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**From:** Nicole Moberg <nicole.moberg@genesisreferencelabs.com>  
**Sent:** Saturday, July 22, 2023 9:46 AM  
**To:** Petrol Inquiries  
**Subject:** PD527-Opposition to new retail gasoline outlet

Island Regulatory and Appeals Committee  
Attention: Allison MacEwen, Director

July 22, 2023

Subject: Opposition to the Construction of a New Gas Station/Convenience Store

Dear Mr. MacEwan,

I hope this letter finds you well. My name is Nicole Moberg, and I am writing to you as the proud sister of two brothers who are the current owners of a local gas station and convenience store in our community. This is the same gas station and convenience store that I worked at growing up, that I once lived next to, and once ran an ice-cream stand beside. This is also the same gas station and convenience store that my parents and grandparents ran before my brothers. Although I no longer live on the Island, I visit each year and to learn that a new gas station may be built in such a small area that is, by definition, already adequately served by gas stations and convenience stores, I felt compelled to reach out to express our strong opposition to the proposed construction of a new gas station in Borden-Carleton. We all know, this does not make sense on so many levels.

As small business owners, my brothers (and previously my parents) have worked tirelessly over the years to build and maintain their business, striving to provide excellent service to our community while meeting all the necessary environmental and safety standards. Their establishment has become an integral part of our neighborhood, not only serving as a place to refuel vehicles but also acting as a gathering point for locals to connect.

The potential arrival of another gas station in such close proximity poses significant concerns for the well-being of our community and the livelihood of our local businesses. I would like to highlight a few crucial reasons for our opposition:

- **Market Saturation:** With three other gas stations and stores already operating in our small area, introducing another one would lead to a saturation of the market, this is even in the height of tourism season, which is also the time of highest traffic patterns on and off the Island. This oversupply would have adverse effects on the existing businesses, including my brothers', potentially resulting in financial losses and job insecurity for our employees.

- Environmental and Health: As a society, we must prioritize sustainable practices and work towards reducing our carbon footprint. This is what Borden-Carleton and PE should be focused on. Constructing yet another gas station contradicts these efforts, as we should be encouraging the adoption of cleaner and greener transportation alternatives. If you do some national and international research, you will see that some areas have already banned new gas stations, Petaluma and Los Angeles (the city of cars) in California did this in 2021. Local PEI officials would be wise to take notice. With 80% of gas stations on track to be unprofitable by 2035 (according to BCG), allowing more gas stations to be built is simply a bad investment for any town or province, not to mention our small Island. PEI would be going backwards. Simply drive in PEI now, and you do not go far before seeing what was a gas station/convenience store that closed down for this same reason, not able to stay open due to saturation. You've seen 30% of service stations close in the last 10 years, across Canada. That was a quote shared when Petro Canada alone closed its doors on more than 125 stations in Eastern Canada.
- Traffic Congestion: The addition of another gas station would undoubtedly worsen the already prevalent traffic congestion in our locality. This would not only inconvenience residents and commuters but also pose safety hazards for pedestrians and motorists.
- Negative Impact on Local Economy: The presence of multiple gas stations in close proximity can lead to fierce competition, driving down profits for other businesses. Ultimately, this could lead to a decline in property values, reduced tax revenues for the local government, and overall economic instability.

In light of these concerns, I implore you to consider the broader implications of allowing another gas station to be built in our community. Instead, we should be looking at sustainable alternatives, such as electric vehicle charging stations or other environmentally friendly initiatives that align with the future needs of our society.

I kindly request that you take our opposition into account and actively participate in advocating for the preservation of our local businesses and the well-being of our community. Let us work together to protect what we have built and continue to foster a thriving, sustainable neighborhood. I urge you to consider these concerns seriously and advocate against the construction of the proposed gas station.

Thank you for your time and consideration. I would appreciate the opportunity to discuss this matter further.

Warmest regards,

Nicole Moberg,

Chief Executive Officer

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