

Appendix D: Downtown Cambridge Truck Diversion Study - Public Engagement Summary

The public engagement plan was developed to present the project information and to solicit public feedback. It included a project webpage, two virtual meetings, and an online survey through the “EngageWaterloo” platform.

The project webpage included information about the project, such as the project background, the number of trucks in downtown, the number of trucks that could be diverted, the potential diversion routes, and the impacts of diverting trucks from downtown to other routes. The webpage has been regularly updated as the project progressed.

The project team hosted two virtual meetings, the first was on November 29, 2022 for Downtown Cambridge Business Improvement Area (BIA) members and the second was on December 1, 2022 for the public and stakeholders. 12 people attended the BIA meeting and 59 people attended the public meeting. The project team presented relevant background information which was followed by a question and answer period. The key inputs and concerns received through the two meetings are summarized in the following points:

- Speeding and lack of traffic calming measures in the downtown;
- Speeding on McQueen Shaver Blvd (MSB) and Franklin Blvd.;
- Local delivery trucks in downtown core should be restricted to specific time during the day/night;
- How will the truck ban be enforced?;
- Need for enforcement of speeding in the downtown and on MSB;
- Noise and air pollution mitigation measures at MSB, Franklin Blvd., and Concession St.;
- Concession St. is narrow, busy, and part of the downtown. Trucks should be banned on Concession St. and the road should be removed from the potential diversion routes;
- Safety concerns for cyclists on the Concession St. bridge with the additional trucks;
- Is there any plan to limit trucks on Myers Rd.?
- Restricting truck traffic to night only;
- Restricting trucks on Water St. only;
- Delay the conversion until the completion of MSB east of Franklin; and
- Concerns about truck safety at roundabouts along MSB and Franklin Blvd.

The online survey was open to the public between November 29 and December 19 2022 and was promoted through the Region's social media accounts (Twitter and Facebook) and the EngageWaterloo platform. Participants were asked about their

interest in the project. The majority of the participants were living, driving, walking, cycling, and owning business in the downtown.

Specifically, there were 113 people (62%) driving and 96 people (53%) cycling and walking on downtown streets, 62 people (34%) live in downtown, 47 people (25%) live on MSB and Franklin Blvd. and other impacted routes, 38 people (21%) own businesses in downtown, and 6 people (3%) drive trucks.

There were questions about the overall advantages and disadvantages of the possible truck diversion, about measures that might improve the outcome of the project, and about the anticipated impacts of the diversion. The survey received responses from 182 participants.

In terms of the overall advantages, better and safer walking and cycling environment and less noise and air pollution in the downtown were indicated by most participants. On the other hand, when asked about the disadvantages, noise and air pollution, safety and enforcement on the alternative routes were the indicated the most.

The feedback about the measures that should be taken, if the diversion is approved, is the following:

- Noise wall and trees at MSB and Franklin Blvd.;
- Safety measures, speed enforcement, pedestrian crossings on MSB and Franklin Blvd.;
- Directional and enforcement signage;
- Improvements to the walking and cycling infrastructure, pedestrian crossings, speed enforcement in the downtown; and
- Extend MSB to Dundas St and construct the East boundary Rd.

In response to the question about the impacts of the truck diversion on the respondents, 41% indicated higher anticipated exposure to noise and air pollution, more delays, and safety concerns on the alternative routes. 33% respondents anticipate positive impacts on them, such as less exposure to noise and congestion in the downtown.

Not surprisingly, the feedback was strongly influenced by the place where people live or by the way they travel. Most people who pointed out the negative impacts of the diversion live along or close to the alternate routes, or they were truck drivers.

Most people who anticipate positive impacts live, walk, cycle, and drive in the downtown.

Specific public feedback and the project team's responses are outlined in the table below:

Survey Questions	Themes	Project team comments and responses
If diversion is approved, what measures should be taken to make this positive for the residents, businesses and trucking companies?	<ul style="list-style-type: none"> • Provide noise wall and trees at MSB and Franklin Blvd. • Provide safety measures, speed enforcement, pedestrian crossings on MSB and Franklin Blvd • Provide directional and Enforcement Signage • Improve the walking and cycling infrastructure, pedestrian crossings, speed enforcement in the downtown • Extend MSB to Dundas St and construct the East boundary Rd 	<p>The Region of Waterloo is conducting a noise assessment on MSB and Franklin Blvd. Subject to Council's approval, noise walls will be installed where warranted in accordance with Regional Noise Policy. Planting trees and vegetation on MSB and Franklin Blvd following the decision on the noise walls.</p> <p>Waterloo Regional Police Services are aware of the concerns about speeding and they are providing enforcement as resources allow it. A pedestrian refuge island was installed recently at the intersection of Franklin Blvd and Carpenter Rd to aid pedestrians in crossing Franklin Blvd. Other locations will be considered if and when they meet the appropriate warrants.</p> <p>The Region has developed directional and enforcement signage plan, which will be implemented if truck diversion is approved.</p> <p>New cycling facilities on Ainslie St are considered as part the Ainslie St reconstruction project in 2025.</p> <p>The Region has a comprehensive road safety program and completes annual reviews to determine if additional control, including control to assist pedestrians. There are a number of traffic control signals within close proximity to assist pedestrians crossing in the downtown. No additional control is warranted within the downtown core at this time.</p> <p>Extending MSB to Dundas St. is scheduled in the Transportation Capital Plan (TCP) for construction in 2025. The 2018 Transportation Master Plan (TMP) recommended the construction of East boundary Rd. for beyond 2041. The updated TMP will reassess the timing of this project.</p>

Survey Questions	Themes	Project team comments and responses
How would the truck diversion to alternative routes impact you?	<ul style="list-style-type: none"> • Negative impacts such as noise, air pollution, speeding and other safety concerns on MSB, Franklin Blvd., Dundas St. and Concession St. • Positive impacts such as less congestion, less noise and air pollution in the downtown • Negative impact to the economy due to longer truck trips, delays, and more emissions to the environment 	<p><u>Noise pollution</u>: the noise pollution concern will be addressed through installing noise walls where warranted.</p> <p><u>Air pollution</u>: the diversion of trucks from the downtown would not have impact on the total number of trucks on the transportation network. Therefore, the overall air pollution is estimated to be the same. The diversion of trucks to alternative routes may increase the air pollution on these routes; however, the emission per truck could be lower due to the non- stop travel condition.</p> <p><u>Speeding</u>: the speeding concerns will be addressed through speed enforcement programs by WRPS</p> <p><u>Safety</u>: The Region has a comprehensive road safety program and completes annual reviews to determine if additional control, including control to assist pedestrians, is warranted. The Region will continue monitoring the safety requirements at these roads and implement the necessary measures.</p> <p>Diverting trucks from the downtown would result in longer truck trips; however, travel conditions in the downtown (i.e. congestion, stop & go due to traffic signals) would have similar overall impact of longer truck trips with respect the delays and emissions.</p>

Survey Questions	Themes	Project team comments and responses
<p>Anything else you would like to bring to our attention.</p>	<ul style="list-style-type: none"> • The impact of Dundas St reconstruction on truck infiltration on side streets- Detour plan. • Move trucks out of downtown and the alternative routes. • Remove Concession St from the alternative routes. • Provide noise wall and trees and safety measures on alternative routes. 	<p>The construction of Dundas St would include a detour plan for traffic including busses and trucks. The plan would define the temporary available routes during the construction time and would keep trucks on identified routes.</p> <p>Moving trucks from downtown is feasible as there are reasonable alternative routes. Most of the trucks on the transportation network are moving goods to within the city and the identified alternative routes are important to keep the necessary movement of the goods within the city.</p> <p>The MSB and Franklin Blvd provide a reasonable alternative for trucks currently travelling mostly north and south along Water and Ainslie Streets. The potential ban, as currently envisioned, would not apply to Concession and Main Streets, because there is no reasonable alternative for the east-west movement at that location; MSB is too far to the south to serve as an efficient alternative.</p> <p>The Region will install noise walls on MSB and Franklin Blvd where warranted. Planting trees would be part of MSB project.</p> <p>The Region has a comprehensive road safety program and completes annual reviews to determine if additional control, including control to assist pedestrians, is warranted. The Region will continue monitoring the safety requirements at these roads and implement the necessary measures.</p>

PCC Questions	Themes	Project tem comments and responses
How would the truck ban in the downtown be enforced?		<p>The enforcement of the truck ban in the downtown has challenges due to the exemption that allows trucks for local delivery.</p> <p>Waterloo Regional Police Services (WRPS) advise that their approaches to enforce the ban would include:</p> <ul style="list-style-type: none">• Enforcing the truck ban on a situational basis – for example, an officer observes a vehicle, or there was a complaint from the public.• By conducting random traffic stops and assessing the intention of travel. This will help differentiate between trucks doing local delivery and trucks passing through to other destinations.
Could downtown deliveries be restricted to only small trucks?		<p>The ban would apply for through trucks above 4.500 KG. Delivery to downtown would be allowed by any truck, including those above this weight limit. The introduction of a weight limit to downtown delivery trucks has more challenges and would require additional policy changes and coordination between all Area Municipalities, businesses, and trucking companies.</p>
Can trucks navigate safely at roundabouts along MSB and Franklin Blvd?		<p>The roundabouts at MSB and Franklin Blvd are designed to accommodate heavy trucks.</p>