

News Release

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New online licence and permit web tools improve customer service

This week, the City of Toronto officially launched new online services that will save businesses requiring a licence or a permit much-valued time and energy. The Municipal Licensing and Standards division has launched three web applications aimed at improving customer service.

These improvements to accessing City services are part of the City of Toronto's eService Strategic Plan, a plan that aims to increase access to City services, ensuring they are accessible to residents and businesses when they need to access them and in the method they prefer. The City has recognized the importance of continually striving to improve service delivery channels, and the eService Strategic Plan will help the City meet this goal.

The new services now available online are A-Frame Applications, Licence Renewal Payment and Licence Status Look-up.

What these new web tools do is give back valuable time to Toronto business owners - time they spent standing in lines, waiting to be served, time that we have taken away from them for far too long," said Councillor Howard Moscoe (Ward 15 Eglinton-Lawrence), Chair of the Licensing and Standards Committee. "Customers can now access licensing information from their home or business, 24 hours a day, seven days a week.

Part of 311, the new online application for A-Frame signs allows qualifying businesses to apply for a temporary sign permit online. Provided all the necessary information accompanies the online application, the permit can be issued without having the customer come to a city office in person.

The second new online tool assists current licenced businesses in renewing their annual licenses. The online licence renewal payment system accepts payment for most licence renewals online. Its fast, easy and convenient. This renewal is especially useful for taxi drivers, stationary business operators and others whose licence renewal simply involves payment of the renewal fee.

The third new web service, online licence status look-up, allows citizens to check the licence status of businesses in Toronto. Examples of businesses that are of particular interest to citizens are restaurants, contractors and many other stationary businesses. The City always recommends that citizens hire licenced contractors when hiring someone to do work at your

home or business, and many businesses in Toronto require a licence to legally operate. Municipal Licensing & Standards issues those licences to different types of businesses and trades, and the system is now in place to allow citizens to check that licence status from their home or mobile device.

Jim Hart, Executive Director of Municipal Licensing & Standards, said, Its a huge step in the right direction for us. Were moving our services one-by-one onto the web, and in the coming year you will be able to access more services and information such as property standards, make service requests and register complaints, with the help of 311.

For more information, visit <http://www.toronto.ca/licensing>.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. It is the economic engine of Canada and one of the greenest and most creative cities in North America. Toronto has won numerous awards for quality, innovation and efficiency in delivering public services. Toronto's government is dedicated to prosperity, opportunity and liveability for all its residents. For information about non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

Media contact: Bruce Hawkins, Senior Communication Coordinator, bhawkin@toronto.ca, 416-392-3496