



**WALK WHEEL
WINDSOR**



ACTIVE TRANSPORTATION MASTER PLAN PUBLIC ENGAGEMENT SUMMARY #2 | FALL 2018



This report was prepared by Urban Systems

TABLE OF CONTENTS

01 PART 1
INTRODUCTION

02 PART 2
RAISING AWARENESS

04 PART 3
FALL 2018 ENGAGEMENT

37 PART 4
NEXT STEPS

INTRODUCTION

In April, 2018 the City of Windsor launched Walk Wheel Windsor - an 18-month process that will result in a new Active Transportation Master Plan for Windsor.

The plan will set the foundation for developing attractive, well-connected active transportation networks that are safe, convenient and user-friendly, no matter what mode of transportation people use. The focus will be on creating opportunities to get people where they need to go—work, school, appointments, and activities.

Through the Walk Wheel Windsor process, the City will develop a vision along with policies and actions to guide the development of active transportation options for people of all ages and abilities over the next 20 years. The final Active Transportation Master Plan will include an implementable action plan that will guide investments in active transportation infrastructure and support programs over the short-, medium- and long-term.

By creating an Active Transportation Master Plan, the City is taking steps toward creating safer, healthier and more dynamic public spaces for its residents. The first step in the creation of any successful community-wide plan is to ensure residents are included in the process from the get go. As such, input from community members is an essential component of the Walk Wheel Windsor process, with opportunities for public participation planned for each phase of the plan's development.

The first round of public engagement for the Active Transportation Master Plan was held in the spring of 2018. More than 4,000 people provided feedback, which was used to inform the overall

direction of the Active Transportation Master plan, including a vision, goals, and targets. The input received from the first round of engagement is summarized in **Public Engagement Summary #1**.

The second round of public engagement was held in the fall of 2018 to obtain input on the draft Active Transportation Master Plan. The purpose of this round of engagement was to present preliminary ideas for the plan, including draft vision, goals, and targets along with preliminary strategies and actions.

To ensure inclusive opportunities for public participation, a series of highly visible and accessible campaigns, events and activities were executed by the project team in order to educate, excite and spark dialogue amongst residents. This included participation at Windsor's Open Streets event, stakeholder workshops, pop-up events, a community roadshow, an online survey and targeted engagements with specific stakeholder groups

WHAT IS "ACTIVE TRANSPORTATION" ANYWAY?

Active transportation is any active trip you make to get yourself, or others, from one place to another, whether it is to work, school, the store, or to visit with friends and family. Active transportation includes any form of human powered transportation.

Walking and cycling are the most popular and well-known forms of active transportation. However, the definition extends much further than that—as long as it is 'active,' you choose the mode: skateboarding, wheeling, pushing a stroller, accessing transit, using a mobility aid, etc.

The second round of public engagement reached more than 900 residents including:

- **300** interactions at Open Streets Windsor
- **21** participants at a stakeholder workshop
- Direct awareness building with more than **190** people at pop-up booths held across the city
- More than **100** conversations at three community roadshow events
- **2** targeted engagements with youth, parents with young children, newcomers, and lower income residents
- **231** online survey responses

The input received has been summarized in this report and will be used to inform the direction of the Active Transportation Master Plan as strategies and actions are finalized, alongside technical information.



RAISING AWARENESS

A variety of marketing tools and promotional material were used to raise awareness for Walk Wheel Windsor and the opportunities for the public to participate in the process.

The following collateral was developed during the second round of public engagement:

PRESS RELEASE

A press release was issued to local media and published on the City's website on November 13, 2018. This resulted in new articles being published by Our Windsor and Windsorite.

PRINT MATERIAL

Posters and promotion cards were distributed throughout the city. This print material was used to promote the online survey and other opportunities for public participation. More than 2000 promotion cards were handed out during the pop-up events and roadshow events and posters were displayed in recreation facilities and libraries.

PRINT ADVERTISING

Ads were placed in the Saturday, November 10 and Wednesday, November 14 editions of the Windsor Star. The ads were used to promote the community roadshow events and online survey.

SOCIAL MEDIA

Facebook and twitter ads were placed to promote the opportunities to participate in the process. The ads promoted the online survey throughout the month of November and the community roadshow events in mid-November. The Facebook ads reached 28,837 people and received 806 clicks, 115 shares, 330 likes, and 65 comments. The twitter ads had 19,866 impressions and resulted in 329 total engagements, including 19 retweets.

PUBLIC OUTREACH

Personalized email invitations to participate in events and activities planned for the second round of engagement were sent to city councillors.

WALK WHEEL WINDSOR BRANDED GIVEAWAYS

Promotional swag was distributed during the Open Streets event, including bike lights and branded badges and bags. The branded giveaways were used as a tool to increase brand awareness and recognition.

Branded t-shirts were also worn by members of the project team during engagement events.



FALL 2018 ENGAGEMENT

2.1 Purpose of Engagement

The second round of engagement for the Active Transportation Master Plan was held between September and December 2018.

During this round of engagement, the Walk Wheel Windsor team hosted a series of inclusive campaigns and events to educate, excite and continue conversations about active transportation amongst residents. Specifically, this round of engagement focused on seeking feedback on the draft vision, goals, and targets, as well as preliminary strategies and actions being considered for the draft plan. The feedback received during this round of engagement will be used to revise and finalize the Active Transportation Master Plan.

2.2 Engagement Channels + What We Heard

All engagement events took place in venues with high foot traffic and a diversity of residents. This approach emphasized the need to include residents who normally do not participate in community planning processes and reach a broad cross-section of the community by meeting people where they already gather.

The following is a summary of the engagement that took place during the second round of public engagement, as well as a snapshot of what was heard.

3.2.1 Open Streets Windsor Pop-Up Event

On September 23, the City of Windsor held its annual Open Streets Windsor event spanning 8-kilometers from Sandwich Town in the west to Ford City in the east, encouraging active transportation, physical activity and community building. The Walk Wheel Windsor team held a pop-up booth at the event to increase awareness of the plan and share what was heard in the first round of public engagement. The Walk Wheel Windsor team had over 300 interactions with the public during this event.

Open Streets Pop-Up Details

Location: Healthy Communities Hub

Timing: September 23 | 10:00 AM - 3:00 PM





The booth invited participants to provide feedback on the draft vision, goals, and objectives through interactive activities

WHAT WE HEARD | TARGET EVALUATION

For the target evaluation activity, participants were asked to place a craft pipe cleaner into one of the three buckets to indicate whether the target to double the existing mode share by 2041 was 'just right,' 'too low,' or 'too high.'



The majority of respondents felt that the targets were either 'just right' or 'too low'. Additional feedback from participants included concerns that the targets were too far in the future and that short or medium-term targets should be developed. Participants also suggested ways to encourage active transportation in the city including bike sharing programs, bike lanes, better trail and pathway connectivity, increased frequency in transit, and more equitable fares for transit.

WHAT WE HEARD | GOALS EVALUATION

Five draft goals were developed for the Active Transportation Master Plan. Participants were asked to drop a cotton ball into the bucket that corresponded with the goal they felt would have the most impact in achieving the draft vision.



Developing a complete active transportation network was overwhelmingly identified as the most important goal (48% of votes). They were also invited to share goals they felt should be added or removed from the plan by using post-it notes and placing them on a board. Other goals suggested by participants include:

- Make streets more vibrant with front facing patios and businesses
- Partner with private businesses to get funding and target commuters
- To increase transit ridership, make transit more dependable, more frequent, and equitable
- Create a bike share program

- Educate and create awareness for all road users on laws and regulations
- Ensure there are no gaps
- Safety and accessibility
- Focus on development of trails connecting neighbourhoods
- Create aesthetically pleasing areas to cycle on
- Increase areas for bike parking
- Limit 2-way or through traffic on local streets

3.2.2 Stakeholder Workshop #2: Exploring the Possibilities

This workshop brought together 21 invited stakeholders from diverse sectors across the city to develop a shared vision for active transportation in Windsor. During the workshop, the project team presented a brief overview of the plan highlighting the first round of engagement and the current stage of planning. This was followed by facilitated break-out group discussions that invited participants to explore questions related to the vision, goals, priorities for implementation and proposed networks further. These focused discussions resulted in valuable feedback that helped shape and frame the plan.

Stakeholder Workshop #2

Location: Healthy Communities Hub

Timing: September 24 | 4:00 PM - 7:00 PM



VISION | KEY TAKEAWAYS

Participants were asked how the proposed vision statement reflects their aspirations for the future of walking, biking and transit in Windsor and what changes are needed for this vision to be a reality.

- Need to have intermediate goals
- Need to include new cultures that are in Windsor
- Change the culture of mode share and end stigma associated with certain modes
- Innovation hub doesn't resonate and should be changed
- Need to go back to basics, build foundation, play catch up to have an attainable vision
- Include accessible transit for all mobility types (e.g. wheelchair users)

- Needs to be measurable, specific and achievable
- Missing comparability component
- Needs to be comprehensive, especially AAA network
- Ensure regional adjacent commitments are part of the plan
- Share plans and ideas; integrate active transportation between communities and existing committees and identify route opportunities
- Make cycling accessible to everyone
- Expand to people who may be new to modes through events
- Educate through cycling training and transit, using the university and college as drivers
- Need facilities and infrastructure to help with promotions
- To innovate, we need leadership that will take potentially risky/unpopular steps
- Practicality is an issue; all for the vision but details like vehicular speed and bump outs are a problem

GOALS | KEY TAKEAWAYS

Participants were asked to provide feedback on the proposed goals and indicate which goals they thought should be higher priority. They were also given an opportunity suggest any goals that were not included or goals that need to be removed.

Feedback received from participants include:

- Focus on infrastructure first, then include culture

- Need for additional benchmarks/accountability along the way
- Engage the public to help foster a culture
- Environmental change will need to be accomplished before behavioural change
- Support for programming to help change perspective (e.g. Bike to work, Open Streets, free transit to fireworks)
- Put a number to the goals

Goals that were voted higher priority:

- Promote cycling culture
- Focus on education (e.g. for large immigrant population)
- Safety

Additional goals suggested:

- Use active transportation as promotion for events
- Emphasize multi-modal trips
- Emphasize specific areas (e.g. downtown core, neighbourhoods)
- Foster culture through education and awareness (e.g. teach kids rules for bicycling)
- Build knowledge early for rules of the road for all users

DISCUSSION TOPICS | KEY TAKEAWAYS

Participants were encouraged to rotate between seven discussion topics including: culture shift, places for people, innovation and integration, quality of life, connecting communities (bike network), connecting communities (sidewalk network), and connecting communities (transit amenities).

Feedback received from participants included:

CULTURE SHIFT

- Raise awareness and educate people about what is available, how to use it, and road safety for biking and transit
- Create destinations that draw people out
- Combat the idea that we can only bike or walk in the summer
- Kids and seniors need to be feel safe using active transportation
- Incentivize major employers to provide showers, bike parking, transit passes and weather protection
- Outreach to immigrants on biking options at schools, places of worship, Centre of Excellence, etc.
- Provide bike access to kids with lower-income and work with schools to get more kids biking
- Have more Open Streets events
- Target leisure and recreation
- Prioritize infrastructure first then culture shift

- Need for culture shift first before setting up infrastructure
- Find immediate wins and do these first
- Make it easier to walk, bike, or transit in order to change people's behaviours
- Make transit more convenient
- Embrace and promote sense of community

PLACES FOR PEOPLE

- Development should be pedestrian-oriented
- Complete streets policy in Windsor
- Start pilot projects (e.g. bike boxes, bollards)
- Colour code sidewalks and multi-use paths
- Use bump-outs to create public spaces
- Create an accessible and equitable network for diverse population (e.g. growing elderly population, lower-income users)

INNOVATION AND INTEGRATION

- Sidewalks need to be well-maintained, wheelchair friendly, cleared from snow, and well-lit
- Research ways to integrate bike share in the city
- Create an app to help track bus wait and travel times

- Make inviting areas for people to visit
- Add secure bike parking or lockers
- Ensure other modes are as comfortable as driving (e.g. shade, end-of-trip facilities, benches, stops, signage)
- Need wayfinding signage for walking/cycling
- Increase education when introducing new ideas
- Need more intersection safety and design (e.g. paint, bike boxes, timed crossings)
- Reduce speed limits in residential streets and create more traffic calming measures

QUALITY OF LIFE

- Promote positive benefits (e.g. mental health, sense of place and community, pollution reduction)
- Implement safety measures (e.g. lighting, security, policing, visibility)
- Encourage leisure cyclists to cycle for commutes, errands, etc.
- Promote group rides
- Reduce carbon emissions
- Focus on safety, affordability, and accessibility for lower-income areas
- Provide options for seniors
- Add safe and comfortable local roads or greenways instead of busy arterial roads for bike routes



NETWORK MAPS | KEY TAKEAWAYS

BIKE NETWORK

Participants indicated desired bike routes and connections including:

- Ouellette Street (AAA)
- Sandwich Avenue (AAA)
- Russell Street (AAA)
- Hawthorne Drive, between Rose Avenue and Lauzon Parkway (AAA)
- Kildare Road (Spine)
- Hall Avenue (Spine)
- Ypres Street (Spine)
- Lauzon Parkway (Spine)
- Ambassador bridge to Herb Parkway
- Shepherd Street
- Tecumseh Road
- Lanesbury Place
- Howard Avenue South
- Walker Road
- Riverfront area
- Industrial areas
- Wyandotte Street

Participants also commented on the need for school travel planning, increased access to amenities, equity for lower-income users and users of all ages, and closed gaps in the bike network.

SIDEWALK NETWORK

Participants indicated areas that need to be prioritized for the sidewalk network including:

- Downtown
- BIAs
- Arterials/collectors
- Along bus routes
- Near schools
- Neighbourhoods with lower-income families
- County roads



TRANSIT AMENITIES

Participants noted transit amenities needs including:

- Regular garbage removal at transit stops
- ITS real-time system
- Active streetscapes
- Benches
- Shelters
- Curb cuts
- Bike racks
- Bike lockers downtown

Participants also suggested using educational campaigns and changing social stigma to encourage residents to use transit more.

PRIORITIES | KEY TAKEAWAYS

As a final exercise, participants were asked to reflect on the discussions that took place during the workshop and write down specific things that they would like to see prioritized on post-it notes. Then, they were given three sticky dots to vote on what they thought were the top priorities. Participants could only place one dot on their own idea and the other two dots had to be placed on another person's idea. The priorities that emerged from this exercise included:

- Build visible and separated bike lanes on main roads
- Build protected bike lanes on Ouellette Ave north to south, Tecumseh Road east to west, Riverside Drive east to west

- Improve sidewalk infrastructure for South Windsor for access to schools and public transportation
- Improve all transit stop amenities
- Host Open Streets events more regularly to promote outdoor activities and transportation (e.g. once per month, new location every month)
- Host community education sessions for on-road safety with parents, youth, and young adults
- Hire crossing guards to monitor and protect students along routes to school to increase safety
- Launch an education campaign that addresses benefits of active transportation (e.g. environment, mental and physical health, cost)
- Establish a cost saving plan that shows that existing tax levels can be used to create change
- Require pedestrian-oriented development
- Complete streets policies and guideline implementations
- Invest in sidewalk infrastructure to promote walkability
- Educate cyclists and drivers
- Physically separated bike lanes
- Safe active transportation routes to school
- Connect the community via creative means (e.g. coloured bike lanes or sidewalks)
- Create bus access for seniors by using smaller buses and tailored routes

3.2.3 Pop-Up Engagements

In November, the Walk Wheel Windsor team set-up pop-up booths at 4 locations throughout the city. Reaching different wards within the city, locations were selected based on areas with high foot traffic and a diversity of residents. The pop-ups were designed to spread awareness for the project and more specifically, to invite residents to provide input on the plan.

These pop-ups results in more than 190 conversations.

Pop-Up Engagements Details

DAY 1

Event #1 - Location: St. Clair College

Timing: November 19 | 11:00 AM – 1:00 PM

Event #2 - Location: Riverside Public Library

Timing: November 19 | 10:00 AM – 12:00

DAY 2

Event #3 - Location: The University of Windsor

Timing: November 20 | 11:00 AM – 1:00 PM

Event #4 - Location: WFCU Centre

Timing: November 20 | 5:00 PM – 7:30 PM

ST. CLAIR COLLEGE

Students at St. Clair College shared their commute experiences, particularly with transit usage, and made suggestions for improvements including increased frequency of buses especially in the evenings and on weekends, more amenities, and an affordable bus pass for students. They noted that improved services that better meets their needs would encourage them to transit, walk, and bike more. Participants also pointed out specific routes and buses that need increased frequency due to volumes of students commuting. They also expressed interest in using a bike share program, especially in the downtown area.

Promotion cards were handed out to encourage participants to take the online survey. A tablet with access to the online survey was also available for participants who wanted to complete it at the pop-up.

RIVERSIDE PUBLIC LIBRARY

Community members at Riverside Public Library shared their walking and biking experience on the east end of the city, particularly Riverside Drive E, Jefferson Boulevard and Pillette Road. Residents cited safety and accessibility issues on sidewalks and in parks for children, older adults, women, and mobility device users. They were concerned about cyclists who ride on sidewalks because of the poor quality and safety of the existing bike lanes and the conflict between cyclists and pedestrians on sidewalks. Residents would like to see a bus service linking downtown to parks and beaches on the east along Riverside Drive.

THE UNIVERSITY OF WINDSOR

A pop-up at the University of Windsor helped raise awareness and promote the online survey with students and staff at the university. Promotional cards were handed to students and a tablet with access to the online survey was available to encourage participants to complete it at the pop-up. Participants expressed excitement for the improvement of transit services and bike lanes. They also expressed interest in learning more about bike share programs. A number of participants expressed concerns about the frequency and accessibility of transit for students and lower-income families.

WFCU CENTRE

Residents at the WFCU Centre shared issues on biking and walking in Windsor with project team members. They highlighted the need for separation between cars and bikes for bike lanes to feel safer and suggested different configurations, such as bi-directional bike lanes seen in Montreal. They wanted to see new bike lanes on Riverside Drive and Wyandotte Street and an extension of the bike lane on Jefferson Boulevard to go beyond Quality Way. They saw an opportunity for bike tourism if there's a bike lane connection between Windsor and Tecumseh and if the City can promote bike routes of varying distances, i.e. 5 km and 10 km. Residents also cited more local issues, such as the lack of sidewalks on Guy Street leading to Herman Academy and other schools, and along County Road 42 near the airport.



3.2.4 Community Roadshow

The Walk Wheel Windsor team hosted a number of roadshow events to ensure discussions with residents were at a neighbourhood level. The roadshows provided an opportunity to share the results of the first round of engagement and collect feedback for the next stage of the plan.

Interactive display boards were used at each event to help solicit information, collect feedback, and spark discussions.

Maps of the proposed sidewalk, bicycle, and transit amenities networks were also displayed and participants were encouraged to provide feedback by using post-it notes and custom stickers to identify where specific improvements could be made in their neighbourhoods. A bike share board also helped raise awareness and build interest around models that could be piloted in Windsor.

Over 100 interactions were held through these three community roadshow events.

Community Roadshow Details

Event #1 - Location: Capri Pizzeria Recreation Complex (South Windsor)

Timing: November 17 | 12:00 PM – 2:00 PM

Event #2 - Location: Windsor International Aquatic and Training Centre (Downtown)

Timing: November 19 | 4:00 PM – 8:00 PM

Event #3 - Location: Forest Glade Recreation Centre (East Windsor)

Timing: November 20 | 5:00 PM – 8:00 PM

Participants provided feedback on the proposed bike, sidewalk and transit amenities networks. Feedback collected from these events are included:

BIKE NETWORK

- Connect the Trans Canada Trail (The Great Trail)
- Implement a bike share system and more fix-it stations
- Slow vehicles down and add bike facilities at Wyandotte
- Fill in the gaps at Riverside so cyclists can commute the whole way
- Repaint line along waterfront trail
- Need a bike route from South Windsor to downtown
- Need a bike path from Bouffard Road to La Salle Street
- Need better end-of-trip and parking facilities
- Need better bike racks
- Educate drivers and bikers and enforce policies and laws (e.g. dooring policy)
- Need bike lanes on Tecumseh Road
- Improve congestion and traffic on Seminole Street
- Add lights for small residential streets
- Prioritize Dougall Avenue underpass
- Connect the Gordie Howe Bridge to bike lanes and multi-use path so people can use the multi-modal benefits of the bridge

- Create pedestrian and cycling connections for staff near the new hospital
- Connect pedestrians from South Windsor to the mall either by using a pedestrian bridge over swamp lands or urbanizing South Cameron
- Tecumseh Road is major missing link
- Add Ouellette Avenue, Rhodes Drive /Quality Way, and McHugh Street to spine network
- Opposed to the “zig zag” instead of an east-west route
- Prioritize Wyandotte Street (connects Tecumseh to the bridge)

SIDEWALK NETWORK

- Focus on busy roads and schools
- Multi-use trail needed on Rhodes Drive
- Almost all side streets that run North and South between Cabana Road and EC Row Expressway need sidewalks and lights
- Need sidewalk on Provincial Road.
- Need sidewalk on Wyandotte Street and Issac (near the school)
- Need more lighting and cameras needed for safety
- Need wider streets
- Sidewalk around airport needs to be safer
- Promote more walking by partnering with businesses

TRANSIT AMENITIES

- Need more amenities at bus stops (e.g. information, maps, heaters, shelters); specifically at the #5 bus stop at Massey High School and along the #8 route
- Develop a transit app that displays real-time information
- Need more express buses on major corridors (e.g. Tecumseh)
- Integrate transit and Uber ride share
- Change how bike parking is funded (e.g. should be paid by BIA as a city program)
- Encourage free transit for seniors, homeless people and on New Year’s Eve
- Introduce transit to residents through Open Streets events
- Need LRT or BRT
- Increase green space in major corridors
- Increase handy/accessible service (e.g. ramps on the back door)
- Increase regional bus service
- Manage poor bus driver behaviours
- Need larger buses that service areas that are busy
- Increase frequency and reliability of buses

AMENITIES

Eight custom stickers were developed for participants to identify where specific improvements and needs are for amenities in their neighbourhoods.



Of the stickers placed on the map, participants identified the most need for benches and lighting near transit stops. Participants also identified a desire to see more landscaping and decorative crosswalks along streets with transit stops.



Participants provided feedback on the draft strategies. Overall, strategies 2 (Places for People), 3 (Innovation and Integration), 4 (Culture Shift), and 5 (Quality of Life) in particular received lots of positive support.

Feedback collected from these events included:

STRATEGY 1: CONNECTING COMMUNITIES

- Need more crossings in the west-end along Riverside Drive
- Need more infrastructure at intersections
- Ensure bike lanes continue through intersections
- Not a fan of bike lanes; cars should just look out for bikes
- Do not remove parking
- On the right track
- Focus on widening sidewalks in high demand areas
- Increasing biking and walking trips is key
- Ensure bike lanes are cleared of snow and debris
- 4-metre multi-use paths rather than 3-metre
- Include implementation and responsibilities
- Prioritize improvements to intersection crossings

STRATEGY 2: PLACES FOR PEOPLE

- Love pilot projects as an option

STRATEGY 3: INNOVATION AND INTEGRATION

- Need more secure bike parking downtown
- Educate Windsorites on the benefits of active transportation and different types of infrastructure
- Hold best practice education sessions with council and senior management
- Need real time information at bus stops

STRATEGY 4: CULTURE SHIFT

- Allocate money to bike committee or advocates to provide and support education (ie. Cycle Toronto); city doesn't need to do everything
- Build partnerships and support with cycling advocacy groups
- Don't take parking on residential streets for bike lanes
- Close streets for events (e.g. Open Streets) only for walking/ cycling more often

STRATEGY 5: QUALITY OF LIFE

- Improve monitoring and reporting of road safety
- Need more valet and bike parking

3.2.5 Targeted Engagements

Two targeted engagements were held in November and focused on engaging with mobility device users, new immigrants, and children and youth. Engaging with these groups allowed the project team to identify pressing issues and opportunities and understand the perspectives that are unique to these groups of users.

Targeted Engagements Details

Event #1 - Location: Drouillard Place Terrace

Timing: November 19 | 1:00 AM – 2:30 PM

Event #2 - Location: Glengarry EarlyON Centre

Timing: November 20 | 10:00 AM – 11:00 AM

DROUILLARD PLACE TERRACE

Residents who participated in this engagement event identified local challenges in the Ford City neighbourhood. They noted multiple intersections along St. Luke Road (e.g. Richmond, Wyandotte) that are dangerous for pedestrians and cyclists. They also pointed out that sidewalks on Seminole Street needed maintenance.

A number of participants were mobility device users and described their reliance on side streets and bike lanes and their difficult experience moving around in the winter because of poor snow maintenance.

GLENGARRY EARLYON CENTRE

The participants of this focus group were predominantly Syrian and Chinese parents with young children. The 880 Cities team visited this group earlier this year and returned this time to discuss the proposed sidewalk network, bicycle network and transit amenities with them. Most of the discussion revolved around the need to improve transit services. Concerns included overcrowded buses, infrequent service, lack of cleanliness on buses, poor customer service, short transfer window, and accessibility for families with strollers. As newcomers, they also found it difficult to get around as buses do not currently announce stops and to find information about bus routes and scheduling. Other comments included pedestrian safety at intersections and the need for more crosswalks and street lights.

3.2.6 Interactive Online Survey

An interactive survey was available online and through hard-copy for all interested residents to complete between November 12, 2018 and December 18, 2018. The survey was developed in collaboration with Envision Sustainability Tools (MetroQuest), a Canadian digital engagement software company. MetroQuest is a web-based suite of public engagement tools used in planning processes to engage stakeholders and the public.

The survey was designed to gather feedback, identify priorities, rate strategies, and review draft active transportation network maps.

The survey received 353 visits, resulting in 231 survey responses. The results of the interactive survey will be used to refine and finalize the draft Active Transportation Master Plan, along with other input received through conversations with residents and stakeholders and technical analysis.

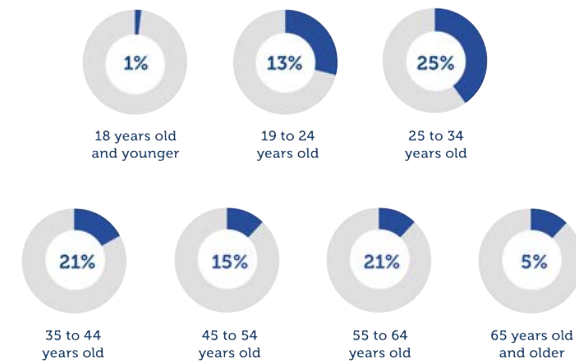


WHO WE HEARD FROM: DEMOGRAPHIC OVERVIEW

Participants were asked demographic information, including age, gender, limitations, and the ward they live in. This information provided the project team with a better understanding of the respondents who participated in the online survey.

AGE BREAKDOWN

A majority of respondents were between the ages of 25 to 54. The survey received the least amount of responses from those 18 years old and younger, with only 1% of respondents in this age range, and 65 years and older, with only 5% of respondents in this age range.



GENDER BREAKDOWN

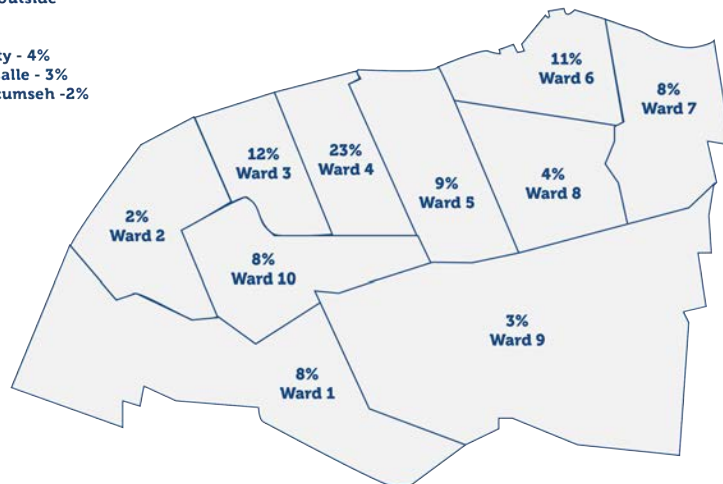
48% of respondents identified as female and 46% of respondents identified as male. 4% of respondents did not conform to the binary.

WARD BREAKDOWN

The survey data reflects input from all 10 wards, with Ward 4 receiving the highest response rate, followed by Ward 3. A small percentage of respondents from Essex County, Town of Lasalle, and the Town of Tecumseh also participated in the survey.

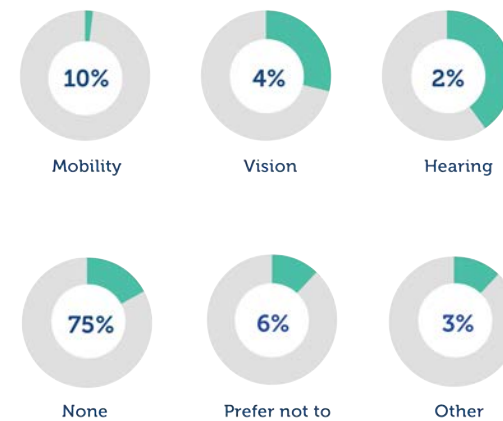
Input from outside Windsor:

Essex County - 4%
Town of Lasalle - 3%
Town of Tecumseh - 2%
Other - 1%



LIMITATIONS BREAKDOWN

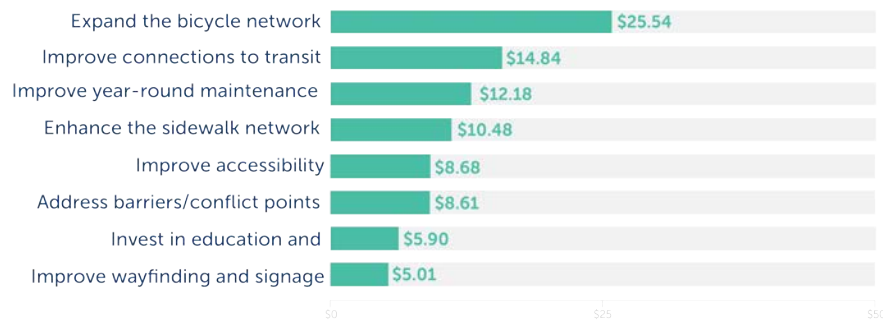
While a majority of respondents indicated that they have no limitations, 10% of respondents have mobility limitations, 4% of respondents have vision limitations, and 2% of respondents have hearing limitations.



YOUR PRIORITIES | SCREEN 2

The draft Active Transportation Master Plan contains a number of strategies and actions to improve walking, cycling and other forms of active transportation in Windsor.

To better understand the priorities of respondents, survey participants were provided with \$100 in virtual money and asked to indicate how they would invest the money based on eight categories.



The graph above illustrates the average amount of money allocated to each category. Based on the distributions, 'expand the bicycle network' was identified as the highest priority for investment, followed by 'improve connections to transit.' The lowest priority for investment identified were 'invest in education and awareness' and 'improve wayfinding and signage.'

INVESTMENT CATEGORIES

EXPAND THE BICYCLE NETWORK

Continue to develop a complete and connected bike network (including trails) for people of all ages and abilities.

IMPROVE CONNECTIONS TO TRANSIT

Improve walking and cycling connections to transit stops. Improve amenities at transit stops including benches, shelters and customer information.

IMPROVE YEAR-ROUND MAINTENANCE

Ensure the active transportation network is well maintained year-round, and active transportation facilities are designed with year-round usage in mind.

ENHANCE THE SIDEWALK NETWORK

Build new sidewalks and improve existing sidewalks in areas of high demand.

IMPROVE ACCESSIBILITY

Ensure that sidewalks, bike facilities, share pathways and trails are accessible to people of all ages and abilities.

ADDRESS BARRIERS/CONFLICT POINTS

Improve walking and cycling connections to transit stops. Improve amenities at transit stops including benches, shelters and customer information.

INVEST IN EDUCATION AND AWARENESS

Encourage people to walk, bike, and use transit more often through marketing and communications campaigns that promote the benefits of active transportation.

IMPROVE WAYFINDING AND SIGNAGE

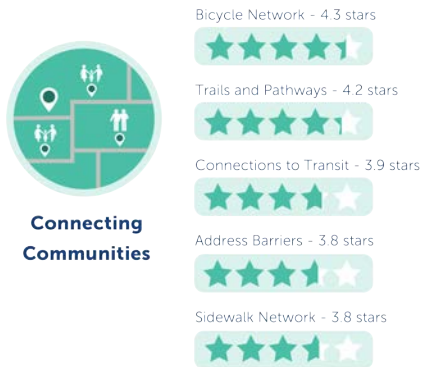
Invest in improving wayfinding and signage to identify routes and key destinations in Windsor



RATING STRATEGIES | SCREEN 3

The draft plan includes five themes: Connecting Communities, Places for People, Innovation and Integration, Culture Shift, and Quality of Life. Survey respondents were asked to rate their level of support (on a 5-star scale) for the strategies identified under each of the five themes. Participants were also given the opportunity to provide optional comments. The following is a summary of the feedback and common themes from comments for each category.

CONNECTING COMMUNITIES



The 'bicycle network' was identified as the highest priority with an average rating of 4.3 stars out of 5, followed by 'trails and pathways' with an average of 4.2 stars. In total, 56 comments were received under the connecting communities theme. The comments have been grouped into each strategy.

SIDEWALK NETWORK

STRATEGIES

CONNECTING COMMUNITIES

BICYCLE NETWORK

Address gaps in existing bicycle network, ensure facilities are comfortable for all ages and abilities.

TRAILS AND PATHWAYS

Expand and enhance the trails network, ensure integration with on-street facilities, connections to parks and community centres.

CONNECTIONS TO TRANSIT

Work with partners to prioritize sidewalk and cycling connections to bus stops.

ADDRESS BARRIERS

Improve crossings at major streets, railways and waterways, identify and improve conflict points.

SIDEWALK NETWORK

Build new or widen existing sidewalks in areas of high demand.

The most common theme was a need for sidewalks need to be repaired and be more accessible for all types of users, and specifically those with limited mobility or those needing wheelchair assistance.

BICYCLE NETWORK

There was strong support for designated bike lanes and a bicycle network that will allow commuters to travel more safely and conveniently. It was also commonly noted that the bicycle network currently has many gaps and there is a need for greater connectivity.

TRAILS AND PATHWAYS

The most common theme was a desire to see multi-use trails that are safe and user-friendly for both commuters and recreational users.

CONNECTIONS TO TRANSIT

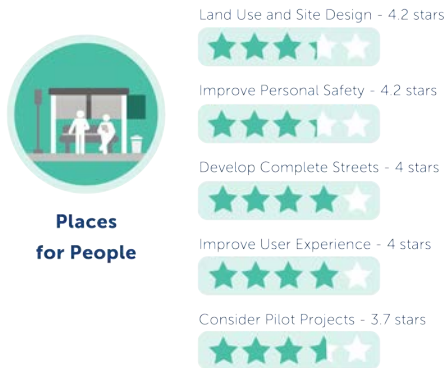
It was noted that some bus stops are not convenient and accessible for those with limited mobility or those needing wheelchair assistance.

ADDRESS BARRIERS

The most common theme was a desire to see safer crosswalks and intersections. Improvements to street lighting were suggested.



PLACES FOR PEOPLE



'Land use and site design' and 'improve personal safety' were identified as the highest priority, both receiving an average rating of 4.2 stars out of 5.

In total 40 comments were received under the Places for People theme. The comments have been grouped into each strategy.

DEVELOP COMPLETE STREETS

There was support for streets that accommodate all road users and improving existing and new roads.

CONSIDER PILOT PROJECTS

There is support for pilot projects that can be used to learn and gather data about separated bike lanes and multi-modal lanes in a cost-effective manner.

IMPROVE USER EXPERIENCE

There was a mixed response on the importance of streetscaping

STRATEGIES

PLACES FOR PEOPLE

LAND USE AND SITE DESIGN

Continue to ensure new developments in Windsor support sustainable transportation and are connected to the active transportation networks.

IMPROVE PERSONAL SAFETY

Continue to ensure that active transportation routes are well lit, and follow CPTED principles.

DEVELOP COMPLETE STREETS

Consider developing a Complete Streets policy for all new roads and accommodate all road users on new and improved roads.

IMPROVE USER EXPERIENCE

Improve amenities for pedestrians, cyclists, and transit users, including streetscaping and community vibrancy projects.

CONSIDER PILOT PROJECTS

Pilot active transportation infrastructure projects that are new to Windsor.

to users. Respondents who did not support improvements to streetscaping commented on a need for improvements to infrastructure and network connectivity first.

LAND USE AND SITE DESIGN

There was support for developments that are connected to safe transit and bicycle networks.

IMPROVE PERSONAL SAFETY

There was support for increased safety measures put in place to protect pedestrian and cyclists.

INNOVATION AND INTEGRATION



**Innovation
and Integration**

Year-round Maintenance - 4.2 stars



Demand Management - 4.1 stars



Bicycle Parking - 3.9 stars



Regional Connections - 3.9 stars



Bike Share and Technology - 3.3 stars



'Year-round maintenance' was identified as the highest priority with an average of 4.2 stars out of 5, followed by 'demand management' with 4.1 stars.

In total, 34 comments were received under the Innovation and Integration theme. The comments have been grouped into each strategy.

DEMAND MANAGEMENT

There was support for encouraging more sustainable modes of transportation. Tolling EC Row was also suggested for visitors and non-residents.

BIKE SHARE AND TECHNOLOGY

There was common desire to see more infrastructure, designated bike lanes, and network improvements before the introduction of bike shares or other new programs. It was also noted that citywide biking shares would be convenient for commuters.

STRATEGIES

INNOVATION AND INTEGRATION

YEAR-ROUND MAINTENANCE

Ensure the active transportation network and supporting amenities are durable and are well-maintained year-round.

DEMAND MANAGEMENT

Manage demand for transportation by supporting and encouraging sustainable forms of transportation.

BICYCLE PARKING

Provide ample and secure bicycle parking and other end-of-trip facilities at key destinations.

REGIONAL CONNECTIONS

Connect Windsor's sustainable transportation network to surrounding communities, as well as provincial and federal facilities.

BIKESHARE AND TECHNOLOGY

Consider ways to incorporate bike share and new technologies to enhance active transportation.

BICYCLE PARKING

It was noted that more secure parking facilities should be added near developments, shops and main streets and within the two city-owned parking garages.

YEAR-ROUND MAINTENANCE

The most common theme was the need for winter maintenance and snow removal enforcements.

REGIONAL CONNECTIONS

There was more support for local networks as the priority before working on expanding the network regionally. It was also noted that there needs to be better transit connectivity to LaSalle and Tecumseh for commuters who work in those areas.

CULTURE SHIFT



Culture Shift

Economic Development - 4 stars



Age-Friendly Planning - 4 stars



Education and Awareness - 3.7 stars



Bicycle Tourism - 3.6 stars



Wayfinding and Promotion - 3.3 stars



'Economic development' and 'age-friendly planning' were identified as the highest priorities, both receiving an average of 4 stars out of 5.

In total, 30 comments were received under the Culture Shift theme. The comments have been grouped into each strategy.

ECONOMIC DEVELOPMENT

There was a common theme that by focusing on creating an excellent network and infrastructure is more important to focus on first and will naturally encourage commuters to try sustainable transportation modes of travel.

AGE-FRIENDLY PLANNING

There was support for age-friendly planning, specifically for children and seniors.

BICYCLE TOURISM

There was support for bicycle tourism locally and regionally.

STRATEGIES

CULTURE SHIFT

ECONOMIC DEVELOPMENT

Work with local businesses to encourage sustainable transportation usage.

AGE-FRIENDLY PLANNING

Support the creation of an Active School Travel Program, and continue to support age-friendly planning principles.

EDUCATION AND AWARENESS

Work with partners to support education and awareness for users of all ages and abilities.

BICYCLE TOURISM

Support the existing bike tourism program in Windsor.

WAYFINDING AND PROMOTION

Improve wayfinding and signage to identify routes and key destinations.

WAYFINDING AND PROMOTION

There was a split support for improving wayfinding and the view that this is not a priority.

EDUCATION AND AWARENESS

There was support for more education on safety, especially for children. More enforced by-laws and improved wayfinding signage were also suggested.

QUALITY OF LIFE



Quality of Life

Improve Road Safety - 4.5 stars



Universal Accessibility - 4.3 stars



Equity - 4.2 stars



Improve Public Health - 4 stars



Celebrate and Promote - 3.9 stars



'Improve road safety' was identified as the highest priority with an average of 4.5 stars out of 5, followed by 'universal accessibility' with 4.3 stars.

In total, 27 comments were received under the Quality of Life theme. The comments have been grouped into each strategy.

IMPROVE PUBLIC HEALTH

There was common concern that improved pedestrian and bicycle networks should be the priority before focusing on promotions.

IMPROVE ROAD SAFETY

There was support that road safety should be a priority, especially for bicyclists and children.

UNIVERSAL ACCESSIBILITY

It was noted that there is currently a lack of accessibility for those with limited mobility, strollers, or those needing wheelchair assistance.

STRATEGIES

QUALITY OF LIFE

IMPROVE ROAD SAFETY

Continue to monitor and identify strategies to enhance road safety for all users.

UNIVERSAL ACCESSIBILITY

Continue to ensure that walking, cycling and transit infrastructure is accessible for users of all ages and abilities.

EQUITY

Develop a transportation network that connects all communities & prioritizes infrastructure improvements to neighbourhoods with a high equity need.

IMPROVE PUBLIC HEALTH

CPromote the benefits to mental and physical well-being from sustainable transportation.

CELEBRATE AND PROMOTE

Promote sustainable transportation and continue to hold events that encourage walking, cycling, and transit.

EQUITY

There was support for increased infrastructure improvements in the city core and in neighbourhoods that have high traffic and need.

CELEBRATE AND PROMOTE

There was support for more events and programs that promote sustainable transportation usage, such as Open Streets and Bike to Work.

NETWORK RATINGS | SCREEN 4

Three network maps were established to guide the development of active transportation facilities throughout the Windsor: Bike Network, Sidewalk Network, and Transit Amenities. Survey respondents were asked to review each network map before rating their level of support for each network. Respondents were also given the opportunity to provide comments for each network. The following is a summary of the feedback received for each network.

BIKE NETWORK

The proposed bicycle network is defined by both a Downtown Grid (in red) and a Spine Network (in orange) to provide high-quality facilities to major destinations. Connector routes (in yellow) are also proposed to facilitate local connections.

Bike Network - 3.7 stars



The bicycle network received an average rating of 3.7 stars out of 5.

In total, 66 comments were received. Respondents expressed a desire for more safe routes that that connected cyclists from east to west, south to the downtown core, and outside the downtown core. Respondents noted specific streets and neighbourhoods that they would like to see included in the bike network including: Tecumseh Road (in the Spine Network), Dougall Avenue, Cabana Road, Howard Street, Ottawa Street, Giles Boulevard, Ouellette Avenue, Forest Glade, and Walkerville. Respondents also noted support for separated bike lanes.



SIDEWALK NETWORK

The proposed sidewalk network focuses on filling in sidewalk gaps on major streets and bus routes.

Sidewalk Network - 3.9 stars



The sidewalk network received an average of 3.9 stars out of 5

In total, 66 comments were received. Of the comments received, there was common support for improving and filling in gaps in the sidewalk networks. Respondents expressed a desire to see sidewalks on all streets with some being wider multi-use pathways.

Respondents noted specific streets and areas that need sidewalks or improvements to existing sidewalks including: Dougall Avenue, Ouellette Avenue, South Cameron, Malden Road, Matthew Brady Boulevard, Remington Park, Cousineau Road, and Woodland Avenue.

It was also noted that in the Ojibway Prairie Complex, road widening for sidewalks may encroach on endangered species habitat.



TRANSIT AMENITIES

Additional bus stop amenities (e.g. shelters and benches) are proposed at bus stops located on busy streets.

Transit Amenities - 3.9 stars



The transit amenities received an average of 3.9 stars out of 5.

In total, 72 comments were received. Of the comments received, there is a common support for more shelters, benches, and real-time bus schedules that would make transit more appealing for residents. Respondents expressed desire to see more amenities both along busy streets as well as more residential areas.





NEXT STEPS

The input collected through this second round of public engagement for Walk Wheel Windsor has been an invaluable part of finalizing the Active Transportation Master Plan that addresses the challenges and needs of the community.

With the second round of public engagement complete, the project team will be working over the next few months to finalize the draft Active Transportation Plan. A final open house will be held in early 2019 to present the draft Active Transportation Master Plan, including the implementation plan. This closing round of engagement will provide an opportunity to gather final feedback before the plan is presented to City Council for review.





WALK WHEEL WINDSOR