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August 22, 2012

Councillor Denzil Minnan-Wong
C/O PWIC Secretariat Contact, Candy Davidovits
10th Floor, West Tower, City Hall
100 Queen St. W.
Toronto, ON. M5H 2N2

Re: Wayfinding System Strategy

Dear Councillor Minnan-Wong:

The Toronto Community Foundation is pleased to support the Wayfinding System Strategy that will be brought forward for City Council's consideration in September, 2012.

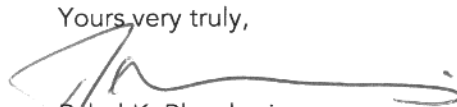
In our annual Toronto's Vital Signs Report, the Toronto Community Foundation has identified safety and accessibility as important factors for global competitiveness and quality of life in the city – and we believe a wayfinding system is one very important tool in making this a reality.

When implemented, the Wayfinding System will have far-reaching benefits for Toronto residents, tourists, and businesses. By making the city more navigable and accessible, tourists and residents will have an enhanced experience of our great city.

The timing of this project is particularly important, as we move towards hosting many new visitors leading up to and during the 2015 Pan/Parapan American Games. Enhancing the vibrancy and walkability of Toronto is one step towards fostering a cohesive and welcoming environment for our residents and visitors.

We look forward to seeing how the project advances.

Yours very truly,



Rahul K. Bhardwaj
President & CEO

cc: Fiona Chapman, Manager – Pedestrian Projects and Manager – Street Furniture Management, Public Realm, Transportation Services
Rosalyn Morrison, Vice-President, Community Initiatives,
Toronto Community Foundation