



**Council Member Motion
For the Committee of the Whole Meeting of July 19, 2018**

Date: July 10, 2018

From: Councillor Ben Isitt

Subject: Adoption of Canadian Code of Advertising Standards

Background:

The issue of advertising standards has been brought into focus in communities across Canada in light of the publication of graphic content in some advertisements on public infrastructure.

The right to freedom of expression is constitutionally protected in the *Canadian Charter of Rights and Freedoms* and provides the framework for any discussion of public regulation of advertising and other forms of expression.

In this context, it is recommended that the City of Victoria consider the adoption of the Canadian Code of Advertising Standards for advertisements posted on City of Victoria infrastructure, including parking pay stations. It is also recommended that Council request that BC Transit consider the adoption of the Canadian Code of Advertising Standards for advertisements posted on bus shelters and transit buses operating within the City of Victoria.

Recommendation:

That Council:

1. Direct staff to report back at the next quarterly update on the implications of adopting the Canadian Code of Advertising Standards for advertisements posted on City of Victoria infrastructure, including parking pay stations; and
2. Request that the Mayor, on behalf of Council, write to the Victoria Regional Transit Commission, copying the Chief Executive Officer of BC Transit, requesting that BC Transit consider the adoption of the Canadian Code of Advertising Standards for advertisements posted on bus shelters and transit buses operating within the City of Victoria.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Ben Isitt".

Councillor Isitt

Attachment:

1. Canadian Code of Advertising Standards