

COUNTERFEIT PRODUCTS CREATE SAFETY CONCERNS

Recommendation

The Deputy City Manager/Commissioner of Finance & Corporate Services in consultation with the Director of Legal services recommends:

That Council approve staff working with the Canadian Standards Association (CSA) with the objective of developing a communication “tool kit” that can be utilized by CSA to increase community and business awareness with respect to the dangers and costs associated with product counterfeiting.

Economic Impact

There is no out-of-pocket cost to the City. The CSA and the Canadian Anti-Counterfeiting Network (CACN) will fund the cost of production and other direct costs associated with pilot project.

Communications Plan

There will be an announcement that the City is working with the CSA with the objective of creating a communications “tool kit” that can be used to communicate the issues associated with counterfeit products. The announcement will promote the fact that Vaughan has taken a leadership role with respect to this important community safety issue.

Purpose

The purpose of the report is to obtain Council approval for staff to provide input and assistance to the CSA with the objective of creating a communication “tool kit” that can be utilized to increase community and business awareness with respect to the dangers and costs associated with product counterfeiting. Municipalities have considerable experience, methods at their disposal and opportunities for communicating with the community. The objective of involving staff is to take advantage of and leverage Vaughan’s experiences and create a communication “tool kit” that can first be utilized to inform the Vaughan community and secondly, CSA can take the “tool kit” to other communities beyond Vaughan.

Background - Analysis and Options

On September 4, 2007 the Chair & Director of Audits & Investigations – CSA Group made a presentation to the Committee of the Whole. The presentation was received and at the September 10, 2007 Council meeting staff were directed to review the request and provide a staff report to the October 1, 2007 Committee of the Whole.

The issue of counterfeit products and the associated safety concerns are becoming more and more common. With staffs input and assistance CSA will create a communications “tool kit”.

The objective is to have City staff provide input and assistance, however it is not intended that the City’s name or logo be identified on the material. Examples of opportunities for the City of Vaughan to provide assistance could include:

1. Defining the municipal involvement in relation to this issue;
2. Discussions on how best to involve other local partners such as public libraries, the Chamber of Commerce, School Boards and the local electrical distribution company;

3. Drafting a resolution that can be forwarded to municipal Councils and others for endorsement;
4. Identifying appropriate methods for communicating such as the City's WEB site, fire prevention material, the use of posters, publications such as the Business Link and the distribution of educational material; and
5. Providing general comments from a municipal perspective.

City staff would be an information resource that CSA can access. CSA would take the lead in coordinating the work including preparing material for comment, arranging meetings and capturing input. Staff representation on the committee could include, Corporate Communications, Fire & Rescue Services (Fire Prevention section), Community Services, Economic Development and Building Standards. Other staff on an as required basis.

Relationship to Vaughan Vision 2007

Serve Our Citizens A2 Promote Community Safety, Health and Wellness

Regional Implications

No implications of the pilot project.

Conclusion

Creating awareness is a first step in addressing safety concerns regarding counterfeit goods. Working with Vaughan will assist the CSA in getting the message out at the community level.

Attachments

None

Respectfully submitted,

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Deputy City Manager / Commissioner of Finance & Corporate Services