



## ION Update October 2013

Welcome fall with the October issue of the ION Update. Inside are details about current milestones for ION, the Region of Waterloo's rapid transit service!



### IONtoberfest is wunderbar!

Experience *Gemütlichkeit* on the new light rail vehicle in the heart of UpTown Waterloo! A mock-up of the ION light rail vehicle will be in the region again, just in time for Oktoberfest.

**Where:** Waterloo Public Square, 75 King St. S.

**When:** Friday, October 18, 11 a.m. to 6 p.m.  
Saturday, October 19, 10 a.m. to 3 p.m.  
Sunday, October 20, 12 to 4 p.m.

Join us for a tour of the ION light rail vehicle and learn more about the route and the design concept for the Waterloo Public Square Stop as well as GRT's network redesign and integration with ION.

Staff will be on-site, at all times, to answer questions. Be sure to bring a camera and the whole family!

### Early Utility Construction

Construction related to the early utility works for Bell Canada, Union Gas and Kitchener-Wilmot Hydro continue this month.

The utility construction, which is mainly focused on King (between Francis and William), is being completed in advance of LRT construction as it lowers the overall cost of the infrastructure as well as helps shorten the time needed to build ION.

Bell Canada's work requires the full closure of the King and Victoria intersection. For three days, traffic will be diverted in this area to accommodate the construction. The intersection will be closed from 7 a.m. on October 22 to 7 p.m. on October 24.

New maintenance holes for Bell at the corner of Waterloo and Breithaupt as well as Victoria and Waterloo will also be completed this month.

Kitchener-Wilmot Hydro will continue working in Downtown Kitchener. Their focus will be on the relocation of the duct bank at Duke and Frederick as well as the new hydro vault at the corner of College and Duke. The relocated duct bank will be completed by December, while the new hydro vault should be in place by late-January 2014.

Union Gas will continue working in UpTown Waterloo with gas main relocations along Caroline (William to John) and John (Caroline to Dodds Lane). This work is expected to be completed by mid-November.

Moving forward, staff will continue working with utility providers to coordinate schedules and communicate with local businesses and residents.

### For more information:

- Website: [regionofwaterloo.ca/rapidtransit](http://regionofwaterloo.ca/rapidtransit)
- Phone: **519-575-4400**
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# Rapid Transit



## ION Logo

On September 18, Regional Council approved the logo for ION. The logo, which registered strong first impressions and word associations with all three focus groups, was identified by participants as connecting most with the Region's family of brands, including Grand River Transit (GRT) and iXpress (see below).



A logo is an important visual identity of a product or service. It represents the brand in the minds of customers and helps build awareness, recognition and excitement.

For a new service, like ION, a logo assists with education and helps to unify communications. Over the next few years, the Region will use the ION brand and logo to attract new customers and encourage ridership growth.

## Transit Supportive Strategy

As part of the plan to implement rapid transit, Council approved the allocation of \$1 million annually for 10 years to execute transit-supportive strategies and enhance overall ridership in the Central Transit Corridor in Cambridge.

In June, Council approved the Transit Supportive Strategy Plan for 2013, which includes many initiatives: funding for strategic pedestrian and transit infrastructure improvements, a study for the improvement of Ainslie Street Terminal, and a discount for the Conestoga College Transit Pass.

Many of these initiatives have already made great progress and have been well received. To date, there has been a 26% increase in the number of passes sold to Conestoga College students this year compared to last year.

In November, there will be a public information meeting to showcase two design concepts for the improvements at the Ainslie Street Terminal.

Finally, many transit shelters and sidewalks have already been completed in strategic areas, including the Lovell Industrial Park.

The Region will continue to work collaboratively with the City of Cambridge to identify and recommend transit-supportive initiatives each year.

## Property Acquisition

The Region has acquired title to all lands that are required for Phases I and II of the land acquisition and expropriation process for ION.

The Region continues to negotiate land acquisitions for Phase III. Regional staff will seek final approval

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from Council to proceed with the expropriation of Phase III properties in late-2013 or early-2014.

## About ION

ION, the Region's rapid transit service, as approved by Council in June 2011, is a visionary plan that will fundamentally shape the community for the future by bringing LRT in two stages.

Stage 1, which is expected to open in 2017, includes a 19 km LRT route from Conestoga Mall to Fairview Park Mall, with stops in Downtown Kitchener, Grand River Hospital, UpTown Waterloo and both Universities. It also features a 17 km route of adapted Bus Rapid Transit (aBRT) from Fairview Park Mall to the Ainslie Street Terminal. The aBRT service is expected to begin operating in 2014-15.

Stage 2 will convert the aBRT line to LRT, creating a seamless 37 km ION service of 23 stops between Cambridge and Waterloo.

For more information on ION, visit [www.regionofwaterloo.ca/rapidtransit](http://www.regionofwaterloo.ca/rapidtransit).

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