Present were: Chair J. Wideman, L. Armstrong, J. Brewer, T. Cowan, D. Craig, R. Deutschmann, J. Haalboom, B. Halloran, R. Kelterborn, G. Lorentz, *C. Millar, J. Mitchell, K. Seiling, and C. Zehr

Members absent: T. Galloway and S. Strickland

DECLARATIONS OF PECUNIARY INTEREST UNDER THE MUNICIPAL CONFLICT OF INTEREST ACT

None declared.

Lee Ann Wetzel, Deputy Clerk introduced grade 5 students from Pope John Paul II Catholic Elementary School. She stated the students are part of the Municipal Education Outreach Program that Council and Administrative Services have developed in house and provided background information on the program.

REQUEST TO REMOVE ITEMS FROM CONSENT AGENDA

Jane Brewer asked that item 4 a) be removed from the Consent Agenda

Rob Deutschmann asked that item 4 b) be removed from the Consent Agenda

a) CR-RS-13-087, Authorization to Expropriate Lands (1st Report) for Franklin Blvd Improvements Project – Year 1, North Phase (Pinebush Road to South of Bishop Street) and Year 1, South Phase (North of Clyde Road to South of Main Street), in the City of Cambridge

J. Brewer asked staff about expropriating this early when there hasn’t been a decision on Franklin Boulevard until 2017. B. Brodribb, Director Design and Construction, noted that year one construction can proceed and year two is the portion of Franklin Boulevard that is yet undecided. He stated that this expropriation is for year one construction.

MOVED by T. Cowan
SECONDED L. Armstrong

THAT The Regional Municipality of Waterloo direct and authorize the Regional Solicitor to take the following actions with respect to the expropriation of lands for the reconstruction of Franklin Boulevard from Pinebush Road to south of Bishop Street, and north of Clyde Road to south of Main Street, in the City of Cambridge, in the Region of Waterloo as detailed in report CR-RS-13-087 dated October 22, 2013:
1. Complete application(s) to the Council of the Regional Municipality of Waterloo, as may be required from time to time, for approval to expropriate land, which is required for the reconstruction of Franklin Boulevard and described as follows:

**Temporary Easement:**

1. PT LT 6-7 PL 837 being Part 3 on 58R-17759 being Part of 03766-0271 (210 Pinebush Road, Cambridge);
2. PT LT 9 & 11, RCP1384 being Parts 28, 31, 57 and 61 on 58R-17759, being Part of 03796-3637 (225 Pinebush Road, Cambridge);
3. LT 31 RCP 1382 being Parts 38,42, and 44 on 58R-17759, being Part of 22642-0047 (210 Pinebush Road, Cambridge);
4. PT LT 24 RCP 1383 being Part 7, 38 and 39 on 58R-17761, being Part of 03796-0101 (1111 Franklin Blvd, Cambridge);
5. LT 29 RCP 1379 being Part 34 on 58R-17760, being Part of 03790-0051 (1200 Franklin Blvd, Cambridge);
6. PT LT 1 RCP 1380 being Parts 15, 18, 20 and 24 on 58R-17761, being Part of 03796-0115 (1700 Bishop Street, Cambridge);
7. PT LT 30 RCP 1379 being Part 34 on 58R-17761, being Part of 03790-0159 (1625 Bishop Street, Cambridge);
8. PT LT 15, RCP 1378 being Part 30 on 58R-17761, being Part of 03794-0027 (1680 Bishop Street, Cambridge);
9. PT LT 5, CON 10 being Part 14 on 58R-17767, being Part of 03845-0007 (605 Main St. E, Cambridge);
10. LT LT 9 RCP 1384 being Parts 2, 4 and 5 on 58R-17760, being Part of 03796-0027 (1245 Franklin Blvd, Cambridge);
11. PT LT 21 RCP 1383 being Parts 19 and 21 on 58R-17760, being Part of 03796-0068 (225 Sheldon Drive, Cambridge);
12. PT LT 23 PL 1126 being Parts 18 and 21 on 58R-17762, being Part of 03826-0011 (299 Clyde Road, Cambridge);
13. PT LT 28, RCP 1135 being Parts 27 and 30 on 58R-17766, being Part of 03826-0206 (East Side Franklin Blvd, Cambridge);
14. PT LT 28, RCP 1135 being Part 22 on 58R-17766, being Part of 03826-0192 (East side Franklin Blvd, Cambridge);
15. PT LT 23 PL 1126 being Part 16 on 58R-17762, being Part of 03826-0012 (301 Clyde Road, Cambridge);
16. PT LT 23 PL 1126 being Part 15 on 58R-17762, being Part of 03826-0013 (303 Clyde Road, Cambridge);
17. PT LT 5 CON 10 being Parts 24, 26, 27, 29 and 30 on 58R-17767, being Part of 03824-0045 (200 Franklin Blvd, Cambridge);
18. PT LT 5 CON 11 being Part 37 on 58R-17767, being Part of 03824-0043 (500 Main Street, Cambridge);
19. PT LT 5 CON 10 being Part 12 on 58R-17767, being Part of 03845-0008 (615 Main Street, Cambridge);
20. PT BLK 40 PL 58M241 being Part 17 on 58R-17767, being Part of 03845-0165 (255 Franklin Blvd, Cambridge);
21. PT LT 36 RCP 1135 being Parts 57, 58, 60, 61 and 63 on 58R-17766, being Part of 03822-0086 (364 Franklin Blvd, Cambridge);
22. PT LT 35 RCP 1135 being Part 49 on 58R-17766, being Part of 03822-0087 (354 Franklin Blvd, Cambridge);
23. PT LT 28 RCP 1135 being Parts 37, 39, 41 and 43 on 58R-17766, being Part of 03824-0041 (352 Franklin Blvd, Cambridge);
24. PT LT 2 RCP 1149 being Part 52 on 58R-17759, being Part of 22642-0046 (201 Pinebush Road, Cambridge);
25. LT 30 RCP 1379 being Parts 34 and 37 on 58R-17759, being Part of 22642-0049 (1250 Franklin Blvd, Cambridge);
26. PT LT 1 RCP 1380 being Part 10 on 58R-17761, being Part of 03796-0116 (1710 Bishop Street North, Cambridge);
27. PT LT 22 RCP 1383 being Part 30 on 58R-17760, being Part of 03796-0070 (1195 Franklin Blvd, Cambridge);
28. PT LT 28 RCP 1382 being Part 41 on 58R-17760, being Part of 22642-0066(R) (200 Sheldon Drive, Cambridge);
29. PT LT 2, RCP 1384 being Parts 11, 14, 16, 17 and 20 on 58R-17759, being Part of 03765-0106 (220 Pinebush Road, Cambridge);
30. PT LT 21 RCP 1383 being Parts 24, 26 and 28 on 58R-17760, being Part of 03796-0069 (1201 Franklin Blvd., Cambridge).

Serve notices of the above application(s) required by the Expropriations Act;

2. Forward to the Chief Inquiry Officer any requests for a hearing that may be received;
3. Attend, with appropriate Regional staff, at any hearing that may be scheduled;
4. Discontinue expropriation proceedings or any part thereof, in respect of the above described lands, or any part thereof, upon the registration on title of the required documentation to complete a transaction whereby the required interests in the lands are conveyed; and
5. Do all things necessary and proper to be done, and report thereon to Regional Council in due course.

CARRIED
(J. Brewer opposed)

b) E-13-129, Intersection Improvements at New Dundee Road and Strasburg Road Extension, City of Kitchener

R. Deutschmann noted the potential alignment of the Strasburg Road extension to Cameron Road in North Dumfries Township stating concern with the level of accidents that have occurred on New Dundee Road and wanted to raise awareness to staff about what could happen to Cameron Road when it comes to the Environmental Assessment.

C. Zehr stated that City of Kitchener Council on Monday, October 21, 2013 deferred the Environmental Assessment on the South Strasburg Road Alignment to November 18, 2013. He noted that the preferred alignment does not align with Cameron Road; it is further to the West.
MOVED by L. Armstrong
SECONDED by J. Haalboom

Report E-13-129, Intersection Improvements at New Dundee Road and Strasburg Road Extension, City of Kitchener be received for information.

CARRIED

MOTION TO APPROVE ITEMS OR RECEIVE FOR INFORMATION

MOVED by J. Mitchell
SECONDED by G. Lorentz

THAT the following items be approved:

- THAT the Regional Municipality of Waterloo takes the following action regarding the Grand River Transit’s 2014 replacement bus purchase:
  
  a) grant pre-budget approval for the purchase of fifteen (15) transit buses prior to the approval of the 2014 budget.
  
  b) accept the proposal from New Flyer Bus Industries Canada ULC., for the 2014 delivery of fifteen (15) diesel transit buses at a price of $7,097,032.80 including all applicable taxes.
  
  c) authorize the issuance of debentures in an amount not to exceed $6,400,000 for a term not to exceed 10 years for this purchase.
  
- That the Regional Municipality of Waterloo enter into a Consulting Services Agreement with CSDC Systems Inc. to provide services for implementing the Threats and Policy System (TAPS) Database project in 2013 and 2014, at an upset limit of $353,555 plus applicable taxes, as per Report E-13-125 dated October 22, 2013.
  

- THAT the Regional Municipality of Waterloo express its support for the Niagara to GTA Corridor Transportation Development Strategy (TDS) developed by the Ontario Ministry of Transportation (MTO), as described in Report P-13-100, dated October 22, 2013;

  THAT the Region of Waterloo encourage MTO to implement the Group 1 (Optimize Existing Networks) and Group 2 (New/Improved Non-Road Infrastructure) elements of the TDS in the short term, and well in advance of road-based improvements to give public transit ridership and supportive land-use patterns the opportunity to develop;

  THAT the Region of Waterloo continue to work with MTO, the City of Brantford, the City of Guelph, Brant Country and Wellington County on strategic transportation planning to support the future strategic study of long-term highway improvements in the West Area;

  AND THAT the Region of Waterloo continue to participate in the Western Golden Horseshoe Municipal Network (formerly the Municipal Caucus) to advocate for strategic transportation investments that will support the Waterloo Regional economy and promote economic development in Ontario.
AND THAT the following items be received for information:

- Ottawa Street Improvements, Highway 7 Eastbound Ramp to Lackner Boulevard, City of Kitchener - Information Package in Advance of Public Consultation Centre
- E-13-105, Collision Countermeasure Program Operational Review

CARRIED

REGULAR AGENDA RESUMES

REPORTS – TRANSPORTATION AND ENVIRONMENTAL SERVICES

TRANSPORTATION


Received for information.

A Committee member inquired about Homer Watson Boulevard and Manitou intersection being ranked #10 noting that intersection was widened for improvement. Bob Henderson, Manager, Transportation Engineering stated that most collisions at that intersection are related to rear end collisions due to speed. He indicated that staff are currently involved in an EA and are looking at high friction paving to help vehicles stop more quickly.

Committee members asked about the timing of construction for the roundabouts on Ottawa Street at Homer Watson Boulevard and Alpine Road. B. Henderson commented that Ministry of Transportation advised that the construction on Highway 7/8 will not be completed until 2015 and the roundabouts may be deferred until 2016.

B. Henderson provided clarification and answered Committee questions with respect to expected collisions, injury analysis, roundabouts, horse and buggies in roundabouts and synchronizing construction.

Committee members highlighted the increase in cyclist accidents and stressed the importance of walking bikes across the street at intersections.

Thomas Schmidt, Commissioner, Transportation and Environmental Services responded to Committees’ questions with respect to improved bike lanes on roads. T. Schmidt reminded Committee members of the Planning and Works Public Input meeting on Thursday, October 24, 2013 regarding Active Transportation Master Plan.

The Committee took a recess at 9:45 a.m.

The Committee reconvened at 10:05 a.m.

TRANSIT SERVICES

a) GRT Marketing and Communications Plan

Sandy Roberts, Manager, Marketing and Communications appeared before Committee. She talked about Creating Customers for Life noting current budget challenges staff had to prioritize
initiatives. She stated that staff are hoping to bring an issue paper forward in 2015 to support the remaining initiatives. S. Roberts provided a presentation that highlighted:

- Performance;
- GRT Ridership;
- Our Situation;
- Branding;
- Business Plan Marketing Strategies;
- Idea and New Approach;
- 2013 – Online Ad Campaigns;
- 202 iXpress Campaign;
- Summary; and
- Showed Cinema Preshow Ads on 202 iXpress.

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

Eric Gillespie, Director, GRT stated that the cinema preshow ads were produced in house by S. Roberts and her team. Committee members commented on the ads stating they were very well done.

S. Roberts provided clarification on the different types of marketing tools used for seniors as well as new Canadians in the area.

*C. Millar arrived at 10:20 a.m.

Committee members inquired about how the message is being delivered. Mike Murray, Chief Administrative Officer pointed out that Region News is sent out several times a year that goes to every household and have profiled in the past and will in the future improved transit services.

Some Committee members made suggestions about targeting families that live in the suburbs as well as real estate agents.

A Committee member inquired about the cost recovery of route 202 iXpresss and ridership. E. Gillespie noted he will report back in more detail with cost recovery information of route 202 iXpress.

E. Gillespie responded to a Committee members’ question regarding providing customers with a more comfortable and quieter ride, stating that it is challenging for bus manufacturers to create a quieter ride due to the low floor design.

REPORTS - PLANNING, HOUSING AND COMMUNITY SERVICES

COMMUNITY PLANNING

c) P-13-102, Enbridge Line 9 Project – National Energy Board Application

Rob Horne, Commissioner, Planning, Housing and Community Services introduced Chief Rob Shantz from North Dumfries, Steve LaRochelle, Program Manager, Emergency Measures, Kevin Curtis, and Chris Gosselin, Senior Environmental Planner. R. Horne referenced Attachment 1 to the report noting the location of Line 9 in North Dumfries Township. He stated the flow has already been reversed in the Region and the focus in now east of the Region towards Montreal. R. Horne highlighted the report and the importance of protecting the Region.
R. Horne also referenced an article in the Toronto Star that he circulated that articulates the Province’s submission late last week to the National Energy Board.

A Committee member referenced an article in the Star stating the Ontario submission suggested some additional items such as hydrostatic testing, have a third party testing, given the age of the pipeline and requested that Enbridge set aside $1 billion to cover costs of any potential spills and requested that these additional items be added to the recommendation.

R. Deutschmann brought forward an amendment to the motion that would include to have hydrostatic testing, third party review and to have a reserve fund.

MOVED by L. Armstrong
SECONDED by B. Halloran

THAT the Regional Municipality of Waterloo forward a copy of Report P-13-102, dated October 22, 2013, to the National Energy Board and Enbridge Pipeline Inc. as Regional Council’s input into deliberations relating to Enbridge’s Line 9 Project application, with particular emphasis on the need to thoroughly consider fiscal responsibilities, the potential risks of flowing different commodities through the pipeline, ways in which the risk of future spills can be mitigated and, in the event of a spill, how emergency response can occur in the most effective and timely manner possible;

AND THAT a copy of Report No. P-13-102, dated October 22, 2013, be forwarded to all local Members of Parliament.

MOVED by R. Deutschmann
SECONDED by L. Armstrong

AND THAT Regional Council also support the Province of Ontario’s requests that hydrostatic testing be completed for the entire pipeline, Enbridge be required to maintain $1 billion (US) in insurance, and that there be a third party peer review of risk and engineering assessments relating to the Line 9 proposal.

CARRIED
MAIN MOTION CARRIED, as amended

COMMUNITY SERVICES

d) P-13-103, Regional Implementation Guideline for Cultural Heritage Landscape Conservation

A Committee member pointed out the importance to having the Region’s Cultural Heritage Landscape identified early in the process noting the Region has some very beautiful landscapes that are important for conservation.

Lucille Bish, Director, Community Services provided clarification on the financial implications on area municipalities.

MOVED by J. Haalboom
SECONDED by C. Millar
THAT the Regional Municipality of Waterloo endorse the *Regional Implementation Guideline for Cultural Heritage Landscape (CHL) Conservation* as described in Report P-13-103, dated October 22, 2013.

THAT the Implementation Guideline be made available to Area Municipal staff for use as they begin the implementation of local official plan CHL conservation policies.

AND THAT staff return to Regional Council for formal approval of the Implementation Guideline once the relevant policies of the Regional Official Plan (2009) come into effect.

CARRIED

TRANSPORTATION PLANNING

e) P-13-104, Go Transit / VIA Rail Service - Requests for Enhancement and Reinstatement of Service

Committee members discussed and stressed the importance of the rail line between Kitchener and Guelph and Toronto. It was also stated that the extension of GO Rail from Milton to Cambridge should be included and work in parallel with anything that is happening on the northern line.

Committee members inquired how the Region is getting the message across. M. Murray stated that Region staff continues to reinforce the importance of rail transit. He noted that there are several ongoing big corridor planning studies and Region’s staff input on all of those with the Province has been the need to update rail transit. He stated that they continue to from time to time arrange meetings with senior people at Metrolinx, the Ministry of Transportation and with Ministers to advocate improved rail service in Waterloo Region.

MOVED by C. Zehr
SECONDED by B. Halloran

That the Regional Municipality of Waterloo approve the following with regard to intercity passenger rail service as described in Report No. P-13-104, dated October 22, 2013:

a) Continue to encourage the Province of Ontario to consider the extension of GO Rail service along the Milton Line to Cambridge;

b) Request Metrolinx to include in its “Next Wave” of projects, the extension of the planned two-way service between Union Station and Mount Pleasant station on the Kitchener line, to the downtown Kitchener Station;

c) Encourage Metrolinx to initiate detailed design work on track improvements in the CN mainline corridor;

d) Encourage the Province of Ontario to develop a comprehensive intercity passenger rail service strategy for Southern Ontario;

e) Encourage VIA Rail to restore trips that were eliminated, and on a trip schedule complementary to GO Rail service; and

f) Circulate this report to local Federal Members of Parliament, Members of Provincial Parliament, the Southwest Economic Alliance (SWEA), Metrolinx and the Ministries
of Transportation, Infrastructure and Municipal Affairs and Housing.

CARRIED

f) P-13-105, Travelwise Transportation Management Association – Pilot Program Review

R. Horne provided introductory comments stating this is a pilot program initiated by Regional Council and they are proud of the momentum gained. He pointed out this program works together with GRT.

MOVED by G. Lorentz
SECONDED by J. Mitchell

THAT The Regional Municipality of Waterloo enter into a service agreement with organizations currently participating or interested in joining the TravelWise Transportation Management Association for a two year term effective January 1, 2014, in a form satisfactory to the Regional Solicitor, as described in Report P-13-105, dated October 22, 2013;

AND THAT The Regional Municipality of Waterloo enter into a collaborative agreement with Sustainable Waterloo Region to deliver the services of the Transportation Management Association for a two year term effective January 1, 2014, in a form satisfactory to the Regional Solicitor, as described in Report P-13-105, dated October 22, 2013.

CARRIED

INFORMATION/CORRESPONDENCE

a) Council Enquiries and Requests for Information Tracking List was received for information.

OTHER BUSINESS

C. Zehr noted he received an email from a resident regarding the intersection at Homer Watson Boulevard at Pioneer Drive. C. Zehr stated that intersection is rated # 89 in the vehicular collision ranking but stated it is 1 of 2 that had a fatality. He asked that staff look at other considerations for that intersection and suggested a flashing advanced warning signal similar to one that is being used at the next intersection.

NEXT MEETING – November 12, 2013

ADJOURN

MOVED by G. Lorentz
SECONDED by C. Millar

THAT the meeting adjourn at 11:00 a.m.

CARRIED

MOTION TO GO INTO CLOSED SESSION
MOVED by J. Brewer
CARRIED by B. Halloran

THAT a closed meeting of the Planning and Works and Administration and Finance Committees be held on Tuesday, October 22, 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) education related to procurement and a project agreement
b) proposed or pending disposition of land in the City of Waterloo
c) receiving of legal advice that is subject to solicitor-client privilege related to litigation

CARRIED

COMMITTEE CHAIR, J. Wideman

COMMITTEE CLERK, E. Flewwelling
Creating Customers for Life
GRT Marketing and Communications Plan 2013-2016
All of Grand River Transit’s performance indicators are headed in the right direction.
GRT Ridership

- Growth has averaged more than 9% per annum over the past 13 years
Our Situation

- Grow ridership and keep positive transit trends leading up to the introduction of major system improvements
  - New iXpress network
  - New smart card fare payment system
  - Transit route redesign
  - aBRT 2014
  - ION 2017

Grow permanent lifelong transit riders
Branding

*Getting us there*

- This message supports each year’s individual theme as the Region transforms GRT's routing design, implements the iXpress network, aBRT and ION
- Speaks to the four-year transformative plan
- Keeps focus on the results
Branding

- 2013: Connecting to what matters
- 2014: Better services
- 2015: Stronger community
- 2016: Our future together
- 2017: Welcome onboard
Key marketing strategies:

- Focus on:
  - Students 18–24
  - Commuters 25–34
  - Residents living in well-served transit grids (200 series iXpress routes, as well as the aBRT and ION corridors)
  - Occasional riders
Idea and New Approach

- Create riders for life through a customer grooming strategies
  - Target messaging
    - Social media, Facebook,
    - Online banner advertising
    - Twitter
    - Contesting
    - Digital posters on campuses
2013 – Online Ad Campaigns

- Lifestyle messaging
  - GRT riders are just like you
  - Demystify the system
  - Connect to what matters, i.e. work, school, play

Text for the next bus
Text 57555 and key in your stop number to catch your GRT bus and connect to what matters

Bus n’ Bike
Every GRT bus has a bike rack to combine a bike commute with the convenience of transit!

Out late? Get home safe!
GRT Late Night Loop: Sept-June, on Thu, Fri, and Sat. nights from 12:30 to 2:00 am

Like · 406 people like
GRT: Grand River Transit.
2013 Online Ad Campaign

RIDE to work, play

CONNECT to what matters

CONNECT to what matters
2013 Online Ad Campaign

• Results to date
  – The Facebook newsfeed messages were for both student and commuter audiences
  – Messages rotated every two weeks – August 26 - October 6
  – Impressions were presented and those that clicked on the message were linked to our website for more information
  – Increased customer engagement and reach including 159 new page likes, 142 post likes, 20 shares, 34 comments
  – Pre-campaign 478 likes vs. 658 likes as of September 22
  – Most important – transit program awareness
202 iXpress Campaign

- **Objective:**
  - Create an awareness of the new 202 iXpress route,
  - Fun and memorable
  - Free ride on Fridays until the end of December to encourage off peak ridership
- **Key Message** – Get there faster
- **Audiences**
  - Current riders (all ages)
  - Potential riders (parents, families, seniors, youth) along the 202 iXpress corridor
202 iXpress - Campaign

- Medium used
  - Direct mailers
  - Campus posters
  - Radio (grouped with Fall Service Ads)
  - Social Media – GRT Facebook, Twitter accounts
  - GRT website
  - Print Ads – Kitchener Post, Waterloo Chronicle
  - Event displays
  - Promotional incentives
  - Cinema Ads (to be launched November)
GET THERE FASTER.
WITH GRT'S NEW 202 iXPRESS
Travel for FREE every Friday through December, 2013.
GET THERE FASTER.
WITH GRT’S NEW 202 iXPRESS

The new 202 runs along the Erb Street and University Avenue corridors 7 days a week. Ride for FREE every Friday through December, 2013.

GET THERE FASTER.
WITH GRT’S NEW 202 iXPRESS

Ride to work, school or play with the new 202! Travelling between The Boardwalk and Conestoga Mall, the new 202 runs along the 8th Street and University Avenue corridors 7 days a week. Ride for FREE every Friday through December, 2013.
202 iXpress Campaign Success

- Projected 2013 Annual Ridership:
  - 480,000
  - 2,080 weekday boardings

- September Ridership:
  - 3,400 weekday boardings
Summary

- New plan includes a number of new innovative initiatives for GRT
- Key messages and themes
- Outreach activities
- Evaluation elements and accountabilities
- Continues with annual service improvements/change awareness
- New product launches
- Community events and initiating educational and travel training programs
202 iXpress

- Cinema Ads
- Galaxy Theatre – Conestoga Mall
- Empire Theatre – The Boardwalk

GRT's new 202 iXpress – Get there faster!
Thank you!

Questions
Enbridge pipeline: Ontario demands third-party scrutiny of Line 9B proposal at Toronto hearings

The National Energy Board should wait for further tests on Line 9B after Enbridge’s assessments showed errors. And the company should get $1B insurance, province says.

By: Jessica McDiarmid
News reporter, Published on Thu Oct 17 2013

Ontario urged federal regulators Thursday to demand an independent review of the risk and engineering assessments submitted by Enbridge in its bid for approval to boost capacity and reverse the flow of an oil pipeline running through Toronto.

The National Energy Board should only consider approving the proposal to overhaul the 38-year-old Line 9B after the assessments at the heart of the pipeline’s safety are picked over by a third party — and a hydrostatic test for the entire pipeline is complete, a provincial representative said at public hearings in Toronto Thursday.

If the project is approved, Ontario wants to require Enbridge to maintain $1 billion (U.S.) in insurance to cover potential spill costs, rather than its current $685 million.

Rick Jennings, an assistant deputy minister with the Ministry of Energy, noted that errors in assessments conducted by Enbridge resulted in potential risks being understated, and the assessments had to be revised during the NEB process.

“Given the age of the pipeline, its location in a large part of southern Ontario, its additional service life of 30 years or more, and the potential adverse consequences of a rupture, it seems a matter of
simple prudence and common sense to ensure the (assessments) are as thorough, comprehensive and as accurate as possible,” he told the three-member panel.

“In our view, an independent third-party review is required for that assurance.”

Environmental groups and the provincial NDP have demanded Ontario trigger a full environmental assessment of the project, but the government has stopped short.

The company has said it would — and could — cover all costs of a spill from the 76-centimetre pipeline.

Ontario’s was latest in a chorus of dissent against the proposal, which would see pipeline capacity increase from 240,000 barrels a day to 300,000.

It would also reverse the flow from westbound to eastbound to ship, in part, diluted bitumen from Alberta to refineries in Quebec along the 639-kilometre line that runs from near Hamilton to Montreal. The NEB already gave the green light to reverse flow on Line 9 from Sarnia to North Westover.

In two days of hearings at the Metro Toronto Convention Centre, only two intervenors supported Enbridge’s proposal outright.

Some, such as Toronto and the province, want the federal regulator’s approval to be contingent on lengthy lists of conditions.

READ THE STAR’S FULL COVERAGE OF ENBRIDGE’S LINE 9B PROPOSAL

The province urged the NEB, should it approve the pipeline, to force Enbridge to add to its maps high-consequence and environmentally sensitive areas; conduct emergency response exercises annually with all municipalities who want them; and publish an annual report on Line 9, including information about maintenance, spills and integrity testing.

The province did recognize potential economic benefits of the project and the need to transport reliable oil sources, such as bitumen from Alberta’s oilsands, to market.

That was also the focus of the Ontario Petroleum Institute’s submission.

Jim McIntosh, a board member and consultant, told the NEB that a Line 9 reversal would allow Ontario oil to move to Canadian refineries for less and to access alternative markets, calling it “crucial for the future growth of the province’s oil production industry.”

On Wednesday, the Communications, Energy and Paperworkers Union — since merged with the CAW to form Unifor — also supported the plan, provided products are processed in Quebec to protect jobs, not exported abroad.

The Great Lakes and St. Lawrence Cities Initiative, a group of 109 mayors from Ontario, Quebec and U.S. communities, pointed to recent oil transport disasters in Michigan and Quebec as examples of why tighter safety is required.
In Marshall, Mich., in 2010, an Enbridge pipeline ruptured, spewing 3.3 million litres into the Kalamazoo River. The $1-billion cleanup is still not complete.

In Lac-Mégantic, Que., in July 2013, a train carrying oil derailed and exploded. The blast killed 47 people and decimated the downtown core of the pretty tourist town. Rail company Montreal, Maine & Atlantic later declared bankruptcy, leaving a multimillion- if not billion-dollar question mark on who will pay for the disaster.

The Great Lakes Initiative called on the NEB to demand several measures, including a risk assessment of the impacts of a major spill, safety shut-off valves at every major waterway, better emergency plans, and a spill contingency fund to ensure there’s no repeat of the funding difficulties Lac-Mégantic has faced.

The NEB heard four days of hearings in Montreal last week. They continue in Toronto through Saturday, when Enbridge will respond to intervenors' comments.