



RIO CAN
REAL VISION. SOLID GROUND.

February 6, 2024

via DIGITAL DELIVERY

Toronto City Hall
City Council
100 Queen Street West
Toronto, ON M5H 2N2

To: Sylwia Przewdziecki

Attention: Mayor Chow and Members of City Council

Re: EX11.8, RapidTO: Surface Transit Network Plan

As the operator of RioCan Marketplace, a shopping plaza located at the southwest corner of Steeles Ave West and Dufferin St., we are writing in support of accelerating improved bus service on Steeles Ave as part of RapidTO.

The current state of traffic on Steeles Ave is a deterrent for potential customers. The congestion not only causes delays, but frustration that dissuades people from visiting the area, impacting the foot traffic and, consequently, the business of our tenants. The introduction of bus priority measures would help to alleviate these issues by streamlining public transport flow and reducing overall traffic on the roadway. These improvements would make our plaza more accessible and encourage more customers to visit, thus benefiting all businesses within our premises.

Furthermore, efficient public transportation is key to sustaining a vibrant commercial area. We can attract a wider customer base by offering a reliable alternative, including those who are currently underrepresented among our patrons due to transportation challenges.

This improvement on Steeles Ave would be very beneficial for us and we support the improvement of, and upgrades to, our own facilities and property.

Thank you for considering our perspective on this matter.

Yours,
Melissa Bruzzese

Melissa Bruzzese

AVP, Development