

March 14, 2016

Chair and Members  
Community and Protective Services Committee

Re: Pay and Display Parking Ticket/Receipt Advertisement

I understand that the City of Toronto permits advertisement on the back of the pay and display parking tickets/receipts issued by the automatic pay machines found in many municipal parking lots. This not only provides the City of Toronto with additional revenue, but provides an opportunity for businesses to advertise to thousands of people who make use of municipal parking lots.

I believe the City should investigate this matter to determine the feasibility of introducing a similar program in London. I respectfully request that the following recommendation regarding this matter be supported:

“That the Civic Administration BE REQUESTED to report back to a future meeting of the Community and Protective Services Committee with respect to the feasibility of providing businesses with an opportunity to advertise on the back of “pay and display parking tickets/receipts”.

Respectfully submitted,

M. Salih  
Councillor, Ward 3