WEST
BROADWAY
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July 7, 2015

Executive Policy Committee
City of Winnipeg

On behalf of The West Broadway BIZ I am pleased to provide this letter outlining our efforts championing for, and experience with the Sherbrook Street dedicated bike lane. When our organization learned of the road resurfacing planned for Sherbrook Street, we used the timing of that construction as an opportunity to lobby for what we'd seen done effectively in other municipalities across the country. We were fortunate to connect with other local organizations, who also recognized the importance of active transportation to the wellbeing of our city and felt strongly that safe, well-designated cycling routes are critical to ensuring that our residents, clients, and employees become even more invested in commuting sustainably. Stakeholders and City departments met several times throughout the process and we were thrilled with the outcome.

Since the opening of the bike lane in September of last year we have been inundated with positive feedback. 80% of attendees who filled out our questionnaire at the Sherbrook Street Festival last year said they would be more inclined to ride their bikes in this neighbourhood now that we have a dedicated bike lane. Our board and business membership have been supportive throughout the process and are very pleased with its impact on our community. The demand for more bike racks and their usage has never been higher and concerns over the quality of the Maryland portion of our cycle track have been expressed frequently.

On a personal note, I am also a resident and retail business owner in West Broadway. I have seen and experienced first hand the benefit of this infrastructure upgrade, for my business, and my quality of life.

We hope the City of Winnipeg continues its great work in building an adequate network of pedestrian and cycling routes through Winnipeg's most densely populated neighbourhoods, and feel having a well thought out strategy in place is crucial to the long term health and success of our city.

Sincerely,
Leah McCormick
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The West Broadway BIZ

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