



20 Bay Street, Suite 1310
Toronto, ON M5J 2N8, Canada

sidewalktoronto.ca
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26 June 2018

Dear Toronto —

When we launched Sidewalk Toronto, we had one mission in mind: to address the toughest challenges facing cities — and meaningfully improve quality of life — through the combination of forward-thinking urban design and innovative technology. It started with a [vision](#) for how to make cities more sustainable, livable, and inclusive — and because we believe city-building needs many hands and many perspectives, we launched a comprehensive [public engagement process](#) to bring that vision to life.

Over the past six months, we have met with and listened to thousands of people. We have hosted town halls, roundtables, and public talks. We have convened advisory groups, spoken to neighbourhood associations, and on June 16, Sidewalk Labs [opened "307,"](#) its Toronto office and workshop, where Torontonians can continue to learn about, provide feedback on, and experiment with different elements of the vision. You can see summaries of all this work [on our website](#).

From the start, we have recognized that we are taking a different approach. Rather than bringing forward a comprehensive proposal and site plan, we are exploring virtually every aspect of how the city works and how Toronto residents think it could work better. Over the past six months, you have provided indispensable insights and perspectives that have shaped our thinking as we begin to formulate our Master Innovation and Development Plan (or MIDP).

You have also told us to take the time to get this right — and we have heard you. That is why we are extending the planning process so that we have the time to work together to create something that we can all be proud of.

Here is the new timeline:

- The roundtable meeting scheduled for early July will now be held on August 14 and 15 at the 307 Lake Shore Blvd. East workspace. We will cover the same information on both dates: initial thinking for the public realm, streets, and buildings that is coming into focus. We think two sessions will provide good opportunities to discuss and consider this work.



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- In November, we will share a comprehensive description of the component parts of the Master Innovation and Development Plan, including proposed site plans, and we will have our fourth roundtable soon after.
- Early in 2019, we plan to release a draft Master Innovation and Development Plan. It will be a comprehensive document, but still a work-in-progress. Following the release of the draft plan, we will host a fifth roundtable to solicit feedback on the draft.
- Informed by this additional feedback, we plan to publish the proposed MIDP in finished form in spring 2019 for consideration by the Waterfront Toronto Board of Directors and by the Alphabet board. We understand that the City of Toronto will also solicit public feedback after receiving the MIDP to inform its considerations in advance of necessary city approvals.

We are so grateful for the great interest and enthusiasm Torontonians have shown for this project to date. You have given us your time, your ideas, and your feedback. We want to keep this momentum going as we put together a groundbreaking plan, and we hope you will continue to join us.

To learn more about Sidewalk Toronto, the 307 workspace, and our participation plan, and to view past presentations, please visit our website: www.sidewalktoronto.ca. See you on the waterfront!

— Will Fleissig, President and CEO, Waterfront Toronto
— Dan Doctoroff, Chairman and CEO, Sidewalk Labs