



Notice of Motion

Gambling Advertisement on TTC Assets

Moved by: Commissioner Chris Moise

Seconded by: Chair Jamaal Myers

Recommendation

That the TTC Board:

1. Request the TTC's contracted third party provider, Pattison Outdoor Advertising LP, to forward all advertising relating to the use of sports betting and gambling to the TTC for review in accordance with Article 6 of the Advertising on TTC Property Policy.
2. Request TTC staff to review any further sports betting and gambling advertisements, in accordance with the Advertising on TTC Property Policy, to determine whether the proposed advertisement complies with the requirements as set out in Article 8.0, in particular Article 8.1.4 of the Policy.
3. Direct TTC staff to study the feasibility of a ban on sports betting and gambling advertisements from all TTC assets and report to the Board by Q1 2025.

Summary

The introduction of new policies at the federal, provincial, and territorial levels since 2021 has opened greater avenues for legal gambling in Canada. People have been provided more opportunities to bet on sports and gamble online, 24 hours a day, seven days a week. Simultaneously, many Canadians are encountering financial hardships due to the escalated cost of living linked to the COVID-19 outbreak.

Over 300,000 Canadians are said to be potentially exposed to the risks associated with problematic gambling behaviours. According to the Canadian Mental Health Association of Ontario, certain demographics, such as older adults, individuals reliant on a low income, those battling substance misuse issues, and those grappling with mental health concerns, face escalated risks of harm stemming from gambling activities.

Low-income adults, seniors, and other vulnerable individuals are also the ones most likely to using the TTC. Therefore, it is imperative to put in place a comprehensive regulatory framework to ensure the safety of these vulnerable individuals, while also recognizing and balancing the need to allow for freedom of expression.

The existing advertising regulations established by the Alcohol and Gaming Commission of Ontario and the invasive gambling advertisements on TTC buses, streetcars, and subway cars fail to safeguard these vulnerable adults. On the other hand, they support choices that are unsafe, unhealthy, and risky, resulting in a negative effect on the well-being and stability of public transit users in the City of Toronto.

Date: October 17, 2024