



March 9, 2026

Via Email

Executive Committee

RE: EX29.8 FIFA Traffic Management

Dear Mayor Chow, Vice Chair Malik and Councillors Ainslie, Bravo, Carroll, Colle, Fletcher, Matlow, Morley, Perks and Shan,

On behalf of **No More Noise**, I am writing to express concern regarding the public health impact of motor vehicle noise during the upcoming FIFA events. Research confirms that traffic noise is a chronic stressor linked to cardiovascular disease, sleep disruption, and mental health decline.

To protect Toronto residents from the guaranteed influx of vehicle noise, we believe a "communication strategy" alone is insufficient. We request that the City take the following concrete actions:

1. **Apply a Noise Mitigation Lens:** Integrate noise control into all traffic management plans and increase enforcement against illegal honking and modified exhausts.
2. **Incentivize Mode Shift:** Move beyond advertising by implementing bold measures, such as **free public transit** on event days, and restricting nearby parking to **accessible permit holders only**. It is also important to ensure that all active transportation infrastructure is not blocked and fully useable, which may require stepping up parking enforcement.

The residents of Toronto should not bear the health costs of this event. We urge you to prioritize active and public transportation to ensure FIFA remains a celebration rather than becoming a public health burden.

Thank you,

A handwritten signature in black ink, reading 'Buday', is displayed on a light gray rectangular background.

Ingrid Buday

Founder and Executive Director, No More Noise

Cc: Mayor Chow
Vice Chair Malik
Councillor Ainslie
Councillor Bravo
Councillor Carroll
Councillor Colle
Councillor Fletcher
Councillor Matlow
Councillor Morley
Councillor Perks
Councillor Shan