

**FOR IMMEDIATE RELEASE**

## **BestWR Launches Scorecard to Track Waterloo Region's Readiness for 1 Million Residents by 2050**

**New transparency tool monitors progress across housing, transportation, infrastructure, healthcare, jobs, and placemaking and livability.**

**Kitchener, ON, June 17, 2025** – The Business and Economic Support Team of Waterloo Region (BestWR), today unveiled a [scorecard](#) designed to track the region's preparedness in critical areas for reaching 1 million residents by 2050. The scorecard provides measurable, transparent monitoring of progress across five critical areas: housing supply, transportation infrastructure, healthcare services, employment opportunities, and placemaking and livability. It asks and answers the question - Vision 1 Million, are we ready?

With Waterloo Region projected to grow by over 300,000 people in the next 25 years, current infrastructure and services are not equipped for this transformative expansion. The scorecard creates a unified framework to ensure proactive planning and coordinated action across all levels of government and the private sector.

"The scorecard gives us a clear picture of what we absolutely need to do to support our current and future population," said Ian McLean, President & CEO, Greater Kitchener Waterloo Chamber of Commerce and Chair, BestWR. "We cannot afford to be reactive when it comes to preparing for 1 million residents. This tool gives us the transparency and accountability we need to ensure decision-makers are taking the bold action required to build the housing, transportation networks, healthcare capacity, and community services our growing population will need."

The scorecard serves as a living tracker that will be updated every six months to help prioritize the community's agenda and focus resources where they're most needed. Data validation and the evaluation of the progress to plans will be provided through an exciting collaboration with the [Future Cities Institute](#) (FCI), founded by CAIVAN. FCI is located at the University of Waterloo. In the lead up to the first evaluation they will be validating the current figures and ensuring we are tracking the right plans for more complex initiatives.

Key features of the scorecard include:

- **Critical priority tracking** across housing supply, transportation infrastructure, healthcare services, employment, and community livability
- **Six-month interval updates** to monitor progress and enable course corrections

- **Transparent accountability** that allows residents to see real progress and understand remaining gaps
- **Community engagement** opportunities for feedback and advocacy
- **A unified framework** that brings together fragmented planning approaches under "one plan, one agenda"

The initiatives tracked in the scorecard were selected after consultation with community and business leaders, external research and a review of existing local strategy documents. The preparation was aimed at ensuring the framework reflects genuine community priorities and builds on established planning work.

“Cities around the world will inevitably see sharp increases in population, and it is critical that they are equipped to meet additional demand for enhanced infrastructure, services and more,” said Dr. Leia Minaker, director of FCI and professor in the Faculty of Environment at Waterloo. “The depth and breadth of the expertise at the Future Cities Institute makes us uniquely positioned to support communities and this partnership with BestWR is an important step in building future-ready cities.”

Community members are invited to explore the full scorecard and provide feedback through the dedicated webpage at [bestwr.org](https://bestwr.org). The scorecard represents a collaborative effort between BestWR's five member organizations: the Greater Kitchener Waterloo Chamber of Commerce, Communitech, Cambridge Chamber of Commerce, Explore Waterloo Region, and the Waterloo Region Economic Development Corporation.

## About BestWR

The Business and Economic Support Team of Waterloo Region (BestWR) is comprised of five leading business organizations working as partners for economic prosperity and community needs. Currently chaired by the Greater Kitchener Waterloo Chamber of Commerce, BestWR includes: Communitech, the Cambridge Chamber of Commerce, Explore Waterloo Region, and the Waterloo Region Economic Development Corporation.

## About Future Cities Institute

[The Future Cities Institute](https://futurecitiesinstitute.ca) was founded by CAIVAN at the University of Waterloo to help local governments build better cities. The institute brings together global thinkers, industry leaders, and researchers to tackle urban challenges across housing, climate, infrastructure, and beyond, supporting healthy, prosperous cities that are resilient, inclusive, and built for the future.

## MEDIA & GENERAL INQUIRIES CONTACT

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