

November 1, 2007

Ulli Watkiss
City Clerk, City of Toronto
12th Floor, West Tower

Dear Ms. Watkiss:

Below answers the questions to the Administrative Inquiry from Councillor Michael Walker dated October 11, 2007, regarding the "One Cent Now" Campaign for the next regular Council meeting of November 19, 2007.

1. The total cost to date of the "one-cent of the GST NOW!" public education campaign has been \$130,937.65.
2. The total budget for the public education campaign was set at \$150,000.
3. The source of funds for the initiative will come from under-spending in other areas in 2007 and will be transferred to the Strategic Communications Division to offset the costs of the campaign.
4. To date, the total cost of all printed materials has been \$93,685.94.
5. The total cost of the one-cent NOW! website was \$9,200.80. The content for the website was written by staff within the City of Toronto Strategic Communications Division. The registration of the site belongs to the City of Toronto and cost \$150 to register.
6. No private donors or donations have been solicited or received for the use of the campaign.
7. Staff in the Strategic Communications Division were responsible for the development of materials for the campaign. The number of specific hours directed to the campaign have not been tracked on a day-to-day basis. Communications staff within the Mayor's office reviewed the message from the Mayor that was placed on the onecentnow.ca website.
8. Legal Services did not review the materials prior to their publication. As we believed no permission to use the image of the penny or the words "one cent" in the campaign would be required, no legal opinion was sought prior to the outset of the campaign.
9. The Strategic Communications Division was advised of the Mint's request for an application to use the words one cent and the image of the penny on March 21, 2007. A staff lawyer within the Legal Services

Division has been speaking with the Royal Canadian Mint regarding their request for payment. The Mint has been advised of the view that no payment is required for a public education campaign of this nature.

10. At the last Federation of Canadian Municipalities (FCM) Annual General Meeting a motion from the Big City Mayor's Caucus of the FCM was considered and almost unanimously passed by the more than 1600 member municipalities represented at the conference. The FCM endorsed providing all municipalities in Canada with the equivalent of one cent of the GST. Sixteen Toronto City Councillors and the Mayor attended the conference and as part of their work at the conference, spoke to other elected representatives about the campaign. As part of the City of Toronto presence at the conference, a booth was set-up at the conference Expo to promote Toronto tourism, current initiatives of interest to other municipalities and make materials on the one cent campaign available. The cost of the booth was \$6,610.00.
11. Representations to the Senate Standing Committee on National Finance with respect to the needs of municipalities were made through the Mayor's office. No part of the one cent of the GST NOW! budget was directed to these submissions.

Yours truly,



Shirley Hoy
City Manager

c: Mayor David Miller
Deputy City Manager and Chief Financial Officer

