

Transportation Options

**Ontario By Bike
Bike Train
Parkbus**

Website: www.transportationoptions.org

April 15, 2014

Dear Economic Development Committee Members,

We are sending this letter in support of the Open Streets TO program proposed to take place in the summer of 2014 in the city of Toronto.

Transportation Options has long been a supporter of various provincial, regional, and local community initiatives that promote healthy, active communities. With over 20 years experience planning and executing sustainable transportation and tourism programs in Ontario, we've come to recognize programs that can have lasting, positive impacts on communities.

Through our experience we've witnessed a tremendous growth in the scope and style of community-based recreational initiatives taking place throughout the city of Toronto. We believe that Open Streets TO will build upon these achievements and further position Toronto as one of the most liveable cities in the world. The acceptance of the Open Streets TO initiative will also communicate that the city is committed to innovate planning and programs that encourage healthy living and recreation, effectively utilize the city's assets, as well as supporting local businesses.

Furthermore, one must consider the tourism development prospective. Programs, such as Open Streets TO, have the potential to draw not only local residents, but also act as an attraction for visitors who spend money at local businesses, explore the city in a safe manner, as well as build an affinity for visiting the city in the future.

We are asking members of the Economic Development Committee to support the Open Streets TO initiative.

If you have any questions, please email us at info@ontariobybike.ca or call 416-827-2774 / 1-866-701-2774

Yours sincerely,



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