Present were: Vice-Chair G. Lorentz, L. Armstrong, T. Cowan, *D. Craig, T. Galloway, J. Haalboom, R. Kelterborn, *C. Millar, *J. Mitchell, K. Seiling, S. Strickland, and C. Zehr

Members absent: J. Brewer, R. Deutschmann, B. Halloran, and J. Wideman

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT


b) D. Craig declared a conflict with respect to Report E-13-002, Public Engagement Process for the Development of the Rapid Transit Brand and Report E-13-009, Monitoring and Research of Impacts of Rapid Transit, due to his son owning property within the area of a proposed station on the rapid transit system;

c) T. Galloway declared a conflict with respect to Report E-13-009, Monitoring and Research of Impacts of Rapid Transit due to his employment at the University of Waterloo.

REQUEST TO REMOVE ITEMS FROM CONSENT AGENDA

T. Galloway asked that item 4c) be removed from the Consent Agenda.

4c) E-13-006, Recommended Construction Phasing - Ira Needles Boulevard Widening from Highview Drive to Erb Street in the Cities of Kitchener and Waterloo

Concerns were expressed with the phasing of the construction project and staff was requested to look at modifying the phasing and requested that this item be deferred.

Committee members also asked what further development is planned for that area.

Thomas Schmidt, Commissioner, Transportation and Environmental Services indicated that no applications for development have been filed yet and highlighted that staff can look at the phasing and report back at the next Planning and Works meeting.

Moved by T. Galloway
Seconded by S. Strickland
THAT Report E-13-006, Recommended Construction Phasing - Ira Needles Boulevard Widening from Highview Drive to Erb Street in the Cities of Kitchener and Waterloo be deferred until the next Planning and Works Committee on January 29, 2013.

CARRIED

Rob Horne, Commissioner, Planning, Housing and Community Services highlighted the Memorandum regarding East Side Lands noting that the last of the Public Information Centres will be held on January 31, 2013.

CONSENT AGENDA APPROVAL

MOVED by T. Galloway
SECONDED by C. Zehr

THAT the following items be approved:


- THAT the Regional Municipality of Waterloo take the following actions with respect to proposed improvements on Bishop Street from Conestoga Boulevard to Concession Road in the City of Cambridge:

  a) approve the proposed improvements to Bishop Street as outlined in Report E-13-001; and

  b) amend Traffic and Parking By-law 06-072, as amended, after completion of the proposed improvements to provide Reserved Lanes for bicycles on both sides of Bishop Street from Conestoga Boulevard to Concession Road.

- THAT the Regional Municipality of Waterloo enter into a Consulting Services Agreement with Associated Engineering Ltd. to provide consulting engineering services for the Class Environmental Assessment (EA), Detailed Design, Contract Administration and Construction Inspection Services associated with the Homer Watson Boulevard Widening and Corridor Study from Conestoga College Boulevard to Manitou Drive at an upset fee limit of $655,408 plus applicable taxes for the Class EA and design phases, with construction administration services to be paid on a time basis, as outlined in report E-13-007, dated January 8, 2013.

- THAT the Regional Municipality of Waterloo approve extension of the Rural Water Quality Program for one year and allocate an additional $300,000 for incentives to farmers, as outlined in Report E-13-004 dated January 8, 2013.

AND THAT the following items be received for information:

- Council Enquiries and Requests for Information Tracking List

CARRIED
REGULAR AGENDA RESUMES

REPORTS - TRANSPORTATION AND ENVIRONMENTAL SERVICES

RAPID TRANSIT


Received for information.

T. Schmidt introduced Sarah Harwood from Quarry Integrated Communications Inc. and highlighted their responsibilities.

*C. Millar and J. Mitchell entered the meeting at 9:18 a.m.

S. Harwood from Quarry provided a presentation that highlighted;

- The Process;
- Themes: Healthy, Prosperous and Smart;
- What Are We Branding;
- What will Rapid Transit Do;
- Who is the Primary Customer?;
- What’s In A Name;
- Naming Criteria: How Do We Know It’s Good?; and
- What Your About to See… ion, trio, arc;

A copy of the presentation is appended to the original minutes.

*D. Craig left the meeting at 9:40 a.m.

Committee members asked for clarification from Quarry regarding how information was gathered from the public and what were the demographics. S. Harwood clarified the process and highlighted that Quarry did not canvas the public for a specific name but was seeking inspiration from the public to help with brainstorming ideas.

Some Committee members expressed concerns with not involving the public with respect to naming Rapid Transit and asked what names didn’t make the top three. T. Schmidt noted that staff can provide Committee with the list of names that did not make the top three and also highlighted that the public has an opportunity to provide name suggestions on the back page of the Public Consultation Centre Survey.

Committee members encouraged the consultant and staff to provide more detailed information on the boards being presented at the public information centres.

b) E-13-009, Monitoring and Research of Impacts of Rapid Transit

Discussion occurred around the research project. Some Committee members were in support of the research for benchmarking purposes but concerns were expressed about the timing of the project and that the project was not budgeted for.

T. Schmidt provided more detail about the project and timing. He suggested that this item be directed to the LRT Steering Committee for further discussion.
Committee members directed that this item be sent to the LRT Steering Committee for further discussion and to report back to Council at a later date.

MOVED by S. Strickland  
SECONDED by C. Zehr

THAT Report E-13-002, Public Engagement Process for the Development of the Rapid Transit Brand be deferred to the LRT Steering Committee and be brought back to Council at a later time.

CARRIED

WATER SERVICES

c) E-13-003, Continued Support for Proposed Source Protection Plan

Eric Hodgins, Manager, Hydrogeology and Source Water provided a brief verbal update highlighting some of the changes made and noting that this is the last planning step in fulfilling the requirements of the Clean Water Act for watershed-based source water protection.

Committee members thanked Eric Hodgins for his hard work on this project.

MOVED by C. Zehr  
SECONDED by T. Cowan

THAT the Regional Municipality of Waterloo (Region) approve the following actions with regard to the proposed Source Protection Plan (SPP), as presented in Report E-13-003, dated January 8, 2013:

- Continue to support the policies in the proposed SPP for the Grand River that apply within Waterloo Region;
- Recommend Policy RW-NB/CW-40, which stipulates that enhanced road design features be included in Environmental Assessments, be amended to apply to the establishment of new roads where the application of salt could be a significant threat;
- Recommend Policy RW-CW-45(a) be amended to include prohibition of partially below-grade fuel storage tanks in Wellhead Protection Area A (WHPA A); and
- Forward this report to the Source Protection Authority (SPA) and request that it include the above resolutions as part of the submission of the proposed SPP to the Minister of Environment.

CARRIED

OTHER BUSINESS

Committee members inquired about looking at Environmental Assessments further into the future with respect to our road networks and transit networks to allow for further expansion and not be space restricted. T. Schmidt noted that technically that can be done but legislative more difficult to justify the need to acquire the land when there is no written plan.

Committee members inquired about pedestrian legislation with the Ministry of Transportation of Ontario (MTO) being removed off the Council Inquires Tracking List. T. Schmidt noted that staff continues to pursue MTO with respect to this matter but that ultimately changes are required through the Highway Traffic Act.
Committee members asked about educating motorists on cyclists and pedestrians. T. Schmidt noted that staff can certainly look into that.

NEXT MEETING – January 29, 2013

MOTION TO GO INTO CLOSED SESSION

MOVED by J. Haalboom
SECONDED by L. Armstrong

THAT a closed meeting of the Planning and Works and Administration and Finance Committees be held on Tuesday, January 8, 2013 immediately following the Planning and Works Committee meeting in the Waterloo County Room, in accordance with Section 239 of the Municipal Act, 2001, for the purposes of considering the following subject matters:

   a) proposed or pending litigation and receiving of legal advice that is subject to solicitor-client privilege related to proposed or pending acquisition of land in the City of Kitchener
   b) proposed or pending acquisition of land in the City of Kitchener
   c) proposed or pending acquisition of land in the City of Kitchener
   d) proposed or pending disposition of land in the City of Waterloo

CARRIED

ADJOURN

MOVED by J. Haalboom
SECONDED by L. Armstrong

THAT the meeting adjourn at 10:40 a.m.

CARRIED

COMMITTEE VICE-CHAIR, G. Lorentz

COMMITTEE CLERK, E. Flewwelling
THE PROCESS

• Engaged in mid-October

• Spent October and November learning about Rapid Transit:
  » internal briefing + workshop
  » stakeholder interviews + review of input from residents collected through formal engagement processes and informal media/social media channels
  » research: other transit systems

• Themes emerged: Healthy. Prosperous. Smart.
Themes: Healthy, Prosperous and Smart.

**Healthy:**
- Low emission/shared transportation helps create a compact, walkable, healthy place.
- Efficient, low-stress transit encourages behaviour (and delivers an experience) that contributes to personal health and well-being.

**Prosperous:**
- Smart urban design attracts business and talent to enhance community prosperity.
- Low-cost choices/decreased dependence on car enhances personal prosperity.

**Smart:**
- Planning process = future-focused, complex, integrated. Smart growth.
- Outcome = livable, walkable community + the ability for individuals to make smart personal choices.
WHAT ARE WE BRANDING?

When it launches in 2017, Rapid Transit in Waterloo Region will:

• Combine light rail transit and adapted bus rapid transit. (The long-range plan is to convert the aBRT service to LRT.)

• Cover 36 kms, feature 22 station stops and link three urban centres, including residential neighborhoods, employment districts, campuses and commercial/retail centres.

• Form the backbone of a seamless, integrated public transit system that includes Grand River Transit and an expanded iXpress network with links to GO Transit, VIA and all inter-regional transit services.
WHAT WILL RAPID TRANSIT DO?

The Region of Waterloo Rapid Transit service will:

• *Move people* in a way that is efficient, convenient and comfortable.

• *Shape our community* by encouraging urban intensification and creating unique development opportunities around each station. It will help us to manage growth, protect our countryside and better the environment.
WHO IS THE PRIMARY CUSTOMER?

While all residents will enjoy the community-shaping benefits of Rapid Transit and many will ride it occasionally, the primary customer is the person who will use the service regularly.

• Live along the rapid transit corridor.

• Need a mobility solution that makes day-to-day routines easy.

• May own a car (or two), but choose transit for specific trips (e.g. to commute to work or school).

• Take transit to reduce hassle, boost convenience, increase reliability and/or to feel safer.
WHO IS THE PRIMARY CUSTOMER?

Here’s what these people may say about Rapid Transit:

"It connects me to life in my community. It provides simple, convenient, point-to-point mobility so I can make healthy choices, explore unique destinations and enjoy the journey my way."

Experience 2017

A brand experience that meets the needs of the choice rider.

A brand experience that moves non-riders to become choice riders.

A brand experience that inspires all transit riders to keep on riding transit.
RAPID TRANSIT
NAME OPTIONS
What’s in a name?

*Practical considerations:*  
• works with both technologies (aBRT + LRT)  
• fits with existing Region and GRT brands  
• feels like a “made in Waterloo Region” solution  
• short and sweet: can be read easily as train/bus passes by
Naming Criteria: How Do We Know It’s Good?

• Aligned with the brand themes (healthy, prosperous, smart)
• Meaningful (and full of meaning)
• Memorable
• Easy/intuitive to pronounce
• Distinctive/ownable
• Inspirational
What you are about to see…

• Three names that represent a range of thinking (down from 300+ names generated)
• Represented in the same font/colour/style to allow for apples-to-apples comparison

Next steps:
• Mid-January: PCCs + online survey for public for feedback (meaningful, memorable and easy to pronounce?)
• February: Choose one name and begin development of a visual identity: colours, font, iconography etc.

Ready?
**ion**

**Means:**
- Ión (Greek), “going”
- An ion is an atom with a net positive or net negative electrical charge
- Go + electricity = rapid transit; always in motion

**Feels:**
- Action-oriented, cheerful
- Efficient
- Brief, memorable and easily pronounced
- Pronounced as “I on” – the name itself becomes a declarative endorsement

**Other considerations:**
- Salutes ties to academic and scientific communities
- Salutes the heritage of electricity in Kitchener; (first ceremonial "switch-on" of power from Niagara Falls in Berlin)
- Same initial as iXpress: offers a family feel, readily ownable
trio
trio

**Means:**
- Encompasses three modes of transport (local bus service, iXpress and Rapid Transit)
- People working together to create something meaningful, harmonious

**Feels:**
- Musical sounding and has musical connotations
- Collaborative and connected
- Memorable and engaging
- Friendly, fun to say
- Aspirational, positive

**Other considerations:**
- Rhyming relationship to rio (river) and brio (zest for life, active, spirited, vigorous)
arc

Means:
- Continuous curve; part of a circle; stage of a journey
- Has links in meaning to geometry, electricity, physics

Feels:
- Linear and connected but not rigid; building (the arc of a story)
- Friendly, smooth, approachable
- Flexible, accommodating
- Somewhat futuristic, forward-leaning
- Creative, artistic

Other considerations:
- Works with the design/curves of the system
- Suggestive of the story of transit in the Region: past, present, future
Exploring the RT Name Options

“Tech-y”

“Trio”

“Arc”

“Global”

“Local”
THANK YOU!