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August 30, 2012

Councillor Denzil Minnan-Wong
Chair, Public Works and Infrastructure Committee
c/o PWIC Secretariat Contact, Candy Davidovits
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Councillor Minan-Wong

Re: Toronto 360° Wayfinding Strategy – Phase 1 Final Report

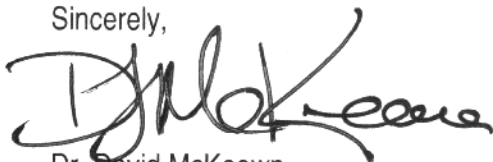
On behalf of Toronto Public Health, I wish to express my support for the Toronto 360° Wayfinding Strategy - Phase 1 Final Report being presented at the Public Works and Infrastructure Committee (PWIC) on September 12, 2012.

The report presents numerous benefits associated with a comprehensive wayfinding system, namely economic development, an enhanced tourism experience, and preparing the city for the 2015 Pan Am Games. I wish to point out that in addition to these benefits; the wayfinding strategy also supports a number of public health objectives.

Two recent public health reports, *The Walkable City: Neighbourhood Design and Preferences, Travel Choices and Health, March 15, 2012* and *Road to Health: Improving Walking and Cycling in Toronto, April 2012*, presented clear evidence demonstrating that active transportation provides important health benefits such as reduced mortality from chronic diseases, and reduced risk of heart attacks, strokes, obesity, diabetes and several types of cancer. The savings associated with residents staying active by walking or cycling is estimated to be over \$110 million in reduced health care spending. The wayfinding strategy report outlines important infrastructure that will create environments that foster active modes of transportation and in so doing also contribute to public health.

Toronto Public Health is committed to working collaboratively with other city divisions to support the implementation of the wayfinding strategy and encourage active modes of transportation particularly in suburban neighbourhoods, parks and green spaces. I urge the PWIC to approve this report and to proceed with Phase 2 as outlined in the report.

Sincerely,

A handwritten signature in black ink, appearing to read "D. McKeown".

Dr. David McKeown
Medical Officer Of Health