



Connecting Our Region: Cambridge's Moment The Case for Stage 2 ION LRT

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Building Connected, Livable Communities

POLOCORP

45-year family company shaping neighbourhoods that blend housing, green space, and transit.



URBAN
INITIATIVES

Planning and policy partner advancing smart, transit-oriented growth.

Transit isn't an add-on, it's the framework for strong communities.



Rooted Here. Invested Here.



Joseph Puopolo, co-CEO, Polocorp Inc.

- Grew up across Waterloo Region
- Educated at University of Waterloo and Wilfrid Laurier
- Raising his family in Cambridge
- 20+ years in community-focused development and policy advocacy

"I've lived in Waterloo, Kitchener, and currently living in Cambridge, this region is my home."



Stage 1 ION Success

Measuring the success of the LRT

\$5B+

New Investment

Along the Central Transit
Corridor since launch

19K+

Residential Units

Along the LRT corridor since
2019

4.3M

Annual Rides

11,800 daily riders in 2023

50%

Urban Growth

New growth within existing
areas

Why Transit-Oriented Communities Matter

Smart Growth for a Stronger Region



Walkable & Affordable

Creates neighbourhoods where people can live, work, and thrive without cars.



Revitalizes Land

Transforms brownfields and underused sites into vibrant community hubs.



Economic Vitality

Supports local businesses and creates quality jobs near transit.



Reduces Sprawl

We grow up, not out — protecting green space and farmland.

Stage 2 ION: Cambridge's Time

Fairview to Ainslie: 17 km of Opportunity

Transit Oriented Development

Efficient use of land and less car dependency.

A Connected Region

Seamless connection across the Region with one line.

Investment Ready

Housing, jobs, and placemaking opportunities

A More Equitable Region

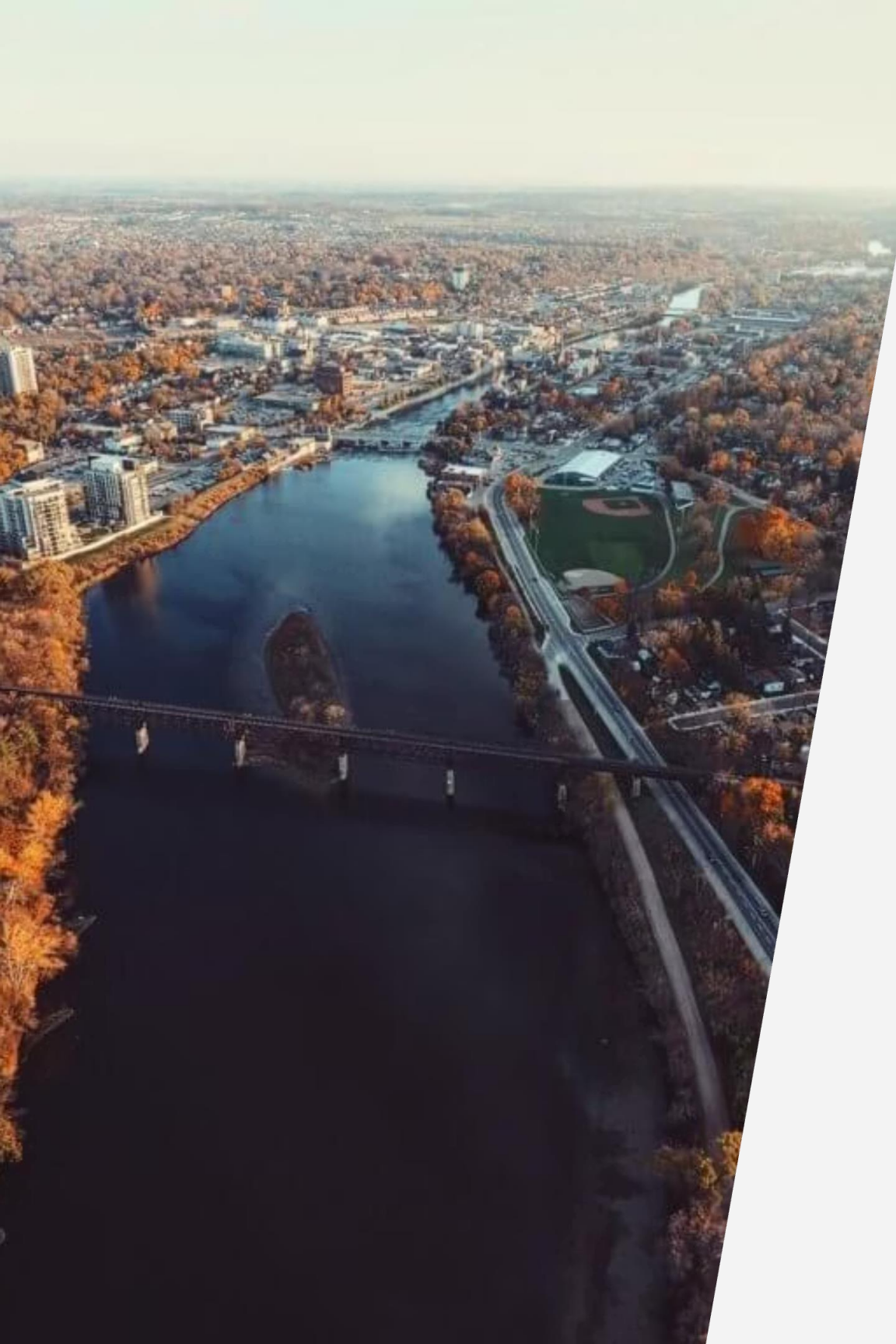
Sharing in the benefits of rapid transit in Cambridge

Legend

- ION Stops
- ION Stage 1 aBRT
- ION Stage 2 LRT
- Conceptual 2018 iXpress Bus Network
- Conceptual 2018 Local Bus Network
- GO Rail Transit

The background image is a blurred photograph of a train station platform. A train is visible on the tracks, and a yellow sign with a 'no train' symbol is in the foreground. The overall scene is out of focus, creating a sense of motion and depth.

The World Is Watching



Connected Regions Compete Globally



Attract Talent

Businesses and skilled workers seek regions with efficient mobility.



Signal Leadership

Stage 2 shows Waterloo Region is ready to lead Canada in innovation and growth.



Build Confidence

Fixed rail infrastructure attracts long-term investors and employers.

This is Cambridge's Moment!

Thank you for your time and consideration.



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