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July 7, 2014

To the City Clerk
Attn: Toronto City Council Members
Toronto City Hall, 13th floor, West
100 Queen St. West
Toronto, ON M5H 2N2

RE: METROLINX PROPOSAL FOR HIGHWAY 401 BILLBOARD ADVERTISING

Dear Members of Council,

Regarding Council's possible approval of Metrolinx billboard installation and revenue-generating plan for Highway 401 alongside Toronto neighbourhood corridors, I request the following:

- Council mandate or strongly suggest that public service announcements promised under the plan include frequent anti-littering messaging to combat roadside litter;
- Council request that a portion of the revenue generated for Metrolinx and proposed for use in funding GO Transit is earmarked for a roadside litter prevention, education and awareness campaign and financial assistance to communities actively engaged in litter prevention activities.

Sincerely,

Sheila White
President
WORDS Media & Communications Inc
Creator of the Litter Prevention Program
14 Murray Avenue
Scarborough, ON M1S 2A2

416-321-0633

www.litterpreventionprogram.com