



For Immediate Release

## **New Parking Strategic Plan Under Development Public Input Key to Analysis**

Cambridge, Ontario. Thursday, March 27, 2008...A key component of a new Core Areas Parking Master Plan study for the City of Cambridge will be a series of public consultation sessions and an on-line web survey to gather public input. The new **Cambridge Core Areas Parking Master Plan**, slated to be completed in the spring of 2009, will assess existing and future parking needs in order to develop a forward-looking and sustainable parking plan for the Core Areas of Galt, Hespeler and Preston for the next 15-20 years.

"Technical work has already begun including collecting background data and setting up parking demand surveys that are scheduled for April and May 2008," says Ed Kovacs, Commissioner of Transportation and Public Works. The City will collect data on parking demand in each of the core areas and will use this information to provide an accurate baseline from which to estimate parking demands in the future.

"It's about developing an overarching strategic plan for core area parking that enhances parking opportunities and plans for the future needs of our community," says Cathy Robertson, Director of Engineering Services.

The first public information session will be held in June 2008 and specifics about how you can participate, as well as, regular updates will be available on [www.cambridge.ca](http://www.cambridge.ca) <<http://www.cambridge.ca>> as the study progresses. All community members are also encouraged to participate through the on-line web survey that will be available later this spring.

Once the problems and opportunities are fully documented, a set of alternative solutions will be evaluated and presented to the Public and Agencies for comment.

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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 124,000 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 the press room or other areas of the website: [www.cambridge.ca](http://www.cambridge.ca).