

INFORMATION ITEMS

Week Ending April 19, 2013

REPORTS

1. Tourism Services Public Consultation

CORRESPONDENCE

1. Township of Wainfleet – Motion declaring the Township of Wainfleet not being a “Willing Host” for Wind Turbine Development
2. Community Care Access Centre – Spring Symposium Invite, May 22, 2013
3. Wellington-Dufferin-Guelph Public Health – Regarding consultation about smoking in outdoor public spaces

ITEMS AVAILABLE IN THE CLERK’S OFFICE

1. Municipal Information Form – Liquor Licence Application – Montana’s Cookhouse, 201 Stone Road West

INFORMATION REPORT



TO City Council

SERVICE AREA Community and Social Services
Culture and Tourism

DATE April 18, 2013

SUBJECT Tourism Services Public Consultation

REPORT NUMBER CSS-CT-1322

EXECUTIVE SUMMARY

SUMMARY OF REPORT

To distribute the notes taken at the March 20, 2013 facilitated public consultation session regarding the future provision of tourism services in Guelph.

KEY FINDINGS

A diverse group of approximately 60 people representing the arts, culture, business, hospitality, and tourism sectors attended the tourism public consultation. Comprehensive notes were taken capturing all feedback received on three topic areas: the future scope of tourism services that should be offered; the desired qualifications and characteristics of a regional tourism service provider; and the models of partnership between the tourism provider(s) and its members/clients.

FINANCIAL IMPLICATIONS

None

BACKGROUND

As part of the 2013 budget deliberation process, Council passed a motion that directed staff to issue a Request For Proposals (RFP) for a community partner to take over the management of the tourism services currently provided by the City of Guelph, and report back to Council no later than June, 2013 on both the results of the RFP as well as a transition plan.

REPORT

In advance of the development of the RFP, staff scheduled an initial consultation with all of the 2012 tourism partners for January 17, 2013; however, this session was postponed due to low response rate. The session was rescheduled for March 20, 2013 and the invitation list was broadened to include the public, so that other

INFORMATION REPORT



tourism stakeholders and community organizations would have an opportunity to provide their feedback into the process, and help to develop the framework for the provision of tourism services.

The public consultation was held at River Run Centre on Wednesday, March 20, 2013, with 61 people in attendance. The session was facilitated by Rebecca Sutherns and associates from Sage Solutions. Participants were seated in three groups, and each group was asked to discuss the following three topics:

- The scope of tourism services that should be offered in the future
- Desired qualifications and features of a tourism service provider
- Potential models of partnership between a future tourism provider(s) and its members/clients

All feedback and responses were documented. These detailed facilitation notes are attached in Attachment 1.

Staff will use the feedback received at the consultation session to inform the draft RFP.

CORPORATE STRATEGIC PLAN

Innovation in Local Government

- 2.2 Deliver Public Service better
- 2.3 Ensure accountability, transparency and engagement

City Building

- 3.2 Be economically viable, resilient, diverse and attractive for business
- 3.3 Strengthen citizen and stakeholder engagement and communications

DEPARTMENTAL CONSULTATION

Community Engagement and Social Services
Corporate Communications

COMMUNICATIONS

Copies of the notes from the session will be distributed to all who were in attendance, as well as to all 150 current tourism partners.

ATTACHMENTS

ATT-1 Consultation notes from March 20, 2013 public consultation session

INFORMATION REPORT



Report Author

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A handwritten signature in cursive script that reads "Colleen Clack".

A handwritten signature in cursive script that reads "Colleen Bell".

Approved By

Colleen Clack
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Recommended By

Colleen Bell
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Notes from Public Consultation on Tourism Services March 20, 2013

Approximately 60 people attended a two-hour meeting at the River Run Centre on Wednesday March 20, 2013 to discuss how best to provide Tourism Services within the City of Guelph. This document contains all of the feedback provided at that meeting, as well as a synthesis from the facilitation team, led by Rebecca Sutherns of Sage Solutions.

Background

This is the introduction that was provided to participants:

"As you likely are aware, Guelph City Council passed a motion as part of the 2013 budget deliberation process that directed staff to issue a Request For Proposals (RFP) for a community partner to take over the management of the tourism services currently provided by the City of Guelph and report back to Council on both the results of the RFP as well as a transition plan.

The purpose of today's session is to gain your thoughts and insights into the tourism services that are needed here in Guelph, as well as what type of organization or organizations might be best suited to provide these services. The information we learn today will be extremely important for staff as they develop the Request for Proposal.

There are a few City staff present today who are here to observe, but not participate. Their role is to listen to the discussion so that they can effectively develop the Request for Proposal document. The City staff who are here are:

Colleen Bell – Executive Director of Community and Social Services
Colleen Clack – General Manager of Culture and Tourism
Peter Avgoustis – Manager, Business Services
Barb Powell – General Manager, Community Engagement

Part of this feedback will be to talk about what services were provided previously, and how effective that has been. Because we wanted to ensure that today's discussion was as open and frank as possible, we've specifically asked the current members of the Tourism team not to attend. I will be conducting a separate consultation session with them tomorrow so that they also have the opportunity to provide any input that they may have."

Process

Participants were seated in three groups. Each group discussed three topics in turn. Participants were asked to provide their personal input and then to discuss their ideas with others at their table. There was then an opportunity for further discussion and questions in plenary. The three topics were:

- a. The scope of tourism services that should be offered
- b. Desired *features of a tourism service provider*
- c. *Models of partnership* between the tourism provider and its members/clients

Feedback has been grouped according to these three topics.

The group was diverse and very animated. People were passionate about the topic and found it difficult to participate without a better understanding of why the Council motion was passed in the first place. Councillor Findlay was present in the room and spoke from his perspective to one

of the smaller working groups, but overall, the question of the reasons behind the motion was not answered to participants' satisfaction.

Where possible, the notes indicate the number of post-its that reflected a particular idea. Because in some cases the post-its were generated individually and in other cases collectively, a single post-it could represent one or many opinions on that topic.

Feedback

Suggested Scope of Tourism Services

Carry on doing what Tourism Services do now

- "if it's not broken, don't fix it." (x3)
- Have existing data re: current tourism services been taken into consideration? Use the information you already have to determine what you need
- Current tourism services very effective in collaborative marketing
- Hard-earned Guelph brand should not be lost
- Learn from Taste Real and Fab Five models
- Publicize all that tourism currently does and what it actually costs – who would want to take it on?
- Should have to demonstrate why moving away from the existing model that took 15+ years to build is truly necessary

Strategy

- Unify community efforts
- Requires a long-term vision and plan
- Strategic sectors, with sectoral plans
- Do away with duplication (e.g. downtown business/tourism/Chamber/B&B association)

Destination Marketing

- What destination are we marketing? (Guelph; Guelph/Wellington; other?)
- Be clear about messaging – what makes this a destination worth investing in? (e.g. we are an outstanding Festival city)
- A unified brand – for the city and regionally (x5)
- Product development (e.g. create packages, tours)
- Market research (x5)
- Media coordination/liaison
- Shared marketing (e.g. Fab Five) and/or in-kind marketing support
- Events (e.g. Art on the Street; Kazoo; Fab Five)
- Better segmentation of tourism properties and audiences
- Ads and essays in tourism publications
- Banners; highway signage; better overall signage that is properly coordinated
- Trade shows
- Supporting promotional events in Toronto and Hamilton (e.g. for festival line up)
- Province and nation-wide publicity
- Expand the Farmers' Market
- Capitalize on international linkages (e.g. Treviso Italy – sister city, Ypres Belgium -- McCrae, Greenock Scotland – Galt's burial place) – also, target tourists from outside Canada (e.g. Mexico)
- Be a tourist in your own city
- Sports tourism growth
- A better welcome at entry points to the city – something more eye-catching
- Events should piggy-back off each other – cross promotion (e.g. promote Hillside at the Ti-Cats)

Inclusion

- Ability to serve diverse populations
 - Languages (e.g. Hispanic) – not just for customer service, but stores, restaurants etc. – more multiculturalism
 - Types of events (e.g. conferences and tournaments; yearly events; one-offs)
 - Impairments (e.g. accessibility)
 - Types of clients (e.g. newcomers; tourists; businesses; residents)
 - Types of offerings (e.g. heritage; businesses in various sectors; university etc.)
 - Sizes of operations (e.g. tiny and large; new and well-established)
 - Operations with various purposes (e.g. for-profit and non-profit)

Communication

- Shared calendar of events, with events spread throughout the year
- Better segmentation of tourism properties and audiences

Partnership Development

- Networking among organizations
- Facilitating cross-sectoral communication, partnerships and packages
- Pooled resources
- Proactively seek business opportunities from inside and outside of the city
- Work more effectively with the university, for marketing, student experiences etc.
- Creative partnerships between hotels, festivals, outdoor adventures

Regional representation and beyond

- Link City to region to province
- Stay connected with collaborative regional projects (e.g. Taste Real; Grand River Country etc.)
- Cross-promotion with neighbouring municipalities

Customer service

- Tourism education
- Face-to-face problem solving
- Web-based (need to reconceive the website)
- Telephone and email
- Available evenings and weekends
- Store-front; central location for information – clear tourism hub
- Presence throughout the city, not just downtown – staffed kiosks

Responsiveness

- To feedback from tourists and other clients (market research)
- To new opportunities

Grant leverage

- e.g. letters of support (several comments that these have been fabulous)

Input into related initiatives

- e.g. bus map, cycling trails

Characteristics of a Tourism Service Provider

Continuity

- Maintain brand continuity
- Do not screw up the continuity of implementation

- Willingness to build on what is already in place in terms of reputation and cache, as well as specific activities
- Locals who love the city and have deep ties here
- Strengthen existing vehicles such as visitguelphwellington.ca

Experience

- Great communicators, with diverse groups and interests
- Experience with a tourism services business model (skills in marketing, fundraising, social media, collaboration etc.)
- Direct tourism destination management experience – proven track record
- Understanding of tourism demand generators
- Knowledge of tourism trends, not just marketing
- Demonstrated experience accessing multiple funding sources successfully
- Understanding of not-for-profits
- Experience working successfully within a network of multi-level contacts in the tourism sector

Specific Skills

- Visionary leadership
- Sales and marketing skills
- Strong technology skills
- Goal oriented – measurable plans
- Ability to forge successful public/private partnerships
- Capacity for research, data collection, market analysis
- Ability to help Guelph compete
- Understanding of government policy and politics
- Sporting event bid management experience
- Knowledgeable staff familiar with all events
- Willing to try something new
- Willing to rethink categories
- Ability to bring diverse players to the table and allow them to participate equally
- Same open door policy that exists now

Model of Customer Service

- Accessible infrastructure
- Better hours and visibility – storefront, open flexible hours
- Balance of interests, working in a united fashion
- One stop shopping
- Willingness to maintain face-to-face contact
- Good at dialoguing with partners, communities, residents etc.

Oriented beyond Guelph

- Cooperative with neighbouring municipalities
- Can operate locally, regionally and provincially simultaneously
- Well linked with RTO4, municipal departments
- Keen understanding of “borderless tourism”
- Clear understanding of regional and provincial development initiatives, and willingness to sustain them (e.g. Taste Real, STC, OCTA, Grand River Country etc)

Resources

- A budget to make things happen
- Municipally funded but not municipally run (x3)
- Multi-year contract

Allegiances

- Public and private interests working together
- Less intertwined with politics, Economic Development – without bias toward certain interests (x4)
- Open to all aspects of tourism
- Committed to transparency and accountability
- Understand VFR (Visiting Friends & Relatives)
- Structured to hear “little voices”
- Not run by business
- Not-for-profit at heart

Models of Partnership and/or Governance

Most common models described:

- Fully staffed non-profit, heavily funded by City, with a volunteer, multisectoral Advisory Panel (x12) – (note: not always clear if Advisory Panel and Board of Directors are the same thing in terms of advice vs. accountability)
- Sustain the City’s role but augment it with an advisory group

Municipally run

- Municipal model should continue – more representative, democratic, transparent, accountable to the public (x6)
- Informed by full information and evaluation of what has been done by Guelph Tourism Services
- Facilitate a follow up conversation between those who are satisfied with the current model and those who are not

A Board

- Industry advisory panel – many indicated this should be added to the current model
- Each sector needs to be represented (i.e. hotels, transportation, B&B, festivals and events, sports, arts, retail, food, conferences, attractions, wellness, universities etc.)
- Elected, voluntary
- Funded by City (x3)
- Accountable to City, public
- Must be held publicly accountable for strategic targets
- Responsible for strategy development and safeguarding implementation
- Still funded by the City, but new categories of participation, decided upon collectively
- With a Councillor liaison
- “Not a board” – too often about only the big players

Partnerships

- “While paid partnerships might be necessary, I don’t know that it allows an appropriate representation of all that Guelph offers from a tourism point of view.”
- Various membership packages – blended memberships suited to need – a menu of choices (x4)
- Needs to be affordable for small business
- Should not have to rely on these partnership dollars to exist
- Clear value for the investment

Regional Team

- For marketing regional initiatives
- Tourism should have a regional focus

A Corporation

- With inward and outward facing departments to deal with tourism attractions and people using tourism services
- Lean/flat management
- Not-for-profit business model, within the private sector
- Yet several were "very concerned" that tourism should not be run as a for-profit enterprise

RTO4

- Have RTO4 run it, with a local advisory panel
- Use RTO4 (x2)

A Cooperative

- Run by membership levies and user fees to reduce/eliminate dependence on government funding; sustainable over many years
- The partners should be the coordinators

A Non-Profit

- A non-profit entity with an advisory board (x6)

General comments:

- "tourism industry" vs. municipality is a false opposition
- Need assurance of continuity of the vision – does the new body inherit someone else's vision?
- Clear definition of how "tourism" is being understood
- Fully transparent – who is doing what and where the money is coming from
- See the London Ontario model
- Consider an in-kind barter system

- True transparency ("not through press releases")
- Outsource the information centre
- Better representation by business/tourism community
- Pursue additional funding sources (e.g. merchandise/retail)
- Innovation Guelph model (non-profit with risk takers as stakeholders)
- Multiple funding sources
- Mandate that relates to wellbeing of people and promotion of the city as a destination
- Do not decrease City funding
- Put some power in the hands of vendors



Township of Wainfleet

"Wainfleet - find your country side!"

April 11, 2013

The Honourable Kathleen Wynne
Premier of Ontario
Legislative Building
Queen's Park
Toronto, ON M7A 1A1

RE: Motion to Declare the Township of Wainfleet is Not a "Willing Host" for Wind Turbine Development (C-123-2013)

Dear Premier,

Please be advised that Council for the Township of Wainfleet, at its meeting held on April 9th, 2013, passed the following resolution:

WHEREAS the Premier of Ontario has recently conveyed the Government's desire to limit Industrial Wind Turbine (IWT) Projects to communities that are willing hosts;

AND WHEREAS Council for the Township of Wainfleet has received a clear message from its residents that they are not willing to host to IWTs in Wainfleet;

AND WHEREAS Council for the Township of Wainfleet has taken a consistent position on the issue of IWTs;

NOW THEREFORE BE IT RESOLVED THAT the Council for the Township of Wainfleet applauds the position taken by the Premier and the Government;

AND THAT based on the consistent position of Council for the Township of Wainfleet and the input received from the community regarding IWTs, the Province of Ontario and specifically the Ministry of Environment be now advised that the Township of Wainfleet is not a "willing host" for IWTs;

AND THAT this resolution be circulated to Premier Kathleen Wynne, as well as to the Minister of Environment, Minister of Energy, Minister of Rural Affairs and to all Ontario municipalities for their support and endorsement.

A copy of the signed Resolution is enclosed for your records. Should you have any questions, please contact the undersigned.

Sincerely,



Scott Luey
CAO/Deputy Clerk

SL/sd

Encl.

cc: Honourable, Jim Bradley, MPP, Minister of the Environment
Honourable Bob Chiarelli, MPP, Minister of Energy
Honourable Jeff Leal, MPP, Minister of Rural Affairs
All Ontario Municipalities (via email)

TOWNSHIP OF WAINFLEET

RESOLUTION

Moved by Betty Konc

No. C-123-2013

Seconded by David Wyatt

Date: April 9, 2013

WHEREAS the Premier of Ontario has recently conveyed the Government's desire to limit Industrial Wind Turbine (IWT) Projects to communities that are willing hosts;

AND WHEREAS Council for the Township of Wainfleet has received a clear message from its residents that they are not willing to host to IWTs in Wainfleet;

AND WHEREAS Council for the Township of Wainfleet has taken a consistent position on the issue of IWTs;

NOW THEREFORE BE IT RESOLVED THAT the Council for the Township of Wainfleet applauds the position taken by the Premier and the Government;

AND THAT based on the consistent position of Council for the Township of Wainfleet and the input received from the community regarding IWTs, the Province of Ontario and specifically the Ministry of Environment be now advised that the Township of Wainfleet is not a "willing host" for IWTs;

AND THAT this resolution be circulated to Premier Kathleen Wynne, as well as to the Minister of Environment, Minister of Energy, Minister of Rural Affairs and to all Ontario municipalities for their support and endorsement.

Carried  Lost
Mayor (Chairman)

Recorded on
Request of: _____

Councilor / Staff Member	Yeas	Nays
Alderman Dykstra		
Alderman Hessels		
Alderman Konc		
Alderman Wyatt		
Mayor Jeffs		

Carried _____ Lost
Clerk

From: Bell, Nadine [mailto:nadine.d.bell@ww.ccac-ont.ca]

Sent: April 15, 2013 9:52 AM

Subject: Invitation to the Spring Symposium: More Care in the Community - Are We Ready for the Shift? (M)

Greetings,

The Waterloo Wellington CCAC is hosting a Symposium on home and community care on May 22nd with a focus on the shift to more care in the community and its impact on our local systems. It is so important that our municipal leaders are aware and involved in managing this shift to home and community care. Please forward the attached invitation to your elected officials on our behalf.

As Ontario's population ages, a greater demand for home and community services is expected. People want to remain at home as long as possible.

Years of research from around the globe make the case for investment in home and community care. As the policy pendulum has shifted, we continue to uncover the opportunities and challenges for those receiving care, the paid and unpaid providers, the health system and the community at large.

On May 22nd, join global thought leaders Will Falk, National Leader of the Healthcare Services group at PwC, and Dr. John Hirdes, Ontario Home Care Research and Knowledge Exchange Chair in the School of Public Health and Health Systems, University of Waterloo, to examine the opportunities and challenges of more care in the community.

This invite-only event, hosted by the Waterloo Wellington CCAC, will be attended by local leaders in the health, community services, and government sectors and will provide opportunity for these leaders to engage one another as we experience the home care shift together.

Details for the event and RSVP instructions can be found in the attached invitation.

SPACE IS LIMITED – Early RSVPs Are Recommended.

Kind regards,

Waterloo Wellington Community Care Access Centre

T: 888 883 3313 (toll free)

E: information@ww.ccac-ont.ca

W: wwccac.org

Head Office: 141 Weber St., S., Waterloo ON N2J 2A9;

Tel: 519 748 2222

Branch Office: 73 Water St., N., Suite 501, Cambridge ON N1R 7L6;

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Branch Office: 450 Speedvale Ave., W., Suite 201, Guelph ON N1G 7G7;

Tel: 519 823 2550

Spring Symposium:

**More Care in the Community.
Are we Ready for the Shift?**

You are invited to join a select group of local leaders from the healthcare, community services and government sectors to discuss the opportunities and challenges that come with a greater focus on home and community care in Ontario.

John Hirdes, Ph.D. – Internationally Recognized Researcher



Years of research from around the globe makes the case for the policy developments in home and community care. The role of the unpaid caregiver will continue to grow as care shifts to the community. Given that one third of home and community care is provided by unpaid caregivers – how is our health and social system responding?

Dr. Hirdes is a Professor and Ontario Home Care Research and Knowledge Exchange Chair in the School of Public Health and Health Systems, University of Waterloo. His primary areas of interest include geriatric assessment, mental health, health care and service delivery, case mix systems, quality, health information management, social determinants of health, and quantitative research methods.

Will Falk, Health Care Thought Leader



As the policy pendulum has shifted towards greater investment in home and community care, what are the policy implications that need to be considered for the health care system, providers and the community?

Will Falk is national leader of the Healthcare Services group at PwC. He has 20 years experience as a strategist and consultant in New York and Toronto advising top academic centers, governments, and public companies in healthcare. Over his career Will has had academic appointments, several formal advisory roles within government and a distinguished career as a Board Director and Advisor.

May 22, 2013

Agenda

- 10:45 Registration
- 11:00 Welcome and opening remarks from Waterloo Wellington CCAC
- 11:05 Greetings from Waterloo Wellington LHIN
- 11:10 Dr. John Hirdes
- 11:45 Will Falk
- 12:15 Panel discussion / Q&A
- 1 – 2pm Networking lunch.

Presented by:



Space is Limited – RSVP Today!
wwccac.org/symposium



Public Health

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474 Wellington Road 18
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April 17, 2013

Dear Mayor and Members of Council,

Wellington-Dufferin-Guelph Public Health works to make the places we live, work, and play in our community safe and healthy.

Guelph's current focus on Community Wellbeing is a good time to think about ways to create safe and healthy outdoor spaces. Public Health would like to take this opportunity to share with you its plan to conduct community consultation surveys throughout Wellington, Dufferin, and Guelph on the issue of smoking in outdoor public spaces. Health Promotion Specialists will be visiting community events, activities, and hubs to conduct surveys to gather public feedback regarding smoke-free outdoor spaces.

There are numerous benefits of smoke-free outdoor spaces to individuals and the community. Smoke-free outdoor spaces:

- Decrease negative role modeling for young people
- Protect the environment and reduce litter
- Provide protection from direct exposure to second-hand smoke
- Increase motivation for smokers to quit or cut back

We would like to invite you to be a partner in this consultation process should you be interested in doing so. The results of the consultation will be shared with local municipal leaders and will give you a clear picture of the level of support for smoke-free outdoor spaces in your community. A high level of community support may lead to a request for your municipality to consider a smoke-free outdoor spaces by-law.

Pending the results of this survey, Public Health would also like to offer any support you may need to address this issue. We can offer support in the form of data and background literature, drafting policy, policy promotion including signage design and answering questions based on the experiences of other municipalities that have already implemented smoke-free by-laws.

If you want to discuss the upcoming community surveys, please contact Laura Campbell, Health Promotion Specialist – laura.campbell@wdgpublichealth.ca
519-846-2715 ext. 3711.

Sincerely,

Nicola J. Mercer, MD, MBA, MPH, FRCPC

Medical Officer of Health and CEO

Wellington-Dufferin-Guelph Public Health

474 Wellington Road 18, Suite 100, RR #1, Fergus, ON N1M 2W3

Ph.: 519- 846-2715 Ext. 2500 or 1-800-265-7293

Fax: 519-846-0323

Wellington-Dufferin-Guelph Public Health

Smoke-Free Outdoor Spaces

Wellington, Dufferin, and Guelph

Why should we make outdoor spaces smoke-free?

Smoke-free by-laws make public spaces, such as parks and playgrounds, healthier and cleaner places that everyone can enjoy without the concern of exposure to second-hand smoke.

Smoke-free outdoor spaces:

- Decrease negative role modeling for children which helps prevent youth from starting to smoke
- Ensure public spaces remain healthy and accessible to everyone, especially children and families
- Increase the motivation for smokers to quit or cut back
- Decrease litter and clean-up costs while protecting the air and the environment
- Decrease fire risk

Why is this issue important?

Tobacco remains the leading preventable cause of death in Ontario. Overall, our region has a higher smoking rate than the provincial average (19% in WDG vs. 16% across Ontario). Smoke-free outdoor spaces help smokers quit or cut back because the temptation to smoke is reduced when it is restricted in public spaces.

Eighty percent of adults who smoke started in their youth. In Wellington, Dufferin, and Guelph, an estimated 11% of youth ages 12 to 17 currently smoke. Creating smoke-free environments reduces youth exposure to smoking and research has shown that youth are less likely to start smoking if they are not regularly exposed to adults who smoke.

Why now?

Among Ontarians, public support for smoke-free outdoor spaces continues to grow. Currently 120 municipalities in Ontario have implemented by-laws that go beyond the Smoke-Free Ontario Act and 34 municipalities have implemented by-laws prohibiting smoking in parks. The outdoor spaces that have been designated as smoke-free in municipal by-laws include municipal properties such as parks, playgrounds, beaches, sports fields, and transit stops. In some communities like Ottawa, Kingston, and Collingwood restaurant patios have also become smoke-free.

Enforcement

Municipalities across the province which have had a by-law for one year or more have reported that by-laws are generally self-enforcing and complaint-driven. As a result, enforcement costs are low and compliance is high. With appropriate public education and signage, smoke-free spaces by-laws require little maintenance.