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Toronto City Hall
100 Queen Street West
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June 9, 2026

Re: IE30.2 - Updates on Vision Zero Road Safety Initiatives

Dear Members of the Infrastructure and Environment Committee,

Cycle Toronto overwhelmingly supports the staff recommendation to NOT establish a City-run permanent roadside memorial program, as indicated on p. 13 of the amended report.¹

We want to thank Transportation Services and the Vision Zero team for meeting with Advocacy for Respect for Cyclists (ARC), Friends and Families for Safe Streets (FFSS), Walk Toronto, and Cycle Toronto. We appreciate staff's partnership-based approach engaging community groups that frame existing memorialization programs like ARC's Ghost Bikes and FFSS signage as matters of compassion to the deceased and their loved ones.

From an advocacy perspective, **the reason to support a City-run program would be if it created any possible road safety benefits, but the evidence suggests there is no such benefit:**

Academic research notes that roadside memorials have limited and short-term impacts on behaviour of people operating a motor vehicle, and they do not deliver sustained road safety outcomes.

Therefore, we urge you to channel the empathy that inspired 2025.IE24.12² and **focus on the political will to implement the road safety and Vision Zero initiatives to ensure future tragedies are avoided.**

Thank you for your attention to this matter.

Michael Longfield
Executive Director

cc: Mayor Chow
Advocacy for Respect for Cyclists
Friends and Families for Safe Streets
Walk Toronto

¹ <https://www.toronto.ca/legdocs/mmis/2026/ie/bgrd/backgroundfile-287756.pdf>

² <https://secure.toronto.ca/council/agenda-item.do?item=2025.IE25.8>