



Notice of Motion – Misleading Fossil Fuel Advertisements on TTC – by Commissioner Dianne Saxe, seconded by Commissioner Paul Ainslie

TTC Board Decision

The TTC Board on September 24, 2024, adopted the following:

That the TTC Board:

1. Request the TTC's contracted third party provider, Pattison Outdoor Advertising LP, forward any further fossil fuel advocacy advertising from the Pathways Alliance or Canada Action (the "Advertiser"), to TTC for review in accordance with Article 6 of the TTC Advertising on TTC Property Policy (the "Policy");
2. Request TTC staff to review any further fossil fuel advocacy advertising from the Advertiser, in accordance with the Policy, to determine whether the proposed advertisement complies with the requirements as set out in Article 8 of the Policy, including but not limited to whether the Advertiser's claims have been substantiated in accordance with internationally recognized methodology as required by section 74.01 of the *Competition Act*, and are therefore scientifically justified in accordance with Paragraph 8 of the *Canadian Code of Advertising Standards*.
3. Direct TTC staff to propose revisions to the Policy that would decline fossil fuel advocacy advertising that is inconsistent with TransformTO, the TTC's Net Zero commitments and report back by Q1 2025.