

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TPSI notes that these agents, and likely every agent in Toronto, have not had a large amount of experience with real estate surrounding corporate named parks and public spaces. This phenomenon is relatively new and TPSI is concerned about the lack of research and experience to guide policy makers when it comes to considering property values. TPSI also notes the amount of uncertainty expressed by the real estate agent's comments, which do not offer a clear guide either way.

Our survey is not scientific and no results can be reported for use in any way other than to simply add doubt to the policies and suggest the need for further research and consultation when it comes to names other than street names, which there appears to be more expert consensus on.

TPSI believes that it is reasonable to assume that corporate named public spaces, parks, playgrounds, features, community centres, or any physical property that has people living beside it could similarly negatively effect the value of nearby real estate just as a street name would and for similar reasons. While some people would disregard a corporate named park or space, there could be less demand to live nearby given alternative options in the market and the distaste that many Torontonians have for the idea of corporate naming rights and the over-commercialization of public space in general. We do not suggest that no one would live by such a space, but that it would be less appealing in general, and that there would be less demand, all else being equal. And that is what drives real estate prices.

One way property values can be protected is by implementing other recommendations of ours in this policy analysis, to protect aesthetic, civic identity, community standards, and require meaningful public consultation as well as full Council approval. This should be in addition to greater research into the impact that names can have on property values. Ideally this research would be conducted before this policy would be approved given the reasonable doubts with regards to the impact that naming can have on values. In other words, renaming properties after corporations should be proven safe for property values before it is undertaken given the reasonable doubts. Communities should not be experiments.

Tier 2 Recommendation: Limit sponsor recognition to avoid advertising. Recognition could include a press release, 'thank you' notes in a newsletter or speech, or a special 'supporter' page on municipal websites that would need to be clicked on to be viewed.

We believe the strongest approach to protect property values would be to not sell naming rights, however, if undertaken it is beneficial for staff to consider property values when considering a name, as well as for the other recommendations in this policy analysis to be implemented – such as community standards and public consultation.

Ban naming rights sales within a certain distance of residential and small business property to protect their values.

Question for Staff: Were staff aware of the potential impact of naming rights sales on property values? Did they consult real estate agents? Will they in the future?

8. Transparency

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TPSI believes there is a lack of transparency in naming rights sales. The policy proposal states in

Section 6.1.5,

x) A statement acknowledging that the sponsorship may be subject to provisions of the Municipal Freedom of Information and Protection of Privacy Act;

Part ‘x’ clearly allow for staff and corporations to negotiate deals that can be kept secret from the public. TPSI notes from its past experience the secrecy surrounding the sale of the name of a building on the CNE grounds to Allstream, in which the name of the buyer was kept from the public until the last minute. TPSI also notes that it had previously filed a Freedom of Information Request to gather financial information on naming rights sales in the City but was denied access to much of the financial information of the arrangements. TPSI appealed the decision, and despite contradictory arguments from the City and the corporations involved – each suggesting that the release of the information would hurt their financial positions in future negotiations (arguments which are opposed to each other since if one party has a weakened position the other stands to gain) – as well as the fact that the TPLB released all of its information to TPSI, undermining the City’s case, the appeal failed. The lack of transparency is problematic and denied the ability of communities to more effectively exercise their democratic rights and challenge a naming rights sale should they wish to.

We also note our concern in the following section which states,

Section 6.3.2

a) The Toronto Office of Partnerships shall maintain a master list of naming rights opportunities, in consultation with City divisions.”

TPSI questions whether this master list would be kept secret from the public or not, and would oppose such secrecy if the list were to remain secret from the public. Protecting naming rights opportunities from public and community scrutiny is not a reason in itself to keep this information secret. In principle, democratic government’s should only keep information secret if doing so protects reasonable individual privacy needs, security and safety, or another clear public good, and only in an accountable manner (utilizing watchdogs) so as to prevent abuse of the privilege to keep information secret. According to our understanding of democratic theory, keeping naming rights opportunities secret to limit or prevent democratic opposition to the policy is not a legitimate use of a government’s secrecy privilege.

In addition, there is a tension between perception and the policy statements on the necessity of name sales. Suggestions are made that the sale of naming rights are a required means of increasing revenue given the current city wide budget deficit. In the actual policy statements however, it is clear that sponsorships and naming rights sales are meant merely to “enhance” and not “displace” the normal division’s funding. The following section illustrates this for naming rights,

5.1.11 All funds generated by naming rights agreements shall be **allocated to the division** administering the named property. Subject to the agreement, the proceeds received may be applied to the property itself or designated for another use within the division. Revenues generated through naming rights shall not reduce the recipient

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division's budget.

The following section illustrates this for sponsorships using different wording,

5.1.3 Sponsorship funding may only be accepted to **supplement** Council-approved initiatives. Sponsorships must be for purposes consistent with the receiving division's mandate and must be considered to be in the public interest of the City.

5.1.11 Since sponsorships are only intended to **supplement** direct City funding and to enhance City initiatives or properties, a division's normal funding must not be **displaced** by the sponsorship arrangement.

Consequently, it would be helpful if arguments for this policy were not framed as a necessity, especially without proven justification to communities through consultation. We suggest that framing it as a necessity given the policy statements is un-transparent.

In addition, TPSI wishes to see enhanced transparency by requiring staff to clearly define what the revenue generated from naming sales will pay for. 'Enhancements' must be narrowly defined so that councilors and public stakeholders can assess what they may be getting, and whether it is justified. The recent 'TD Storybook Place' case provides an example of this lack of transparency, wherein staff vaguely defined the community benefit or need being met by the arrangement other than in the total dollar figure, calling into question the justification for the sale.

TPSI is also concerned that the following statement meant to enhance transparency but which may mislead Councillors into complacency,

6.1.4 The local councillor is to be advised immediately with respect to ward specific naming right opportunities.

The notification requirement only applies to naming opportunities, rather than naming rights sales or sale proposals, for which we believe the community should be notified of as well. We note that previous sections of this policy spoke of creating a master list of naming rights opportunities for Council approval, and how this approval by Council would be different from the approval for actualized sale proposals and their details. This clause appears to use similar language differentiating between the notification of 'opportunities' and actual sales, the latter of which according to our understanding would be approved by Community Council in detail once the annual list of opportunities is approved by Council without detail. Therefore it is plausible that an opportunity would be approved, 6-8 months may pass, and the Councillor may suddenly be faced with a proposal for a naming rights sale without significant prior notification. Notification can be said to have been given earlier when the 'opportunity' was discussed and approved by Council in principle, or at an earlier time.

We also note how this is different and inconsistent with an amendment made to the Honourific and Street Naming policy proposal, under section 5.1.12, stating

The local councillor shall be notified at the outset with respect to ward specific property or street naming proposals.

This language is strong and appears to give Councillors notification when a proposal

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is on the table rather than only notifying Councillors of opportunities.

Tier 2 Recommendation: Ensure transparency – especially with any public consultation requirements. Naming and financial details of proposed sales, among other details, must be made public well before deals are approved. Any master lists and previous naming rights lists must be made public.

Staff must clearly define ‘enhancements’ and what exactly the community benefit of the transaction is in the clearest possible terms to ensure that these deals are justified and that communities can make informed decisions on the costs and benefits of these arrangements.

Councillors should be notified of naming rights opportunities as well as detailed proposals for naming rights sales with 1 month’s notice before any arrangement is subject to political approval of any kind.

TPSI also notes the inconsistency between transparency requirements in the naming rights policy and the honourific and street naming policy, which has greater transparency. That policy states,

6.2.7 Upon receipt, community and other relevant stakeholders, including the local councillor, shall be notified of all naming/renaming proposals.

TPSI appreciates 6.2.7 which enhances transparency by notifying stakeholders when a proposal begins, providing them time to comment on it. This positive standard is not found in the naming rights and sponsorship policies, however, making them inconsistent.

Tier 2 Recommendation: To make 6.2.7 more consistent with our recommendations on improved public consultation, a non-exhaustive list of stakeholder types must be notified of a naming proposal, such as local property owner’s associations, resident’s associations, tenant’s associations, community associations, heritage groups, park associations, and public space groups, public space/service/program users as well as ward residents and the local councillor. The notification should provide the community with full transparent information on the sponsorship sale, provide the community with real alternative options, and welcome alternative voices/a TPSI presentation.

9. Financial Considerations

NOTE: An amendment was suggested during executive committee on Nov 1st for the clause below but failed. The amendment would have encouraged, but not required, competing bids.

TPSI is concerned with Section 5.1.8 as it appears to allow staff to avoid seeking competing bids when a corporation initiates the naming rights sale.

5.1.8. Unsolicited naming offers are exempt from the Unsolicited Proposal Policy. Divisions are not required to seek out competing bids when the naming opportunity is initiated by a third party.

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It is unclear why, from a narrow financial perspective, this would be justified. While beneficial to the corporation buying naming rights, and perhaps speeding up the sale of naming rights, it is conceivable that this practice would lead to the City attaining less value from sales than it otherwise would.

TPSI also notes that the 'TD Storybook Place' name sale of a children's playground, to TD Bank, appears to not have involved competitive bidding and was sold for less than its nominal value, according to staff.²³

Tier 2 Recommendation: From a narrow financial perspective competitive bidding processes would enhance revenue generation and limit conflicts of interest. It is unclear why competitive bidding would be inappropriate for unsolicited offers, but appropriate for solicited offers as these issues can apply to both.

10. Financial Alternatives

Before delving into the topic of financial alternatives, we must reiterate the need for 'enhancements' that may result from naming rights and sponsorship sales to be clearly defined and justified to stakeholders before arguments are made for having them. It should not simply be assumed that revenue generated from these sales for 'enhancements' is always needed or desired by well-informed stakeholders given the 'costs' and strings attached.

In 2010 the Toronto Office of Partnerships reports total sponsorship revenues of \$4.1 million (of which naming rights is a portion according to our understanding).²⁴

TPSI has been suggesting numerous revenue raising and waste cutting alternatives to sponsorships that in principle should be undertaken before sponsorship sales including,

1. The scrapping of needless police guard duty for construction sites, which cost the city approximately \$7.8 million in 2009. It appears now that the city may finally be moving in this direction. However, the recent major increase to the police budget despite lower trending crime statistics is troublesome and may also be wasteful in itself.²⁵
2. Community fundraising, both at the grassroots level and through the non-profit sector. The Toronto Community Foundation helped fund the costly Museum station re-design, without aggressively advertising inside the station in return.
3. TPSI is concerned that the street, sidewalk, and underground infrastructure repair in the city may be poorly coordinated, wasting significant sums of money. TPSI may

²³ Staff Report. "Donation from The Toronto-Dominion Bank for the Franklin Children's Garden in Toronto Island Park" <http://www.toronto.ca/legdocs/mmis/2011/bu/bgrd/backgroundfile-39749.pdf> Accessed Nov 7th, 2011.

²⁴ Toronto Office of Partnerships. "Toronto Office of Partnerships – Quick Facts." *City of Toronto*. 2011.. <<http://www.toronto.ca/top/facts.htm>> Accessed Nov. 1st 2011.

²⁵ The National Post. "Cost of paid-duty policing sparks budget row." *Canada.com*. May 11th 2011. <<http://www.canada.com/nationalpost/news/toronto/story.html?id=07f6252d-f368-485c-91fe-e10466ef3b98>> Accessed Nov 1st. 2011.

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investigate this issue in the near future and offer recommendations if any may be made.²⁶

4. The billboard tax that was expected to provide the city with \$10.4 million each year but has been legally challenged by the outdoor advertising industry, including Pattison, which purchased the TTC advertising contract for \$27 million each year, with the option to sell naming rights for what would likely be an amount in the low hundreds of thousands each year (see TTC section). This situation is ironic and troubling.^{27 28}
29

5. We have been informed through media interviews that some European transit systems raise revenue by selling local, and transit based, iconography and memorabilia to tourists instead of selling off naming rights. We do not have significant information on this but it is something that should be investigated for the TTC and public spaces.

6. TPSI notes that the Toronto Office of Partnerships generated \$3.4 million in 2010 from donations, an amount close to the sponsorship total of \$4.1 million. TPSI is aware that many corporations donate large sums of money to the city without demanding advertising or naming rights concessions in return. An excellent example of this was the Mastercard donation of \$160,000 to the city in 2007 to keep outdoor ice rinks open during December without any strings or advertising attached.^{30 31}

In the opinion of TPSI naming rights and sponsorship sales likely have an ‘inverse’ relationship with the market for institutional donations. This means that TPSI would expect that an increase in naming rights and sponsorship sales would actively discourage donations from the non-profit and corporate sector, such as the Mastercard donation. In an environment saturated with explicit and aggressive sponsorship advertising the recognition value of donations will diminish significantly, as well as the incentive to donate.

Likewise, an environment that is relatively restrictive to (or that bans) naming rights and aggressive sponsorships is likely to encourage a greater amount of corporate donations, much of it from the pool of corporations that currently purchases naming rights and sponsorships. Such an environment increases the value of donation recognition.

²⁶ Robyn Doolittle. “Fed up with sidewalks being ripped up everywhere? So is the city” *Toronto Star*. June 8th 2011. <<http://www.thestar.com/news/article/1005064--city-fed-up-with-uncoordinated-utility-work>> Accessed Nov 1st 2011.

²⁷ David Rider. “Sign companies to fight billboard tax in court” *Toronto Star*. April 6th, 2010. <<http://www.thestar.com/news/gta/article/791272--sign-companies-to-fight-billboard-tax-in-court>> Accessed Nov. 1st 2011.

²⁸ Hamutual Dotan. “City May Appeal Court Ruling on Billboard Tax.” *Torontoist*. March 24th 2011. <http://torontoist.com/2011/03/city_poised_to_appeal_court_ruling_on_billboard_tax_may_repeal_zoning_bylaw/> Accessed Nov. 1st 2011.

²⁹ Paul Moloney. “TTC approves selling naming rights and giant ads on all buses” *Toronto Star*. July 6th 2011. <<http://www.thestar.com/news/article/1020834--ttc-approves-selling-naming-rights-and-giant-ads-on-all-buses>> Nov. 1st 2011.

³⁰ Toronto Office of Partnerships. “Toronto Office of Partnerships – Quick Facts.” *City of Toronto*. 2011.. <<http://www.toronto.ca/top/facts.htm>> Accessed Nov. 1st 2011.

³¹ Jim Byers. “MasterCard pays for rinks.” *Toronto Star*. Oct 12th. 2007. <<http://www.thestar.com/News/GTA/article/266260>> Accessed Nov. 1st 2011.

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The second environment (or market) represents a potential alternative, though more research would need to be conducted into these dynamics to assess them and the potential tradeoffs. Ideally this research would be conducted before undertaking plans to sell off more names and sponsorships.

7. Finally, in the opinion of TPSI the City should be campaigning and lobbying to reverse the neo-liberal economic policies and unfair tax policies that have contributed so heavily to so many of the City's challenges, including the structural deficit. The City should also strengthen its efforts for a fair share of provincial and federal tax revenues.

A Note on Individual Naming Rights: TPSI notes that there is a qualitative difference between corporate naming rights and individual naming rights in the view of some citizens. This noted, all of the same issues that arise from corporate naming rights also apply to individual naming rights and must be dealt with similarly. The political and business activities of individuals may be offensive to some communities and users, and should come under the scrutiny of community standards and meaningful public consultation. As with corporate naming rights, the sale should be justified to users and communities with alternative options presented.

Comparison to Past Policies: Naming and Renaming Parks and Recreation Facilities Policy 2002

Previously, parks were explicitly protected from having corporate names. The existing park naming policy was approved in November 25th 1998 at City Council. It was amended in April 2002 to include recreational facilities such as sports fields or community recreation centers. The policy states that "a direct relationship should exist between the place of residence/activity of an individual/group and the park/facility named" and that, well documented research gained through direct community input is required during the naming process. More importantly, it states that "names which may be interpreted as an advertisement...must not be used"³² This was acknowledged by the city's Auditor General's report which said "naming a park or facility after a corporate sponsor would be viewed as an advertisement and would not be allowed."³³

³² Toronto City Council. "Revision of the Naming and Renaming of Parks Policy to Include Recreation Facilities (All Wards)" April 16, 17 and 18, 2002.
<<http://www.toronto.ca/legdocs/2002/agendas/council/cc020416/edp3rpt/cl007.pdf>> Accessed August 26th 2011.

³³ Jeffrey Griffiths, "Parks, Forestry and Recreation – Capital Program – The Backlog in Needed Repairs Continues to Grow" Auditor General's Office, City of Toronto. January 23rd 2009.
<http://www.toronto.ca/audit/2009/audit_report_jan23.pdf> Accessed August 25th 2011.

Examination of the proposed Sponsorship Policy³⁴

The sponsorship policy regulates the sale of sponsorship advertising to all city properties, including public spaces, programs and services, events, rooms, playgrounds, and more. Sponsorship advertising can take the form of ‘merchandising opportunities’, publicity, and promotions which can be in the form of logos and signage in these properties.

1. Public Space Aesthetic

As with naming rights the sponsorship policy has the potential to have a significant impact on the city’s aesthetic, both outdoors and indoors, as it applies to all properties. This is evident in the following section, “3.8 All City properties are subject to this policy.”

And the following definition,

"Properties" refers to City assets. These include, but are not limited to, events, services, programs, activities, real property, facilities, intellectual property, parks, features (e.g. rooms, ice pads, bridges, playgrounds, etc.), and other assets, but not including streets and lanes.

The policy suggests that the sponsorships should not unduly detract from aesthetic concerns, yet the forms of recognition permitted may significantly detract from the aesthetic with the use of logos and signage, among other forms of recognition, as evident in the following sections,

5.2.7 The sponsorship must not unduly detract from the character, integrity, aesthetic quality or safety of the property or unreasonably interfere with its enjoyment or use.

6.9. vi) benefits to be received by the sponsor (e.g. exclusivity rights, logos and signage, promotional opportunities, form of recognition, etc.);

We note that the revitalization of the Toronto Reference Library was originally to include sponsorship sales and naming rights sales to pay for up to 2.9% of the non-essential renovation costs, which could have resulted in corporate signage and logos all over the insides of the building and front entrance.

As with the naming rights policy we note that the City spends significant amounts of money on the beautification and design of public spaces, both inside and outside, to enhance aesthetic appeal, which is important to the use, enjoyment, and purpose of many types of public space. As noted previously, aesthetic can be an important policy goal (see page 9-10).

TPSI believes that the use of logos and signage for in public space, and through sponsored public programs, negatively impacts the aesthetic of said public space.

As noted previously, aesthetic is subjective. This does not mean that many users of

³⁴ Toronto Office of Partnerships. “Appendix 1: City of Toronto Sponsorship Policy” *City of Toronto*. Oct. 14th 2011. < <http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41841.pdf> > Accessed Nov. 1st 2011.

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public space and public programs are not legitimately offended by corporate logos, promotions, and signage confronting them in their spaces or through the services and programs they use, as we believe many are. This decline in aesthetic, to many a drastic decline, detracts from the purpose of creating public spaces and programs that attempt to universally appeal to the public which they serve. The more public spaces are commercialized the greater the decline in aesthetic value in the city and the greater the offence to a significant portion of the community.

Tier 1 Recommendation: Limit sponsor recognition to avoid advertising. Recognition could include a press release, 'thank you' notes in a newsletter or speech, or a special 'supporter' page on municipal websites that would need to be clicked on to be viewed. Sponsorship sales resulting in advertising should be banned in principle due to their offensive nature to many in the community and over-commercialization of space and public services that results from the use of logos, 'promotional opportunities' and signage.

Tier 2 Recommendation: Sponsorship sales that result in recognition that diminishes aesthetic or is offensive to significant portions of the community should not be undertaken to pay for 'enhancements' or 'revitalizations' of public space and other aesthetic improvements as such a policy would be inconsistent with itself and other costly City beautification programs.

2. Civic Identity

As noted previously, civic identity can be an important policy goal and can be negatively impacted by commercialism (see page 11).

Sponsorship sales likely have less impact on civic identity than naming rights sales do. However, there is still potential for sponsorships recognized through logos, signage, and other promotional activities, to infringe on civic identity by being placed in close proximity to civic signage, including the name of a space or front façade of a building. For example, a sign in a park can contain a public name for the park that respects civic identity but contain a corporate logo, signage, or other form of recognition, above, beside, or around the park name having a similar, but more symbolic, impact that a naming rights sale would on civic identity.

Tier 2 Recommendation: Limit sponsor recognition to avoid advertising. Recognition could include a press release, 'thank you' notes in a newsletter or speech, or a special 'supporter' page on municipal websites that would need to be clicked on to be viewed.

3. Community Standards

As with the naming rights policy a major weakness of the sponsorship policy proposal is the lack of 'social responsibility' screens and protections of children.

The following sections relate to community standards in the sponsorship policy,

5.1.9 The City does not endorse the products, services, or ideas of any sponsor.

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5.3.1 Divisions shall decline sponsorship proposals from parties that are disqualified from doing business with the City.

5.3.4 Sponsors are prohibited from implying that their products, services or ideas are sanctioned by the City.

5.3.5 There shall be no actual or implied obligation to purchase the product or services of the sponsor.

6.9. ix) an exit clause, conditions for termination and the remedies available to both parties upon cancellation; and

TPSI is making the same community standards recommendations for the sponsorship policy as with the naming rights policy. The only difference is that those recommendations should read 'sponsorship' where they say 'naming rights' in this case (see page 11-15).

As with the naming rights policy, TPSI also notes the significant inconsistency between the sponsorship policy and the honourific and street naming policy when it comes to community standards (see page 14-15).

TPSI is making the same recommendations to make the sponsorship policy more consistent with the honourific and street naming policy as it did with the naming rights policy. The only difference is that those recommendations should read 'sponsorship' where they say 'naming rights' in this case (see page 14-15).

4. Democratic Due Diligence/Stakeholder Consultation

The sponsorship policy proposal contains a clause on public consultation as follows,

6.5 As part of its due diligence, prior to proceeding with a sponsorship, the recipient division is responsible for consulting with: the Lobbyist Register, relevant stakeholders where necessary, and for conducting a risk/benefit assessment of the opportunity.

TPSI recommends the same democratic due diligence and required consultation of specific stakeholder types for sponsorships as it recommends for naming rights and for the same reasons (see page 15-19).

TPSI also notes the significant inconsistency between the sponsorship policy and the honourific and street naming policy when it comes to public consultation. The inconsistency is the same as with the naming rights policy, therefore the analysis and recommendations are the same. The only difference is that those recommendations should read 'sponsorship' where they say 'naming rights' in this case (18-19).

5. Role of Councillors

Given the significant impact that sponsorships can have on aesthetic, civic identity, and the potential for conflict with reasonable community standards, it is important to

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have a highly accountable approval process in the sponsorship policy. We believe the following clauses relate to democratic accountability,

5.1.14 Divisions are encouraged to bring forward recurring sponsorships through the budget process. However, for new sponsorships, Division Heads (or their designate) may, without prior Council approval, approve and enter into agreements where: the total value of the sponsorship does not exceed \$500,000 per year; cumulative sponsorships from a particular third party for the same purpose do not exceed \$500,000 in a given fiscal year; the sponsorship does not involve naming rights, which is governed by a separate policy; and the sponsorship complies with this policy.

6.11 Subject to 5.1.13, it is the responsibility of the recipient Division Head(s) to secure Council approval for all sponsorship arrangements.

First, we find the contradictory nature of the sections odd, however we believe that 5.1.14 would apply if this policy is approved as is since 6.11 could arguably be satisfied if this policy were to pass as is at Council by Council once.

TPSI is concerned about the amount of authority that is delegated to staff by this policy as in our opinion \$500,000 per year is a large enough amount to include all sponsorships that we are aware of, other than perhaps Scotiabank Nuite Blanche. These arrangements sound benign under the term ‘sponsorship’ but can include a significant amount of advertising, as well as raising other issues. In practice this policy essentially ensures that staff rather than councilors approve all sponsorships, and many new forms of advertising in public spaces, which is unacceptable given the impacts they can have and the issues they raise.

In addition TPSI notes that the current ‘Policy on Donations to the City for Community Benefits’ requires City Council approval for amounts over \$50,000, making this policy inconsistent with that policy. This is particularly troubling when these sponsorship policies are built to a lower standard of democratic oversight and yet their impact is likely much more significant than the donations policy.³⁵

We question the wisdom and purpose in limiting staff discretion in accepting donations but providing virtually unlimited staff discretion into entering sponsorship policies that carry with them significant consequences and can in many ways have similar impacts as naming rights sales on the issues outlined in this policy analysis, such as aesthetic, community standards, civic identity, policy sovereignty etc.

Tier 2 Recommendation: An increase in the authority of staff in what is in practice a virtually unlimited manner is problematic. TPSI believes that under this plan 1) there are less opportunities for communities to democratically engage politicians in order to challenge or comment on sponsorship sales, 2) certain staff are relatively pre-disposed to commercializing public space and may be opposed to alternatives³⁶ 2) a staff led process lacks the transparency and accountability of a democratic process—representing a barrier to any who would wish to challenge or comment on sponsorship sales.

³⁵ Staff Report. “Donation from The Toronto-Dominion Bank for the Franklin Children’s Garden in Toronto Island Park” <http://www.toronto.ca/legdocs/mmis/2011/bu/bgrd/backgroundfile-39749.pdf> Accessed Nov 7th, 2011.

³⁶ TPSI notes that the amount of illegal billboard variance approvals, to make illegal billboards legal after they were installed, was much higher in certain community councils in comparison to others.

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The best policy is to be conservative and require Council approval of each individual sponsorship sale given the significant issues potentially raised by such sales. TPSI does not believe that a Council approval requirement makes sponsorship sales difficult or inefficient, nor are we aware of any sponsorship sale that Council has ever rejected.

6. Policy Sovereignty

The policy proposal contains a clause to protect policy sovereignty stating,

5.1.5 The City shall retain ownership and control over any sponsored property.

TPSI believes that the same policy sovereignty issues found in the naming rights policy apply to the sponsorship policy, and as such we make the same recommendations. The only difference is that those recommendations should read ‘sponsorship’ where they say ‘naming rights’ in this case (see page 20-22).

Tier 1 Recommendation: Ban sponsorship sales. An increasing reliance on privatized funding weakens the ability of the city to maintain its policy sovereignty the more reliant the city becomes on such funding.

Tier 2 Recommendation: Ensure that there is a strict and clear clause that prevents negotiation of the use of funds that result from sponsorships, and ensure Council approval of all sponsorships to oversee this and protect policy sovereignty.

7. Property Values

Just as naming rights sales could impact property values, the over-commercialization of public spaces through signage, logos, and promotions resulting from sponsorship sales could impact property values depending on how significant they are (see page 22-24).

One way property values can be protected is by implementing other recommendations of ours in this policy analysis, to protect aesthetic, civic identity, community standards, and require meaningful public consultation as well as Council approval instead of staff approval of sponsorships. More research should also be conducted on the impact of the over-commercialization of public space on nearby property values.

Tier 1 Recommendation: Limit sponsor recognition to avoid advertising. Recognition could include a press release, ‘thank you’ notes in a newsletter or speech, or a special ‘supporter’ page on municipal websites that would need to be clicked on to be viewed.

Tier 2 Recommendation: Ban sponsorship sales that include signage, logos, and promotions that create a significant visual disturbance within a certain distance of residential and small business property to protect their values.

We believe a conservative approach to protect property values would be to generally not allow significant sponsor advertising, and for staff to consider property values when considering sponsor advertising, as well as for the other recommendations in

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this policy analysis to be implemented – such as community standards and public consultation.

8. Transparency

TPSI believes there is a lack of transparency in sponsorship sales. The policy proposal states,

6.9 viii) a statement acknowledging that the sponsorship may be subject to provisions of the *Municipal Freedom of Information and Protection of Privacy Act*;
5.1.3 Sponsorship funding may only be accepted to **supplement** Council-approved initiatives. Sponsorships must be for purposes consistent with the receiving division's mandate and must be considered to be in the public interest of the City.

5.1.11 Since sponsorships are only intended to **supplement** direct City funding and to enhance City initiatives or properties, a division's normal funding must not be **displaced** by the sponsorship arrangement.

6.9. vi) benefits to be received by the sponsor (e.g. exclusivity rights, logos and
and
signage, promotional opportunities, form of recognition, etc.);

TPSI notes that the lack of transparency is the same as with the naming rights policy, and thus we make the same recommendations with regards to the release of detailed information on sponsorship proposals and clear definitions of 'enhancements' and community benefits from sponsorships to ensure justification. The only difference is that those recommendations should read 'sponsorship' where they say 'naming rights' in this case (see page 24-26).

TPSI also notes the inconsistency between transparency requirements in the sponsorship policy and the honourific and street naming policy, which has greater transparency. Once again, the inconsistency is the same as with the naming rights policy, therefore we make the same analysis and recommendations as with naming rights. The only difference is that those recommendations should read 'sponsorship' where they say 'naming rights' in this case (see page 24-26).

A clearer definition of 'form of recognition', 'promotional opportunities', and 'etc', must be created, possibly in list format, so that councilors and the public know exactly what is permitted and what is not permitted. The terms 'form of recognition' and 'promotional opportunities' could mean many things. The term 'etc' should not be used in a policy describing what types of advertising are allowed in public space. 'etc' is not a term that staff, which will have virtually unlimited discretion under this policy to approve \$500,000 worth of advertising, should be able to operate in. However, it does accurately describe the spirit of these policies.

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Question for Staff: How are promotional activities, and other forms of recognition defined? What does 'etc' refer to in defining what advertising is allowed? Could it include canvassing of citizens using public spaces, or walking by public spaces, by sales people?

One area where the sponsorship policy could be made more particularly more transparent is in documentation of sponsorships, which the following policy sections bring up,

6.9 All sponsorships must be documented. The recipient division shall draft a written agreement (e.g. confirmation letter, memorandum of understanding, etc.) consistent with the size, complexity and scope of the sponsorship. All cash sponsorships with an estimated value over \$50,000 require a contract. For such sponsorships, the recipient division shall consult with the Legal Services Division regarding appropriate terms and conditions and consider inclusion of the following provisions:

6.16 The Toronto Office of Partnerships shall provide Council with an annual report summarizing the City's sponsorship activity.

Tier 2 Recommendation: TPSI recommends that these documents and the annual report on sponsorship activity be made public, and that the necessary amendments to the policy be made to ensure this.

In the interests of transparency TPSI recommends that all advertising types and possibilities that would be permitted under the sponsorship policy be clearly defined and limited, instead of presented in the virtually unlimited manner that they are now.

9. Financial Considerations

From a narrow financial perspective TPSI is concerned with the following sections that permit staff to enter into sponsorship agreements without competitive bids. This is in addition to giving staff the authority to sell what amounts to up to \$500,000 of city assets without Council approval. The potential for conflict of interest exists and the potential for the city to get less value than it should from the sponsorship sale (see TD Storybook Place example already cited).

5.1.7 Unsolicited sponsorship offers are exempt from the Unsolicited Proposal Policy. Divisions are not required to seek out competing bids when the sponsorship opportunity is initiated by a third party.

5.1.13 In order to expedite partnership development, a formal competitive process is not required when soliciting sponsorship opportunities. While there is no obligation to test the market, in order to maximize the contribution, it is expected that several prospective sponsors will be approached when circumstances warrant.

In addition, TPSI is concerned about whether sponsorship sales are justified at all given the following clause,

5.1.11 Since sponsorships are only intended to supplement direct City funding and to enhance City initiatives or properties, a division's normal funding must not be displaced by the sponsorship arrangement.

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In other words, sponsorship sales may be for ‘extras’ and not core funding. This diminishes their importance as a funding source and diminishes the need to expedite their sale. In this vain of logic, the sponsorship policy should not override any of the issues raised in this policy analysis such as community consultation since there is no overriding need to. In essence, we should not make it policy to run ‘roughshod’ over community, democratic, and other concerns for ‘extras’.

Tier 1 Recommendation: Limit sponsor recognition to avoid advertising. Recognition could include a press release, ‘thank you’ notes in a newsletter or speech, or a special ‘supporter’ page on municipal websites that would need to be clicked on to be viewed.

Tier 2 Recommendation: From a narrow financial perspective competitive bidding processes could enhance revenue generation and limit conflicts of interest. It is unclear why competitive bidding would be inappropriate for unsolicited offers, but appropriate for solicited offers as these issues can apply to both.

Financial Alternatives:

See pages 27-29.

Examination of the Honourific and Street Naming Policy³⁷

The policy applies to streets, and cases where the city wishes to name a property in honour of some social contributor, or where the city cannot otherwise sell a name for the time being. However, the policy does not prevent renaming streets in such a manner so as to facilitate advertising – even though the former street naming policy explicitly forbid this. In addition, there is a major loophole in the honourific naming policy to allow ‘honourific’ names to be sold, including to ‘organizations’, which could include corporations.

The Honourific and Street Naming policy is significantly stronger in aesthetic protections, community standards, civic identity protections, public consultation, and democratic accountability because the goal of the policy appears to be about building a greater city (at least until a name can be sold). Indeed, honourific naming is inherently non-commercial in theory as it is meant to honour civic leaders. Therefore many of our recommendations in this analysis will be to include clauses from this policy in the naming rights and sponsorship policies to make all of the naming policies more consistent, though some red flags will be raised.

1. Public Space Aesthetic

The following clauses from the policy apply to aesthetic concerns,

For Honourific Names,

5.2.7 The naming must not unduly detract from the character, integrity or aesthetic quality of the property or unreasonably interfere with its enjoyment or use.

For Street Names,

6.3.1.3 Corrupted or modified names, or names which are discriminatory or derogatory from the point of view of race, sex, colour, creed, political affiliation or other social factors shall not be considered.

Tier 1 Recommendation: Clause 6.3.1.3 should be applied to help alleviate aesthetic concerns in the naming rights and sponsorships policies (see pages 9-10 and 31-32).

An amendment to forbid street naming to facilitate advertising, or which could be perceived as advertising, must be included in the policy. TPSI is concerned that this type of clause has not been included, since the past street naming policy did have this type of clause (see comparison to past policies section on page 44-45). The change in policy is troubling, and may leave a back door open to corporate named streets, or street names that could be altered to facilitate corporate advertising in some other way. For example, TPSI has heard complaints from community sources about streets being named after/by condominium developers to facilitate advertising their developments rather than a sense of community, aesthetic, or heritage. This may have been a violation of the previous street policy, but could conceivably be entirely acceptable under the new policy. The new policy could lead to other ‘advertising’ innovations such as this in street naming.

³⁷ Toronto Office of Partnerships. “Appendix 3: City of Toronto Honourific and Street Naming Policy” *City of Toronto*. Oct. 14th 2011. < <http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-41843.pdf> > Accessed Nov. 1st 2011.

2. Civic Identity

The following clauses relates to matters of civic identity,

5.1.2 The names of properties and streets honouring individuals or organizations cannot be altered without the express authorization of the relevant Community Council. The re-naming of properties and streets will only be pursued in exceptional circumstances and be considered within the context of the historical and/or community significance of the existing name.

5.1.9 In considering the naming of a property or street after an individual, priority will be given to those who have made a sustained and lasting contribution to the local community or to the City in general.

TPSI also notes how inconsistent the naming rights policy is with the provisions of the honourific and street naming policy. The provisions of 5.1.2 would seem to contradict the entire spirit of corporate naming rights, which would by definition override the historical and community significance of names. The clause also allows Community Council to potentially authorize the alteration, or sale, of an existing honourific name, something which we think should require full Council approval as per our recommendations with sponsorships and naming rights (see pages 19-20 and 34-35). Clause 5.1.9 is good, but only covers individuals and appears to provide a loophole by not having its provisions apply to organizations or corporations, which could 'purchase' honourific naming rights (see definition of the term 'honourific' below).

Tier 1 Recommendation: Inserting the word 'organization' beside 'individual' in 5.1.9 ensures that the clause applies to organizations as much as it does to individuals, and should close the potential loophole in the clause.

Unfortunately there is no way to make the honourific and street naming policy consistent with the naming rights policy which by definition overrides the historical and community significance of names.

3. Community Standards

The following clauses relate to community standards,

5.1.11 The City does not endorse the products, services, or ideas of any named party.

5.2.3 Named parties are prohibited from implying that their products, services or ideas are sanctioned by the City.

5.2.2 Honourific names shall normally be awarded posthumously to those individuals who have been deceased for at least two years, with exceptions to be approved by City Council.

6.1.1 In line with current practice, for the naming of properties and streets, division staff shall only recommend names that: after consulting with the local community and councillor, are determined to have general public support; engender a strong positive image; have historical, cultural or social significance to the community, City or nation; are unique, to avoid confusion; do not lend themselves to inappropriate abbreviations or acronyms; and comply with this policy

Honourific and Street Naming Policy

6.2.6 Requests should contain the following minimum information:

The proposed name; Reasons for the proposed name, including documentation of that person or entity's significance and contribution to the community, city or country; Written documentation indicating community support for the proposed name. For a proposal to be eligible for consideration, the applicant must secure the endorsement of at least two community organizations, as defined by the applicable division; Description/map showing location and boundaries of the property; and If proposing to re-name a property, include justification for changing an established name. Names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so.

6.2.8 Each proposal will then be considered by a staff-led review that, as part of its due diligence, shall at a minimum:

review the proposed request for its adherence to this policy. ensure that supporting information has been authenticated, particularly when an individual's name is proposed. conduct an independent background check on the individual, group or organization presented for naming. consult with, and take into consideration the comments of, all interested stakeholders.

In Particular for Street Names,

6.3.1.3 Corrupted or modified names, or names which are discriminatory or derogatory from the point of view of race, sex, colour, creed, political affiliation or other social factors shall not be considered.

Tier 1 Recommendation: TPSI notes that the community standards for honourific and street naming are much higher than for corporate naming rights or sponsorships, by requiring names to engender a strong positive image, and a background check, as well as the involvement of the community to help set standards. To have a more consistent 'overall' naming policy the naming rights and sponsorships policies should have similar community involvement in setting additional standards – we make this recommendation specifically under the review of those policies (see page 11-15 and 32-33).

TPSI also notes that street names are not to offend a political affiliation, or other social factor. This is a positive standard to have, however the naming rights and sponsorship policies lack this and are inconsistent with it. To many affiliations corporate naming rights and sponsorships may be legitimately offensive, especially in the case of certain businesses – these people should be considered in those policies as well (see page 11-15 and 32-33).

To improve upon the standards here we would suggest copying our recommendations under community standards, for naming rights and sponsorships, so that the honourific and street naming policy includes clear ethical guidelines that could act as screens (see page 13). Whether the city acknowledges it or not (see 5.2.1 and 5.2.3) the city cannot avoid promoting an individual, their products, and ideas to some degree when renaming property after them and must take responsibility for doing so with clearer community standards and screens.

4. Democratic Due Diligence/Stakeholder Consultation

6.1.1 In line with current practice, for the naming of properties and streets, division staff shall only recommend names that:
after consulting with the local community and councillor, are determined to have

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general public support; engender a strong positive image; have historical, cultural or social significance to the community, City or nation; are unique, to avoid confusion; do not lend themselves to inappropriate abbreviations or acronyms; and comply with this policy

6.2.7 Upon receipt, community and other relevant stakeholders, including the local councillor, shall be notified of all naming/renaming proposals.

6.2.9 Staff will then present, within 90 days of the submission, a recommendation to the Division Head (or designate) who may either accept or reject the proposal. The Division Head may also seek to convene a public meeting to gain additional information prior to making a decision.

Specifically for Streets,

6.3.3 In the case of a name change, the application should also include a petition with name, address and signatures of the persons who reside on or own property that fronts on or is adjacent to the subject street.

6.3.4 The City Surveyor shall circulate proposed names to the affected Councillors, Fire Services, Toronto Police Services and Emergency Medical Services, and preservation panels.

6.3.6 Where the name is proposed to be established by by-law, the City Surveyor shall report to the Community Council for consideration and approval. Note that Municipal Code Chapter 162, "Notice, Public", requires that notice be given of the Community Council meeting at which a by-law to name or rename a street will be considered.

Tier 1 Recommendation: TPSI notes that the public consultation standards for honourific and street naming are much higher than for corporate naming rights or sponsorships. To have a more consistent 'overall' naming policy the naming rights and sponsorships policies should have similar public consultation standards – we make this recommendation specifically under the review of those policies (see pages 15-19 and 33). TPSI believes the recommendations on public consultation that we make for naming rights and sponsorships are an improvement in some ways than what is found in the honourific and street naming policy and so should be incorporated into honourifics and street naming as well, while keeping specific provisions in 6.1.1, 6.2.7, 6.3.3, 6.3.4, 6.3.6.

5. Role of Councillors

5.1.2 The names of properties and streets honouring individuals or organizations cannot be altered without the express authorization of the relevant Community Council. The re-naming of properties and streets will only be pursued in exceptional circumstances and be considered within the context of the historical and/or community significance of the existing name.

5.1.13 Councillors may introduce honourific naming proposals affecting their wards at Community Council.

6.1.2 Upon concluding its due diligence, the division will report to the relevant Community Council with the recommended name.

6.2.2 Ward-specific honourific naming proposals will be considered by the appropriate Community Council.

6.2.3 Honourific naming proposals that are city-wide in scope will be considered by the Mayor's Office and will require City Council approval.

Honourific and Street Naming Policy

6.3.6 Where the name is proposed to be established by by-law, the City Surveyor shall report to the Community Council for consideration and approval. Note that Municipal Code Chapter 162, "Notice, Public", requires that notice be given of the Community Council meeting at which a by-law to name or rename a street will be considered.

Tier 1 Recommendation: TPSI believes that the naming rights and sponsorship policies should be amended to require full council approval for deals to be approved to make this policy consistent with what we are suggesting for corporate naming rights and sponsorships (see page 19-20 and 34).

We do not believe that full council approval would hamper honourific naming rights and street naming.

6. Policy Sovereignty

As noted in the reviews of the naming rights and sponsorship policies, policy sovereignty is more than a theoretical concern in these arrangements. TPSI believes that the issue does not apply to the honourific and street naming policy, except where the definition 'Honourific' appears to allow name sales through 'donations' and perhaps through the lack of clear language forbidding street names that may facilitate advertising (see Transparency section below). If these loopholes were closed we do not believe policy sovereignty is negatively impacted by this policy, but if the loopholes remain open then a clause to protect policy sovereignty will be required (see page 20-22 and 35 for recommendations).

7. Property Values

As noted in the 'Property Values' sections in the naming rights and sponsorship policy reviews (see pages 22-24 and 35-36) street names can impact the value of properties.

We believe a conservative approach to protect property values would be to generally not rename streets unless there is community desire to do so, for staff to consider property values when considering a name, as well as for all of the other recommendations in this policy analysis to be implemented – such as community standards and public consultation. For recommendations see pages 22-24 and 35-36.

8. Transparency

“Honourific Naming” shall mean the honourific or commemorative naming of property or streets without the receipt of consideration by the City. It is bestowed by the City to recognize the outstanding service, commitment or contribution of an individual or group. The J.J. Piccininni Community Centre is but one example. Furthermore, an honourific or commemorative naming may be conferred on an organization that has made such a substantial donation that naming is considered to be an appropriate acknowledgement”

TPSI is concerned by the first paragraph, from the definitions section of the policy proposal. While it encourages the fostering of civic identity, the last sentence of the

Honourific and Street Naming Policy

policy would appear to permit a sale in essence, to an organization, non-profit or for profit, under the guise of a donation. We note that the TD Storybook Place naming rights sale was at times termed as a ‘donation’ in the staff report, raising further concern.

Tier 1 Recommendation: The definition of Honourific Naming should be adjusted so as to close a loophole that would permit the sale of names, which should only be covered by the naming rights policy.

9. Financial Considerations

None, since this policy is not meant to cover public asset sales (if potential loopholes are closed and street names that represent advertisements are forbidden as in the former policy).

10. Financial Alternatives

None, since this policy is not meant to cover public asset sales (if potential loopholes are closed).

Comparison to Past Policies

The City of Toronto Street Naming Policy 2001

Previously, street names were explicitly protected from having corporate names. The existing Street Naming Policy, adopted in August 2000, explicitly stated that “names for public streets that could be construed as advertising a particular business shall be avoided.”³⁸ In May 2001, the city made an amendment which found that where street names were to be renamed after businesses, the costs must be paid by the business applicant. This was an exception however, because the renaming application that had triggered this amendment had been made before 2000 street naming policy. Moreover, the report still reemphasized that corporate names are to be discouraged.³⁹

The proposed policy street naming policy position on this is somewhat vague. On one hand, the proposed sponsorship policy suggests its scope includes “all City properties” but explicitly defines properties to “not including streets and lanes.”⁴⁰ As naming rights are defined as a kind sponsorship, this might suggest that street names are not for sale.

On the other hand, the Honourific and Street Naming Policy lumps together the criteria of naming street names with that of city properties. And since city

³⁸ Toronto City Council, “Proposed Street Naming Policy.” August 1, 2, 3 and 4, 2000.
<<http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc000801/wks15rpt/cl009.pdf>>
Accessed August 26th 2011.

³⁹ Toronto City Council, “Cost Recovery for Requests to Rename Streets Using a Corporate or Business Name” May 30, 31 and June 1, 2001.
<<http://www.toronto.ca/legdocs/2001/agendas/council/cc010530/wks7rpt/cl012.pdf>>
Accessed August 27th 2011.

⁴⁰ City of Toronto. Staff report for action on Sponsorships and Naming Rights. Appendix A. Proposed City of Toronto Sponsorship Policy. Page 2

Honourific and Street Naming Policy

properties naming rights are being sold, this precludes any statement that precludes naming for streets whose names might be used for advertising.

Examination of the TTC Advertising Contract and Naming Rights⁴¹

On July 6th 2011 the TTC approved a new advertising contract with Pattison Outdoor Advertising. The new contract allows for new advertising initiatives that could result in the sale of subway station names, subway line names, and the installation of 3-D LCD screens, ads on ‘information kiosks’, video screens inside of subways, and digital advertising screens on the outsides of vehicles. Some of the current forms of advertising on the TTC will persist and some will be expanded, possibly including; fully covered vehicle advertising, externally wrapped subway trains, ads on the ceilings of buses, ads on the back of buses facing drivers, outdoor billboards on TTC property, and sales-people inside stations promoting products and companies.

This list is long, but ultimately what we are getting is a lot more pervasive and intrusive advertising for TTC riders that will make their experience worse and more alienating, and for very little financial benefit in return.

In essence, we’re taxing the riders and the public so that a private company can make a lot of money by selling more ads on the TTC – the public won’t get much additional revenue. One estimate suggests that additional revenue in the new deal will only pay for approximately 1% of the TTC budget – though this figure could be slightly higher in time as new ad types are implemented, if revenue sharing or an additional price tag is part of the deal at this future time.⁴² There is no particular reason to believe any additional revenue would be significant though.

For example, the American experience suggests that the TTC will not raise much money from selling off naming rights. Philadelphia received \$600,000 a year from AT&T for the name of one station, and New York \$200,000 from Barclays. Boston tried but failed to sell any sponsorships for its transit system.⁴³

In addition, a 2008 TTC report on naming rights sales (attached) details some of the experiences of transit jurisdictions around the world when it comes to naming rights sales. It appears that few transit authorities have sold naming rights, and for little financial benefit when it has been undertaken.

Thirteen major transit authorities queried by the report’s authors had not sold naming rights due to a lack of corporate interest, inadequate financial benefits, or out of a respect for customer service and experience.

TPSI echoes the concerns and recommendations raised in previous sections of this policy analysis with regards to public space aesthetic, community standards, democratic due diligence/stakeholder consultation, transparency and financial alternatives. TPSI believes the analyses and recommendations in these sections is

⁴¹ TTC Advertising Contract.
<[http://www3.ttc.ca/About the TTC/Commission reports and information/Commission meetings/2011/July 6 2011](http://www3.ttc.ca/About%20the%20TTC/Commission%20reports%20and%20information/Commission%20meetings/2011/July%206%202011)> Accessed October, 2011.

⁴² Matt Elliott. “TTC inks an advertising deal—cue station naming rights bonanza or not.” Toronto Life. July 8th. 2011. <<http://www.torontolife.com/daily/informer/streetcar-named-disaster/2011/07/08/ttc-inks-advertising-deal/>> Accessed Nov. 1st 2011.

⁴³ Ibid. “TTC inks an advertising deal.”

TTC Advertising Contract & Naming Rights

generally applicable and transferable to matters of TTC naming rights and advertising.

However, the role of councilors in the TTC advertising contract, which includes naming rights, is problematic. Our understanding is that there is no role for councilors in this matter as the TTC has already approved the contract, which is exempt from the proposed new city-wide naming rights and sponsorship policies since it does not apply retroactively to an approved contract.

TPSI would suggest that Councillors amend the city-wide naming rights and sponsorship policies to apply retroactively to at least to TTC naming rights and sponsorships, and other new forms of advertising in it, which according to our understanding have not been pursued yet though are approved in principle by the contract. It is our understanding that the TTC would accept proposals on these matters by the advertising company but retains the right of final approval, therefore Council could in theory perhaps authorize restrictions on the ability of the TTC to exercise its rights of final approval on these matters in light of a new city-wide policy, which will hopefully become more informed, democratic, and principled before it passes.

TPSI also questions whether this is just to first step to the broader commercialization of transportation infrastructure – if TTC station names and lines are named after corporations, are highways, roads, and bridges far behind?

Response to the 2006 Environics Survey

In providing support for the proposed sponsorship and naming rights policy, the June 2011 staff report referenced an Environics survey conducted in 2006. The survey looked into support for initiatives to raise funds and resources for parks and recreation services. Specifically, it stated that

Some 69 per cent of respondents somewhat or strongly supported the City entering into corporate partnerships. Those same respondents were then asked how their support would change if the partnership involved granting corporate naming rights of a City-owned asset for a limited period of time. Some 59 per cent said their support would stay the same while 30 per cent said their support would increase.⁴⁴

TPSI raises three issues with what was omitted in that published result.

First, the question of support for naming rights appears to be leading. That is, the amount of people whose support would stay the same might be different if the question was asked differently. As written in the survey results, the question was posed as such (emphasis added)

2PR. Does your support for corporate partnerships **go up or stay the same...**

f) if partnerships involve granting a business the naming rights to a City owned facility, such as a local arena or recreation center, for a limited period of time?⁴⁵

The term ‘partnership’ is value laden and is not neutral, nor is it clear to non-experts. It sounds friendly and pleasant, and offers no descriptive value for gaining statistical validity and reliability and only serves to potentially bias the results. In addition, the term partnership could be argued to be factually incorrect when these transactions are business sales of public assets. When creating statistical surveys commonly understood and clear terms must be used as much as is possible. The survey does include its own definition of partnership, but the definition is leading and full of unclear jargon as well, such as ‘publicity’ instead of using a more clear term such as advertising to describe what corporations gain, likely biasing the results. Whether defined appropriately or not, the term ‘partnership’ means different things to different people in this culture and should not and need not be used in this type of survey.

The use of the terms ‘limited’, ‘strictly-time limited’ and ‘temporary’ in the survey to describe the period of time is also not neutral, and suggests that the time period may be ‘short’ rather than the standard 10-20 years, according to our understanding, for naming rights, or other long periods of time for signage, logos, and billboards.

⁴⁴ City Manager. “Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City” <<http://www.toronto.ca/legdocs/mmis/2011/ex/bgrd/backgroundfile-38934.pdf>> June 1st 2011. page 4 Accessed August 28th 2011.

⁴⁵ City of Toronto – Parks and Recreation. 2006 Environics Survey. “Support for proposed City of Toronto initiatives to raise funds/resources for parks and recreation services”

The use of the term naming rights is problematic as is most likely not clearly or widely understood by non-experts. Terms must be clear in statistical surveys and industry jargon should be avoided to limit bias and promote accuracy. The example given in the survey to add clarity in one question is 'Reebok Raptorball' which does not add clarity. It is unclear what a Reebok Raptorball is. A better example would have been Unilever Children's Baseball Program, or a McDonald's Fitness Program to provide an understandable and accurate descriptive element to the example.

In addition, based on our discussions with stakeholders, people associate corporate naming rights and sponsorships with commercial sports arenas. This should not be surprising, given the Rogers Centre, Air Canada Centre, and tendency for these venues to be named after corporations around the world. This likely causes a cultural bias in people's perceptions of naming rights and athletic centres by linking the two more strongly than would otherwise be the case with parks, community centres, library literacy programs, or children's playgrounds. TPSI suggests that limiting its query to people's acceptance of corporate named sports centres and not any other type of public space also biases the survey.

Rather than seeking whether the support for corporate 'partnerships' would rise or fall with different secondary questions, and within groups of supporters and opponents, which can be confusing and used as well as presented inappropriately, the survey should have represented each question independently and in full, with a ordinal or interval scale to gauge support more accurately for each question independent of the previous question. For example, a scale of 'strongly oppose' ranging to 'strongly support' or 1-10 would have been more useful and methodologically sound for each follow up question, including for the naming rights question, and advertising questions, rather than gauging their support by seeing if it would rise or fall by an unclear amount. Nor should the survey have batched questions regarding naming rights for sports programs and public spaces, such as playgrounds, for example.

A superior and arguably methodologically sound survey would have simply asked people if they support the City renaming public space x after a corporation, where x is defined by a specific type of public space, so that the City could raise revenue. The question would be asked multiple times for each type of public space. Secondary follow up questions could be used appropriately to gauge whether their support would go up or down a certain amount based on ranges of revenue gained, and ranges of contract length, as well as if the public space was in their local neighbourhood or not, for example. The scale of the secondary question should be on the same scale as the original question though, to gauge the level of support accurately. Questions on advertising should be conducted similarly. For example it would be superior to simply ask whether people support advertising in parks. Then, within groups of supporters and opponents, to ask people if they support advertising billboards in parks as an example, on a useful ordinal or interval scale that is the same as the original question, so that the City could raise a realistic (and clearly defined) range of revenue. Or/and to ask follow up questions to see their support for billboards with contract length, size, back lighting, type of public space etc made clear, which could also be asked within groups of supporters and opponents. Rather than 'does your support for advertising go up or stay the same' 'if advertising involved installing free-standing billboards at street-side entrances to public parkland or recreation

facilities?’ for ‘Respondents who strongly support / somewhat support advertising on City of Toronto parks and recreation facilities’, for example, which is more confusing and fails to measure a level of support and only offers a direction. In addition, it appears that the follow up questions and scales used for supporters and opponents of the original questions are different at times, which is troubling. For example, respondents who opposed advertising are asked for the level of support, instead of direction, ‘if advertising does not involve installing free-standing billboards at the street-side entrance to public parkland or recreation facilities?’ leading many who opposed and strongly opposed advertising to now strongly support ‘advertising’ as long as it does not involve billboards – in reality they may believe that they are actually strongly showing support against billboards with this confusing question which asks them for a level of support instead of whether their opposition would rise, stay the same, or decline – which would be in line with the follow up question asked to advertising supporters.

As is, the survey appears as though it may be designed to gain support for advertising and corporate naming rights sales. TPSI would suggest it is leading both in the use of terminology, jargon, and well placed confusion, as well as an inappropriate use of a scale in some follow up questions that only adds confusion rather than gauging support. Further, different, leading and confusing questions are at times asked to people who support and oppose corporate partnerships, and advertising, possibly to ‘drill’ support for naming rights and advertising out of them, rather than to gather accurate data on their actual informed and unconfused opinions. Nearly all of the questions appear to be written in leading ways with leading or confusing terminology, either by accident, sloppiness, or to gain the answer that is desired. At minimum we feel that it is inaccurate and methodologically unsound. We also note the lack of any statistical measures to back up the significance and reliability and validity of the survey and its question design, further adding to our concern, since these statistical measures are basic and common in any survey. Without them no claim for reliability, validity, significance, or representativeness can be made, and therefore the survey results must be ignored according to academic standards, which is the only standard in statistics.

Second, the results for the support for partnerships with non-profits or charitable organizations were not mentioned in the staff report. Specifically, it found that 79 percent of respondents somewhat or strongly supported the City entering into non-profit partnerships. TPSI believes that corporate ‘partnerships’ lack depth compared to non-profit ‘partnerships’. That is, while corporations might possibly have larger financial clout, non-profit organizations are better suited to meet community needs. For example, while a corporation may buy the equipment for a new playground in exchange for advertising, (which is not actually a partnership) a community organization like that at Dufferin Grove Park shows how non-profit partnerships could truly flourish without advertising.

Third, the survey results for the overall support of advertising was not mentioned in the staff report. Specifically, it found that 41% of respondents somewhat or strongly opposed advertising in parks or recreational facilities even when the question mentioned that it would help to produce revenue. Furthermore, for the people who visited the 2-3 times and 4 or more times a week, and thus most affected by increased advertising, this opposition increased to 46% and 49% respectively. An

Environics Survey

opposition of 54% appears amongst the 18-24 demographic, and 50% of those 55 or over also voice opposition.

Consequently, TPSI suggests that the Council consider this additional analysis of the survey results beyond the seemingly positive support for corporate naming rights and advertising that the staff report mentioned.

November 1st Executive Committee Amendments

This section will respond to key amendments made at the Executive Committee that passed this policy package.

Oct. 14th Staff Report Recommendation 2 Amendment (Carried, suggested by Giorgio Mammoliti)

New

2. City Council request the Director of the Toronto Office of Partnerships, in conjunction with the relevant City divisions, and in consultation **with the BIAs** to identify appropriate properties for potential naming rights.

Old

2. City Council request the Director of the Toronto Office of Partnerships, in conjunction with the relevant City divisions, to identify appropriate properties for potential naming rights;

Recommendation 3 Amendment (Carried, suggested by Giorgio Mammoliti)

New

City Council request the Director of the Toronto Office of Partnerships to consult with relevant internal and external stakeholders, **including BIAs**, for the purposes of establishing guidelines for the valuation of City properties that may be leveraged for sponsorships and naming rights;

Old

City Council request the Director of the Toronto Office of Partnerships to consult with relevant internal and external stakeholders for the purposes of establishing guidelines for the valuation of City properties that may be leveraged for sponsorships and naming rights;

***In the opinion of the TPSI the inclusion of one stakeholder to the exclusion of all others in this process, in what is likely a privileged position regarding access to information, is unfair, unjust, and undemocratic.**

Criteria for Name Selection Addition (Carried, suggested by Michael Thompson)

New

“That Section 6 regarding the Naming of Properties and Streets, of Appendix 3 of the report (October 14, 2011) from the City Manager be amended by adding the Criteria for Name Selection set out in the City of Toronto Street Naming Policy previously adopted by City Council.”

Old

Reference of Criteria for name selection in 2001 Street Naming Policy

<http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc000801/wks15rpt/cl009.pdf>

Criteria for Name Selection:

(1) Streets should generally be named after people, places, events and things related to the

City and citizens of Toronto. Proposed names should meet one of the following criteria:

(a) to honour and commemorate noteworthy persons associated with the City of Toronto;

(b) to commemorate local history, places, events or culture;

(c) to strengthen neighbourhood identity; or

(d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Toronto.

(2) Consideration should be given to names of local area or historic significance.

(3) Names of living persons should be used only in exceptional circumstances.

(4) Only a person's last name should be used as a street name unless additional identification

is necessary to prevent a duplication with an existing street name in Toronto and surrounding municipalities.

Note: This is the same as added above in **6.1 Naming of Properties and Streets**.

***However, it avoids adding the following section #4 from the old street naming policy. The question is why, given evidence of knowledge of this by the fact of the amendment.**

Names to be Avoided:

(1) Street names being a duplicate of an existing street in the City of Toronto or in the municipalities surrounding Toronto shall be avoided.

(2) Similar sounding names such as Beach Avenue and Peach Avenue, or Apple Hill Road and Apple Road should be avoided.

(3) Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, colour, creed, political affiliation or other social factors, shall be avoided.

(4) Names for public streets that could be construed as advertising a particular business shall be avoided.

(5) The reuse of former street names should be discouraged because of the confusion this causes in property records management.

A/City_local news

11:00 am

DTN

QUEEN & BAY



_PHOTOGRAPH: DAVID COOPER/TORONTO STAR

Former mayor David Miller (centre) presides over the June 2005 opening of TD Storybook Place. The bank is seeking a four-year extension on naming rights for the playground.

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_WED SEP 7, 2011 LOCAL NEWS

Corporate playgrounds

Public-space activists turn out at City Hall Tuesday night to protest TD Bank's bid to extend their naming-rights contract for the Franklin Children's Garden on Centre Island.

BY: EDWARD KEENAN

On Tuesday evening, a small group of protesters gathered outside City Hall, some wearing green and carrying signs, to protest putting corporate names on public spaces.

Inside, council's Executive Committee considered a proposal to renew a contract with TD Bank. Since 2005, the Franklin Children's Garden on Centre Island has contained a small amphitheatre called "TD Storybook Place." The bank wants to give the city \$250,000 for park maintenance in exchange for a four-year extension of the naming-rights agreement.

The Children's Garden, built six years ago, is troubling to those who oppose corporate brand

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influence on city property. Created in conjunction with Corus Entertainment Group's Kids Can Press, the park takes its theme from *Franklin*, the children's television show and book series about an animated turtle. All of its elements are designed around sculptures of trademarked characters and plot points from the series. The park also contains the "Unilever Snail Trail."

"There's no excuse to sell out our children like this—they're vulnerable," said Jayme Turney of the Toronto Public Space Initiative, and one of the organizers of the protest. He added that the Ontario Public Health Association has proposed a ban on all advertising targeted at children under 13.

Instead of having a park that essentially doubles as an ad for an entertainment franchise, a food-and-hygiene company and a bank, Turney suggested finding funding for such spaces by "cutting gravy." He pointed out that the \$7.8 million in overtime that police are paid each year for policing construction sites is more than the \$7 million the city takes in from all sponsorship agreements. He said, "This is just about priorities and ideology."

For Turney, this issue is just a warm-up for the larger battle over a new city policy for sponsorships and naming, which would govern naming rights for things like public buildings, streets and TTC stations. Councillors will consider the policy later in the fall.

TAGS [Bulletins](#) , [Centre Island](#) , [City Hall](#) , [Franklin Children's Garden](#) , [TD Bank](#)

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John

Nope. Don't care. I take the kids all the time to Franklin's garden, and yes, this all seems cheap-ass. But there are plenty of better hills to die on these days.

4:22 pm on September 8, 2011

[REPLY](#) [FLAG](#)

McQuaid

Yesterday I saw two human pylons on a street corner. They were protecting the sidewalk. They were wearing Metro Police uniforms. Human pylons. Why not name THEM after the banks? After all, the banks seem to be controlling the world agenda these days... T.D.Police Force. R.B.City Cops. BMO Brigade. Why is David Miller standing there when he should be in the mayor's office?

2:16 pm on September 7, 2011

[REPLY](#) [FLAG](#)

DamnedIfYouDo

Talk about 1st world problems. Complaining about corporate sponsorship of public spaces in the wake of a massive city-wide budget shortfall feels like the work of people who are a bit....sheltered.

If there is money to be cut from the Police Budget (Note: Can't wait until these same people are complaining about the underpaid cops next year), then I'm sure there is a better place to allocate it to, rather than funding a park that is already funded.

With so many genuine causes to support, perhaps these folks could throw their weight behind one that actually mattered.

11:16 am on September 7, 2011

[REPLY](#) [FLAG](#)



malcolm

thinking about renaming subway stations: I never liked the religious names in use, St. George, St. Andrews, etc.

the powers name things after themselves, then it was the churchs, now it is the rich

9:19 am on September 21, 2011

[FLAG](#)

off the grid blogs

FED #103: The Street Food

Status: FED · Fried Chicken · Brussels Sprouts + Almonds + Apples + Barley + Lemon...

[READ POST FROM coreymintz](#)

Pseudo Paleo Pumpkin Pie

The sight of pumpkins this week brought back mouth-watering memories of one [dilly](#) [http://www.thegridto.com/city/local-news/corporate-playgrounds/](#)



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Rice Krispies for god

Last Thursday was day one of the year 2068 in the Nepali Hindu calendar, and to celebrate New Year's Day—part of the larger...



_WED NOV 2, 2011 LOCAL NEWS

Generation Redux

In front of a hundred-strong gathering of men, women and children at Native Child and Family Services' downtown office last...



_WED NOV 2, 2011 LOCAL NEWS

Toronto Gothic

Sitting in Yorkville's Leonardo art gallery last Thursday afternoon, Francisco Castro Lostalo gestured disparagingly toward...

pseudo Paleo...

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Creamy Caesar Salad

Recipe Update from May 2008 My eating diet can be summed up in two seasons: Soup season and salad season...

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Toronto: walking in a corporate wonderland

Posted by [Rasha Mansoor](#) | 0

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North American consumerism has been rampant for decades. However, when it reaches the point of infiltrating even the most simple and innocent aspects of our lives – those that are still relatively untouched by crass materialism – then we have serious problems.

Toronto Mayor Rob Ford, along with a group of other rightwing city councillors, has proposed a sponsorship bill that would sell out the names of Toronto's public, city-operated areas, including its parks, subway stations and libraries, to big business. The Bill is still at the proposal stage, but the Mayor, who seems determined to cut down on public-sector services and initiate a corporate monopolization of the city, could very well turn this absurd prospect into reality.

In a small but concerted effort to prevent this madness, a rally organized by the Toronto Public Space Initiative (TPSI) was held last Tuesday outside Toronto City Hall. Jayme Turney, executive director of TPSI and leader of the rally, believes that if the city were to become too reliant on corporate funding, it would 'only insignificantly benefit the city financially, but could lead to significant, and even unwanted, control of our city's policy decisions. It could reach a point where these corporations dictate the terms of how our city's public services should be run.'



Protesters rallying outside City Hall against the proposed corporate infiltration of Toronto's public services. Photo by Rasha Mansoor

Other than the obvious ludicrousness of having a McDonald's Subway Station or a Burger King Park, there are more insidious implications should the deal go ahead: consumer advertising could eventually reach such a level that it becomes inescapable – both physically and psychologically. Then the stereotypical image of the overweight, coke-drinking, burger-eating North American might become justified, with the material-driven superficiality of our society exacerbated, and a media which largely dictates how we see

ourselves and others. Charlie Harvey's recent blog in which he argues that 'consumerist dogma' was a driving force behind August's England riots explores similar ideas. Social dissatisfaction runs high in Canada (even if its expression has not reached the extremes it did in Britain) but if material growth is to become the modus operandi of everyday survival, then what we're looking at is a sordid race to the bottom.



As neoliberal agendas continue to dominate the dossiers of our political leaders, the realization that more money does not equal more progress may come too late, if at all. Toronto's socially disadvantaged communities have borne the brunt of the government's economic revitalization policies for decades, and with a new corporatization agenda underway, their future seems bleaker than ever.

You know that things have really hit rock-bottom when, taking your children to the local park on a Sunday afternoon, you are hounded on all sides by advertising logos reminding you of the 'must-haves' missing from your life. Even contentment will become one of the few luxuries in life we will no longer be able to afford.

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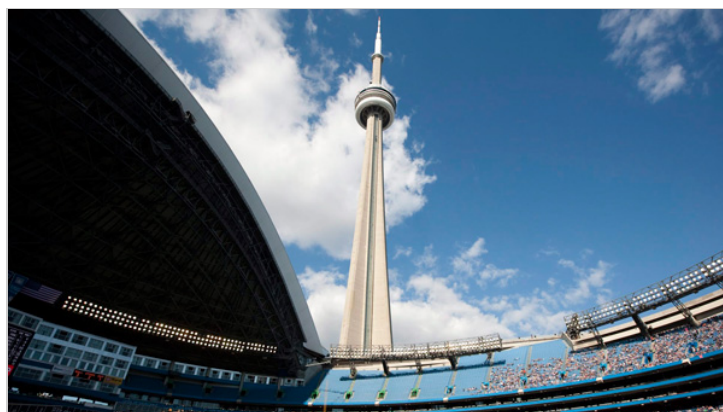
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Home : Experts not sold on plan to sell civic naming rights

Experts not sold on plan to sell civic naming rights



The CN Tower looms over the Toronto Blue Jays and Detroit Tigers as the Rogers Centre's roof is open for the first time in the 2011 MLB baseball season in Toronto Saturday, May 7, 2011. THE CANADIAN PRESS/Darren Calabrese

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Vanessa Greco, ctvtoronto.ca

Date: Saturday Jul. 2, 2011 3:18 PM ET

For many Torontonians, concern over branding the city spaces for cash stretches beyond the prospect of taking a stroll in Nabisco Square or riding the subway to Samsung Station.

That often uneasy conversation on sponsorship will be revisited after city council's executive committee voted to take a second look at a report that suggests Toronto should step up its efforts to earn some much-needed cash by soliciting corporate endorsements.

The recommendations, which could allow companies to stamp their names on public spaces and buildings, generated a maelstrom of humour when they hit the media.

Pundits sniggered at the idea of ambling across McDonald's Bridge or shooting hoops in an auditorium sponsored by Coffee Time.

One media outlet jokingly asked children if they'd like to go to Kraft Winthrow Park or a Wal-Mart community centre in one article. Another outlet imagined a city so saturated with sponsorship that it was called Toronto and Firkin.

But for urban designer Ken Greenberg, the idea of selling naming rights to city-owned facilities or spaces isn't a joke. He said he is apprehensive about welcoming more

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"We're already saturated with sponsorship and in some cases it's appropriate," said Greenberg.

8:00pm Dancing with the Stars

W5

"But at some point, there are public things that deserve to have their own place in the city without being brought to you by a particular company."

10:00pm Castle

Power Play

Question Period

His hesitation goes beyond a sentimental desire to preserve the integrity of Toronto's public spaces. Selling off city naming rights to the highest bidder might also disorient Torontonians or gradually strip the city of its identity, he said.

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"Names have a practical purpose, it's all about wayfaring," said Greenberg, who once worked as the city's director of urban design and architecture.

Autos

"When you keep changing these things around on people, they'll start resisting," he said.

Consumer

"Take the Rogers Centre for example; I still call it the SkyDome."

Browse:

Historically, Toronto has already played host to a variety of corporate sponsors. One look at a city map reveals a topographical billboard of company names. City dwellers can saunter down Yonge Street and go shopping at the Eaton's Centre, named after a once-popular department store chain. Live theatre aficionados can enjoy a show at the Sony Centre for the Performing Arts, which was originally named The O'Keefe Centre after a brewing conglomerate, but later reincarnated by a software company as The Hummingbird Centre.

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With corporate names already wound into the basic fabric of Toronto, Mayor Rob Ford told reporters he's willing to consider welcoming more in order to cope with the city's \$774-million budget gap.

The suggestion triggered a collective gasp from heritage aficionados like Bruce Bell.

Bell, a historian who conducts walking tours of Toronto, said he believes city council should show a bit more reverence for the city's identity.

"Renaming things with reckless abandon has a huge effect on the psyche of who we are as Torontonians," he told [ctvtoronto.ca](#). "It seems that each generation forgets the generation that came before."

Bell added that he wasn't as offended when Coun. Doug Ford said city council would also consider rebranding subway stations to earn funds for the cash-strapped Toronto Transit Commission.

"Those stations are underground and they're splashed with advertisements anyway," he said. "The TTC needs a huge makeover and if corporate sponsors help maintain our transit system then it might be a good thing."

If Toronto were to adopt the naming rights recommendations, the city would join places like Calgary, Chicago and New York that actively seek out corporate sponsorship to earn much-needed revenue.

But public space advocate Jayme Turney said he believes the city can find alternate ways to raise funds.

"Personally, I think we can cut out things like police doing guard duty on construction sites," said the executive director of the Toronto Public Space Committee.

Turney added that communities, not just city councillors, should have a more active say in whether the naming rights to their parks and facilities are sold off.

"There should definitely be more restrictions to who the city can sell names to and which sponsors they work with," he said.

City council's report indicates that not all buildings or spaces will be up for grabs; proposals to rename public facilities will be considered on a case-by-case basis. The recommendations are also quick to clarify that the city will retain ownership over any named properties.

But before Toronto can put those recommendations in place, if ever, the report needs to return to city council's executive committee for a second look at the age-old question: "What's in a name?"

[Comments are now closed for this story](#)

Ashley said

What ever happened to preserving what Toronto was once upon a time, we are losing our city slowly by our government endorsing corperate manipulation. Toronto already has more than enough advertisments, just look at Dundas Square, the TTC system. The average person sees 3,500 advertisments each day in Toronto. Do you not think that is enough, where do we draw the line? Soon Toronto will be known as Rogers city, or maybe perhaps Toronto and Barns.

Ken said
I kind of like the idea of sponsors for public spaces. I think tax payers would resonate with "You Could Be Driving A Honda" subway station or "Coalition Against Rob Ford" city hall...

Anne said
I don't understand the concern here. This whole idea of preserving Toronto's identity is very self serving. People visiting Toronto don't care one way or the other what the 'name' of a particular point of interest is.
This is a great way to raise money to get the city out of debt, a debt brought on by the previous council who obviously would have been dead set against this type of thing.
Let's move forward and be progressive like these other cities.
If we want to be first class, we need to start acting like it.

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TTC inks an advertising deal—cue station naming rights bonanza (or not)



Is this what the future holds for the city's subway stations? (Image: Robert Taylor)

The TTC got its [advertising deal](#). On Wednesday, the cash-strapped transit agency approved a 12-year, \$342-million contract with Pattison Outdoor Advertising that could see your local subway stop renamed Pizza Pizza station, or something to the effect. The deal is supposedly part of the TTC's plan to work its way out of the budgetary hole it's found itself in—but given that the added revenue will work out to roughly one per cent of the agency's \$1.5-billion operating budget, it seems the transit commission may have sold its soul for a ham sandwich (or perhaps a slice of Pizza Pizza?).

The *National Post* has the [details](#):

The 12-year, \$324-million contract with Pattison Outdoor Advertising guarantees about \$11-million more revenue for the Toronto Transit Commission in its first year than the current

contract.

It also puts Pattison in charge of brokering any "new initiatives," such as 3D LCD screens, digital screens on the sides of buses and subway station or line naming rights.

Regarding naming rights, Vince Rodo, general secretary of the TTC, used the example of a transit station in Philadelphia that was "brought to you by Verizon" as a possible model. He estimated sponsoring a station could net the TTC single-digit millions, plus station improvements.

Attempts to sell naming rights for subway stations have also been floated in major cities across the world. But New York transit blogger Benjamin Kabak [notes that](#) most American cities have found the practice relatively ineffective at bringing in significant revenues (although a successful experiment in pre-recession Dubai apparently had some success). Philadelphia managed to sell naming rights to AT&T for \$600,000 per year at one station, while New York City inked a deal with Barclays for \$200,000. Boston's transit department put a slew of stations on the block for sponsorship in an attempt to fill a budget hole of its own, but received no offers.

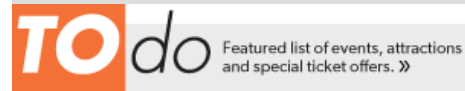
One obvious problem is that corporate sponsors don't necessarily want to be associated with beleaguered transit agencies that many view as dirty and only marginally safe. Marketing executives tend to want to associate their brands with positive experiences, and TTC travel—especially these days—tends not to fit that bill.

TTC Chair Karen Stintz suggested that the TTC might look at Dundas Station as a potential prototype for corporate sponsorship, in a deal that would include naming rights for (likely) Ryerson University. But that's really more of a public-public relationship than a public-private one.

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- TTC increases amount of advertising space available on its vehicles [National Post]

by Matt Elliott

July 8, 2011 at 4:00 pm



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Advertising is a poison that demeans even love – and we're hooked on it

We are subjected to ever more pervasive messages to consume, encouraging dissatisfaction. Yet this column depends on it



George Monbiot

guardian.co.uk, Monday 24 October 2011 20.30 BST



Illustration by Daniel Pudles

We think we know who the enemies are: banks, big business, lobbyists, the politicians who exist to appease them. But somehow the sector which stitches this system of hypercapitalism together gets overlooked. That seems strange when you consider how pervasive it is. In fact you can probably see it right now. It is everywhere, yet we see without seeing, without understanding the role that it plays in our lives.

I am talking about the industry whose output frames this column and pays for it: advertising. For obvious reasons, it is seldom confronted by either the newspapers or the broadcasters.

The problem was laid out by Rory Sutherland when president of the Institute of Practitioners in Advertising. Marketing, he argued, is either ineffectual or it "raises enormous ethical questions every day". With admirable if disturbing candour he concluded that "I would rather be thought of as evil than useless." A new report by the Public Interest Research Centre and WWF opens up the discussion he appears to invite. Think of Me as Evil? asks the ethical questions that most of the media ignore.

Advertising claims to enhance our choice, but it offers us little choice about whether we see and hear it, and ever less choice about whether we respond to it. Since Edward Bernays began to apply the findings of his uncle Sigmund Freud, advertisers have been developing sophisticated means of overcoming our defences. In public they insist that if we become informed consumers and school our children in media literacy we have nothing to fear from their attempts at persuasion. In private they employ

neurobiologists to find ingenious methods of bypassing the conscious mind.

Pervasiveness and repetition act like a battering ram against our minds. The first time we see an advertisement, we are likely to be aware of what it's telling us and what it is encouraging us to buy. From then on, we process it passively, absorbing its imagery and messages without contesting them, as we are no longer fully switched on. Brands and memes then become linked in ways our conscious minds fail to detect. As a report by the progressive thinktank Compass explains, the messages used by advertisers are designed to trigger emotional rather than rational responses. The low-attention processing model developed by Robert Heath at the University of Bath shows how, in a crowded advertising market, passive and implicit learning become the key drivers of emotional attachment. They are particularly powerful among children, as the prefrontal cortex – which helps us to interpret and analyse what we see – is not yet fully developed.

Advertising agencies build on this knowledge to minimise opportunities for the rational mind to intervene in choice. The research company TwoMinds, which has worked for Betfair, the drinks company Diageo, Mars, Nationwide and Waitrose, works to "uncover a layer of behavioural drivers that have previously remained elusive". New developments in neurobiology have allowed it to home in on "intuitive judgments" that "are made instantaneously and with little or no apparent conscious effort on the part of consumers – at point of purchase".

The power and pervasiveness of advertising helps to explain, I believe, the remarkable figure I stumbled across last week while reading the latest government spreadsheet on household spending. Households in the UK put an average of just £5.70 a week, or £296 a year, into savings and investments. Academic research suggests a link between advertising and both consumer debt and the number of hours we work. People who watch a lot of advertisements appear to save less, spend more and use more of their time working to meet their rising material aspirations. All three outcomes can have terrible impacts on family life. They also change the character of the nation. Burdened by debt, without savings, we are less free, less resilient, less able to stand up to those who bully us.

Invention is the mother of necessity. To keep their markets growing, companies must keep persuading us that we have unmet needs. In other words, they must encourage us to become dissatisfied with what we have. To be sexy, beautiful, happy, relaxed, we must buy their products. They shove us on to the hedonic treadmill, on which we must run ever faster to escape a growing sense of inadequacy.

The problem this causes was identified almost 300 years ago. In Robinson Crusoe, published in 1719, the hero remarks: "It put me to reflecting, how little repining there would be among mankind, at any condition of life, if people would rather compare their condition with those that are worse, in order to be thankful, than be always comparing them with those which are better, to assist their murmurings and complainings." Advertising encourages us to compare ourselves with those we perceive to be better off. It persuades us to trash our happiness and trash the biosphere to answer a craving it exists to perpetuate.

But perhaps the most important impact explored by Think of Me As Evil? is the one we discuss the least: the effect it has on our values. Our social identity is shaped by values which psychologists label as either extrinsic or intrinsic. People with a strong set of

intrinsic values place most weight on their relationships with family, friends and community. They have a sense of self-acceptance and a concern for other people and the environment. People with largely extrinsic values are driven by a desire for status, wealth and power over others. They tend to be image-conscious, to have a strong desire to conform to social norms and to possess less concern for other people or the planet. They are also more likely to suffer from anxiety and depression and to report low levels of satisfaction with their lives.

We are not born with our values: they are embedded and normalised by the messages we receive from our social environment. Most advertising appeals to and reinforces extrinsic values. It doesn't matter what the product is: by celebrating image, beauty, wealth, power and status, it helps create an environment that shifts our value system. Some adverts appear to promote intrinsic values, associating their products with family life and strong communities. But they also create the impression that these values can be purchased, which demeans and undermines them. Even love is commingled with material aspiration, and those worthy of this love mostly conform to a narrow conception of beauty, lending greater weight to the importance of image.

I detest this poison, but I also recognise that I am becoming more dependent on it. As sales of print editions decline, newspapers lean even more heavily on advertising. Nor is the problem confined to the commercial media. Even those who write only for their own websites rely on search engines, platforms and programs ultimately funded by advertising. We're hooked on a drug that is destroying society. As with all addictions, the first step is to admit to it.

twitter.com/georgemonbiot

• A fully referenced version of this article can be found at www.monbiot.com

Comments in chronological order (Total 556 comments)

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C



[GeorgeMonbiot](#)

24 October 2011 8:38PM

Before anyone else points it out: yes, I'm painfully aware that this column is framed by two airline adverts.

From Brave New World:

“In the nurseries, the Elementary Class Consciousness lesson was over, the voices were adapting future demand to future industrial supply. ‘I do love flying,’ they whispered, ‘I do love flying, I do love having new clothes ...’”

Recommend (401)

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Ontario Public Health Association

l'Association pour la santé publique de l'Ontario

Established/Établi 1949

RESOLUTION #4

**A BAN ON ALL COMMERCIAL ADVERTISING
TARGETED TO CHILDREN UNDER THIRTEEN YEARS OF AGE**

A Resolution adopted by the
Ontario Public Health Association
Code 2008-04 (RES) *Status* Active

RESOLUTION #4: Motion from the Floor at Ontario Public Health Association Annual General Meeting 2008

WHEREAS children today are exposed to a greater intensity and frequency of marketing than any previous generation;

WHEREAS there is strong evidence that younger children lack the cognitive abilities to understand marketing messages;

WHEREAS Canadian children influence \$20 billion in annual household purchases, making them a lucrative target for marketers;

WHEREAS there is strong evidence that food advertising has a direct influence on what children choose to eat and indirectly exerts pressure on parents to choose those things;

WHEREAS the dominant focus of commercial advertising targeted to children is for products that undermine parents' and public health professionals' efforts to promote healthy diets and physical activity;

WHEREAS recent industry initiatives promising to change advertising to children have proven to be ineffective;

WHEREAS the Quebec ban on commercial advertising targeted to children provides a wealth of experience in implementing a national framework;

WHEREAS the Supreme Court of Canada ruled in 1989 that the Quebec ad ban is a reasonable limit on the right to free speech and that "...advertising directed at young children is per se manipulative";

WHEREAS almost 90% of television watched by Canadian children is on Canadian-based stations which would be subject to Canadian laws;

WHEREAS the Toronto Board of Health, the Centre for Science in the Public Interest and the Elementary Teachers' Federation of Ontario have called for a ban on all commercial advertising targeted to children;

NOW THEREFORE BE IT MOVED that the Ontario Public Health Association call for a ban on all commercial advertising targeted to children under 13 years of age by the Government of Ontario, the Government of Canada or both;

BE IT FURTHER MOVED that the Ontario Public Health Association seek to partner with the Association of Local Public Health Agencies, Toronto Public Health and other interested stakeholders to develop and implement an effective province-wide advocacy plan, and that OPHA urge the Canadian Public Health Association to advocate for a national ban to the Federal Government.

Implementation Plan:

1. The Ontario Public Health Association Board will take appropriate measures to disseminate the approved motion to the Association of Local Public Health Agencies, the Association of Municipal Organizations, the Canadian Public Health Association, the Ontario Ministry of Health and Long Term Care, the Ontario Ministry Government Services, the Agency for Health Protection and Promotion, Health Canada and Industry Canada.
2. The Ontario Public Health Association will convene a work group with appropriate stakeholders to develop a provincial advocacy plan and collaborate with CPHA to develop a national advocacy agenda to implement this motion.

Regarding Resolutions, Position Papers, and Motions:

Status: Policy statements (resolutions, position papers, and motions) are categorized as:

Active, if:

1. The activities outlined in the policy statement's implementation plan have not yet been completed,
2. The policy statement addresses an issue that is currently relevant to public health in Ontario.

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1. The activities outlined in the policy statement's implementation plan have been completed, or
2. The policy statement addresses an issue that is not currently relevant to public health in Ontario or is not based upon the most current evidence. The statement remains the position of the OPHA until a new statement is adopted that effectively reverses or essentially negates all or major elements of an earlier statement. In this instance, the former supersedes the latter.

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Statement on Banning Junk Food ads for Kids: Ontario's Doctors

TORONTO, Mar. 31 - Ontario's doctors would like to congratulate NDP MPP Rosario Marchese, Trinity-Spadina, on the introduction of *Consumer Protection Amendment Act (Protecting Children from Targeted Advertising of Unhealthy Food and Drink)*, which would limit commercial advertising for unhealthy food or drink directed at children under the age or 13.

Ontario's doctors have been vocal and strong advocates on the pressing need to fight childhood obesity for several years. In 2005, we recommended restricting advertising junk food to children. More recently, Ontario's doctors released their election platform Better care. Healthier patients. A stronger Ontario. Among the recommendations, we are calling for calorie labelling on menus at chain restaurants and school cafeterias, an education campaign to help inform Ontarians about the impact of caloric intake on weight gain and obesity, and mandatory physical education throughout high school.

Parents, teachers, physicians and public health specialists all influence the attitudes and behaviours of children related to nutrition – and Ontario's doctors believe there is a role for the government to play in supporting their efforts because the facts are staggering - 26% of Canadian children between two and 17 years of age are considered overweight (18%) or obese (8%). The trends regarding childhood obesity indicate that 75% of obese children will be obese adults.

Ontario's doctors are calling on all members of the Ontario legislature and other health professionals to join the fight against childhood obesity.

Mark MacLeod, MD
President
Ontario Medical Association

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Table 1 Review of regulatory frameworks for food-related television advertising to children by country at March 2003

Country	Statutory guidelines on advertising to children	Self-regulatory guidelines on advertising to children	Comments
Austria	×	×	A minor is defined as younger than 19 years of age. Advertising before and after children's programmes is banned but generally subject to the same legal framework as advertising to adults
Australia	×	×	Children defined as less than 14 years of age
Belgium	×	×	Advertising before and after children's programmes is banned in the Flemish part. Belgian Royal Decrees also affect certain advertising including food
Canada	×	×	Advertising to children is proscribed in Quebec since 1980
Denmark	×	×	Advertisements for chocolate, sweets, soft drinks and snacks may not indicate that the product may replace regular meals. Child defined as less than 18 years of age
Finland	×	×	Child defined as less than 12 years of age
France	×	×	A proposed amendment to the Public Health Law to ban commercials for high-fat and high-sugar foods during children's television
Germany	×	×	Child defined as less than 14 years of age
Greece	×	×	Child defined as under 14 years of age
Ireland	×	×	New regulations as discussed in the text
Italy	×	×	Proposals to ban advertising to children
Luxembourg	×	×	Advertising before and after children's programmes is banned
Netherlands		×	Self-regulation is facilitated by legislation. Child defined as under 12 years of age
New Zealand		×	Advertising is exclusively self-regulated
Norway	×	×	Advertising before and after children's programmes is banned since 1992. Child defined as under 12 years of age
Portugal	×	×	Advertising is not permitted within children's programmes lasting less than 30 min. Child defined as less than 18 years of age
Spain	×	×	
Sweden	×	×	Advertising to children is proscribed since 1991. Child defined as under 12 years of age
UK		×	See discussion in text
USA	×	×	Self-regulation administered by the industry-led Children's Advertising Review Unit; these are more detailed than, but based on, the International Chamber of Commerce International Code of Advertising Practice. Some states are beginning to introduce restrictions but mainly in the area of the others forms of marketing as opposed to television advertising



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Sale Of Naming Rights For TTC Stations And Transit Lines

Meeting Date: August 27, 2008

Subject: Sale Of Naming Rights For TTC Stations And Transit Lines

Recommendation

It is recommended that the Commission receive for information this report, which details the findings of staff related to the issue of the sale of naming rights at stations and transit lines.

Background

The Commission passed a motion at the April 23, 2008 meeting requesting that staff investigate and report on the potential for undertaking a sale of naming rights for TTC stations and transit lines. Staff contacted approximately forty major transit properties in Canada and the U.S., as well as London Underground.

Discussion

Of the twenty properties that responded to the request, only one large transit property in North America has sold naming rights for a major infrastructure development. Cleveland Regional Transit Authority (RTA) has recently sold the naming rights for the new Euclid Corridor Bus Rapid Transit Line scheduled to open in October 2008. The naming rights were purchased by University Hospitals and Cleveland Clinic and the line will be known as the Health Line. The Health Line logo will appear at thirty-two stations and on twenty-one rapid transit vehicles as well as other customer information documents. The deal is for twenty-five years with the RTA receiving \$6.25M. RTA and its partners will be pursuing additional station sponsorships along the line.

Three other transit properties have attempted to, with varying degrees of success, to sell naming rights for specialized services – primarily heritage streetcar lines. Tampa sold the naming rights for the entire heritage line to Tampa Electric Company (TECO) in 2002, and the line is known as TECO Line Streetcar System. Tampa also sells naming rights to the stations on the line for a period of 5 years at an annual cost of \$30,000. Rights have been sold at 3 of the 10 stations. Advertising on vehicles interiors and exteriors is sold on a monthly basis.

Little Rock, Arkansas opened a historic streetcar line (River Rail) in 2004 linking Little Rock and North Little Rock. The line is 2.5 miles in length and has 11 stops. There is a naming rights program, although limited rights have been sold to date. Naming rights for the entire line are being offered at \$1M for a 10 year term. Streetcar sponsorship is being offered for \$250K per car for the same period. No sponsorships have been obtained for either of these opportunities. The Authority has been successful in attracting 3 station sponsors so far. The cost is \$100K per station for a 10 year term.

Albuquerque, New Mexico opened the Rapid Ride Bus Line in 2004, it is 11 miles in length and has 28 stops. The Authority is offering naming rights at individual stations and the program includes station signage, station announcements and placement in other customer information sources. There has been limited interest in purchasing station naming rights at this point.

Other transit properties, such as Portland and Seattle, have extensive advertising programs on specific streetcar lines, but the limited length of the contract (annual or less), makes these arrangements a form of station domination advertising rather than the sale of naming rights.

Thirteen other major transit properties in Canada and the U.S. (see Appendix A), as well as London Underground, responded to the TTC's request regarding naming rights. All of the properties indicated that the sale of naming rights had not been pursued for one or more of the following reasons:

- No interest from private sector corporations. Companies have tended to direct resources for naming rights to sports, recreational and institutional facilities.
- Inadequate financial returns for either potential sponsor or transit authority. The transit property must also factor in any loss of current advertising revenues from the facility or vehicle.
- Historically, station naming was based on street names/landmarks and any shift in naming to a commercial/brand focus would have a significant negative impact on customer service levels and experience.

Service Alerts

There are 2 alerts currently affecting TTC service. Find out more.



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[Day Pass](#)



Connect with us every day.

You can plan your trip, get up-to-the-minute service information through e-alerts, and know for certain when the next vehicle will arrive at your stop with our online services.

[Connect With The TTC and Stay Informed](#)

Dubai Roads and Transport Authority was contacted to determine the success of the naming rights program for the new Dubai Metro. Staff indicated that the program was still in the tendering process and no further details could be provided.

August 4, 2008
3-16-16
Attachment

Appendix A

Transit Properties That Do Not Sell Naming Rights



- New York City (MTA)
- Atlanta (MARTA)
- Baltimore (Maryland Transit Administration)
- Calgary (Calgary Transit)
- Edmonton (Edmonton Transit System)
- Los Angeles (Metro)
- Montreal (STM)
- New Jersey (New Jersey Transit)
- Portland (TriMet)
- Seattle (King County Metro)
- St. Louis (Metro)
- Vancouver (Translink)
- Washington (WMATA)
- London Underground

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Toronto Transit Commission, Copyright 1997-2011



ENTERTAINMENT

RECEIVED

FEB 2 2009

INFORMATION AND PRIVACY
COMMISSIONER/ONT.

January 30, 2009

VIA COURIER

Gary Maavara
Direct Dial: (416) 642-3758
Facsimile: (416) 642-3779
Email: gary.maavara@corusent.com

Ms. Norma Thorney
Assistant Registrar
Information & Privacy Commissioner of Ontario
Tribunal Services Department
2 Bloor Street East, Suite 1400
Toronto, ON M4W 1A8

Dear Ms. Thorney;

*Re: Notice of Inquiry
City of Toronto
Appeal MA08-296*

Kids Can Press Limited, which is a wholly-owned subsidiary of Corus Entertainment Inc., entered into a contract dated May 9, 2002 with the City of Toronto concerning the use of various trade marks related to the popular character "Franklin". This was done after the City approached the company for a donation for the redevelopment of the specific area of Toronto Island.

Section 6.1 of the agreement provides that the City had the "full right, power and authority to enter into this Agreement and fully perform the obligations therein..."

Section 10 establishes confidentiality obligations upon both parties. It is our submission that the release of the information requested would result in a breach of said agreement.

The agreement establishes obligations on how the marks can be used to protect the value of the trade marks and in the normal course the City would be paying Corus for use of the mark. The fact is that the Corus payment to the City was a donation with an added benefit that the park could properly use the trade marks of a character that children love. Our agreement simply ensures that the marks are treated properly.

BCE Place, 181 Bay Street, Suite 1630, Toronto, Ontario M5J 2T3

Telephone 416.642.3770 Facsimile 416.642.3779

Corus derives minimal business benefit from this relationship except for the fact that Kids Can Press is located here and we wanted to contribute something to the City.

The publication of the amount will not have detrimental impacts on Corus business interests but it will greatly impact on our approach to any future donations of this kind. This can hardly be in the public interest.

Sincerely,

A handwritten signature in black ink, appearing to be 'GM', with a long horizontal line extending to the right.

Gary Maavara
Vice President and General Counsel

GM/mf

David Braunstein
Senior Counsel

Legal Department
TD Tower
66 Wellington Street West
12th Floor, TD Tower, TD Centre
Toronto, Ontario M5K 1A2
T: 416-944-5758 F: 416-982-6166
david.braunstein@td.com

January 30, 2009

**Delivered via courier
& facsimile: 416-325-9188**

Colin Bhattacharjee
Adjudicator
Information and Privacy Commissioner of Ontario
Tribunal Services Department
2 Bloor Street East
Suite 1400
Toronto, ON M4W 1A8

Dear Mr. Bhattacharjee:

**Re: Notice of Inquiry - City of Toronto
Appeal MA08-296
Municipal Access to Information and Protection of Privacy Act – Submissions of
The Toronto-Dominion Bank**

The submissions of The Toronto-Dominion Bank (“TD”) are as follows.

Issue A: Does TD want the adjudicator to withhold any portions of TD’s representations from the appellant?

No.

Issue B: Does the mandatory exemption at section 10 apply to the records?

TD is committed to investing in education and literacy and was therefore very pleased to have the opportunity to contract with the City of Toronto (the “City”) for the sponsorship rights to TD Storybook Place and related programming activities at TD Storybook Place (the “Sponsorship”).

TD proudly reported its involvement in this project at pages 20 and 21 of its 2005 Corporate Responsibility Report, which are attached as Exhibit “A”. Of note is the fact that TD did not disclose the amount it paid for the Sponsorship. To date, TD has not disclosed the amount paid in respect of the Sponsorship and has no intention of doing so in the future.

TD negotiated in good faith with the City in order to arrive at terms that were acceptable for both parties. An important part of the consideration for the Sponsorship was a confidentiality clause which formed part of the final agreement and is excerpted at Exhibit “B”. TD is of the



view that the confidentiality clause is express evidence of TD and the City's shared intention to maintain the confidentiality over information exchanged during the course of negotiation, including the amount TD paid to the City for the Sponsorship.

TD is in constant and fairly intense competition with its rivals in many areas including such sponsorships. TD is of the view that disclosing the amount it paid in respect of the Sponsorship would reveal the value TD attributes to its intellectual property thereby allowing its competitors to gain an unfair advantage in future competitions for similar projects, all of which would be prejudicial to TD. In particular, competitors would be armed with specific knowledge, or be permitted to draw accurate inferences, about TD's pricing practices thereby allowing them to unfairly compete for these contracts without having to invest the same time and effort that TD has invested.

Disclosure of the amount TD paid in respect of the Sponsorship will also prejudice TD's bargaining position in future negotiations of sponsorships with other entities as these entities can reasonably be expected to want a contract with financial terms at least as favourable as those in the agreement between TD and the City:

If the Information and Privacy Commissioner of Ontario elects to disclose the amount TD paid for the Sponsorship, TD will have to consider whether and how it deals with the City in respect of future sponsorship activities. The net result of this could be a loss to TD, the City and the City's taxpayers.

For the foregoing reasons TD objects to the disclosure to any party of the amount it paid to the City for TD's sponsorship of TD Storybook Place and programming of activities at TD Storybook Place. TD believes that disclosure should be refused as the mandatory exemption in section 10 of the Municipal Freedom of Information and Privacy Protection Act (the "Act") applies for the reasons set out above. In particular, disclosure of the record would reveal information that is commercial or financial in nature, which was supplied in confidence to the City and whose disclosure would result in the harm set out in section 10(1)(a),(b) and (c), as set out above.

It is the sincere hope of TD and TD Bank Financial Group that the Information and Privacy Commissioner of Ontario will accept and give effect to this objection of TD to the disclosure of the record.

Yours truly,



David Braunstein

DB/db

Encls.



www.torontopubliclibrary.ca

June 26, 2008

Mr. Jayme M. Turney
7 Garden Avenue
Toronto, ON
M6R 1H5

Dear Mr. Turney,

Thank you for your letter which was received in this office on June 10th, 2008.

You requested information on Toronto Public Library programs, services and properties that receive corporate sponsorships, including any that involve naming, as well as the value of each sponsorship.

Please find attached a list that contains the information you requested.

Yours truly,

A handwritten signature in blue ink that reads "Vickery Bowles".

Vickery Bowles
Acting City Librarian

Attachment

Office of the City Librarian

789 Yonge Street, Toronto, Ontario, Canada M4W 2G8

Tel: 416-393-7032 Fax: 416-393-7083



Toronto Public Library
2008 Corporate Support
of Library Program Enhancements

Named Programs	Company	Sponsorship Value
Toronto Star Newspaper Room	Toronto Star	\$600,000 (one time) + free subscriptions for all branches for 20 years
TD Exhibit Gallery & Audubon Collection	Canada Trust/TD Bank Financial Group	\$1.2 million (one time)
TD Summer Reading Club	TD Bank Financial Group	\$400,000 (\$1.2 million over three years)
Sun Life Financial Museum & Arts Pass	Sun Life Financial	\$100,000 (\$225,000 over two years)
Library Programs		
Keep Toronto Reading	Toronto Star, Toronto Life and CBC	In-kind Media coverage
Kindergarten Outreach	TD Bank Financial Group	\$35,000
Hear-a-Story	Bell Canada	\$30,000 (\$90,000 over three years)
Leading to Reading	Manulife Financial	\$25,000
Leading to Reading	Great West Life Financial	\$20,000 (\$40,000 over two years)
Black History Month	RBC Foundation	\$20,000
Asian Heritage Month	RBC Foundation	\$20,000
High School Outreach	Deloitte Foundation	\$10,000

MFIPPA Request: Naming rights contracts and their start and end dates

Item	Contract Date	Agreement Start Date	Agreement End Date
TD Audubon Collection	18-Dec-97	18-Dec-97	Perpetuity
TD Exhibit Gallery	18-Dec-97	18-Dec-97	18-Dec-17
Toronto Star Newspaper Room	01-Mar-99	20-Nov-01	20-Nov-21
Sunlife Financial Museum and Arts Pass	07-Sep-07	07-Sep-07	1-Jul-09
TD Summer Reading Club	16-Jan-06	16-Jan-06	15-Sep-08

City Clerk's Office

City Hall, 13th Floor West
100 Queen Street West
Toronto, Ontario M5H 2N2Tel: 416-392-8010
Fax: 416-392-4900
E-mail: clerk@toronto.ca
Web: www.toronto.ca**FOR FURTHER INFORMATION****Please respond to:
(416) 392-4901**

November 1, 2010

Mr. Jayme Turney
7 Garden Ave.
Toronto, Ontario
M6R 1H5

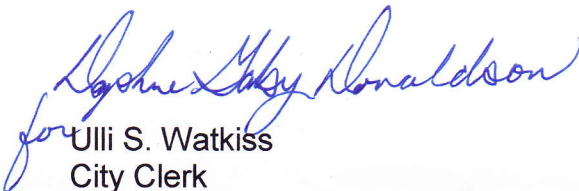
Dear Mr. Turney:

Re: **IPC Appeal Number MA-08-296, IPC Order Number MO-2555**
City of Toronto Access Request A GEN-2008-02166

Pursuant to IPC Order MO-2555, access is granted to a copy of the sponsorship information relating to Saturn Retail Marketing Association.

Should you have any questions, please do not hesitate to contact Susan Anthistle, Manager, Public Access, at (416) 392-4901.

Yours truly,


for Ulli S. Watkiss
City Clerk

Encl.

