



March 27th, 2017

City of London,
300 Dufferin Avenue,
P.O. Box 5035,
London, ON N6A 4L9

Re: Shift – Rapid Transit Environmental Assessment

Attention: Mayor Matt Brown

Your Worship:

Downtown London represents 0.4% of the geographic area of the City of London and is responsible for 5.4% of the city's taxable assessment.

It is no secret that London is at a critical time in our city building efforts. Dundas Place and the York St sewer separation project are a certainty over the next couple of years and will be both transformational and disruptive.

This communication is the result of recent reactions from some London Downtown Business Association (LDBA) members regarding the proposed Shift routes. In our role as the voice of downtown businesses, we want to ensure that our members are provided meaningful consultation opportunities so that their individual concerns, issues and fears are heard. LDBA needs to ensure we are in lock step with our members and are committed to fully understanding the construction and communication plans being considered. Naturally, the LDBA would be an active partner in ensuring our members have the most up to date information available so that we can support them during any construction.

While our organization exists to support our members and has a number of communications channels in place, we are not mandated or resourced to handle strategic communications and stakeholder engagements for large-scale municipal infrastructure projects such as this. In hindsight, it appears that this may have been an expectation or an assumption, in terms of the LDBA handling the full extent of two-way communication and feedback between our members and the City.

We are requesting that council pause in the final determination of rapid transit routes and provide our members with the ability to be heard and be fully informed of the communication, construction and mitigation plans being considered.

We are not convinced that the City has the answers that would provide a final strategic decision on the routes. The potentially negative implications of the current plan for two of our very successful downtown anchors, Covent Garden Market and Budweiser Gardens, are one major example of our serious concerns. Are we willing to jeopardize multi-million