THE EXCHANGE DISTRICT BIZ

492 MAIN STREET WINNIPEG, MANITOBA CANADA R3B 1B7 P. 204.942.6716 F. 204.943.8741

EXCHANGEDISTRICT.ORG

April 20, 2021

Executive Policy Committee,

I am writing in support of the Transit Master Plan. The TMP is a key step in ensuring our city continues to grow and thrive by providing frequent and robust transit service to all Winnipeggers, which promotes healthy, walkable neighbourhoods, and fosters environmental sustainability and climate change resilience. Good transit also uses road space more efficiently and encourages higher density development, which together work to make the city more financially efficient.

The vitality of the Exchange District is marked by the many Winnipeggers who visit the area to shop at local businesses, eat at our restaurants, attend cultural events and galleries or to simply enjoy the ambiance of our National Historic Site. These visitors rely on various modes of transportation, of which public transit plays a key role.

The businesses operating above the ground floor— established tech businesses and startups, creative industries, financial services and more— have regularly communicated that their viability depends upon being able to attract the best talent (in some cases from around the world) to come and work here. The competition can be stiff, and this new generation of talent expects to be able to live in locations with easy and direct access to their workplace, cultural amenities and high quality, local restaurants, pubs, goods and services. While the Exchange District continues to grow into a complete community in its own right, the high-frequency network proposed in the TMP allows workers convenient access from a broad variety of neighborhoods, offering them a broad choice of living options and making Winnipeg a competitive choice.

It is this high-frequency network approach that is the most exciting and the most promising aspect of the TMP. This approach significantly enhances current transit service by adjusting routes into a grid to ensure simple, frequent service and quick, reliable transfers. Enhancing frequency and reliability not only allows those who currently rely on transit to effectively be able to get where they need to go, it allows transit to become a viable alternative to the personalized vehicle, meaning more people can choose transit for everyday trips to and from the Exchange District and other parts of the city for work, entertainment, shopping, doctor's visits and more. This can help to

THE EXCHANGE DISTRICT BIZ

492 MAIN STREET WINNIPEG, MANITOBA CANADA R3B 1B7 P. 204.942.6716 F. 204.943.8741

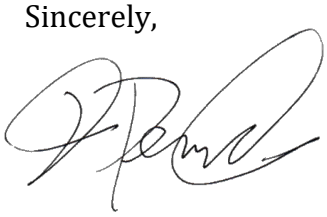
EXCHANGEDISTRICT.ORG

dramatically reduce the congestion and parking pressures that have gained much attention in recent years.

Bolstering this approach with the inclusion of rapid transit corridors will also allow Winnipeggers who choose to raise families further from central Winnipeg to have a convenient alternative for accessing the Exchange District for work, for a daytrip to the Manitoba Museum, to shop for unique gifts, or for a night out to the theatre.

The TMP brings Winnipeg into the modern era of public transportation by creating a system that is convenient and reliable, creating a true option that will help our competitiveness, reduce congestion, and brings us closer towards becoming the type of sustainable urban centre that we will need to become in order to thrive in the emerging 21st century global economy.

Sincerely,



David Pensato
Executive Director
Exchange District Business Improvement Zone