



District of Sechelt

"Heart of the Sunshine Coast"

November 3, 2010

File No.

Google Canada
10 Dundas Street East, Suite 600
Toronto, ON M5B 2G9

Attention: Chris O'Neill, Managing Director

Dear Mr. O'Neill:

I am writing to you as Mayor of the District Municipality of Sechelt, British Columbia, population 9,500. Our community is the business centre of a recreational area known as BC's "Sunshine Coast" located about 40 minutes by ferry, from Vancouver.

Earlier this year, searches on maps.google.com for "Sechelt, BC" began directing people not to our lovely seaside community but rather to a nondescript location about 80 km north of here called Deserted Bay.

Many of my constituents have told me they have notified Google of this problem, but no correction has yet been made. The following is a summary of problem reports filed by one individual, as well as the Google response he received:

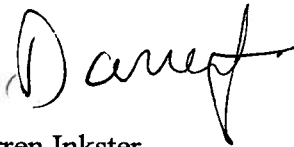
- May 27, 2010. Serious error: you have the town of Sechelt marked here, but this is far from the actual location. The center of Sechelt is located at 49.47215°N / 123.76322°W (town hall). (Problem ID: 32F1-EB49-3267-6CE5.)
- June 8, 2010. Google response: The Google Maps problem you reported has been escalated to the appropriate team. We don't have an immediate fix but are working hard for a resolution.
- August 16, 2010. C'mon guys you've got to fix this problem: Sechelt is NOT located here. You've got the name of the largest town on the Sunshine Coast placed in the middle of nowhere. (Problem ID: DF20-8E21-D76F-E246.)
- September 22, 2010. This is NOT the correct location for Sechelt, BC. Why is it taking you so long to fix this serious location problem? Sechelt is the biggest town on the Sunshine Coast... but people can't find it! (Problem ID: 6794-4B9A-5A6C-C3DD.)

With the recent introduction of Google Place Search, matters have become even worse for Sechelt business owners. For example, a search for "Sechelt accommodation" results in the appearance of a small map of Whistler, BC (apparently the town nearest to the erroneous 'Sechelt' coordinates) followed by a long list of Whistler hotels. This is very frustrating for our local businesses and for our visitors.

Searches for specific street addresses in Sechelt are generally successful. For example, a search for "5797 Cowrie St, Sechelt, BC" does centre the map around the expected location (our City Hall). It's the generic "Sechelt, BC" searches that fail.

I am writing to seek your assistance to ensure this glitch is eliminated by your mapmakers so that people can successfully locate our community using your company's services. The District of Sechelt, our residents and businesses would be very appreciative of having this situation addressed as soon as possible.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Darren". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Darren Inkster
Mayor

cc:

Sunshine Coast Tourism (Judy Spears, President)

Sunshine Coast Bed & Breakfast, Cottage Owners Association (Celia Robben, President)

Sechelt Chamber of Commerce (Jim Cleghorn, President)

Sechelt Downtown Business Association (Katharine Trueman, President)

Royal LePage Sunshine Coast (Gary Little, REALTOR)