

# PW11.6.66

**From:** [Ward 28 Cycle Toronto](#)  
**To:** [Public Works and Infrastructure Committee](#); [Councillor Jaye Robinson](#); [Councillor McMahon](#); [Councillor Perruzza](#); [Councillor Moeser](#); [Councillor Lee](#); [Councillor Holyday](#)  
**Cc:** [Councillor Grimes](#); [Cycle Toronto](#); [Councillor McConnell](#); [Ward 28 Cycle Toronto](#)  
**Subject:** PW11.6 Cycle Track on Lakeshore West  
**Date:** Thursday, February 25, 2016 10:01:18 PM

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Hello PWIC,

I hope you are all doing well.

The objective of this email is to register the support of the cyclists of Ward 28 to support a cycle track on Lakeshore West.

## **PW11.6 Cycle Track on Lakeshore West**

While cycling in the downtown core has its dangers, cycling on the Lakeshore West is perilous. Yet, cyclists who opt to take advantage of the awesome waterfront trail are forced, in sections, to resort to the Lakeshore. The speed of traffic alone makes it dangerous for cyclists and pedestrians alike. This is a shame, since the communities along the Lakeshore West are increasingly thriving. It is too bad that the Lakeshore is being increasingly treated as an alternative to the Gardiner, and as such, pedestrians and cyclists safety is currently at risk.

On a personal note, I enjoy biking to Oakville and Port Credit a few times each summer and am thankful that when I travel it is largely during off peak traffic times, but regardless, cars are often whipping by me at 80km an hour - even at 50km it is quite scary, especially since when one is sandwiched between on street parking and racing cars - it is somewhat surprising that more cyclists and pedestrians aren't dying on this western stretch on the Lakeshore.

You may not personally understand why cyclists would want to bike as a form of transportation, or even as a relaxing sporting activity, and your constituents may be wary of having cycle tracks in their community - but it is up to you to remind your stakeholders that cyclists and pedestrians are good for business and the community. If a community is safe for cyclists, it is safe for pedestrians - the two go hand in hand. Besides which, cars don't shop - people do. Cars drive through communities, they don't linger.

If you install the cycle track on Lakeshore, the businesses in that community will undoubtedly see a lift in their revenues. In a climate where all the focus is on driving business and cutting costs - installing the right kind of infrastructure that brings business all while making the community a safer place for humans is the right thing to do.

**Fast fact:** Did you know that 73% of Torontonians say a lack of cycling infrastructure is holding them back from riding more often.

**Cyclists spend more money.** [New York researchers](#) found that customers who arrive by bike spend more per capita than any other transportation mode.

**Fewer customers drive than retailers think.** [The Bloor West Village study](#) found that 70% of merchants considerably overestimated the % of customers that drive to their business. Between 72-84% of cyclists and walkers shop in their immediate area more than 5 times per month compared to cars. People shop, not cars. Cars tend to drive through a neighbourhood.

**Vision Zero** is a growing international movement that aims to reduce traffic fatalities focusing on traffic systems that put the priority on safety, even if that means inconveniencing drivers. Pioneered in Sweden in 1997 Vision Zero is credited with reducing traffic fatalities in that country by 40%. It has since been adopted around the world, including cities like NYC, LA and Chicago. If there is a city that could benefit from implementing Vision Zero it is Toronto. 2015 marked the worst year for deaths on our roads in the past ten years.

Thank you for in advance for your consideration,

Alison

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