



WALK WHEEL WINDSOR



Funding and Leverage Strategies WALK WHEEL WINDSOR

The Active Transportation Master Plan estimated total investment of \$22 million over the next 20 years and beyond.

A number of priority projects have been identified over the short term. They are estimated to cost approximately \$5 million per year. To help maintain these costs and leverage the City's investment, there are three categories for the City to explore:



Capital Funding
The City will explore opportunities to secure funding from the Province and the Capital Budget to fund the projects in the short term.



Integration
The City will explore opportunities to integrate the projects with other City services and programs.



External Funding Sources
The City will explore opportunities to secure funding from other organizations and businesses.



Staff Resources
The City will explore opportunities to allocate staff resources to support the projects.

Priorities WALK WHEEL WINDSOR

Creating a green infrastructure network is an important component of the Active Transportation Master Plan. The City will explore opportunities to secure funding from other organizations and businesses to support the projects. The City will also explore opportunities to integrate the projects with other City services and programs.

ACTIVE TRANSPORTATION MASTER PLAN PUBLIC ENGAGEMENT SUMMARY #3 | SPRING 2019



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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.

The third and final round of public engagement was held in the spring of 2019. In this final round of public engagement, the Walk Wheel Windsor team hosted three pop-up public information centres across the city to present the draft plan and to gather additional feedback on the implementation priorities. The pop-up events also promoted a celebration of healthy living and active transportation in the city. Additionally, a survey was available, both hardcopy and online.





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.

Print Material

Posters and promotion cards were distributed throughout the city. This print material was used to promote the online survey and direct people to the project website. More than 300 promotion cards were handed out during the pop-up public information centres.

Print Advertising

Ads were placed in the Saturday, April 20 and Wednesday, April 24 editions of the Windsor Star. The ads were used to promote the pop-up public information centres and the online survey.

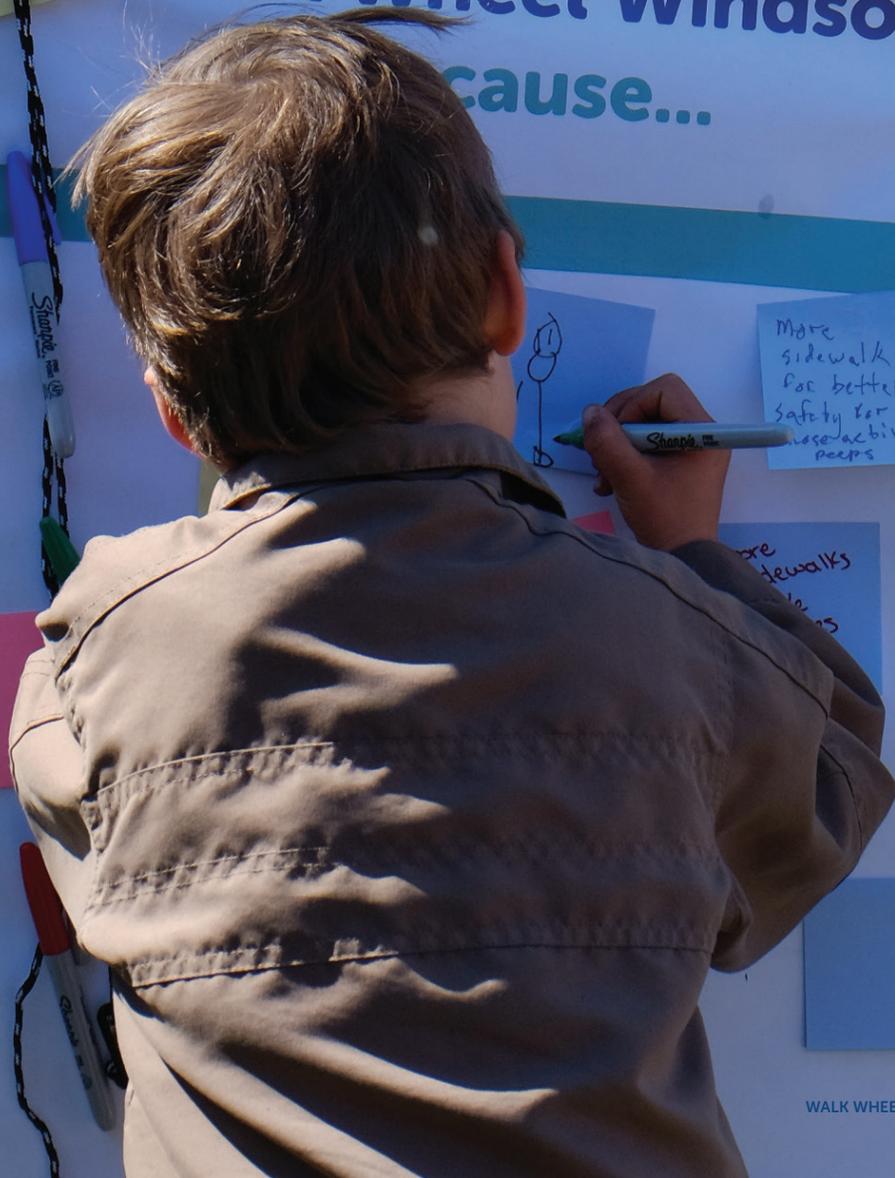
Social Media

Facebook and Twitter ads were placed to promote the opportunities to participate in the process. The ads promoted the online survey and pop-up events.

Walk Wheel Windsor Branded Giveaways

Promotional swag was distributed during the pop-up public information centres, including bike lights, branded tote bags, and information hand-outs. 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.

I am excited about Walk Wheel Windsor because...



More
sidewalk
for better
safety for
less-active
peeps

More
sidewalks



SPRING 2019 ENGAGEMENT

3.1 Purpose of Engagement

The last round of engagement for the Active Transportation Master Plan was held in April 2019.

During this round of engagement, the Walk Wheel Windsor team hosted three pop-up public information centres across the city to present the draft plan and gather feedback on the strategies, actions, and concepts being considered for the bicycle, sidewalk, and transit amenity networks. These events reached diverse residents of all ages and promoted a celebration of healthy living and active transportation in the city.

Additionally, a survey was available, both hardcopy and online, to solicit input on a number of high priority actions in the implementation plan and the overall impressions of the planning process.

3.2 What We Heard

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

Pop-Up Public Information Centres

Public Information Centre #1: Downtown Bike Lane Pop-Up Event

Location: Goyeau Street from University Avenue to Riverside Drive
University Avenue from Goyeau Street to McDougall Street

Timing: Saturday, April 27, 2019 | 10:00 AM - 4:00 PM

Public Information Centre #2: Earth Day Pop-Up Booth

Location: Malden Park (4200 Malden Rd)

Timing: Sunday, April 28, 2019 | 10:00 AM - 4:00 PM

Public Information Centre #13: Safe and Healthy Streets Pop-Up Event

Location: Vincent Massey School (1800 Liberty Street)

Timing: Monday, April 29, 2019 | 8:00 - 4:00 PM





3.3 Downtown Bike Lane Pop-Up Bike Lane Event

On April 27, a pop-up public information centre was held in Charles Park Square to present the draft plan to the community and gather their feedback.

Additionally, a pop-up bike lane demonstration was held on Goyeau Street, from University Avenue to Riverside Drive, and University Avenue, from Goyeau Street to McDougall Street. The intent of the pop-up bike lanes were to showcase the type of cycling facilities that may be constructed within the recommendations of the Active Transportation Master Plan. This location was selected to highlight the design elements that may be included in a downtown cycling grid and hub and spoke model of connecting the downtown core to other urban and suburban areas in Windsor. The pop-up bike lanes reached a diverse range of cyclists including those with mobility limitations.

Over 35 conversations took place during this pop-up event.

3.3.1 Downtown Bike Lane Pop-Up Survey Summary

Community members who biked or drove in the pop-up bike lane were asked to share their experience of these installations and their level of comfort and safety through a short survey. A summary of the survey is included below.

The survey was completed by 14 people, 9 who cycled and 3 who drove through the pop-up bike lane installations.

Of the respondents who cycled through the pop-up bike lane installations, almost all of them said that they felt comfortable and safe. Respondents that said that they felt uncomfortable noted that the width of the 1 metre bike lanes were too narrow and preferred the 1.5 metre bike lanes. One respondent also commented that they would like to see painted boxes at traffic lights.

Of the respondents that drove through the pop-up bike lane installation, all of them reported that they understood how to drive single file through the sharrow section of the road.

3.3.2 General Feedback

A summary of the general feedback from community members include:

- Desire for more connections in the bicycle and sidewalk network
- Desire to see cultural shift to sustainable modes of transportation
- Need for more cycling and driving education (i.e. road sharing)
- Desire to see more delineation of streets
- Need for more employers to provide cycling facilities including bike parking and showers
- Enforce helmet laws for youth under 18 years of age
- Need for road improvements along Tecumseh Road, Dougall Avenue, Cabana Road to accommodate cyclists with mobility limitations
- Desire to see left turn boxes, protected bicycle lanes, and traffic calming alongside waterfront pathway
- Increase target of active transportation mode share to be 50% by 2030
- Need for improvements to traffic light cameras to detect cyclists





3.4 Earth Day Pop-Up Booth

A second public information centre was held at Windsor's annual earth event. A pop-up booth was set up with interactive boards and informational hand-outs to help spread awareness and engage residents in conversations about the draft master plan. Residents were also invited to fill out hardcopy versions of the survey.

Several activities provided an opportunity for children and young adults to be involved. Sidewalk chalk was available for them to create street art that promoted healthy living and active transportation. They were also invited to create colourful pedal-powered spin art by pedaling on a bike and creating spirals, circles, and streaks with paint. These activities allowed children and young adults to express themselves creatively and excited conversations around active transportation benefits.

During this event, the Walk Wheel Windsor team had over 250 interactions with the public and collected completed 100 surveys.

3.5 Safe and Healthy Streets Pop-Up Event

A school-wide event was held at Vincent Massey Secondary School and Glenwood Elementary School to celebrate active, safe, healthy, and sustainable school travel in Windsor. The road directly in front of Vincent Massey Secondary School was closed off to vehicle traffic to conduct this tactical urbanism event. This site was selected as part of an effort to reduce congestion and dangerous driving behaviour around the schools and to raise awareness of safe and active school travel. Parents were encouraged to allow students to walk a block or two to the school.

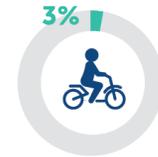
This event focused on enabling students from both schools to play and draw on the street and highlight the connection to community that is possible when students are able to walk, bike or roll to school regularly. Students also had the opportunity to create pedal-powered spin art at this event.

During this event, the Walk Wheel Windsor team engaged with both students and parents to gain a better understanding of their mode choices through a voting activity and short survey.

3.5.1 Student Voting Activity

During the event, students were asked to report how they got to school by placing a popsicle stick in either the bus, car, walk, or bike bucket. 95 students participated in this voting activity and the results of this voting activity are provided in the figure on the following page.





Bike



Walk



Bus



Car

A majority of students reported that they were driven to school while only 20% of students biked or walked. Twenty-nine percent of students took the bus to school.

3.5.2 Parent Driver Survey Summary

In the designated drop-off zones, the Walk Wheel Windsor team engaged parents in conversations about the top reasons why they are dropping off and picking up students at school. The Walk Wheel Windsor team talked to approximately 55 parents. Parents reported that they were driving students to school for reasons including:

- Distance to school is too far
- Convenience
- School is close to their work
- Not enough time / already late for school
- Transit takes too long or not available
- Safety
- After-school activities are far
- Family time
- Poor weather
- Cultural concerns

Parents were then asked whether they would allow their child(ren) to walk, bike or use transit to travel to school at least once a week. Half of the parents who answered this question said they would consider allowing their child(ren) to walk, bike or use transit and half of the parents said they would rather drive their child(ren) to school.

As a final question, parents were asked to report the changes that would be necessary to support more walking, biking or transit choices. A summary of their comments include:

- Motivation for students
- More frequent transit services and shorter routes
- More safety enforcements
- Safer sidewalks
- More education for drivers





3.4 Final Survey Summary

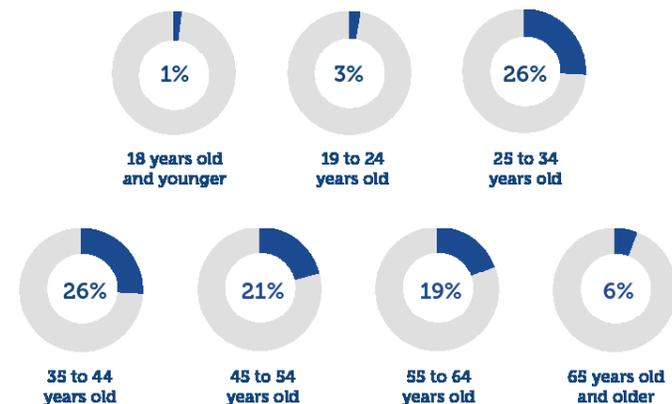
A survey was available online and through hardcopy for residents to complete between April 30 to May 11. The survey was designed to gather feedback on the quick wins and high priority actions that are presented in the plan. Residents were also asked about their overall impressions of the planning process. In total, the survey received 253 responses. A summary of what we heard is provided below.

3.4.1 Who We Heard From: Demographic Overview

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

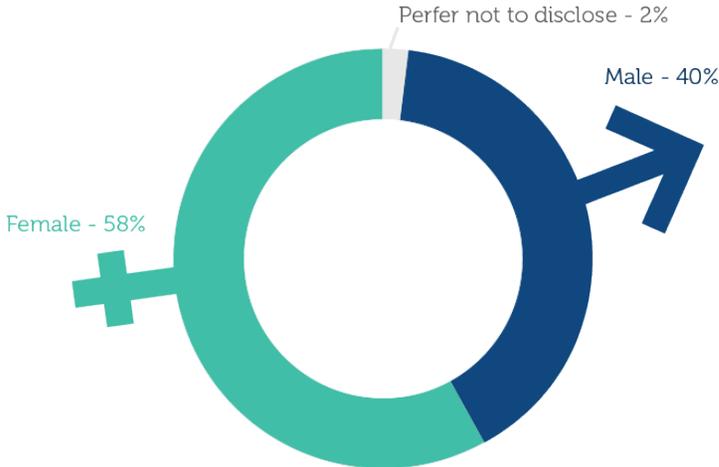
Age Breakdown

A majority of respondents were between the ages of 25 to 64. The survey received the least amount of responses from those 18 years old and younger, with only 1 percent of respondents in this age range, and 65 years old and older, with only 6 percent of respondents in this age range.



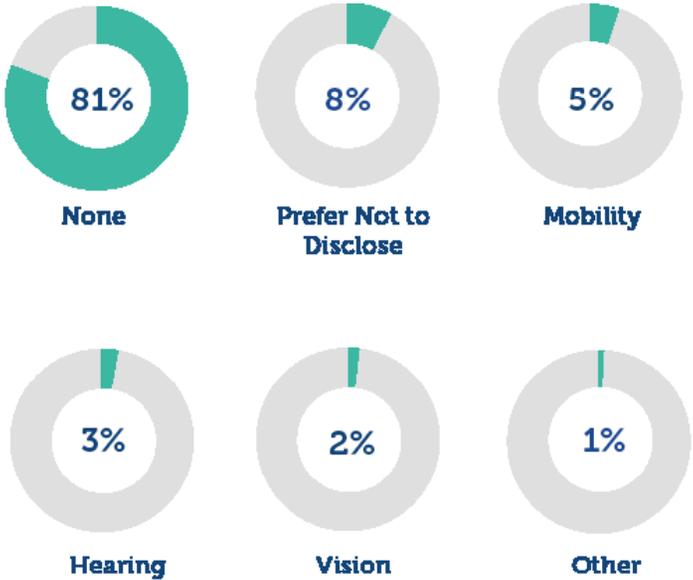
Gender Breakdown

Fifty-eight percent of respondents were female and 40 percent of respondents were male. Two percent of respondents preferred not to disclose their gender.



Limitations Breakdown

While a majority of respondents indicated that they have no limitations, 5 percent of respondents have mobility limitations, 3 percent of respondents have hearing limitations, and 2 percent have vision limitations.

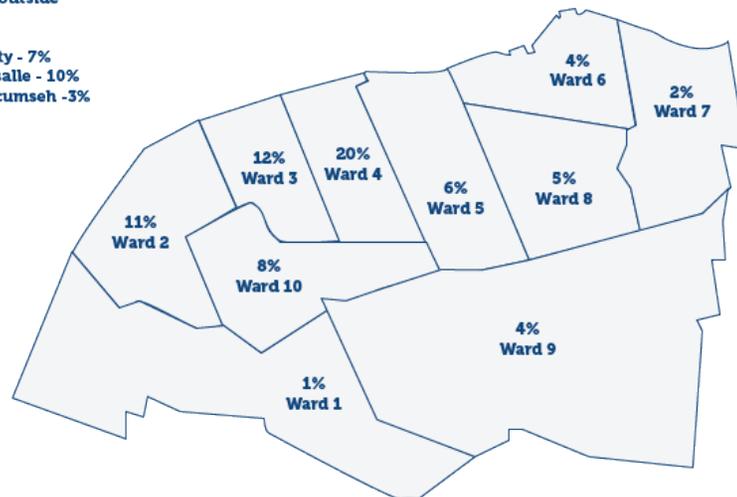


Ward Breakdown

The survey data reflects input from all 10 wards, with Ward 4 having the most participants, followed by Ward 3. The survey also received responses from respondents from Essex County, Town of Lasalle, and the Town of Tecumseh.

Input from outside Windsor:

Essex County - 7%
Town of Lasalle - 10%
Town of Tecumseh - 3%
Other - 8%



3.4.2 Feedback for Quick Wins

The Active Transportation Master Plan consists of five overarching themes, strategies, and actions that will help guide the City of Windsor towards the vision, targets, and goals of the plan. As part of the implementation plan, a number of quick wins have been developed for each of the five themes. These quick wins are high priority actions and network improvements that the City will work towards over the next one to two years. Survey respondents were asked to indicate their level of support on these quick wins on a scale of 1 (no support) to 5 (high support) for each of the five themes. Overall, the quick wins from all five themes were highly supported from all respondents.

Connecting Communities

Survey respondents were asked to review the quick wins developed for the connecting communities theme:

- Improve process for implementing sidewalks for new developments based on Official Plan requirements
- Use sidewalk capital funding to identify and eliminate gaps in the sidewalk network on major roads
- The sidewalk infill program and budget to provide sidewalks on local roads in areas around schools, seniors centres, hospitals, and other key destinations.
- Develop a dedicated funding program for the Parks Department to maintain and develop new pathways and trails
- Install secure bicycle parking at high activity bus stops and transit exchanges

- Network improvements - Develop a minimum all ages and abilities bicycle network grid downtown as a pilot project and develop Regional Spine routes that connect directly to the downtown network and form important east-west and north-south connections in mature neighbourhoods, including: University Avenue protected bicycle lane, Victoria Road bicycle boulevard, and Shepherd Street bicycle boulevard
- Conduct a feasibility study to investigate the potential for providing bicycle facilities on Wyandotte Street
- Ensure pedestrian and cycling facilities are considered as part of all roadway projects designated as part of the Pedestrian Network and Cycling Network currently included in the City's 2019 Operating and Capital Budgets
- Eliminate gaps in the sidewalk network on major roads based on the pedestrian network prioritization results
- Provide sidewalks on local roads based on the sidewalk network prioritization results

A majority (94%) of survey respondents indicated that they highly support these quick wins and rated them 4 or 5 stars. On average, these quick wins received a 4.7 star rating.



Places for People

Survey respondents were asked to review the following quick wins developed for the places for people theme:

- Develop a Complete Streets Policy and design guidelines
- Develop an Alleyways Revitalization Program
- Work with Business Improvement Associations to improve the streetscape and public realm that recognizes the unique local identity of each business area, similar to Wyandotte Street in Walkerville

Generally, all respondents indicated that they support these quick wins. A majority (89% percent) of respondents indicated that they highly support these quick wins and rated them with 4 or 5 stars. On average, these quick wins received a 4.5 star rating.

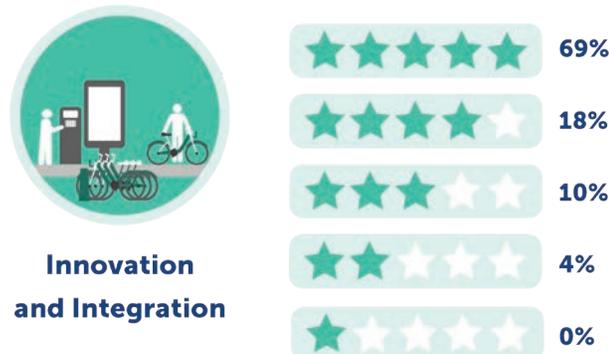


Innovation and Integration

Survey respondents were asked to review the following quick wins developed for the places for people theme:

- Pursue a partnership with private operators to provide a public bike sharing program and consider the feasibility of an electric scooter sharing program
- Develop bicycle parking policy
- Conduct a Bicycle Parking Study to review and update requirements for short-term and long-term bicycle parking and end-of-trip facilities for new developments
- Develop a program that supports businesses and other partners to implement short-term bicycle parking and other end-of-trip facilities within public space
- Work with partners to develop an on-street bicycle corral program

Generally, all respondents indicated that they support these quick wins. A majority (89%) of respondents indicated that they highly support these quick wins and rated them with 4 or 5 stars. On average, these quick wins received a 4.5 star rating.



Culture Shift

Survey respondents were asked to review the following quick wins developed for the culture shift theme:

- Continue to support the Active and Safe Routes to School program to encourage and spread awareness of the benefits of walking, cycling and bussing to school.
- Continue to work with partners to develop an educational campaign on the benefits of active school travel and the health and safety risks of driving children to school.
- Enhance and expand pedestrian wayfinding information in the downtown and other major destinations throughout the city.

A majority (90%) of respondents indicated that they highly support these quick wins and rated them with 4 or 5 stars. On average, these quick wins received a 4.6 rating.



Quality of Life

Survey respondents were asked to review the following quick wins developed for the quality of life theme:

- Use the Walk Wheel Windsor brand as a recognizable visual identity and expand information on the website.
- Find opportunities to celebrate the installation of significant walking and cycling facilities.



Quality of Life

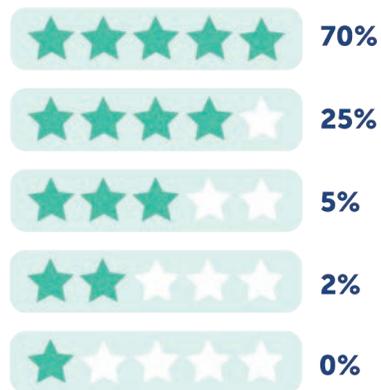


Generally, all respondents indicated that they support these quick wins. A majority (86%) of respondents indicated that they highly support these quick wins and rated them with 4 or 5 stars. On average, these quick wins received a 4.5 star rating.



3.4.3 Overall Impressions

Survey respondents were asked to indicate their overall support for the Active Transportation Master Plan. Almost all survey respondents (95%) indicated that they highly support the plan and provided a rating of 4 or 5 stars.



Respondents shared what they liked most about the Active Transportation Master Plan including:

- Considering safety aspects
- Encouraging healthy and active living
- Making cycling more attractive and more accessible
- Shifting culture and improving quality of life
- Encouraging environmental and sustainable forms of transportation
- Increasing bike amenities

- Focusing on and prioritizing active transportation users
- Connecting networks
- Increasing infrastructure
- Reinitializing alleyways and sidewalks
- Engaging with the public and partnering with stakeholders and different communities

Some respondents also provided some feedback and comments regarding the overall plan including:

- Need for stronger language in the plan
- Need for more safety improvements at conflict locations and intersections
- Need for further considerations of vandalism and theft at bicycle parking facilities
- Need to address network gaps and connectivity of routes
- Need to engage seniors and children more with active transportation

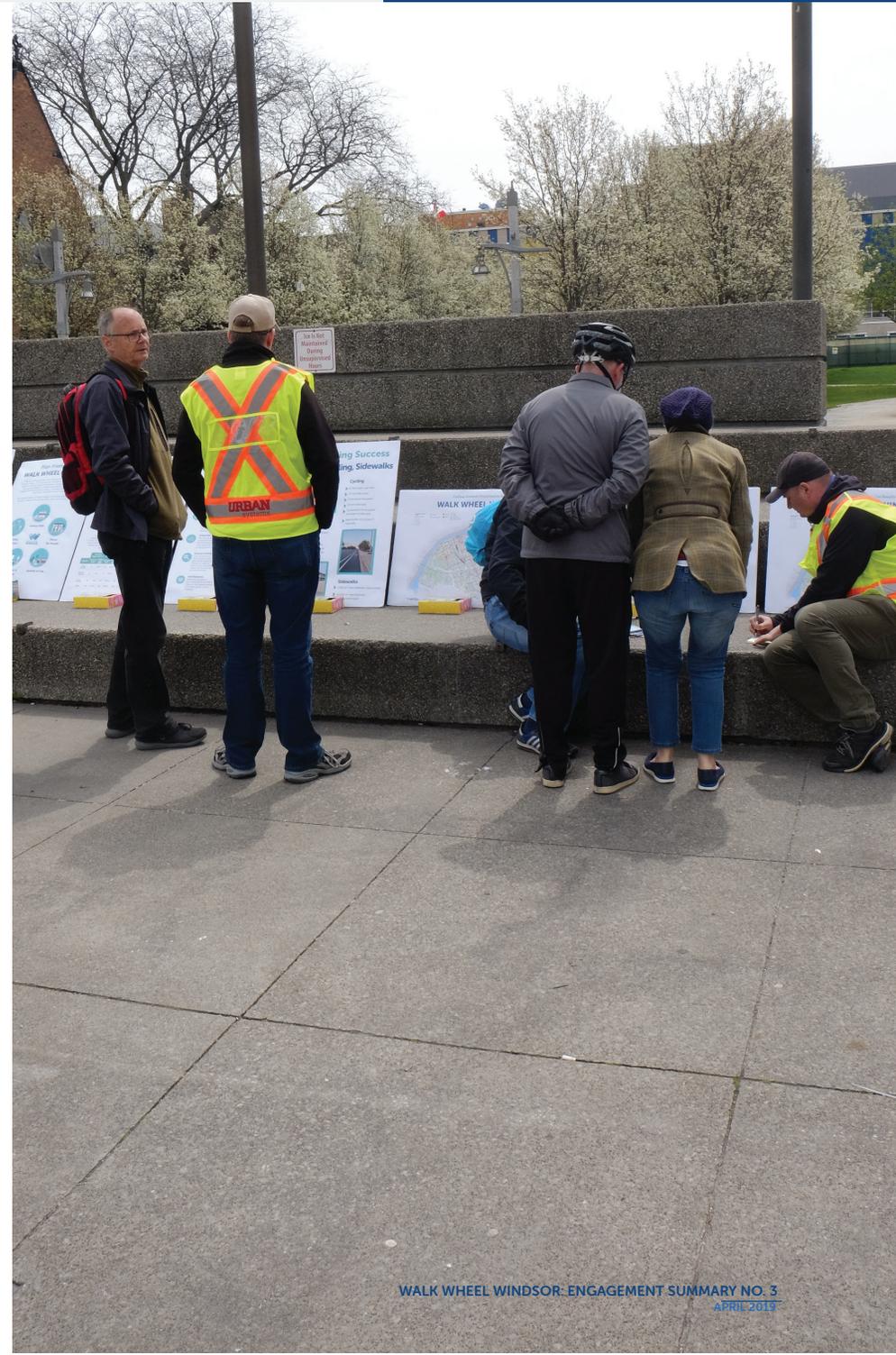
3.4.3 Community Engagement

In the final section of the survey, respondents were asked about their experience and participation during the planning process. 31% of respondents indicated that they participated in one or more engagement events and 69 percent of respondents indicated that it was their first time getting involved with the Active Transportation Master Plan.

Of the respondents that indicated that said they participated in one or more engagement events or activities, a majority of respondents reported that they enjoyed the earth day booths, open street, and pop-up bike lane events the most.

As a final question, survey respondents were asked what they enjoyed the most about the engagement and planning process. A summary of their comments are included below:

- The events were engaging, interactive, and fun for all ages
- The Walk Wheel Windsor team was friendly and informative
- The process was transparent
- There were many opportunities to get involved and be part of the visioning process Next Steps





Next Steps

This report summarizes the input received in the final round of engagement for the Walk Wheel Windsor process. Based on the feedback received, the Active Transportation Master Plan will be reviewed and refined. We look forward to sharing the final Active Transportation Master Plan in the Spring of 2019.

On behalf of the Walk Wheel Windsor team, we would like to thank all community members for their ongoing participation and valued input throughout the development of the Active Transportation Master Plan.



**WALK WHEEL
WINDSOR**