



March 21, 2016

Dear City of Toronto Public Works and Infrastructure Committee,

The Bloor St Culture Corridor wishes to express our unreserved support for the Bloor Street Bike Lane pilot project. We welcome the opportunity to work with the City of Toronto to support and promote cycling to, and through, the Bloor Street West arts and culture district.

We are aware that the Toronto Centre for Active Transportation completed a study on the potential impacts on local business of a bike lane on Bloor St. that found 90% of survey respondents used some form of active transportation to arrive in the Bloor-Annex neighbourhood. It is also clearly shown in the City of Toronto's TOCore presentation documents and the City of Toronto Cycling Network plan that 36% of Toronto residents cycle and 41% walk or cycle as their main mode of transportation downtown. It is also very likely that more people would cycle more often if our roads were safer for cyclists, through infrastructure such as bike lanes.

The pilot project along Bloor St., Shaw St. to Avenue Rd., which has been included in the Ten Year Cycling Network Plan updated this year, contains very important cycling network connectivity to the rest of the city and represents both an important thoroughfare across the city and an important destination for residents, businesses, and significant cultural organizations in the area.

The Bloor St. Culture Corridor, Toronto's most diverse arts and culture district, is a true creative cluster; an arts and culture destination, and a sector-enhancing and community-building collaboration between some of Toronto's most dynamic arts and culture organizations. All 19 of the Bloor St. Culture Corridor partner organizations present arts and cultural events for the public year-round in destination venues - all located in a cluster along a vibrant stretch of Bloor Street West, with 17 of 19 organizations located in the Culture Corridor's core on between Bathurst Street and Avenue Road.

The Bloor St. Culture Corridor offers the public a wide variety of arts genres, from museum experiences to films, art exhibitions to music concerts, and opportunities to experience some of Toronto's cultural diversity, including French, Jewish, Italian, Japanese, Estonian, and Aboriginal arts and culture. Each year more than three million members of the public go to Bloor St. Culture Corridor arts and culture destinations, and attend exhibitions, performances, and events. Together, the Bloor St. Culture Corridor organizations generate more than \$629,500,000 in economic impact each year.



The Bloor St. Culture Corridor includes:

- Alliance Française de Toronto
- Bata Shoe Museum
- Bloor Hot Docs Cinema
- Gardiner Museum
- Istituto Italiano di Cultura
- The Japan Foundation, Toronto
- Miles Nadal Jewish Community Centre
- Museum of Estonians Abroad/VEMU
- Native Canadian Centre of Toronto
- The Randolph Centre for the Arts
- Royal Ontario Museum (ROM)
- The Royal Conservatory of Music / Koerner Hall
- Soundstreams
- Tafelmusik Baroque Orchestra & Chamber Choir
- Talisker Players
- The Toronto Consort
- Toronto Reference Library
- University of Toronto Faculty of Music
- 918 Bathurst Centre for Culture, Arts, Media + Education

We believe that bike lanes on Bloor Street West will provide safer cycling access throughout our neighbourhood and to our cultural destinations; enhance active lifestyles; alleviate traffic congestion; are likely to increase business at local restaurants, retailers, and arts & culture organizations; and build a more active, healthy and liveable City in Toronto.

Sincerely,

A handwritten signature in blue ink, appearing to read "Heather Kelly", with a stylized flourish at the end.

Heather Kelly
Founder/Director, Bloor St. Culture Corridor