

For Immediate Release

Sustainable Transportation Initiatives in Cambridge

Cambridge, Ontario. April 24, 2008...Two transportation initiatives will go before Cambridge General Committee on Monday, April 28th that will look to enhance investments in city bikeways and car share options for the community.

"The City of Cambridge believes in sustainable transportation through development and encouragement of a multi-modal city," says Ed Kovacs, Commissioner of Transportation and Public Works. Sustainable transportation modes are those that provide an alternative to the single-occupant vehicle and reduce automobile reliance including cycling, walking, public transportation, carpooling and car sharing.

Bikeway Master Plan Unveiled:

A new Bikeway Network Master Plan for Cambridge will be brought forward that is a culmination of work that started in June 2007. The 20-year master plan provides recommendations for a bikeway network in conjunction with strategies for the design, funding, implementation, maintenance, and promotion of cycling routes and facilities. The plan is proposing an additional 112 km of facilities adding to the existing 48 km of on-road cycling facilities.

Other supporting initiatives like bike racks continue to be enhanced throughout the City of Cambridge. The Region of Waterloo has several bike lockers at the Ainslie Street Bus Terminal available for public use. Most recently, new City Hall ramped up the number of bike racks for securing this efficient two-wheel transportation mode. The state of the art facility that is known for leadership in environmental design is also equipped with an indoor bicycle storage area and showers for staff to further promote alternative transportation.

This year the City of Cambridge will invest \$100,000 in bike ways. The report will ask the 2009 Budget Task force to consider an overall increase of \$214,000 for the Bikeways Capital Program over the years 2009 through 2012. This is in addition to the \$200,000 currently proposed for this time period. Cambridge City Council will consider the proposed Bikeway Master Plan for approval at the May 5, 2008 meeting.

Grand River CarShare Provides More Cambridge Opportunities

Another sustainable transportation initiative will come forward with a report recommending that The City of Cambridge partner with a not-for-profit organization that will enhance the availability of a shared car service in the community. The University of Waterloo School of Architecture is already engaging the services.

The recommendation will ask City Council to approve a loan of \$30,000 for Grand River CarShare to enable the organization to increase its fleet for Cambridge residents. The report also suggests allocating a reserved parking space in the Grand Avenue parking lot; to have the Manager of Transportation Engineering become the staff liaison; to provide marketing support; and in-kind use of City facilities.

Grand River CarShare is a non-profit car sharing co-operative that was founded in 1998 and was the first organization to offer car sharing in Ontario. Car sharing, still a relatively new concept, is considered a natural complement to public transit and a sustainable transportation alternative. Members of the Grand River CarShare have self-serve access to a fleet of vehicles located at convenient locations throughout Waterloo Region. Members benefit from the flexibility and convenience of car ownership without all its associated costs and hassles. Currently, there are over 230 people subscribing to the service region-wide and as membership in Cambridge grows so too will the number of fleet locations within the city. Council will consider the recommendation on May 5, 2008.

The City of Cambridge recently introduced car pool parking at new City Hall to encourage staff to reduce the vehicular impact on the environment. All staff park off property at the nearby Beverly Street parking lot with the exception of those who car pool.

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Contacts:

Shannon Noonan, Manager of Transportation Engineering
noonans@cambridge.ca

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2007, the population reached over 125,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at <http://www.cambridge.ca/article.php?sid=176>

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feganl@cambridge.ca