

From: [Alex Paterson](#)
To: [Public Works and Infrastructure Committee](#); [Councillor Jaye Robinson](#); [Councillor Holyday](#); [Councillor Carmichael Greb](#); [Councillor Lee](#); [Councillor Mammoliti](#); [Councillor Perruzza](#)
Cc: [Mayor Tory](#)
Subject: Please support Transform Yonge - the clear way forward for a more livable North York!
Date: Tuesday, January 16, 2018 5:10:51 PM

Dear Chair Robinson and Members of the Public Works and Infrastructure Committee:

As a business operator in Toronto, I want to see the Yonge Street transform in a way that accommodates all road users, regardless of how they get around. I'm writing to ask you to support the Transform Yonge option for the REimagining Yonge project.

I am writing on behalf of foodora Inc as the Head of Fleet Operations. We've been operating in Toronto for over four years, and in North York/Willowdale for approximately 12 months. Our food delivery service has grown substantially in this time and now supports a network of nearly 1000 restaurants, and over 700 couriers in Toronto. 70% of our courier fleet is composed of bicycle delivery couriers, but very few are active in the North city zones, due in part to the lack of infrastructure.

As the Head of BD at foodora Canada these infrastructure projects are vital to the continued growth of our business and service - this of course includes our partner restaurants in the city. A project like this has the potential to greatly expand our business and in turn allow us to hire a lot more to meet up with demand.

The Transform Yonge improvements would move Yonge Street into the 21st century, creating the type of welcoming main street that could anchor North York. Voting for the alternative would represent a huge missed opportunity to dramatically improve one of the city's main corridors - not to mention a fiscally irresponsible decision.

I applaud your commitment to taking an evidence-based approach to transforming Yonge Street in North York, and for taking advantage of this once-in-a-lifetime opportunity to design Yonge Street as a destination, as a "downtown North York", and as a real community hub.

Please vote for Transform Yonge. We must keep up the momentum to transform our streets into places - not just highways - that are safe, welcoming, and vibrant. It's what Toronto needs.

Thank you.

Yours sincerely,

Alex Paterson

Head of Rider Management - Canada



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