



February 12, 2018

Dear Resident,

Toronto's waterfront is one of this city's greatest assets.

Over the past decade, Waterfront Toronto has made significant strides revitalizing the waterfront.

Forward-looking communities like the West Don Lands and East Bayfront are home to new residents, businesses, academic institutions, and parks like Sugar Beach, Sherbourne Common, and Corktown Common. Improved public transit and amenities along Queens Quay have helped make Toronto's waterfront more vibrant and accessible. Today it's both an incredible place for residents and a destination for millions of Torontonians and tourists each year.

Now we need your help to imagine what comes next.

Sidewalk Toronto is a joint effort by Waterfront Toronto and Sidewalk Labs to create a new kind of mixed-use, complete community in Toronto.

This letter is a special invitation to volunteer to serve on our Residents Reference Panel — a public process to help imagine Toronto's newest waterfront neighbourhood.

Though Toronto is one of the world's most inclusive and successful cities, like most growing urban centres, it faces real challenges: *Congestion. Affordability. Climate Change.*

As a member of the Residents Reference Panel, you will have the opportunity to explore new ideas for addressing these and other urban challenges while helping to imagine a healthier, more inclusive, and sustainable approach to city living.

New neighbourhoods, like we imagine at Quayside, are too important and too complex to be designed in isolation. The more voices, perspectives, and ideas that come to the table, the better. That's why we want you to be a part of this initiative.

As a member of the panel, you will examine several themes including affordability, inclusion, mobility, new technologies, and sustainability.

Working alongside 35 other Toronto residents, you will learn about and consider the implications of:

- Constructing and financing housing in new ways that could lower the cost of home-ownership or rentals;
- Ensuring that the public interest and public benefits are secured in the development of public lands;
- Limiting private cars and road use, and introducing new mobility options including shared self-driving vehicles and enhanced public transit;
- Protecting personal privacy while employing new digital technologies;
- Setting ambitious energy use and climate goals; and
- Using parks and public spaces to provide better access to the water's edge.

Members of the Reference Panel will also learn about how Toronto and other leading cities are using design and technology to improve quality of life.

We know that this is a surprising letter to receive — and that you may not have heard of Waterfront Toronto, Sidewalk Toronto, or Sidewalk Labs before. Even so, we need your help to ensure that the next phase of waterfront development reflects the values and priorities of Torontonians from every corner of the city.

**Deadline
March 27
Respond Today**

**You don't need to be an expert or a waterfront resident to make a valuable contribution.
Your perspective as a new or long-time Toronto resident is what matters most.**

Membership on the panel is open to any Torontonian who currently lives in the household to which this letter was addressed and is 18 years of age or older. From among the pool of volunteers, 36 members will be randomly selected to ensure broad representation from across the city. You do not need to be a Canadian citizen and there is no cost to participate. In fact, we will be happy to cover childcare or eldercare costs and to work with you to address any reasonable barrier that might prevent you from participating.

Joining the panel is a great way to:

- Learn first-hand about your city and its waterfront, and contribute to its future;
- Share your perspective and learn about the views of other Toronto residents; and
- Help make sure that Quayside reflects the values and priorities of all Torontonians.

If you are unable to participate, please encourage members of your household 18 years of age or older to volunteer.

Members of the Sidewalk Toronto Residents Reference Panel will meet from 9:00 a.m. to 4:00 p.m. on the following Saturdays beginning this April. You must be able to attend each of the five scheduled sessions — see the *Frequently Asked Questions* sheet for further details.

Saturday, April 21, 2018

Saturday, May 5, 2018

Saturday, June 2, 2018

Saturday, June 23, 2018

Saturday, September 29, 2018

To volunteer for the Sidewalk Toronto Residents Reference Panel, please phone 1-844-550-2625, mail in the enclosed card, or register online at sidewalktoronto.ca/panel by March 27, 2018.

Toronto is an exciting place to live, and it's important that we all have a hand in shaping it.

Whether you are new to Toronto or a long-time resident, we sincerely hope you will volunteer to serve on the Sidewalk Toronto Residents Reference Panel.

This is your chance to make a difference on Toronto's waterfront!

Sincerely,



Will Fleissig
President & CEO, Waterfront Toronto



Dan Doctoroff
Chairman & CEO, Sidewalk Labs

How to register as a volunteer for the Sidewalk Toronto Residents Reference Panel:

There are three quick and easy ways you can register:

1. Call 1-844-550-2625 to register by phone or ask questions about the selection process.
2. Complete the enclosed Candidate Response Card and mail it back using the prepaid envelope.
3. Register securely online at sidewalktoronto.ca/panel.

Please ensure you register in one of the above ways by Tuesday, March 27, 2018. If you are selected for the panel, you can expect a phone call on the evening of Wednesday, March 28, 2018.

Before registering, please check and hold all dates outlined in the [Frequently Asked Questions](#) sheet until the evening of Thursday, March 29, 2018, when the members of the panel will be notified.

If you are unable to participate, please encourage members of your household 18 years of age or older to volunteer.

You can learn about other public meetings and events at sidewalktoronto.ca