

dollar investments based on numbers in a plan, as opposed to the reality articulated by experts operating these facilities?

We have consistently advocated that this project must be viewed not only through a transit lens, but also through the lens of business impact with particular attention to business retention. This is not just an engineering project of compiled empirical data consisting of the number of cars and buses per hour in peak periods; there is an intrinsic value of the assembly of businesses that feed off each other and create a sense of place that cannot be evaluated by data. The implication of losing a few street side parking spaces when looked at from a statistical point of view is small in comparison to the impact of the perception of parking downtown as a whole. If there are street side spaces in front of a business individuals will come downtown expecting to get "one of those spaces" and when occupied, will drive a little further to another space, but if the space is not there, they will not even attempt to come downtown.

Downtown London will be conducting a survey of our members through an independent third party provider in the very near future and will share the results with our membership, City Council and the Shift Team.

It's time to test the silent majority and make sure we, as a community get this, the largest infrastructure project in the history of the City of London, as right as we possibly can.

It is our understanding that the business plans already in the hands of the Federal and Provincial Government are not dependent on the finalization of the routes.

Since London's downtown is at the epicentre of the proposed rapid transit plan, we, on behalf of our members, respectfully request this opportunity to be heard and fully informed.

Small businesses are the foundation of modern economies and downtown London is full of entrepreneurs and owners who have invested their entire livelihoods here.

We trust you will steward their best interests in this process.

Yours truly,  
**DOWNTOWN LONDON**



Janette MacDonald  
CEO & General Manager



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Board Chair

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City Council.

Interim City Manager – Martin Hayward

City Engineer – Kelly Scherr

City Planner – John Fleming