



April 11, 2023

Her Worship Jennifer McKelvie,
Deputy Mayor of the City of Toronto
and Members of the Toronto and East York Community Council
CITY OF TORONTO
City Hall, 100 Queen St. W.
Toronto, ON M5H 2N2

Dear Ms. Deputy Mayor and Esteemed Members of the Toronto and East York Community Council:

Re: Your Vote on April 12th to Protect Pedestrians on Avenue Road

As a community partner of the Avenue Road Safety Coalition (ARSC), I am writing in support of the motion to immediately reduce the speed limit and to widen the sidewalk along Avenue Road between St. Clair Avenue West and Bloor Street West. This 2.1 km stretch of a busy midtown arterial roadway continues to present severe risks to pedestrians of all ages. The ARSC wants to help the City of Toronto protect all its citizens by realizing its Net Zero and Vision Zero priorities. A vital step in accomplishing this mission can be made on April 12th at the Toronto and East York Community Council Meeting when you can vote in favour of a motion to improve pedestrian safety on Avenue Road.

For six years, the ARSC has worked diligently with local Councillors, the community, and the City's Transportation Services staff in conducting surveys and a study on how to improve the safety of Avenue Road between St. Clair and Bloor. These studies show that this short stretch of road sees a high frequency of severe traffic incidents in which a person is killed or seriously injured. One of Amica's own team members was injured while crossing at the intersection of Balmoral and Avenue Road, and this incident would have been far more grave had it involved one of our elderly residents. The ARSC study and the city's surveys all arrive at the same conclusion: reduce the high speed of traffic, widen the sidewalks, and establish buffers between pedestrians and vehicles on Avenue Road between St. Clair and Bloor.

Five years ago, the City designated the stretch of Avenue Road from St. Clair W. to Bloor St. W. as a Community Safety Zone. Yet today, the posted speed remains at 50 km/h and the sidewalks are narrow. Given the adjoining stretches of Avenue Road are already posted at 40 km/h, it would be a natural transition to reduce to the same speed here, making the speed limit both consistent and safer. I, therefore, respectfully appeal to you to vote in favour on April 12th to improve pedestrian safety on Avenue Road from St. Clair W. to Bloor St. W. You have the

power to lower the speed, widen the sidewalks, and build the buffers that ultimately will save lives.

Thank you, Ms. Deputy Mayor and Members of Toronto and East York Community Council, for your time in considering this pressing public safety issue.

Yours very truly,

A handwritten signature in black ink, appearing to read 'Doug MacLatchy', with a stylized flourish at the end.

Doug MacLatchy
CEO, Amica Senior Lifestyles

Cc: Office of Councillor Josh Matlow
Office of Councillor Dianne Saxe
Barbara Gray, General Manager, Transportation Services
Arlene Desjardins, Co-Chair, Avenue Road Safety Coalition (ARSC)