



March 31, 2014

Jim McPherson
150 Boucher Street East
Meaford, Ontario N4L 1B7

Via email: earthharvest@rogers.com

Re: Proposed Telecommunications Tower: Rogers Site C4272 “Meaford Town”

Dear Jim,

Thank you for your comments regarding Rogers Communications’ proposed wireless communication installation at **71 Edwin St. E., Meaford, Ontario**. As you are aware, Rogers has plans to install a new tower on-site to improve wireless voice and data services in the area.

We have determined that your property is located some 649 metres from the proposed facility, or 18.54 times the tower height.

Rogers is regulated and licensed by Industry Canada to provide national wireless data services. As a federal undertaking, Rogers is required to consult with *Land Use Authorities* in siting tower locations, and soliciting and responding to public reply comments and concerns, as it relates to these siting issues. In this municipality (where no local *Telecommunications Protocol* has been enacted), Rogers is governed by and thus required to comply with procedures described within Industry Canada’s publication CPC-2-0-03 Issue 4 “*Radiocommunication and Broadcasting Antenna Systems*” (hereafter “CPC”), (available at <http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf08777.html>) which establishes the requirements for public notification and response.

Design and approval of such sites falls strictly under the federal jurisdiction of Industry Canada, (with or without the existence of a local protocol) and the municipality is a commenting body engaged in the receipt, exchange and review of public respondent comments and concerns. **Your relevant concerns will be responded to.** The governing protocol dictates the method by which comments are solicited, received and replied to, and what is “relevant”. At the conclusion of the proponent’s stipulated duties of public consultation, the Municipality is asked to give its concurrence that the proponent has fulfilled its duties under the protocol; the municipality does not have the jurisdiction to approve or disapprove of the site, but may provide commentary for consideration of Industry Canada.

We mailed required notices to neighboring property owners within the federally established “*3 times tower height notification radius*” on **February 17, 2014** and supplemented that with newspaper public notice to the general public on **February 26, 2014**. The closing date for receipt of respondents’ initial comments is **March 28, 2014**, which exceeds the minimum of 30 days allowable.

- In response to the process, we acknowledge receipt of your initial email comments on **March 28, 2014**. Your initial comments are acknowledged by us herein, and our formal reply is also made herein, by email, on **March 31, 2014** and within the required 60 day window established in the CPC.

Additional available information resources: (Click link or copy to your Internet browser)

[Antenna Towers in Your Community](http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf08788.html) <http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf08788.html>

[Frequent Questions on Radiofrequency \(RF\) Energy and Health](http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf08792.html) <http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf08792.html>

[World Health Organization - Electromagnetic fields and public health](http://www.who.int/mediacentre/factsheets/fs304/en/) <http://www.who.int/mediacentre/factsheets/fs304/en/>

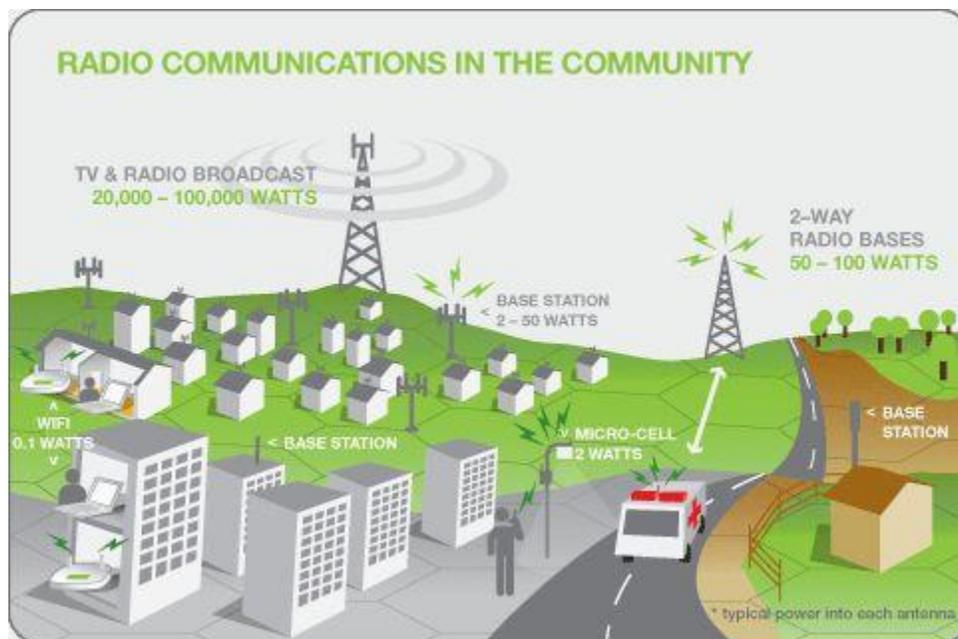
Please allow us this opportunity to address your raised concerns regarding our proposed installation.

Firstly, Health Canada is indicating that it will change its position on cell towers and their impact on us. A setback needs to be established in urban areas and the precautionary principal should be applied, especially when schools are within a 500m range of the cell tower and residences are within 100m.

1) Health Concerns

Electromagnetic frequency (EMF) is something we are exposed to in everyday life; In fact, EMF is something we are exposed to simply by being in the sun. RF is a form of EMF and exists throughout our lives, and is used in such things as baby crib monitors, radios, TV signal and controllers, garage door openers, Wifi routers and public hotspots. We've mostly all had a sunburn, and we are aware of the dangers of overexposure to EMF. In the case of base stations, there are effects and risks both known and unknown, but the key is whether potential or real, safety limits are established with sufficient safety margin such that our regulatory bodies can assure us “**not at these levels**”.

The following diagram puts in context the relative antenna outputs of some common forms of RF. RF is not new. It has been studied and deployed extensively for in excess of 50 years. In excess of 25,000 research studies of peer-reviewed corroborated evidence points to there being no risk at these levels (which even consider the “combined local environment” in compliance rules).



Health Canada, in its mandate to protect the health of Canadians, is responsible for research and investigation to determine and establish the health protection limits for exposure to radio frequency (RF) electromagnetic energy. Health Canada has developed guidelines for safe human exposure to RF energy, known as **Safety Code 6**. These guidelines have been adopted by Industry Canada and are included in their regulatory process for radio communication licensing and operational requirements.

Industry Canada requires that all proponents and operators ensure that their radio communication and broadcasting installations comply with its regulatory limits at all times. Health Canada works closely with World Health Organization and its scientists to continuously update their research in order to ensure that Safety Code 6 continues to protect the public health and is based on the standards set out by the

International Commission on Non-Ionizing Radiation Protection and the Institute of Electrical and Electronic Engineers.

All recognized standard setting bodies in other countries use the same scientific data and similar general approach to develop safety guidelines. As a result, Canada's Safety Code 6 is in line with other standards around the world.

Health Canada's guideline documents are not based on a single study; rather, they are based on the bulk of scientific evidence contained in numerous peer reviewed studies evaluated over several decades. Information published in non-peer-reviewed reports/articles posted on the Internet is difficult to evaluate and holds little weight with regulatory bodies responsible for standards development.

While Rogers cannot speak on behalf of the government of Canada's regulatory body on the development, review and validation of the standards they establish, in our view, such standards are designed to protect the Canadian public through extensive review of international studies and recommendations.

Canada's Safety regulations have been reviewed by an independent national body comprised of scientists and experts in the field such as The Royal Society of Canada through 3 studies done in 1999, which was updated in 2003 and again in 2009. None of these studies took issue with Safety Code 6 standards.

Should these standards change *at any time* in the future, it is a legislative requirement that Rogers comply with these changes. **Accordingly, the timing of intake of this proposal for public consultation is of no consequence to any changes that may or may not be recommended or established as regulatory limits by Health Canada upon completion of its most recent review, as the Proponent must comply with them regardless.**

The Proponent's duty as it relates to health concerns under the governing siting protocol is one of attestation of compliance at all times with the limits. Rogers attests that the site will be fully compliant with the requirements outlined by federal government institutions such as Industry Canada and Health Canada. **The Proponent's obligation under the governing protocol, or any municipal protocol supported by Industry Canada, does not extend to further debate of health research, effects, risks, opinions or the like which fall in the legislative jurisdiction of Health Canada as it is considered a matter of national health for all citizens.**

2) Setbacks

Setbacks, as used for normal development under *Planning Act* regulations, do not apply to federal infrastructure undertakings, nor do zoning bylaws. The reason for this is that infrastructure projects have unique technical requirements in order to meet the necessary coverage needs. In the case of the Proponent's business, a search area based on signal propagation plots defines where a site has to go to meet the coverage requirement, not the area's zoning. Proximity to existing facilities has much to do with this, as unless a new facility is approximately equidistant between 2 existing structures, it may result in an overlap of coverage on one side with a corresponding deficiency on the opposite side (or completely missing the target area). If a site were to be influenced by zoning restrictions rather than technical requirements, the industry would not be able to mature in a way that would ensure either the financial viability vis-à-vis wasted coverage, nor would it be able to fulfill its mandate of reducing the total number of facilities/structures to the minimum required to meet the coverage requirement.

Within the technical limitations of required siting, however, are opportunities to mitigate factors of concern by including such things as consideration of compatibility with existing uses. You see this working, in part, by the selection of an industrial property that offers substantial mitigative appeal to things such as visual obscurity and the maximum setbacks attainable from sensitive uses within the radius that will work for the technical coverage, and in view of other available options (or lack thereof, in this case).

It is this justification, and the extensive and detailed underlying process of arriving at a siting conclusion which is the basis of this public consultation underway; ie. "*Within the technical constraints facing us,*

what have we done to mitigate factors of concern such as....?”. It is not the forum for an endless debate of jurisdictional and legislative issues that have nothing to do with mitigating factors of concern within the local environment, which is our scope of work and mandate.

Similar to a hydro pole line or sewer system, the equipment needs to go where the servicing requirement is, irrespective of zoning. The notion that cellular base stations do not go in residential areas is simply untrue. In major urban centres, base stations are most commonly put directly on residential buildings where a minimum of approximately 6 stories is evidenced. In fact, particularly with new technology and its substantially greater data throughput necessity, base stations must go as close to or in residential areas as possible, and you would be hard pressed to find such a building without antennas, unless another was in close proximity. In the case of Meaford, these buildings simply don't exist and a ground pole must therefore be utilized, as it is the only other option available. Schools and universities are heavy users of this technology, and antennas are quite typically on dormitory or campus building rooftops, hospitals and other places evidencing high levels of public congregation and associated coverage need. More information on technical siting challenges has been provided to you in the attached Justification Exhibits.

3) The School Issue

We note that the property boundary of Georgian Bay Secondary School is 200m from the proposed tower siting. Schools fall within our definition of *sensitive uses*. There is, in fact, an inherent minimum setback required under governing legislation, but it is a technical compliance setback, not a distance setback (a general distance setback would be quantifiably irrelevant to a tower structure as they all may perform differently depending on installed equipment). **The minimum setback is attained when we are at the SC6 limits.**

In this case, however, we have, as you have suggested otherwise, utilized precautionary principles in considering this important issue such that the RF Engineer's SC6 certification performed at this school boundary attests that the site will operate, at a maximum, at a level of 156 times below the regulatory limits. Inside the building will be at a substantial reduction to that, such that any RF from this tower is lost in background RF of other much higher sources. Further, as wireless devices “power-up” to maintain a connection with distant towers, the proximity of this tower is such that users' individual devices will actually decrease power/RF by the existence of this tower.

To put this issue in perspective, when cell technology was a relative unknown, some municipalities adopted the precautionary principle known as “Prudent Avoidance” for sensitive use/school protection. Now deprecated by every municipality that we are aware of as *unnecessary, unsupportable and unreasonable*, (with the exception of Toronto), this principle established an extraordinary margin of safety of “100 times the limits”. We reiterate; we are at 156 times.

It is pertinent again to reflect on this in respect of your issue that “Health Canada may raise the regulatory limits, such that the proposal under consideration should be blocked from moving forward until this occurs”. Hearsay is that Health Canada may, in an attempt to further assure Canadians of the safety of such installations, recommend doubling the current standard.

And again, no matter what the limits are, we **must** comply with them at all times, such that a request to delay our proposal will not result in any different obligation on us whatsoever as a result, and this site will easily comply.

Secondly, I am unaware of any dropped cell calls in Meaford and therefore see this tower in urban Meaford as unnecessary. Rogers needs to do a review and a more exhaustive research into finding a more suitable location away from schools and urban areas.

Carriers don't subjectively decide to invest in tower infrastructure in the hopes that coverage is needed. They know exactly how much data is flowing, when coverage is approaching maximums that can be handled, and when new technology upgrades are required to service the growing network of an also

growing number of devices, together with the associated throughput requirements to support it. Further, they also handle the device marketing, so they know turnover rates from old to new technology and exactly how many devices they need to service by fine-grained geography.

You may be using a cell phone for primarily voice and text services, which uses little data throughput, and can receive a (typically) now-deprecating GSM-platform signal adequately from a tower as far as ten or more kilometers away, depending on capacity. In fact, that's where they used to be sited, where divisive battles were unlikely to result over land use and safety concerns.

However, in the recent years, the industry has advanced from a *1 device per family* model to a point where there are now more devices than people. More importantly though, the data requirements for these new smart devices such as the iPhone, iPad, Galaxy Note 5 etc. are thousands *of times higher per device* and in many cases have replaced the personal computer and its static use with the dynamic 24/7 use of a smart device, handling everything from email to social media to streaming video and TV and wireless broadband at speeds unheard of. This is the new norm, and the public demands it.

This technology requires upgrades to technology and a re-thinking of the way it must be deployed. The throughput and signal is such that the "good coverage radius ranges from 1.3kms to 1.7kms, depending on a number of local factors. RF decreases rapidly and exponentially with distance from the tower, such that many more towers are required to support it, and at much closer distance to the subscribers to maintain the required clean connection for data throughput.

The "*towers should be in farmland*" philosophy is not only no longer true, it is impossible. They must be right where the subscribers are. Further, if they are not where the subscribers are, we would violate our mandate to limit the total number of structures to achieve required coverage to a minimum by effective technical siting within the technical constraints, and the network would fail to mature in an orderly way.

It is interesting to note that the RF signal originating from the base station that your device connects to is most often a tiny fraction of that which your personal device operates at, and a very small fraction of what radio antennas have been putting out for some 50 years. In this respect, the Proponent's relative tiny RF output exists in a *room full of elephants*.

Finally, I am concerned Rogers is not playing fair. There are new regulations concerning cell tower placement and it seems Rogers is avoiding these new regulations. It is clear to me that there has not been proper community consultation on this matter. When I read Rogers' Corporate Social Responsibility statement I think in this particular tower proposal Rogers has demonstrated a tremendous lack of conducting itself in an ethical manner. Usually, when new guidelines are being considered and the developer is aware of most of those guidelines then the ethical approach would be to abide by those new guidelines.

It is true that the federal government has recently (Feb. 5, 2014) introduced new changes to siting policy, which may or may not be adopted by municipalities which have a current locally-enacted protocol, but *must* be adopted by proponents for which the governing protocol is the CPC (which is the case for Meaford).

This has nothing to do with the timing of this application, as at any time we have a number of these sites going into consultation. The timing is correlated with our need to build the site to handle our customers, and in this respect, time is of the essence.

Section 6 of the CPC protocol previously provided exemptions from Land Use Authority ("LUA") review and public consultation for a number of broadcast facility undertakings, which included an exemption for *new antenna systems, including masts, towers or other antenna supporting structure, with a height of less than 15m above ground level.*

This particular exemption has now been removed, such that the default requirement is now that public consultation be required for towers under 15m; the same as is the case for towers over 15m, unless the municipality otherwise provides an exemption under a local protocol.

As to MP Tony Clement's comments: "...new Industry Canada rules announced today will ensure the public have their say on proposed cell towers in their communities, regardless of their proposed size...", Industry Canada ruled that it was in the interest of the general public to have the same opportunity to comment on shorter towers as they had with non-exempt taller towers. This is primarily a result of the proliferation of new previously-exempt 14.9 metre, typically "densification poles" used in the deployment of new 4G/LTE technology, for which antennas must be *much* closer to the subscribers than outdated technology such as GSM, and this has led to some divisive and politically hot battles.

This change is irrelevant to the Proponent's submission, as it already had the requirement for this consultation by virtue of the 35m tower height, so the municipality is not prejudiced in any way by the timing of the application before it.

Industry Canada also ruled that proponents must build the tower within 3 years of consulting with communities.

The Proponent already complies with this regulation, so there is no impact on the submission or process, nor is the municipality prejudiced in any way by the timing of the application before it.

Finally, Industry Canada ruled that proponents ensure that residents are well informed of upcoming consultations.

As there have been no changes announced to the existing stipulated public consultation radius, direct and indirect notice requirements, this will only impact the now non-exempt shorter structures.

We are therefore happy to report that the Proponent is in full and absolute compliance with the in-force protocol inclusive of the recent changes, and hope this fully satisfies your concern on this matter.

Part of those new guidelines is the community consultation process. Industry Minister Tony Clement highlights:

"3. Consulting the community

Next, the company must notify residents and engage the community in a way that ensures their participation. Communications such as mail and letters to residents about the consultation must be clearly addressed so they are not confused with junk mail. The company needs to give residents at least 30 days to provide comments."

Rogers did not even come close to embracing the community consultation process. Of the few residents who were circulated, they received flyers which appeared to be junk mail. Many in the community are still not aware of this cell tower proposal. And in light of the new regulations Rogers has acted improperly and violated its own corporate social responsibility guidelines. I do not believe Rogers is acting in this case as a good corporate citizen. I respectfully ask that Rogers restart the application process and apply the new guidelines and allow the Municipality of Meaford to develop a cell tower placement policy

The intent of the Public Comment and Reply obligations under the governing protocol is not to ensure that every resident is aware of the proposal, but rather to ensure that relevant comments and concerns from those defined as within the local environment are addressed. It is Industry Canada that defines this process in the protocol document, and the obligations imposed.

The expanded consultation requirements we have taken on as a result of incorrect or misleading information has not brought forward any additional concerns relevant to the Proponent's scope of duties of justifying *the measures undertaken to reduce factors of concern within the local environment, and in consideration of the technical restrictions.*

We reiterate: we mailed required notices to neighboring property owners within the federally established "3 times tower height notification radius" on **February 17, 2014** and supplemented that with newspaper

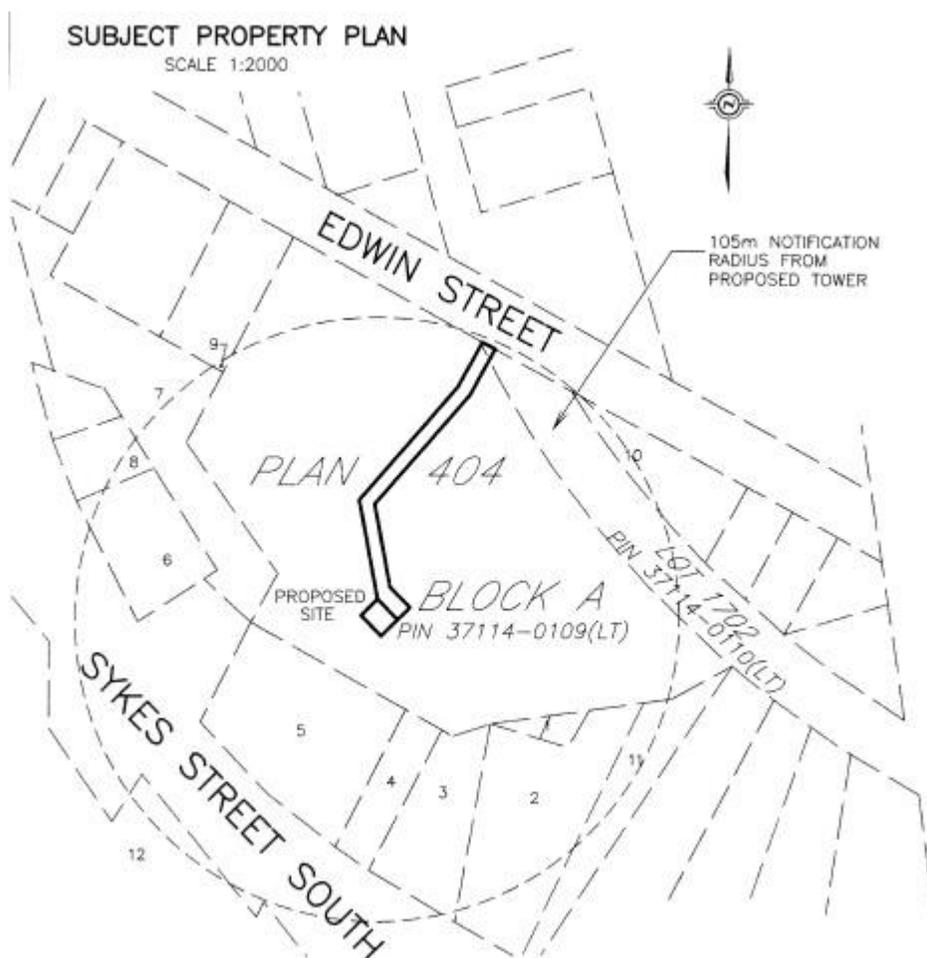
public notice to the general public on **February 26, 2014**. The closing date for receipt of respondents' initial comments was **March 28, 2014**, which exceeds the minimum of 30 days allowable.

Respondents that furnished an initial comment within this period received a formal reply back from us, and an invitation to provide a final reply within 21 further days.

The mailed notices were in accordance with the stipulated consultation process. We hand-addressed each letter in ink, hand-stamped, and mailed in a large envelope, such that these could not be mistaken for junk mail.

There are two forms of notice employed. **Direct notice** is given to residents that fall within a defined 3x tower height. In the case of *new* now non-exempt rules for <15m structures, that would be within a 45m or less radius. In our case, the structure is 35m, so the direct consultation radius is 105m, as per the following surveyed sketch, approved by the Town pursuant to our supplied Consultation Radius Report and request for addresses, and as stipulated by Industry Canada rules.

We have had no indication at all that these rules are to be somehow modified by the announced changes of February as it relates to our proposal submission or consultation requirement, so there would have been no motivation on our part to engage in any timing behavior that you would consider unethical.



The observation that there were few residents within our direct notice requirement is a testament to the fact that we minimized the total number of residents that fall within the impacted 3x tower height radius by prudent siting choices; one of the key tenets of our mandate. Of 12 properties within the consultation radius,

we note that only 7 contained a residence. Anything under 15 would be generally considered normal in our experience. The fact that it is much lower is not the disadvantage that you suggest; it is the process working systematically such that the best site has the lowest number attainable.

In addition to our Direct Notice, we also provided **Indirect Notice** to the Meaford residents at large by newspaper publication in the section normally utilized by the Town for Municipal/Civic Public Notices. Our ad proof was approved by the Town, and contained the information required by Industry Canada, and was placed in the Town's choice of publication. We offered duplicate publication in a second newspaper, and the Town indicated that they did not see that as necessary.

Digital proofs of the ad follows.

CLIPPING: COMMUNITY FORUM MARCH 2014

CONGRATULATIONS TO THE RECIPIENTS OF THE FIRST ANNUAL JOHN SIMCOE RECOGNITION AWARDS

The Hon. Dr. Kellie Leitch, Member of Parliament for Simcoe Grey, honoured outstanding individuals by presenting seven John Simcoe Recognition Awards. The awards were presented to a business, community or individual and people who, through their selfless volunteer work, have made a positive difference in the community.

This year's recipients are:

SERVICE CLUB:
Albion Lions Club – The Albion Lions Club has been actively saving the community since 1936, supporting the Canadian Red Cross, fundraising and the Baring homeless project, providing eye glasses to those in need and distributing Christmas Hampers so everyone can enjoy the holidays.

BUSINESS:
Scaventer Book Company – The Scaventer Book Company was established in 1985 and now employs 140 people. Throughout the years the company has contributed to many local projects including the Collingwood Library, YMCA, Shrading Down Barracks and the Salvation Army.

SENIO:
William Hamble – An avid fisher, William volunteered to act as the Building Project Manager for the Hospice Georgian Triangle Campbell House. William has additionally taken on the role as the hospice site supervisor.

Larry Hagarth – An engineer by profession, Larry donated his time and expertise to assist in the development of the engineered side plain for the historic Georgian Triangle Campbell House.

Dr. William Ives – Dr. Ives has given back to his community through countless hours of volunteer work, by sitting on local boards and participating in local community groups. During his career Dr. Ives performed 13 international rotations and is a recipient of the Nobel Peace Prize as a member of the International Physicians for the Prevention of Nuclear War.

INDIVIDUAL:
Debb Masad – As the current President of the Wedge Beach Hockey Club Debb has chaired many Rotary committees and has been awarded the highest Rotary International award (see case studies). He has also played key roles to help organize many community events and festivals, and was chair and founder of the Premier Wedge Committee.

Youth:
Michael Rappin – During his four years of secondary school Michael completed nearly 800 hours of volunteer work including many in the community including time at the Apollo Church, the Stinson Memorial Hospital and local seniors. He also traveled to Jamaica to volunteer with Missionaries of the Poor.



Hon. Dr. K. Kellie Leitch, P.C., O.Ont, MP
 Member of Parliament for Simcoe-Grey
 501 Hume St. Suite 4, Collingwood, ON L9Y 4H8 • 705-445-5537

Meaford t policing n

CHRIS FELL
chrisf@meaford.on.ca

The Municipality of Meaford will hold a second public meeting to discuss community policing options on March 19 at Meaford Hall.

Council held a public meeting about the policing matter in Woodford last week and will proceed with a second meeting to allow residents to make comments and gather information about the policing issue.

Council is currently considering three policing options for the future: contract OPP policing, non-contract OPP policing and a bid from the Owen Sound Police Ser-

Meaford councillo

CHRIS FELL
chrisf@meaford.on.ca

Meaford councillor Linda Stephens wants voters in the Municipality of Meaford to be given a chance to vote to change the name of the community to Georgian Highlands.

Stephens reached into the past to drop that bombshell at Meaford council's regular meeting on Tuesday, February 19.

Stephens brought forward a notice of motion to introduce a ballot question for the upcoming election that would give voters a chance to choose either Meaford or Georgian Highlands as the name of the municipality.

RALLY FRIENDS AND FAMILY

March break is fast approaching and whether people are preparing to hit the slopes or the beach that week, Canadian Blood Services is asking Canadians to check off one last thing on their to-do list.

After booking your travel, Canadian Blood Services is encouraging residents to take a few extra moments to make one more call and book an appointment to give blood.

Give... before you go. And know that while you're away, a patient in need is being helped

<h2>PUBLIC NOTICE</h2>	
<p>PROPOSED 35 METRE TELECOMMUNICATIONS MONOPOLE TOWER</p> <ul style="list-style-type: none"> • Tower Location: 71 Edwin Street East, Meaford, Ontario. GPS Coordinates: (NAD 83) 44 36 01.5N, 80 35 15.1W • Legal Description: Block A Plan 404 St. Vincent; Lot 665, 667-668 Plan 309 Meaford Except Plan 400 Meaford; County of Grey; The Land Titles Division of the Grey Registry Office (No. 16) • The facility will include mechanical equipment cabinets and fencing around the base of the tower. The tower will provide wireless voice and data services. 	<p style="text-align: center;">ROGERS™ Wireless</p> <p>ANY PERSON may make a written submission to the individual listed below by March 28, 2014 with respect to this matter. All comments must be received by the close of this business day.</p> <p>PLEASE TAKE NOTICE that the approval of this Site and its design is under the exclusive jurisdiction of the Government of Canada through Industry Canada. The Town of Meaford has no jurisdiction in this matter other than as a commenting body to Industry Canada and the Applicant. For more information contact the local Industry Canada office at 1-855-465-6307.</p>
	<p>Municipal Contact: Rob Armstrong, Director of Planning and Building Municipality of Meaford 21 Trowbridge Street West Meaford, ON N4L 1A1 Tel: 519-538-1060 x1121 Fax: 519-538-1556 Email: rarmstrong@meaford.ca</p> <p>Please forward all comments and requests for additional information to the following individual: Jeff McKay, FCSI, MBA Rogers Communications 8200 Dixie Road, 13A Brampton, Ontario L6T 0C1 Tel (519) 566-9267 Fax (647) 747-4600 Email: j_mckay@rogers.com</p>

As you are also aware, there has been considerable press, and social media organizations, flyers, and Council involvement which substantially increased the visibility of this proposal to the entire Town of Meaford, such that the consultation has been extensive.

It has been the experience of the industry that a larger direct consultation radius does not result in greater breadth of issues of concern being raised. The protocol seeks to be effective in determining and addressing factors of concern in relation to the *local environment*, (which for direct-notice residents is defined by IC as 3X tower height) and we see it operating effectively in this and all sites. Like any development project, the relevance of local concerns generally diminishes rapidly with distance from the site.

We hope that this fully addresses your concern in this matter.

It is unfortunate that there has been so much misleading and incorrect information propagated through the Town by the activist campaign. Had correct information been supplied, it would have been much easier to respond to reasonable and relevant concerns to the tower siting exercise. Instead, we and the Town have spent countless hours responding to **misinformation and incorrect allegations** such as:

- There is no governing protocol in effect
- The tower would be bombarding GBSS with side-firing microwave radiation 24/7
- Appropriate municipal and public consultation was not conducted
- Other options, including those of co-location, alternate structures or alternate locations were not analyzed
- The school setback is neither prudent nor safe
- The school is right beside the tower

- 50% of the area residents want to sell their properties and get out
- 1 in 3 risk of cancer within 100m of a cell tower
- The proponent acted in bad faith, improperly or unethically
- The proponent is avoiding impending regulatory changes by manipulating proposal intake timing
- A new municipal protocol will seize authoritative jurisdiction from Industry Canada
- Clement's changes will impact this proposal, so it should be stalled
- Potential Health Canada increases to SC6 limits will prejudice residents under this proposal
- Childrens' thin skulls are being fried by this microwave radiation

These statements are simply not true.

I would like to note that some of the items in your correspondence are points of opinion and statements; therefore no responses will be provided to those questions that do not specifically pertain to our proposal.

In conclusion, on behalf of the Proponent, we feel that the proposed site is well located to provide and improve wireless and data service in the targeted area. The proposed site is also situated and designed so as to minimize the impact on surrounding land-uses, including use of an **industrial** property for siting, mitigation of grade views by substantial bush/tree cover and grade slope, reduction of tower height to minimums acceptable, mitigation of tower views by selection of appropriate tower style, and maximization of setbacks from sensitive uses to the extent possible such that only 7 properties with a residence fall within the stipulated direct consultation radius, and the closest school property boundary is 200m away where the Safety Code 6 certification attests to the Proponent's RF signal being far below the compliance limit. Further, any relocation of this site will result in a signal coverage loss of the 1.3 km "good signal coverage" 4G/LTE radius area on the opposite side of the move, which is critical in particular for coverage at the north extremity (downtown area at the lake). We have no opportunity to move further north into town without impacting a far greater number of residences within the 3X radius, and a move of any distance east or west will result in loss of required coverage on the opposite side with no expectation of a reduced number of impacted residential properties. A move south of *any* distance simply puts us closer to a different school, and while fewer residences may be included in the radius, the loss of coverage to the critical north area is substantial enough as to result in a significant loss of coverage requirement for the Proponent.

We would like to further advise you that as Industry Canada's rules contain requirements for timely response to your questions, comments or concerns, we have acknowledged receipt of your communication within **14 days** and provided a response to the Municipality and those members of the public who communicated with us, within **60 days**. The members of the public who communicated with us, as you have here, will then have **21 days** to review and reply with a final response.

Rogers takes concerns or suggestions expressed by land-use authority and the public as important elements to our proposal. I hope that the information provided will assist you in better understanding our obligations and our position on siting requirements. On behalf of Rogers, we thank you for your participation in this process.

Yours truly,



Jeff McKay MBA
Site Acquisition / Municipal Relations Consultant

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Fax: (647) 747-4601
Email: j_mckay@rogers.com

JM/rs



Cc: Rob Armstrong MCIP RPP CPT, Director of Planning and Building, Meaford
Cc: Industry Canada CWOD
Cc: Tatyana Moro; Rogers Communications Inc.
Cc: Larry Miller MP
Cc: Bill Walker MPP