

MOTION ON NOTICE

Public Communication Strategy for the OneCard

MOVER: Commissioner De Genova

SECONDER:

WHEREAS:

1. The OneCard names all community centres, including community centres that have either not agreed or have made public statements stating they will not accept the OneCard at this time;
2. The OneCard gives the impression to the public that the card can be used at all community centres;
3. Frontline Park Board staff will likely be put in the position of having to explain to members of the public why this card cannot be used at particular programs or at some community centres;
4. Frontline Staff may be faced with difficult and uncomfortable situations in explaining where the OneCard can and cannot be used, if this information is not clearly communicated to the public;

THEREFORE BE IT RESOLVED:

- A. THAT the Board direct staff to report back with a communications strategy and plan to inform the public of the community centres and park board facilities that do accept the OneCard.
- B. THAT the Board direct staff to post notices at community centres not accepting the OneCard and direct them to a point of information phone number where they can ask questions and receive clarification on where the OneCard will be accepted and also where it cannot be used.