



ACTION REQUIRED

Subject: Improving Transit Service Options to Major Music Festivals

Date: May 27, 2015

Chair Colle has submitted the attached communication from Councillor Mike Layton for the consideration of the Board.

Original signed by V. Rodo

**Vincent Rodo
Chief Financial &
Administration Officer**

1-11



May 4, 2015

Dear Chair Josh Colle and Toronto Transit Commissioners,

Re: Improving transit service options to major music festivals

Toronto has a long-standing tradition of outdoor music festivals. From the Ontario Place Forum to Beaches Jazz Festival, our city attracts bands and fans because we have great host venues.

The Canadian live music sector generates an estimated \$455 million in revenue and contributes \$252 million to the Canadian economy, with Toronto leading the way as one of the most concentrated music sectors in North America.

As Toronto's music festival culture grows, so do demands on the transportation network and neighbourhoods surrounding the venues. Parking and traffic are always a challenge as festival organizers and venues struggle to meet the demands of their audience while balancing convenience and cost.

In particular, getting people to and from a venue that is not located on transit lines can be a logistical nightmare for organizers and concert goers alike. Ontario Place is a good example of such a venue. Not only are the parking and public transit options available on site limited, it is made further inaccessible by the lack of pedestrian options for crossing Lake Shore Boulevard safely.

Austin Texas has found a solution for transporting people to and from festival venues effectively. Every year at Austin City Limits, an outdoor festival located at Zilker Park outside of the downtown, 75,000 concert goers travel from downtown to a park on the outskirts. To ease transportation congestion resulting from the festival, City buses are used to shuttle concert goers from downtown to Zilker Park.

If Toronto is to achieve its goal as a leading live music destination, we need to work to establish stronger supports for organizers and those attending major music festivals taking place at venues which are underserved by our transportation network.

I therefore recommend that the TTC work with festival organizers at Ontario Place, Fort York, and other festival venues, to evaluate options for increased transit service or shuttle service on festival days, including evaluating the cost and possibility for sponsorship.

A handwritten signature in blue ink that reads "Mike Layton". The signature is fluid and cursive, with the first name "Mike" and last name "Layton" clearly legible.

Councillor Mike Layton
Ward 19, Trinity-Spadina