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From: Rod Morley
Sent: Sunday, June 24, 2012 9:43 PM
To: Graham, Kate
Subject: Economic ideas

Kate,

Thank you for still looking at my ideas. I will rank them as how the ease of possibly implementing them, starting with the easiest one to implement and going out to the real outside of the box thinking.

1. Making the London Youth Advisory Council a full City sanctioned advisory council. London needs to look to the future if the City is to grow and prosper. I have seen the the level of interest and intellectual and emotional power that this Council contains. I have volunteered to be a mentor for them and have already provided some with some ideas that might help achieve the legitimacy that they should be awarded. If listened to, they could surprise the professionals of City development. At the very least providing the Council with a level of legitimacy could help in reducing the indifference of most of London's youth with our political institutions and maybe help get a few sparks of genius to remain in this City instead of leaving for more stimulating municipalities.

2. This would probably be implemented with the help of the people at Pillar, Tech Alliance and possibly the Chamber. I floated this idea during my Municipal election run and it received a very positive response from everyone who heard it. A directory needs to be created of recently retired professionals and trades people who would be able to be called upon to meet with students at Western, Fanshawe and possibly trade schools who are in their last year of schooling. This initiative could create ripples of benefits.

The recently retired professionals could be given an avenue to give back to their community by mentoring the soon to graduate students. The professionals might be able to use their base of business and professional connections to help facilitate meetings of these students with local business people. Providing the students with assistance in their professional futures and showing the students that London might have more to offer than they originally thought. This could help the students to remain in London, reversing the brain drain that London experiences every graduation and help London to retain the fresh new ideas and excitement that this brain power could provide.

3. During my election run I also touted the idea of redeveloping the City Hall block. My idea was to raise the existing buildings to create three 12 to 14 storey apartment/condos. In a horseshoe shape overlooking Victoria Park. Using Victoria Park and its events as a selling feature instead of issue of noise creation. The sale of the block would more than pay for a new City Hall with a few floors of built in underground parking, providing the extra parking that City Hall is always talking about. There also has to be for the main floor of the new City Hall, ideas to help draw Londoners to City Hall. We need to get Londoners involved with City Hall and having an information booth for London and a small performance/meeting room available for Londoners to use at any time as well as any other good ideas need to be implemented. Possible locations for the new City Hall could be the second tower for the One London Place development. The City should also have enough to assist in the creation of a new performance hall for the City. Hopefully this time the hall could be built with the flexibility of increasing the amount of seating available for the future. The new idea of Western obtaining the block could be workable into the same idea but my initial idea would greatly help increase the density of downtown residency, something you wouldn't achieve to the same level with the Western proposal.

The next ideas do require a leap in faith for larger projects that would be difficult to plan for in year to year budget situations but I feel are ideas that should be looked at.

4. The development of eco-tourism in London. I am presently working with my colleagues in the Friends of the Coves and Meadowlily Woods to start developing business plans to bring forward to Tourism London our ideas to promote eco-tourism. It would only work if we worked with other municipalities in South Western Ontario but we are leaving millions of tourist dollars off the table by not courting the population of birders who travel sometimes to many locations around the world yearly. The Coves and Meadowlily alone boast up to fifty types of rare birds and animals that many people do not know that are easily found within the City of London. The initial ideas would be to work in conjunction with the Point Pelee area and create a tour starting there to have people to continue on to London and then possibly add in a Stratford theatre destination.

5. A very long term project that I have tried to promote is to work with the Federal and Provincial Governments and the Canadian Pacific Railway to relocate their rail yards closer to the London International Airport. C.P. at one time approached London about this idea in the seventies and seeing how London has developed, it is long past time to revisit the idea. Relocating the yards by the airport creates a single large transportation node providing a single location for air, rail, road and possibly in the future, a seaway movement of freight for London. This idea also reduces the chance of presently having over the half of the City's population adversely affected by a rail accident. The costs of the pending lawsuits that would surely be launched in the case of a worse case accident could almost pay for the costs of the move itself. London would then also be provided with a golden opportunity to recreate the existing C.P. line dissecting the City and costing the city daily in traffic delays to be able to have a amazing route through the City for a future light rail line while in the mean time could be instantly be turned into great bike lanes and a bus rapid transit route.

6. Any new fire stations need to built to also accommodate a small police precinct as well. This City is too big to be successfully policed from one large static building. The Fleming incident showed that plainly. Small precincts, preferably teamed with fire stations will help get the police into the neighbourhoods. This step will help reduce the amount of crime just with their presence. They will also will be closer to areas of the City to react to problems instead of the long and costly drive from Dundas St. Teaming with the Fire Department should also assist with better response time for major problems/disasters

7. London also has the opportunity right now to assist with a new venture. This will help turn the tide of manufacturing job losses. There is an inventor in London right now with a patented, and tested system to capture, compress and store the exhaust from any internal combustion engine. It is available for piston aircraft engines, and ships and trains but the main focus is on vehicles. The idea is to take this technology and team with a bio reactor, possibly on board and convert the exhaust back into usable fuel and to be left with a bio mass that can be turned into natural based pharmaceuticals, food stuffs or even natural fertilizers. This technology turns any vehicle into a mini factory since the bio mass could be sold to companies and there are markets presently for these bio masses. This technology not reduces the amount of fuel needed for each vehicle, it also eliminates vehicle exhaust, reduces the noise pollution of every vehicle and create money for every car owner. Energy from bio mass and from solar and other sources would reduce Eastern Canada's dependence of fossil fuels and for the right Municipality to move full force into this technology could help create a clean, energy producing industry that would create even more, higher paid and more technical jobs than the fossil fuel industry could ever hope to produce. The Municipality that actually moves into this field now could exceed the revenues generated by the Tar Sands in a very short time line. Vision, however would be needed for this industry to succeed.