

**INQUIRY OF THE CHIEF FINANCIAL OFFICER**

**FROM: Councillor Michael Walker**  
**DATE: January 17, 2008**  
**RE: "ONE CENT NOW" CAMPAIGN**

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As the Chief Financial Officer and Deputy City Manager for the City of Toronto, I ask you the questions listed below.

I wish to confirm the City's involvement in this campaign. It is my understanding that in excess of \$150,000.00 of City funding was made available for public awareness on this issue. Nearly all this money has been spent and this money had been transferred from various City accounts to the Strategic Communications department under the City Manager.

The questions I wish to ask you, the Chief Financial Officer of the City, are:

- 1) Is this information regarding the funding of this campaign correct?
- 2) If so, with respect to the amounts transferred to Strategic Communication under the City Manager, would you please indicate the specific amounts and from which department (accounts) each amount came from;
- 3) Under whose authority was this \$150,000.00 transferred from other City accounts to fund this "One Cent Now" campaign?
- 4) Did any department/division reporting to you review the campaign materials associated with this initiative prior to its commencement?
- 5) Did you authorize the transfer of these funds to Strategic Communications and their allocation to carry-out this "One Cent Now" campaign?

I look forward to your reply.

Sincerely,



Michael Walker  
Councillor – St. Paul's

Cc// Members of Council