

To Council/Mayor/City Clerk/Chief Administrative Officer

INFO-24-103

From: Joe Ingino - Central Newspapers

To: City of Oshawa

Re: Report Number: CNCL-23-120

Request To Have Report Number: CNCL-23-120 disqualified and annulled due to the following presented below facts.

Request: To speak before council in regards to the same.

Public Report As prepared by the City

To: Council in Committee of the Whole

From: Tracy Adams, Chief Administrative Officer,
Office of the C.A.O.

Report Number: CNCL-23-120

Date of Report: November 15, 2023 Date of Meeting: November 20, 2023

Subject: Public Notice Policy Ward: All Wards File: 03-0

Let this be a notice to have Notice to the Public By-law 147-2007, as amended ("Notice By-law" or "By-law 147-2007, as amended") brought back and to repeal the presented an updated Public Notice Policy as passed by council. The reason for the change is so that the City is compliance with the required by Section 270(1)(4) of the Municipal Act, 2001, S.O. 2001 c. 25 ("Municipal Act").

Under section of the report it stated: **2.0 Recommendation**

It is recommended to City Council: That based on Report CNCL-23-120 dated November 15, 2023: 1. That Council pass a by-law to repeal By-law 147-2007, as amended, and in a form and content acceptable to the City Solicitor and Director, Legislative Services/City Clerk; and, **2. That Council adopt the Public Notice Policy as generally set out in Attachment 1 to said Report; and, 3. That Council authorize staff to update the Corporate Advertising Policy as necessary to ensure consistency with the Public Notice Policy.**

I believe that this recommendation was made in error and without due diligence. As in the report is states under section 5.4 and I quote, "Where a legislated notice requirement under an Act or Regulation must be provided but there are **no suitable printed newspapers that meet the definition of a Newspaper under the Legislation Act (being a document in printed form, published at regular intervals of a week or less, is circulated to the general public and consists primarily of news of current events of general interest)**."

This statement is false as The Oshawa Durham Central Newspaper meets and exceeds statutory requirements. Both as per the act. Recognized by the Province and Federal government as a newspaper. The Central brings to question the statement made in the report. If the oversight was done without malice. It is understandable. To make it public and to make recommendation on false information is wrong and for this reason we ask that the POLICY PROPOSED BE RESIGNED AND that the Central be included as the City newspaper advertising.

Previously under the old By-law the city did business with smaller publication like the Express that barely published 5,000 copies and or the SNAP that published 1,000 copies. Both today gone bankrupt due to no readership and no community support.

The Central has been serving Durham for over 29 years. The Central today is the Premier newspaper serving all of Durham Region. To have the author of the report make claims as 'NO SUITABLE PRINTED NEWSPAPER THAT MEET THE DEFINITION' is of concern.

Furthermore. The report utilized data by a third party company Environics data that indicates that the majority of the population in Oshawa regularly access and use the internet for information and communications and use the internet as their main source of news. In fact, 88.5% of Oshawa residents accessed the internet in the last seven days and 89% have a mobile phone. Given that most residents access news and information online, and that the City has already begun making efforts to encourage residents to subscribe to the City's website for municipal news and information, it is recommended that the Public Notice Policy no longer prescribe that notice to the public be published in a newspaper at least once and that the Corporate Advertising Policy be updated to remove reference to the City Page along with minor housekeeping updates.

The Central Newspaper as the only local internet professional and expert bring the number of Environics to the strictest proof. The claim in 'fact'. 88.5% Oshawa residents accessed the internet in the last seven days and 89% have a mobile phone, is misleading. As it does not explain, that it is 89% of people that have 1. Cell phones with internet capabilities. 2. Have internet on their phone. In reality the number of actual people using their phone for such purpose is only 20% of the population and mostly made up of 10 - 25 year old. This leaving a huge number of people out of the equation. Furthermore. The statement that the population of Oshawa access and uses the internet information has no statistical base and is opinion based. As The Central knows first hand that many citizens can't afford the cost of the internet. They are not tech savvy. They do not have the hardware, computer or cell phone. The Central questions and brings to strick question and challenge Environics claim and statistics. We strongly believe that the City paid for this stat to be fabricated to justify change.

Furthermore: The Central as the only local internet expert can acclaim that social media is not the proper medium for government to notify the general public as by the city own admittance as of last count only had 900 subscribers to their feed. Not to mention the number that are pulled on Facebook posting of 10 - 20 at most. This is contrary to the Municipal Act. Also look at the number so far that the City has reached. Minimal at best.\

We ask your immediate attention in regards to this matter as there are thousands of people being left in the dark when it comes to municipal events, notices and the like. We request that the current policy be removed and replaced with at the least the old policy that served the interest of the community at large through a proven media that has served this community for over 29 years.

I await your response.

Joe Ingino
Editor/Publisher
Central Newspapers