



Monday March 11th, 2019

8 80 Cities Vision Zero Pop-up – Danforth from Woodbine to Woodmount

To the members of the Toronto and East York Community Council,

The Danforth Mosaic BIA wishes to express support for the **8 80 Cities Vision Zero Pop-Up** on Danforth planned for Summer 2019. The BIA believes that this initiative will:

- Increase street safety for residents, business owners and potential customers
- Encourage economic growth of local business due to making this block a more accessible and traversable destination
- Generate interest in the neighbourhood and the BIA via media coverage the pop-up receives
- Provide both the City of Toronto and 8 80 Cities critical data on how neighbourhoods can be redesigned, revitalized, and reimagined for safety and more effective public use.

Our BIA has partnered with The Danforth East Community Association (DECA) in the past with great success, particularly with our Pop-Up Shop program. This initiative produced 16 new businesses over the period of a year along Danforth Ave. The Danforth Mosaic BIA and DECA believe that the **8 80 Cities Vision Zero Pop-up** will play a key role in furthering the success of that project, and improving the economic health of our neighbourhood.

Sincerely,

Billy Dertilis, Chair

Colin Johnson, Manager