



**WALK WHEEL  
WINDSOR**

## Get involved in Walk Wheel Windsor

Help shape Windsor's  
Active Transportation Master Plan



**This is your community  
It's important that this  
plan reflects the future  
Windsorites envision!**

To ensure the public engagement  
process, we are starting sessions to  
talk about ideas for the future of  
walking, cycling, and transit in  
Windsor.

**Share your  
ideas with us.**

Take an online survey to help us  
better understand how Windsorites  
currently move around and what  
improvements would encourage  
more active travel in Windsor.  
[WalkWheelWindsor.ca](http://WalkWheelWindsor.ca)

[WalkWheelWindsor.ca](http://WalkWheelWindsor.ca)  
or call 519-253-8888 for more info  
and to book a survey. We'll be there for you!  
#WalkWheelWindsor



**ACTIVE TRANSPORTATION MASTER PLAN  
PUBLIC ENGAGEMENT SUMMARY #1 | SPRING 2018**

**THE CITY OF  
WINDSOR**  
ONTARIO, CANADA



# TABLE OF CONTENTS

**01** PART 1  
**INTRODUCTION**

**02** PART 2  
**RAISING AWARENESS**

**04** PART 3  
**SPRING 2018 ENGAGEMENT**

**60** PART 4  
**NEXT STEPS**

# INTRODUCTION

In April, 2018 the City of Windsor launched Walk Wheel Windsor an 18 month process that will result in 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. This initial round of engagement focused on building awareness for Walk

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.

## 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 first round of public engagement reached more than 4,000 residents, including:

- **8** focus groups and additional targeted engagement with diverse groups of Windsorites representing lower income, youth, families with small children, older adults, transit riders, local businesses and newcomer populations
- **30** participants at the Walk Wheel Windsor Stakeholder Workshop
- **750** interactions at official Walk Wheel Windsor launch event on Earth Day
- direct awareness building with more than **2,000** people at **13** pop-up booths held across the city
- more than **1,000** conversations at two Engagement Labs
- **1,040** 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 concepts are developed, 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 first round of public engagement:

## PRESS RELEASE

A press release was issued to local media and published on the City's website on April 5, 2018. This resulted in new articles being published by the Windsor Star, CBC Windsor and WindsoriteDOTca News.

## VIDEO

A two minute video was posted to the City's Youtube channel and Facebook page in mid-April. The video provided an overview of what Walk Wheel Windsor is, why it is important and the impact the initiative will have on how residents move around Windsor neighbourhoods.

The video received 56 views on Youtube and 411 views on Facebook.

## 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 2,500 promotion cards were handed out during the pop-up events and engagement labs. Posters were displayed in recreation facilities as well as on city buses and post secondary institutions.

## PRINT ADVERTISING

Ads were placed in the April and July issues of Snap'd Windsor and the Windsor Parks and Recreation Activity Guide spring edition. The ads were used to promote the Earth Day launch event, online survey and project website.

## SOCIAL MEDIA

Facebook ads were placed to promote the opportunities to participate in the process. The ad promoting the online survey reached more than 8,000 people. This resulted in 342 engagements including 160 clicks, 45 shares, 116 likes and 21 comments. The ad promoting the engagement labs reached more than 3,000 people and generated 109 engagements.

## PUBLIC OUTREACH

The Walk Wheel Windsor launch event at Earth Day was promoted on local community calendars including Snap'd Windsor, WindsoriteDOTca, Eyes on Windsor, CTV Windsor.

## WALK WHEEL WINDSOR BRANDED GIVEAWAYS

Promotional swag was distributed during the Earth Day launch event, including bike lights, reusable tote bags and buttons. 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.

## MOBILE ADS

Ads were placed on 50 City garbage trucks to educate residents on how to use bicycle lanes.



# SPRING 2018 ENGAGEMENT

## 3.1 Purpose of Engagement

The first round of public engagement for the Active Transportation Master Plan was held between March and July, 2018. During this four month period, the Walk Wheel Windsor team hosted a series of inclusive campaigns and events to educate, excite and spark a conversation about active transportation amongst residents.

Specifically, this round of engagement focused on gaining a better understanding of:

- why walking, biking and transit are important to residents
- how community members currently travel around Windsor for their daily routines
- what challenges people face when walking, biking and accessing transit
- how the City can improve walking, biking and transit in Windsor

## 3.2 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 first round of public engagement, as well as a snapshot of what was heard.

### 3.2.1 FOCUS GROUPS

Targeted focus groups were held at the beginning of the Walk Wheel Windsor engagement process. Held over a three day period, these sessions focused on engaging with groups that are traditionally harder to reach, including children and youth, seniors, low income community members, and new immigrants, among others. Engaging these groups early in the process allowed the project team the opportunity to identify pressing issues and challenges from the perspective of the most vulnerable groups.

An additional focus group was held with members of the business community towards the end of the first round of engagement.

#### Focus Group Details

##### Day 1: Tuesday, March 20

- **Location 1:** Drouillard Place  
**Audience:** Youth
- **Location 2:** Drouillard Place  
**Audience:** Ford City

##### Day 2: Wednesday, March 21

- **Location 1:** EarlyON Centre  
**Audience:** Children/families
- **Location 2:** Life After Fifty  
**Audience:** Older adults
- **Location 3:** Downtown Windsor Community Collaborative  
**Audience:** Downtown residents

##### Day 3: Thursday, March 22

- **Location 1:** EarlyON Centre  
**Audience:** New immigrants
- **Location 2:** Glengarry  
**Audience:** Community housing

##### Day 4: Wednesday, June 27

- **Location 1:** Atkinson Memorial Centre  
**Audience:** Business community



### 3.2.1.1 WHAT WE HEARD | FOCUS GROUPS

#### ▶ YOUTH FOCUS GROUP | KEY TAKEAWAYS

- Most youth ride the bus to school (public transit or school bus)
- A few youth walk or take their bike
- Only two of the participants had their driver's license
- When not travelling to school, most get around by bike or walking
- Youth generally feel unsafe when walking or cycling due to potholes, lack of safe infrastructure and potential for getting hit by vehicles
- Those who take public transit do not like their commute
- Sentiment that it is very expensive, and never reliable
- It's cold in the winter and there aren't any bus shelters
- Separated bike lanes that are plowed in the winter would encourage more cycling to school
- Sidewalks that don't end abruptly, crosswalks, better lighting, and winter snow removal would encourage more walking
- Transit that is more affordable and frequent would encourage more to ride the bus
- **Active transportation is important because:** "it gets teens physically and mentally more healthy. Lots of teens struggle with mental health issues and being active is helpful in working through those things"
- **Vision for the future:** "in 2025, active transportation in Windsor will be safer, on time, affordable, still horrible, maybe slightly better, cleaner"

#### ▶ FORD CITY FOCUS GROUP | KEY TAKEAWAYS

- Most commute to work by driving, some do daily errands on foot; a few ride the bus on occasion
- Those who drive say their commute is nothing special
- Those who take the bus say it is more difficult to travel north-south compared to east-west
- When the weather is nice, the bus isn't so bad. When it's cold, the bus is very uncomfortable
- Walking would be a more attractive option if sidewalks were wider, with shade, lighting, and better snow removal
- Transit would be better if routes went all over town, hours were longer (especially on Sunday) with shelters and more affordable fares
- Bike racks on buses that are available all year round would encourage more to bike
- **Active transportation is important for the future of Windsor because:** "it's good for the environment and it connects services needed by residents"
- **Vision for the future:** "in 2025, active transportation in Windsor will be 24 hours, accessible, safe, efficient, like Toronto, more connected, updated, affordable"

#### ▶ CHILDREN AND FAMILIES FOCUS GROUP | KEY TAKEAWAYS

- Parents who drive do so on average 20-30 minutes each day
- Some walk or bike depending on the weather and take the bus otherwise
- Typical to drive in the winter and walk in the summer

- Those who drive say the commute is boring and slow
- Potholes and lack of maintenance in winter are seen as important issues, e.g. makes pushing a stroller difficult
- Those who walk say lack of connectivity in the sidewalk network is dangerous
- Those who ride their bike say it's not safe due to lack of bike lanes
- Those who take the bus say it's hard when it's raining because the kids have nowhere to take shelter
- Buses are expensive compared to the level of service provided
- Convenient is the main reason for those who drive
- If transit was more affordable and frequent, participants would use it more. Bus passes for families larger than 5 would help as well
- More separated bike lanes, more bike locks, and bike lanes that are wider would encourage people to bike more often
- Wider sidewalks with proper crosswalks and better signage would make it easier to walk
- **Active Transportation in Windsor is important because** "it leads to less dependence on cars, which would reduce strain on roads"
- **Vision for the future:** "in 2025, Active Transportation in Windsor will be affordable, widespread, it won't change, bike share will be in place, cheaper for families, safer, more, better, more like Christchurch New Zealand"

#### ▶ OLDER ADULT FOCUS GROUP | KEY TAKEAWAYS

- Most drive for their daily needs; those who don't ride the bus
- Walking and cycling is mostly for recreation
- Driving is convenient but also seen as the only choice
- Public transit is seen as difficult for seniors, especially those with walkers or mobility devices
- Perception that transit drivers/operators need more empathy towards seniors
- Sidewalks are uneven and broken up, creating big tripping hazards
- In the winter, walking is essentially impossible as ice and snow are never safely removed
- Wider sidewalks that are properly cleared and intersections that are safe for walking would encourage more walking
- Transit that is more accessible and frequent, with bus shelters at every stop would make transit more attractive
- Trails systems that are more connected and safer bike lanes would encourage more cycling
- **Active transportation in Windsor is important because** "there isn't any other option"

#### ▶ DOWNTOWN RESIDENTS FOCUS GROUP | KEY TAKEAWAYS

- Most participants cycle; some bus or walk
- Some drive just for groceries but otherwise cycle
- Perception that biking is dangerous

- Transit is seen as unreliable
- Many feel unsafe crossing at intersections
- Bike lanes, educated drivers, separated bike lanes that are connected, and secure bike locks would encourage people to ride their bikes more
- Sidewalks that are well maintained would encourage more walking
- More convenient bus schedules would encourage people to ride transit more
- **Active transportation is important to the future of Windsor because** "driving is expensive, bad for the environment and bad for quality of life. Active transportation leads to happier and healthier residents
- **Vision for the future:** "in 2025, active transportation in Windsor will be: the same as today, accessible, connected, all ages and abilities"

#### **NEW IMMIGRANTS FOCUS GROUP | KEY TAKEAWAYS**

- Most walk or drive because transit is seen as unsafe
- Some talk the bus for school or shopping
- Many household have one car; some walk while their spouses take the car
- Transit is difficult to use with strollers and children, making the trip more stressful
- Accessing information on bus routes and times is difficult
- Walking is free, which is nice

- Lack of sidewalks is an issue, especially when with kids
- Need safe space for kids to ride their bike
- There are no shelters at bus stops which is uncomfortable
- **Vision for the future:** "in 2025, active transportation in Windsor will be free, with better signage and routes, bike share program, safe for families"

#### **COMMUNITY HOUSING FOCUS GROUP | KEY TAKEAWAYS**

- Most people take the bus or walk; some drive
- Traveling to work by bus is challenging. Perception that transit isn't frequent enough and if you miss it, you're going to be late for work. Bus stops don't have benches or shelters
- People would ride the bus more often if it ran 24 hours a day and had improved payment system
- People would walk more if sidewalks were cleared properly in winter
- **Active transportation is important to the future of Windsor because** "many people don't have a car and are unable to walk. It's important to accessibility"
- **Vision for the future:** "in 2025, active transportation in Windsor will be: better!"

## BUSINESS COMMUNITY FOCUS GROUP

### ACTIVITY #1: WHAT IS YOUR FAVORITE STREET IN THE WORLD

- Lombard St in San Francisco because its different, a windy street and beautifully decorated
- Santa Monica because it's a promenade. The street closed off with lots of people walking around
  - Would like to see more closed off streets in Windsor
- Maiden Lane/alley in Windsor because I like what's going on there with the bollards and benches. Its still open for traffic deliveries, but you've got restaurants, the graffiti arts, and its obviously very pedestrian friendly

### ACTIVITY #2: WHAT DOES AN IDEAL STREET LOOK LIKE IN FRONT OF YOUR BUSINESS/IN YOUR BIA?

- Ideally the street would be decorative to attract people to businesses
  - Nicely paved, smoothed, maybe decorative brick
- Need for clean, even, and safe sidewalks
- The bulb-outs add more sidewalk and patio space, and it creates atmosphere
  - However, some don't like the bulb-outs
- Pedestrian traffic on the street to add life, especially in the summer is great, with some trees, landscaping, some cobblestone
- A multipurpose road, that can be easily closed down for events or programming
  - The tunnel which makes it difficult for every street to be multipurpose, but an ideal for many other streets

- Bike racks out front
- Add parking, one way with diagonal parking;
  - It will add lots of parking and less traffic
  - Add more roundabouts

### ACTIVITY #3: ARE YOU HAPPY WITH HOW THE SIDEWALKS AND STREETS IN YOUR BIA CATCHMENT AREA CURRENTLY FUNCTION? WHY OR WHY NOT?

- Condition of sidewalks are a concern
  - Sidewalks are cracked and unappealing
  - Improved maintenance is needed
  - Accessibility an issue (e.g. those in wheelchairs)
  - Does not make the business look good
- Process to close down street is difficult -when you do close, they have gaps in the closures
  - Bureaucratic, with unrealistic requirements, a long process with the city
  - City doesn't do road closure schematics anymore
  - Recently, onus has fallen on the BIAs to do the closures

### ACTIVITY #4: WHAT MAKES YOU NERVOUS ABOUT ACTIVE TRANSPORTATION AND WALK WHEEL WINDSOR?

- Safety - if bike lanes are expanded
  - We need an education campaign, billboards, campaigns for the public about how to share the road with other people
  - Need to minimize accidents, which also add a bad, unsafe image to downtown

- Speed of traffic - particularly along Wyandotte Street where it is difficult to cross the street
- Traffic speed and volume of traffic
- Bikes are on the sidewalks, which is also dangerous
- More crosswalks are needed

#### **ACTIVITY #5: WHAT MAKES YOU EXCITED ABOUT ACTIVE TRANSPORTATION AND WALK WHEEL WINDSOR?**

- Unclear on the parameters of the master plan
- More pedestrian traffic would be great for everyone
  - In terms of traffic, if it helps having more one ways- adding more might help eliminate two way traffic
- Bike lanes should be installed when upgrades are being done
  - Criticism for not adding bike lanes on Ouellete Street
- Many young people without cars would use bike lanes to get around if they existed
- Would like to see larger setbacks, not letting the buildings go into the right of way space

#### **ACTIVITY #6: HOW CAN THE CITY OF WINDSOR SUPPORT YOU IN CREATING A MORE INVITING EXPERIENCE FOR PEDESTRIANS, CYCLISTS AND TRANSIT USERS?**

- Help to make the BIAs a destination to go to
  - Walkerville has done very well
  - Decorative items are needed to beautify
- Need for greater support from the City to support BIAs in making improvements

- Riverside looking to install decorative bike racks
- Support with capital costs when it comes to streetscape, operating costs to maintain it, urban design to create those elements
- BIAs should not be responsible for paying for street infrastructural elements
  - City should purchase bike racks and garbage bins
- Need a strategy to advertise the city as a whole
- Be proactive; fear that the great ideas to come out of Walk Wheel Windsor will be shelved and no one will do anything

#### **ACTIVITY #6: IN 2025, WALKING CYCLING AND PUBLIC TRANSIT IN WINDSOR WILL BE...**

- "Normal" -it should be a natural thing that there are as many cyclists as people and cars
  - People are walking, riding their bike to school and work
  - Windsor is not a huge place, you can bike within 20-30 minutes to your destination
  - Infrastructure needs to support this, but also lifestyle changes
- There is a disconnect between cyclist and driver education
  - cyclists also needs to know the rules of the road
- In 2025 it should be normal to take transit - in many other cities its what the middle class does
  - Improve transit experience overall - right now it comes with a stigma in Windsor

### 3.2.2 WALK WHEEL WINDSOR STAKEHOLDER WORKSHOP

On March 22, 30 stakeholders and community leaders participated in the first stakeholder workshop as part of the engagement process. The workshop provided an opportunity for stakeholders to learn more about Walk Wheel Windsor and discuss the current state of active transportation in Windsor.

The stakeholders in attendance represented a diversity of interests and perspectives, including seniors, post-secondary, persons with disabilities, and the business community.

The workshop was designed to be highly participatory, with only a brief 30-minute presentation outlining the current state of active transportation in Windsor at the beginning of the session.

Following the presentation, stakeholders participated in two 50-minute rotating group discussions. For each discussion period, participants rotated between six discussion topics, visiting three in each round. All conversations were recorded by a dedicated tabletop facilitator. The discussion topics included:

#### DISCUSSION GROUP ONE

1. Pedestrian Network
2. Pathways and trails
3. Bike parking and end-of-trip facilities
4. The business lens
5. Children, youth and safe routes to school
6. Education, awareness and promotion

#### DISCUSSION GROUP TWO

1. Cycling network
2. Transit integration
3. Placemaking, wayfinding and amenities
4. Universal accessibility
5. Older adults
6. Maintenance and snow removal

The Walk Bike Rally finished with participants completing a workshop exit survey.

#### Launch Event Details

**Sunday, April 22**

- **Location:** WFCU Centre
- **Timing:** 4:00 - 6:30 p.m.

### 3.2.2.1 WHAT WE HEARD | GROUP DISCUSSION ONE

#### TOPIC ONE | PEDESTRIAN NETWORK

- Examples of good sidewalks:
  - Alexander Park
  - Great Western Park
  - Centennial Park
  - Near St. Clair College - Windsor Campus: Lots of sidewalks
- Opportunities for sidewalk improvements:
  - Amenities needed along Riverfront Trail
  - Near Cabana Road E and Provincial Road: No sidewalk, high volumes/speeds
  - Devonshire Mall: Mall Driveway: No pedestrian signal
  - Near Dougall Avenue and Ouellette Place: No sidewalk
  - Walker Road and Foster Avenue: No pedestrian infrastructure

- Forest Glade: New development has no sidewalks, need for neighbourhood connections.
  - Lauzon Pkwy south of E.C. Row Expy: No pedestrian/bike route
  - Jefferson Boulevard: High speeds, limited sidewalks, difficult to cross at Rose Avenue
  - Dougall Road at E.C. Row Expressway: Very narrow, lots of people but not a lot of options (four dots – large focus here)
  - Walker Road near Airport: Can't walk here, continuous sidewalk needed, Busy, no infrastructure, important street
  - Walker Road, Cabana Road E, and Provincial Road: lots of businesses, gaps in sidewalk at Cabana Road E
  - South Windsor: New Development needs sidewalks on both sides
  - Tecumseh Road W near Huron Church Road: Safety improvements needed, high truck traffic, signal timing not long enough, close to schools, lots of people driving, no light or crossing, train track crossings at VIA Rail Station
  - Crossing at Walker Road and Foster Avenue
  - Crossing at Walker Road and Airport Road
  - Crossing at Walker Road and St. Julien Avenue
  - Crossing at Cabana Road and Dominion Boulevard
  - Crossing at Cabana Road and Dougall Avenue
  - Cabana/Division – limited connection to Walker Road shops
  - St. Clair and Cabana – breakdown of infrastructure: schools should have proper infrastructure
- Need improved lighting, benches, washrooms, trash bins/ recycling



- Neighbourhood pathways – connecting to community amenities and adjoining neighbourhoods and store
  - Needs to be adequate for accessibility so that wheelchairs are not forced onto the roadway
    - Consistency in textured paths for people with disabilities
  - Sidewalks marked properly for the blind
  - People need to feel comfortable – alleyway fires are an issue
  - More road crossing opportunities
    - Review crossing time on lights (Lauzon, Tecumseh, Howard)
    - Need clearly marked pedestrian crosswalks
    - Consider flashing lights at pedestrian crossings
    - Education for crosswalks – can't put flashers at every crosswalk
  - Signage – needs to be clear and user friendly (font size/photo)
    - Provide maps of paths at paths
  - Pedestrian network should connect to schools better
  - Snow on areas with no sidewalks creates very hazardous conditions
  - Need to improve connections to neighbouring municipalities
- TOPIC TWO | PATHWAYS AND TRAILS**
- Examples of good pathways/trails:
    - Herb Gray Parkway trail near St. Clair College
    - Lake Como Park / Lake Trail Park / Lake Grande Park
    - Waterfront Trail
  - Howard Park / Brookview Park / Jennifer Park / Udine Park
  - Riverside Kiwanis Park
  - Riverfront Trail near Crawford Avenue
  - Riverfront Trail near Campbell Ave
  - Grand Marais Drain Trail
  - Southwood lakes (good pedestrian network)
  - Ganatchio Trail
  - Opportunity for pathway/trail improvements:
    - Near Howard Avenue at Maguire Street
    - E.C. Row Expressway at Dougall Avenue
    - Windsor Loop near Shawnee Park: Gap in trail
    - Catherine Street and Parkview Avenue: Walking trail needed
    - Aspen Lake: Loss of cross country ski trails
    - TransCanada Trail near Sand Point Beach: Dog feces along trail, concerns for pedestrians from bikes/skateboards
    - TransCanada Trail near Lauzon Road: Too much traffic, broken concrete
    - Braille Trail to be included into designs
    - Gap in Central Windsor with no facilities
    - Gap at railway crossing at South Cameron and Howard
    - Trails by Devonshire Mall need pedestrian signage at EB off-ramp and other intersection
    - Loss of trails in the Lauzon area
    - Connectivity from Jefferson to Central (Windsor LOOP)
  - No rest area/benches, shade, or water fountains along trails



- Trails should be accessible for all users (e.g. visually impaired)
- Connect large gaps in collaboration with train system
- Connect facilities to Parks
- Use trails to connect businesses and tours through neighbourhoods wayfinding supporting communities)
- Have to go out of the way to use existing routes for commuting

### **TOPIC THREE | BIKE PARKING AND END-OF-TRIP FACILITIES**

- Limited bike parking so need to plan where to park downtown before leaving
- Bike theft big concern
  - Consider visible cameras limited benefit)
  - Secure bike lockers recommended
  - Parking garages consider two spaces in cage with locking system - maybe a monthly pass
- Bike rack location in high visibility – plain view (assistance from WPS when choosing location)
- Willing to walk further for heightened security for longer term parking (Downtown mostly)
- “Art” rack – if there is a correlation between reduced theft and attractive parking with nearby seating
  - Suggested locations: arenas, community centres, schools
- More fix-it stations needed like Wilistead Park/Optimist)
- Business owners expressing concerns for process to use public right-of-way for bike parking
- Some bike racks not bolted to ground
- Install bike racks at transit shelters/stops
- Improved spacing of bike parking
- When encouraging residents to ride to a destination/event there should be parking
- Business could consider rewarding staff arriving by bike
- Bike parking policy should not push the cost onto a business
- End-of-trip facilities:
  - Demand for end of trip will increase with more facilities connected
  - Water/ fill stations or fountain needed, especially along trails
  - Showers at work
  - What can municipalities do to encourage private industry to provide?
  - “Shower pass” at municipal facilities with showers/change rooms
- Educate how to register a bike and properly lock a bike
  - Quality of lock makes a difference (U-lock)
- Business renting bikes on location (at destinations) – bike share stations
- Use vacant buildings city owned for bike parking facility and add fix-it repair while you’re at work
- Resource on website with request a bike parking location
- Hospitals could offer secure bike parking for patrons/visitors

#### TOPIC FOUR | THE BUSINESS LENS

- Install more bike racks: simplify the process to do this
- North America needs to adjust mind frame/mentality – bicyclists are customers and will spend money
  - Make it attractive to bicyclists
  - Create views, patios
- Create visually appealing streets with trees, no traffic, street furniture, replace some PKG spots with bike racks
- Parking should not be reduced to accommodate bike lanes
  - Remove vehicle travel lanes instead e.g. 1 parking lane, 1 bike lane, 1 vehicle lane
  - Reduce vehicle lanes each way
- Open street event should happen more than once/twice a year
- Routing cyclists out of business area is bad for business
- Need to slow cars down
- Connectivity:
  - Bus, cycling, businesses
  - Train station (bus connection) does not exist
- More wayfinding is needed
  - Where to access transit
  - How to find businesses
  - Ensure signage is accessible (e.g. appropriate colours)
- Improve maintenance of garbage bins (e.g. near bus stops)

#### TOPIC FIVE | CHILDREN, YOUTH AND SAFE ROUTES TO SCHOOL

- Majority are driven to school - need to encourage walking and biking
  - Parents are afraid to let their kids walk
  - Lack of infrastructure
  - Parents don't want children to be alone at young age
  - Explore walking school buses or walk/bike to school days?
- Sandwich – a lot of walkers to school, Walkerville
  - Need a connection between Sandwich and Walkerville
- Speeding on University Avenue an issue
- Lack of crossing guards - explore student crossing guards
- Painting crosswalks would be beneficial
- Store fronts make for friendly walking environments
- Making paths connect to schools
- Bike theft is an issue - need strategy to improve safety
  - No adequate bike parking
  - Bike racks and bike rentals for people (city based)
  - Art bike racks or themed bike racks
- Separated bike lane for safety
- Parents crowding schools with cars and buses
- Bike lanes between curb and parked cars
- Intersection design for bikes i.e. bike boxes
  - Most accidents are at intersections
- Problem with consolidation of schools and recreation centres

## TOPIC SIX | EDUCATION, AWARENESS AND PROMOTION

- Target education/promotion to demographic groups:
  - Kids, start with schools – culture shift - more in all schools (need incentives for principles to implement programs)
  - Parents of students – safe route to school
  - People with disabilities
  - New Canadians – get them to understand how to use transit, providing options for bikes as a form of transportation
  - Target commuters – active transportation vs. recreation
  - Developers – site design, accessibility
  - Cyclists
- Is there a need for road safety skills/campaigns to educate road users?
  - Public education, using transit- education for competing rights for people with disabilities
  - Additional resources for disabilities (shared with general public as well)
  - Educate cyclists about rules of the roads
  - Need for all road users to follow the rules of the road
  - Police talk about real statistics
- Need a strategy to educate users about cycling network (e.g. online maps, module apps, public service announcements)
- Consider programs or initiatives get people excited about walking, cycling and transit (mode shift)



- Make driving less attractive, lower transit costs, increase parking rates
- New infrastructure
- Walking school buses
- Free transit for kids
- Spread discounts from businesses to cyclists
- Increase enforcement for all users - enforcement is the key
  - Enforcement "blitz" (e.g. riding on sidewalk)
- Don't "cross the track" was everywhere = successful
- Billboard campaign (but who funds? – Collaborative effort, city, health)
- Positive messaging about all the benefits
- Consider "Nice Bike Program" (Minn. USA)
- Need ready made tools for businesses
- Need to make the case for active transportation to business
- Bike passport with BIA:
  - Encourages people using alternative modes
  - Raise awareness to businesses that not all people drive
  - Educate business that there are incentives to active transportation
- Bus advertisement – in buses and shelters

### 3.2.2.2 WHAT WE HEARD | GROUP DISCUSSION TWO

#### TOPIC ONE | CYCLING NETWORK

- Examples of good bike routes:
  - Caron Avenue Pumping Station Park
  - Bert Weeks Memorial Gardens
  - Riverside Drive E at Drouillard Road
  - Riverside Kiwanis Park Trails
  - Path parallel to Grand Marais Road E (Howard, Brookview, Jennifer, and Udine Parks)
- Opportunity for cycling network improvements:
  - Walker Road near Melinda Avenue
  - Walker Road near Somme Avenue
  - Walker Road near Seneca Street
  - Dougall Avenue near S Cameron Blvd
  - Riverside Drive W near Ambassador Bridge
  - Riverside Drive E near Jefferson Boulevard
  - Riverside Drive E near Riverdale Avenue
  - Ouellette Avenue and Giles Boulevard E
  - Ouellette Avenue and Wyandotte Street W/E
  - Alexander Park
  - Lauzon Pkwy south of E.C. Row Expy: no ped/bike route
  - St. Clair College - Windsor Campus: cycling connections needed

- South Windsor has limited north/south connection
- No bike lanes connecting new Gordie Howe Bridge
- Walker is a major active transportation disaster
- Isolated cycling connecting St. Clair College/South Windsor
- University Avenue and College Avenue have large young population – capitalize on this
- Develop area of new hospital infrastructure with active transportation in mind
- Devonshire Mall – no safe cycling Howard/Division intersection
- Bike lane stops at Dominion and Northwood
- Riverside is beautiful bus doesn't continue (East was slotted to get bike lanes in BUMP)
- Existing bike lanes are minimal – want complete separation between cars and bikes
- New construction – lack of connectivity to other bike lanes (missed opportunities)
- More collaboration with adjacent municipalities to expand network
- Strategy needed shift mindsets to cycle for work – not just recreational
- Access to downtown is difficult – no cycling infrastructure downtown
- Need properly signed routes
  - Indicate level of biking skill (family vs. commuter)

- Intersections are problematic – consider directional paint
- Often cyclists need to cross the street to continue travelling
- Biking stops short of downtown
  - Identified opportunities BUMP Giles/Ouellette
- Connect cycle lanes to trails/parks

## ▶ TOPIC TWO | TRANSIT INTEGRATION

- Increased frequency (1 hour wait on Sundays)
  - Quicker to walk than take bus at times
  - Timing and connectivity of routes (large wait times if bus is missed)
  - Need increased frequency similar to Toronto
- Need to listen to commuters instead of politicians (make politicians ride buses)
- More opportunities to get onto bus
- Make accessible signs different colour and more convenient
  - Finding bus stops as blind person to using tactile (more touch instead of visible)
- Schedules hard to understand
- More connections to Devonshire Mall
- Lack of E-W connections
- Make bus stops at more appealing locations (grocery, businesses, etc.)
- Transit needs to go to facilities like hospitals

- Make bus stops more comfortable
  - All bus stops should have a sidewalk
  - Well-lit
  - Transit stops aren't shoveled during the winter
- Enticing new users will promote additional change
- Bike parking at bus stops
- Transit shouldn't be seen as a 2nd class mode of transportation
- Ease of access (passes and cards) with bike share and transit:
  - Make active transportation act as one unit (one pass)
  - Include bike lockers, car parking, transit
- Connections to the Old Castle areas (additional frequency at beginning and end of shifts)
- Connecting buses to the train station and airport
  - Need additional bike parking at terminals
- Emission-free buses in Windsor (idling buses are an issue) - is an issue with school buses, not city buses
- Parents feel unsafe having kids walk to bus stop and school
- Free public transportation should be considered
- Immigrants have issues leaning the transit systems

### ▶ TOPIC THREE | PLACEMAKING, WAYFINDING, AND AMENITIES

- Examples of good placemaking:
  - Wyandotte Street E near Gladstone Avenue
  - Erie Street E near Parent Avenue
- Opportunity for placemaking improvements:
  - Sandwich South area
  - Walkerville area: Some existing wayfinding but not much else
  - Olde Sandwich Towne BIA
    - Not a lot currently, blank slate, big hill
    - Don't know where you are - No branding.
- CPTED: makes people feel safe
- Residential density: more people = a place people want to stay
- Look for grant opportunities
- Little things matter
- Creates PRIDE in neighbourhood
- Revitalize downtown - create places to visit then build the wayfinding
- The Z Lot (Detroit) is a good example of activated alleyways
- Community-led revitalization and branding
- Make Windsor different from Detroit
- Sticker campaign to promote services
- Walk times, map with walkshed (5 and 10 minutes walks)

- Wayfinding should show what's nearby
- Wayfinding to bus terminal and other important destinations
- Riverfront Trail especially needs this type of wayfinding. "No idea what's around you."
- Connectivity between BIAs. Wayfinding to link them together.
- Current signage directs to tunnel or casino – no mention of anything else
- Apps/GPS: easy to share the info
- Need a new Transit app
- Wayfinding should show amenities along the pathway
- Multi-lingual: change language. Increase diversity. Universal symbols

#### TOPIC FOUR | UNIVERSAL ACCESSIBILITY

This discussion topic involved user profile brainstorming. Several user profiles were created and participants asked to brainstorm from each user's perspective what barriers they may experience and what could be done to address the barriers.

- **Camila:** 20 years old, University of Windsor Student, Female, Newcomer, English is a second language, depends on transit and walking to get around
  - Need bus stop close to destination
  - Map/information
  - Female = more vulnerable
  - Safe area
  - Snow removal



- **John:** 81 years old, Retired, Male, Lives alone, Aging at home, Socializes at the local YMCA, walks for most small errands and drives for longer distances
  - Health issues – vision, hearing (audible aids), walking
  - Provide accessible vans, taxis without having to wait for a long time
  - Meals on wheels
  - Advise John of available services
- **Marisa:** 58 Years old, Works from home, Female, Uses a mobility device to get around, Depends on accessible taxi's for transportation to her son's home across the city
  - Limited number of acc. taxi and cost is a barrier
  - Sidewalks/roads/lighting important to user
  - Access to bus stop important to user
  - Need for accessible ramps
- **Omar:** 8 Years old, Male, Grade 3 student, Walks to school with his older sister, Parents drive him to soccer practice
  - Needs safe pathways (continuous) that are direct (shortest route)
  - Accessible transportation to destination
- **Sven:** 32 Years old, Male, Doctor, rides his bike to and from work, Lives alone, Likes to party on weekends
  - Safe way to reach destination (work) on bike
  - Frequency of transit – Windsor buses on weekends
  - Improve routes and frequency (nights, weekends) for buses
- **Francis:** 41 Years old, Male, Blind, Doesn't leave the home very much, relies on a caregiver to help him move about his neighbourhood
  - More audible pedestrian signals – need budget
  - Wayfinding marks
  - Add tactile textured surface to curb letdowns
  - Place street furniture off sidewalks remove obstacles
  - More lighting
  - Transit Windsor should not charge money for a support person
  - Change colours of signage

#### ▶ TOPIC FIVE | OLDER ADULTS

- Shelters needed at bus stops
- Bus schedules spread out
- Sidewalk maintenance needs to be improved
  - Walkability during the winter months in BIA's
  - Contract out snow clearing in BIA's
- Has to look safe and be safe (e.g. lights, benches)
- Lack of safe routes for older adults
- Crossing times are often too short
- Seniors need a place to gather safe, lit) – fitness trails
- Walkway at Reaume Park – fear of being run over
- Trail maps with washroom facilities



- Prevent segregation and loneliness but encourage independence
- Easy access to the places people want to go
- Education:
  - Community classes for seniors
  - Perception that it is safer to ride against traffic (misconceptions about rules of the road)
  - Group rides for seniors
  - Intimidating to buy or use bikes

#### **TOPIC SIX | MAINTENANCE AND SNOW REMOVAL**

- Important in all season (especially winter)
- Need stronger enforcement for property owners to clear sidewalks in winter
- Consider changing policy regarding “depth” for transit stop cleaning
- Prioritizing residential/local streets as a low priority eliminates network for year-round cycling
- Freeze/thaw challenges that impact the daily conditions
- Accessible needs are not seasonal
- Snow Angels are a great resource
- Maintenance equipment – heavy vehicles using trails are causing damage
- Transit stops – cannot access them – windrows and getting on bus. WCR need to be cleared, stops need to be cleared without depth limit
- Consider alternatives to salting: can sand be used instead
- Cycling facilities treated as low priority for maintenance, reconsider priority to encourage active transit
- Specialty windrow equipment – side blade to stop snow at driveways
- On-street parking during snow removal activities leaving streets unwalkable
- LOS to facilitate year round cycling – How do you accommodate those whose only mode choice is active?
- Potholes are creating challenges for cyclists
- Include bus drivers in pothole reporting
- Cycling condition inspections by cyclists

### 3.2.3 EARTH DAY LAUNCH EVENT

An official public launch event was held on Earth Day to raise awareness for the Walk Wheel Windsor plan and online survey. Several interactive activities were also set-up to engage Windsor residents of all ages, including:

#### SO, TELL US... ENGAGEMENT BOARD

This activity provided an opportunity for participants to express what makes walking, biking and transit in Windsor enjoyable as well as what makes using these modes of transportation difficult.

#### PIPE CLEANER VOTING ACTIVITY

Participants were invited to identify what the City could do to make walking, cycling and transit easier for them. A list of four options were suggested for each mode of transportation, with participants ask to drop a pipe cleaner into the bucket they feel the city should prioritize (one for each mode of transportation).

Approximately 750 interactions took place during this event.

#### Launch Event Details

**Sunday, April 22**

- **Location:** Malden Park  
**Timing:** 10:00 a.m. - 3:00 p.m.

#### 3.2.3.1 WHAT WE HEARD | SO, TELL US... ENGAGEMENT BOARD

The following is a snapshot of what was heard:

##### ▶ ENJOYABLE | 19 COMMENTS PROVIDED

- Climate and geography are ideal for biking
- Walking is good exercise
- I can bring my stroller onto the bus
- Walking is multi-cultural
- Downtown vibe is enjoyable to walk in
- Trail network is connected and easy to use

##### ▶ DIFFICULT | 49 COMMENTS PROVIDED

- Some bike lanes end at intersections
- Bike parking! Corrals and secure bike parking downtown aren't available
- Biking isn't safe on busy roads
- Need to have a more connected sidewalk network
- Need more garbage cans along the trails
- Lack of washrooms along the walk/bike trails
- Bus stops aren't located in convenient places
- Bike lanes don't form a grid or network
- Bus service is not reliable
- Awareness, education for everyone so people share the roads safely

#### 3.2.3.2 WHAT WE HEARD | PIPE CLEANER VOTING

In terms of priorities for walking, **connected sidewalks**, meaning sidewalks on both sides of the street, was identified as a top priority by **40%** of those who took part in this activity.

**On-street bike lanes** was identified as the top priority to make biking easier by **39%** of participants, followed closely by **off-street pathways (37%)**.

When it comes to transit, integration with walking and cycling was identified as the top priority by 42% of participants.

**RESULTS FOR WALKING** 

To make walking easier for me, Windsor should prioritize

**88/314 VOTES**

**Connected sidewalks**

Sidewalks on all streets

**124/314 VOTES**

To make walking easier for me, Windsor should prioritize

**Enhanced crosswalks**

Signals, timing, markings, etc.

To make walking easier for me, Windsor should prioritize

**45/314 VOTES**

**Sidewalk maintenance**

Potholes, snow plowing, etc.

**57/314 VOTES**

To make walking easier for me, Windsor should prioritize

**Street amenities**

Benches, trees, lighting, etc.

**RESULTS FOR BIKING** 

To make biking easier for me, Windsor should prioritize

**125/340 VOTES**

**On-street bike routes**

Protected and connected

**131/340 VOTES**

To make biking easier for me, Windsor should prioritize

**Off-street pathways**

Accessible and connected

To make biking easier for me, Windsor should prioritize

**41/340 VOTES**

**Secure bike parking**

Bike racks, showers/lockers, etc.

**43/340 VOTES**

To make biking easier for me, Windsor should prioritize

**Maintenance on bike routes**

Potholes, snow plowing, etc.

**RESULTS FOR TRANSIT** 

To make taking transit easier for me, Windsor should prioritize

**76/325 VOTES**

**Integrating walking, biking and transit**

Bike parking at exchanges, sidewalk connections to bus stops, etc.

**138/325 VOTES**

To make taking transit easier for me, Windsor should prioritize

**Bus shelters**

Build more, improve existing

To make taking transit easier for me, Windsor should prioritize

**54/325 VOTES**

**Accessible buses & stops**

Snow plowing, ramps, etc.

**57/325 VOTES**

To make taking transit easier for me, Windsor should prioritize

**Improved customer experience**

Information at bus stops, lighting, etc.



### 3.2.4 POP-UP BOOTHS

In May and June the Walk Wheel Windsor team set-up pop-up booths at 13 locations throughout the City. Reaching each Ward within the city, locations were selected based on areas with high foot traffic and a diversity of residents.

The pop-ups were used designed to spread awareness for the project and more specifically, the opportunities to provide input.

These pop-up events resulted in more than 2,000 interactions.

#### Pop-up Details

##### Friday, May 25

- Tim Hortons 2854 Howard Avenue  
Timing: 2:00-3:00 p.m.  
Ward: 10
- University of Windsor  
Timing: 3:30-5:30 p.m.  
Ward: 2
- Walkerville Night Market  
Timing: 6:00-8:00 p.m.  
Ward: 4

##### Saturday, May 26

- Downtown Windsor Farmers Market  
Timing: 8:00-10:00 a.m.  
Ward: 3

##### Saturday, May 26 (continued)

- Ojibway Prairie Nature Reserve  
Timing: 10:30-12:30 p.m.  
Ward: 1
- City of Windsor 126<sup>th</sup> Birthday Celebration & Annual Mayor's Walk  
Timing: 10:00-2:00 p.m.  
Ward: 3

##### Sunday, June 10

- Essex-Windsor Solid Waste Authority Open House  
Timing: 10:00-2:00 p.m.  
Ward: 5

##### Saturday, June 16

- Walker Homesite Bike Path  
Timing: 10:30-12:30 p.m.  
Ward: 9
- Bridgeview Public Library  
Timing: 1:30-3:30 p.m.  
Ward: 2

##### Sunday, June 17

- Riverside Farmers Market  
Timing: 10:00-10:30 a.m.  
Wards: 7
- Ganatchio Trail  
Timing: 10:30-2:00 p.m.  
Wards: 6/7
- YMCA Windsor  
Timing: 10:00-2:00 p.m.  
Ward: 5
- Tecumseh Mall  
Timing: 1:30-3:30 p.m.  
Ward: 8

##### Monday, June 25

- Fireworks Festival  
Timing: 5:00-8:00 p.m.  
Wards: 3/4/5/9

### 3.2.5 ENGAGEMENT LABS + TARGETED ENGAGEMENT

Two engagement labs were held at the end of June to close out the first round of engagement. The engagement labs were held at the WFCU Centre during the annual Meet-A-Machine event and at Devonshire Mall. These locations were selected to target residents where they are, as opposed to having them come to the City.

The purpose of the engagement labs was to provide a flexible and informal avenue for residents to learn about Walk Wheel Windsor and provide input on the future of active transportation in the city.

Both labs featured background information panels and a number of interactive activities for residents to participate in, including:

#### BICYCLE NETWORK EVALUATION

Participants placed molding clay onto a vinyl map of Windsor's bicycle facilities, identifying where they bike to, what bike routes they take, and areas where they would like to bike but can't.

#### DOTMOCRACY ACTIVITY

Participants were asked to indicate what would encourage them to walk, bike, or take transit more often. Several options were provided with participants able to select three options. For each mode, participants were also asked to identify their top three

concerns from a list of options. Participants also were asked to describe what a pedestrian/bike/transit-friendly city looks like.

#### PIPE CLEANER VOTING ACTIVITY

Participants were invited to identify what the City could do to make walking, cycling and transit easier for them. A list of four options were suggested for each mode of transportation, with participants ask to drop a pipe cleaner into the bucket they feel the City should prioritize (one for each mode of transportation).

#### FEEDBACK STATION

Participants were invited to complete the online survey at a feedback station. iPads and hardcopies of the survey were available, along with postcards where participants could write what excites them the most about Walk Wheel Windsor.

In total, 1,000 conversations took place during the labs.

In addition to the engagement labs, three targeted engagement events were held on June 26 and 27, targeting demographics that are typically under represented in processes such as this. The events featured the dotmocracy, pipe cleaner voting and postcard activities. **For ease of reporting, the results of these activities have been combined with the engagement labs input.**

#### Engagement Lab Details

##### Saturday, June 23

- WFCU Centre  
(Meet-A-Machine event)  
Timing: 10:00-2:00 p.m.

##### Sunday, June 24

- Devonshire Mall  
Timing: 11:00-3:30 p.m.

#### Targeted Engagement Details

##### Tuesday, June 26

- Main Transit Terminal  
Timing: 8:00-10:00 a.m.

##### Wednesday, June 27

- Life After Fifty  
Timing: 12:30-2:30 p.m.
- Windsor City Hall  
Timing: 2:30-4:30 p.m.

### 3.2.5.1 WHAT WE HEARD | BICYCLE NETWORK EVALUATION

#### MEET-A-MACHINE



FIGURE 1 - MEET-A-MACHINE BICYCLE NETWORK EVALUATION INPUT

Some of the key points indicated on the map were:

- Existing bike routes used by participants include:
  - Malden Road bike lane, north of Continental Avenue
  - Morningstar Avenue from Firgrove Drive to McHugh Street
  - Lakeshore Woods (across sport fields)
  - Randolph Avenue south of Totten Street

- Challenging routes and intersections include:
  - Trail crossing Huron Church Road at Grand Marais Road
  - Edgar Street at Jefferson Boulevard
  - Gladstone Avenue and Riverside Drive E
  - Dougall Avenue near Dougall Station
  - Howard Avenue and Division Road/S Cameron Boulevard
  - Provincial Road and Cabana Road E
  - Riverside Public Library
  - Herman Academy area (Guy Street east of Bernard Road)
  - David Maxwell Public School
  - Lincoln Road from Shepherd Street E to Riverside Drive E
  - Campbell Avenue from Taylor Avenue to Curry Avenue
  - Dominion Boulevard from Totten Street to Labelle Street
- Desired bike routes for cycling include:
  - Ojibway Pkwy from Morton Drive to John B Avenue
  - Route along rail ROW: north from Tecumseh Rd W and east along Giles Blvd W up to Bruce Avenue, crossing over the CPR tracks
  - Loop: Garden Ct Drive to Homedale Blvd to Edgar Street
- Destinations for cycling include:
  - Spring Garden Playground, south of Fazio Drive
  - Malden Park
  - Art Gallery of Windsor area
  - Festival Plaza area
  - Division Rd and Marentette Avenue

## DEVONSHIRE MALL



FIGURE 2 - DEVONSHIRE MALL BICYCLE NETWORK EVALUATION INPUT

Some of the key points indicated on the map were:

- Existing bike routes used by participants include:
  - Northwood Street: Randolph Avenue to Dandurand Boulevard
  - Ouellette Avenue: Liberty Street to Medina Street
  - Cabana Road: Granada Avenue to Howard Avenue
  - Campbell Avenue: College Avenue to Taylor Avenue
  - Riverside Drive Pathway: Bridge Avenue to Parent Avenue
  - McHugh Street: Florence Avenue and Clover Avenue
- Challenging routes and intersections include:
  - Cabana Road W from California Avenue to McGraw Avenue
  - Dominion Boulevard from Cabana Road W to Richardie Boulevard
  - Dougall Avenue from S Cameron Boulevard north, turning onto Ouellette Pl. and Ouellette Avenue, up to Eugenie Street E
  - Tecumseh Road E from Chrysler Centre to Meldrum Road
  - Kildare Road from Tecumseh Road E to Durham Pl.
  - Howard Avenue between Charles Street and Vanier Street
  - Stanley Street between Remington Avenue and Lillian Avenue
  - Northwood Street between Mark Avenue and Dominion Boulevard
  - Riverside Drive E between Ford Boulevard and Street Rose Avenue
  - South Street and College Avenue/Crowley Park pathway
  - Lauzon Pkwy. between train tracks (Tecumseh Mall) and Enterprise Way
- Desired bike routes for cycling include:
  - Tecumseh Road E and Walker Road
  - Tecumseh Road E between Rossini Boulevard and Pillette Road
  - Tecumseh Road E at Rose-Ville Garden Drive
  - Wyandotte Dt. E at Glengarry Avenue
  - Drouillard Road from Riverside Drive E to Seminole Street, continuing along Seminole Street to Ford (Central Avenue)

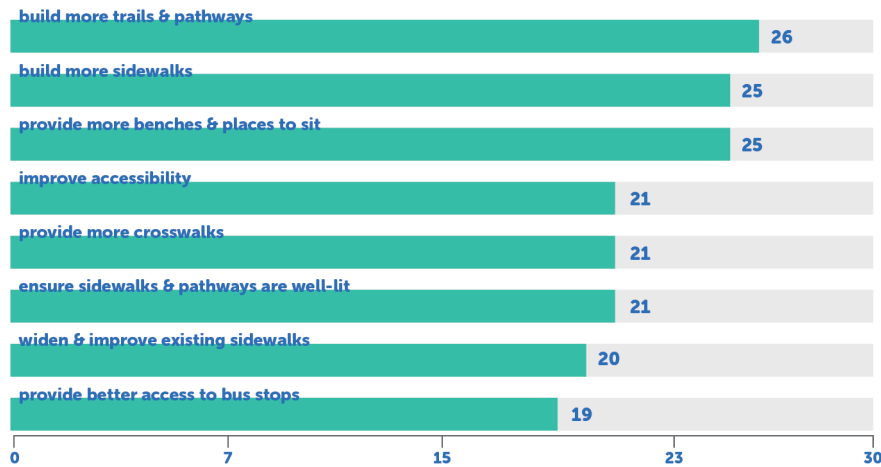




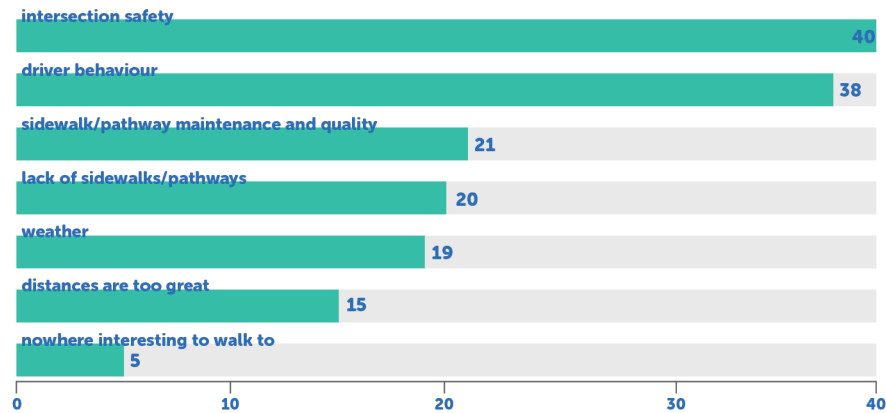


### 3.2.5.2 WHAT WE HEARD | DOTMOCRACY ACTIVITY

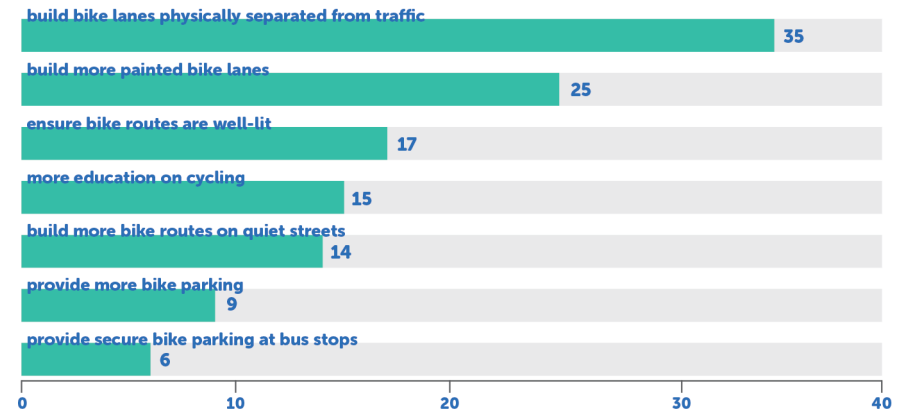
#### ▶ WHAT WOULD ENCOURAGE YOU TO WALK MORE?



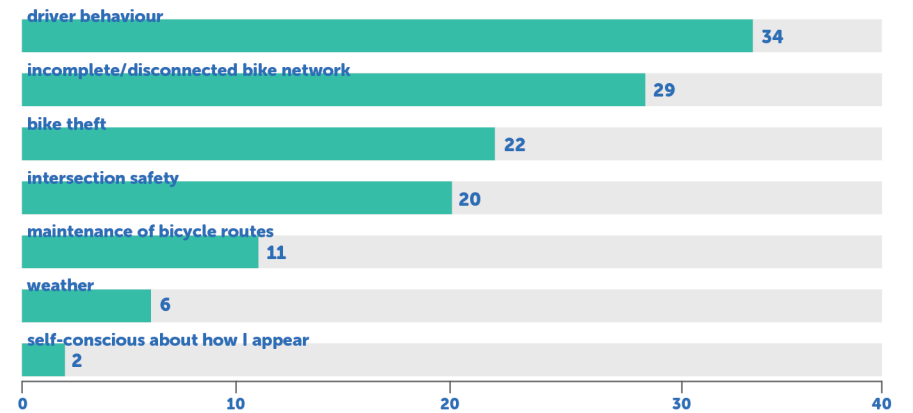
#### ▶ WHAT ARE YOUR TOP CONCERNS FOR WALKING?



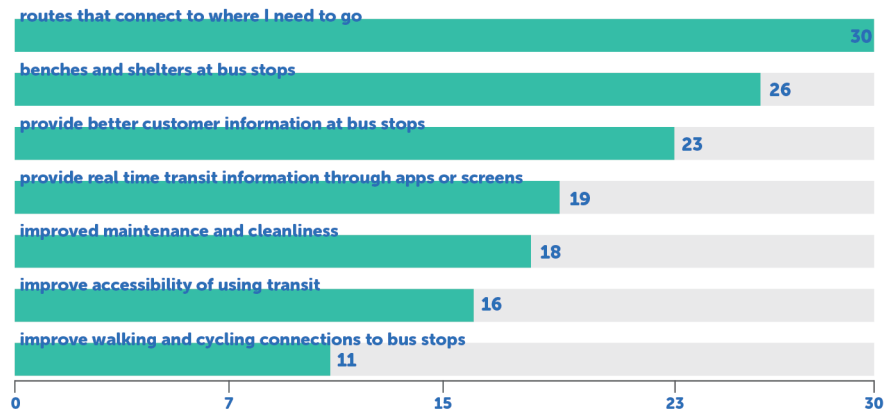
#### ▶ WHAT WOULD ENCOURAGE YOU TO BIKE MORE?



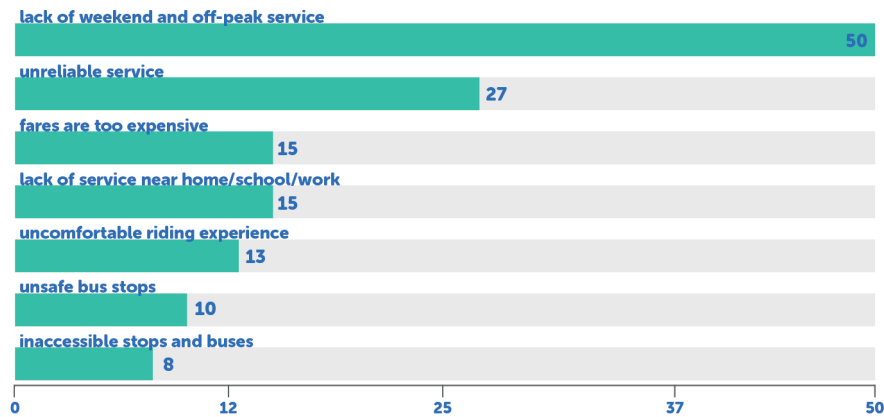
#### ▶ WHAT ARE YOUR TOP CONCERNS FOR BIKING?



### ▶ WHAT WOULD ENCOURAGE YOU TO TAKE TRANSIT MORE?



### ▶ WHAT ARE YOUR TOP CONCERNS FOR TRANSIT?



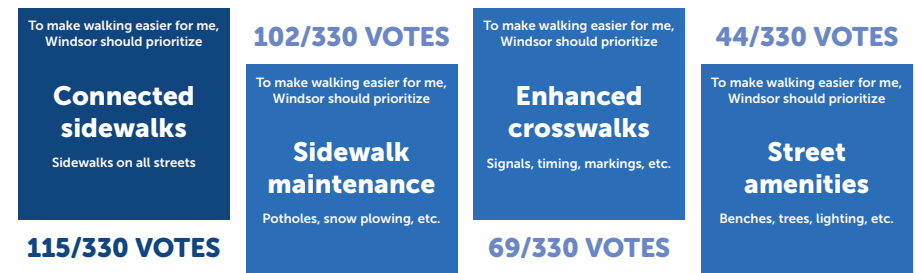
### 3.2.5.3 WHAT WE HEARD | PIPE CLEANER VOTING ACTIVITY

Similar to the results of the pipe cleaner voting activity at Earth Day, **connected sidewalks** was identified as a top priority for walking by **35%** of those who took part in this activity at the engagement labs and during targeted engagement.

**Off-street bike lanes** was identified as the top priority for making biking easier by **39%** of participants.

When it comes to transit, **integration with walking and cycling** was identified as the top priority by **45%** of participants.

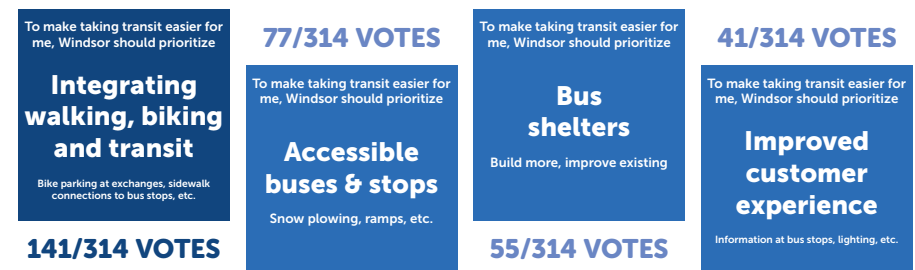
### RESULTS FOR WALKING



### RESULTS FOR BIKING



### RESULTS FOR TRANSIT





### 3.2.6 ONLINE INTERACTIVE SURVEY

An interactive survey was available online and through hardcopy for all interested residents to complete between March 22 and July 3. The survey was developed in collaboration with Envision Sustainability Tools (MetroQuest), a Canadian digital engagement software company. MetroQuest is a web-based engagement tool used in planning processes to engage stakeholders and the public. An accessible version of the survey was also available online for those with visual impairments.

The online survey was designed to provide a better understanding of current travel habits and priorities for active transportation. In addition, the survey included an interactive map, where respondents were able to drop markers on a map of Windsor to identify specific issues and ideas for improvements related to active transportation.

#### Online Survey Details

**Thursday, March 22 to Tuesday, July 3**

- Online at [www.walkwheelwindsor.ca](http://www.walkwheelwindsor.ca)



The online survey received more than 1,563 views, resulting in 1,040 survey responses.

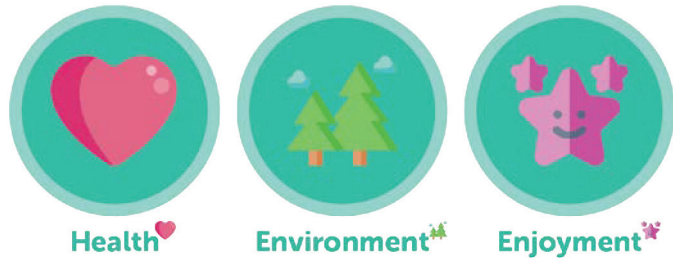
The following questions were posed to respondents:

- Why do you walk, bike or ride transit?
- In a typical month when it is sunny or mild, what is your usual mode of transportation to commute to work or school?
- In a typical month when it is rainy or cold, what is your usual mode of transportation to commute to work or school?
- When I walk, it's to:
- When thinking of all types of trips, in a typical week when it's sunny, I walk:
- When I bike, it's to:
- When thinking of all types of trips, in a typical week when it's sunny, I bike:
- When I take transit, it's to:
- When thinking of all types of trips, in a typical week when it's sunny, I take transit:
- What could we do to encourage you to walk more?
- What could we do to encourage you to bike more?
- When travelling around Windsor, where do you encounter challenges? Do you have ideas for improvements?

The results of the interactive survey will be used in the development of the draft Active Transportation Master Plan, along with the other input received through public engagement and technical analysis.

### 3.2.6.1 WHAT WE HEARD | ONLINE INTERACTIVE SURVEY RESULTS

#### WHY DO YOU WALK, BIKE OR RIDE TRANSIT?



Respondents were asked to indicate why walking, biking and riding transit is important to them by selecting five reasons from a list of eight options. *Health* received more top five selection votes than any of the other options, followed by *environment* and *enjoyment*. Also of note, *commuting/transportation* was selected more than any other option as the number one choice of respondents.



FIGURE 3 - WHY RESPONDENTS WALK, BIKE AND RIDE TRANSIT

#### WHAT IS YOUR USUAL MODE OF TRANSPORTATION?

To better understand current transportation habits respondents were asked to specify their typical mode of transportation when commuting to work or school. As weather is a factor known to influence a person's decision to use active modes of transportation, participants were asked to specify their typical mode when it is sunny or mild as well as when it is cold or rainy.

*Driving alone* is the usual mode of transportation among survey participants, with more than half of respondents *driving alone* when it is rainy/cold. However, as shown below, less people are driving alone when it is sunny/mild, instead choosing to *walk* or *bike*. Carpooling is shown to be the least popular mode of transportation among respondents.

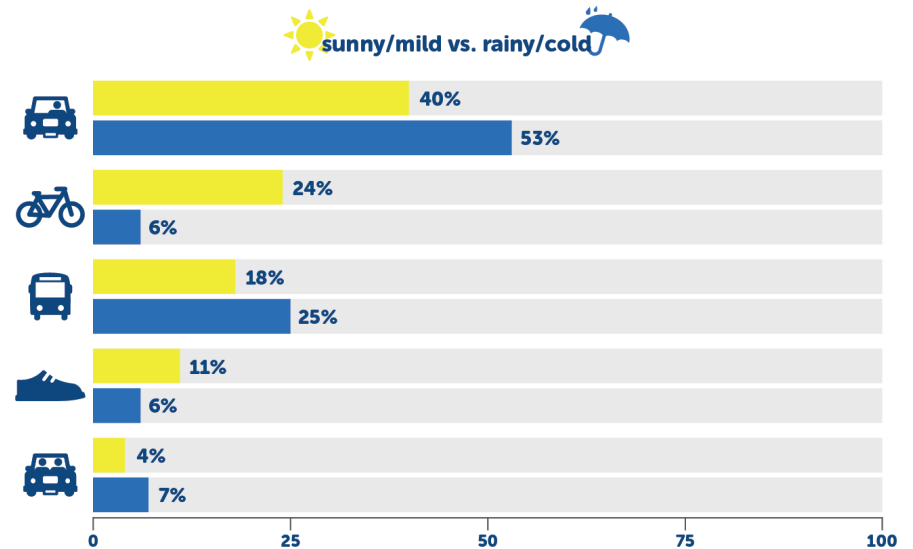


FIGURE 4 - RESPONDENTS USUAL MODE OF TRANSPORTATION

### ▶ WHEN I WALK, BIKE OR RIDE TRANSIT, IT'S BECAUSE...

Respondents were asked to consider what motivates them to walk, bike or ride transit by selecting their top three reasons from a list of options.

When it comes to walking and biking, *exercise or to have fun* was the top motivator among respondents. The results for transit show that many respondents *do not use transit* (28%). Of those respondents that ride the bus, *travelling to work or school* was identified as the top motivator, followed by *running errands or accessing services*.

### ▶ WALKING, BIKING, TRANSIT FREQUENCY...

Survey participants were asked to specify how often they walk, bike or ride transit in a typical week. The results show that those who participated in this survey walk more frequently in a typical week, when compared to cycling or riding transit. In fact, more than half of those who provided a response to this question (57%) indicated that they never ride transit.

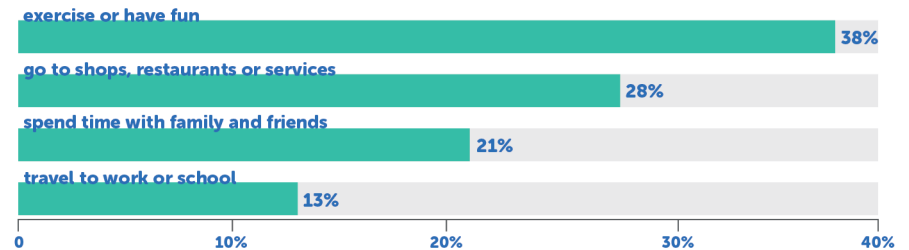


FIGURE 5 - WHY RESPONDENTS WALK

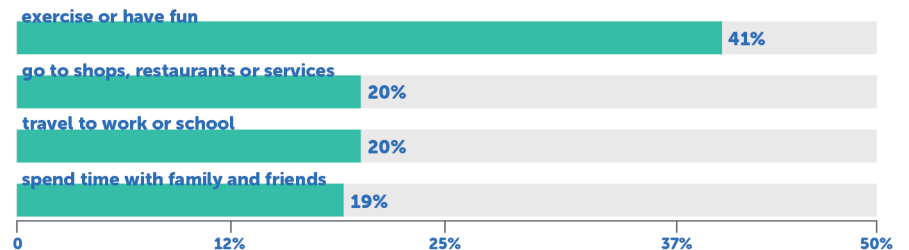


FIGURE 6 - WHY RESPONDENTS BIKE

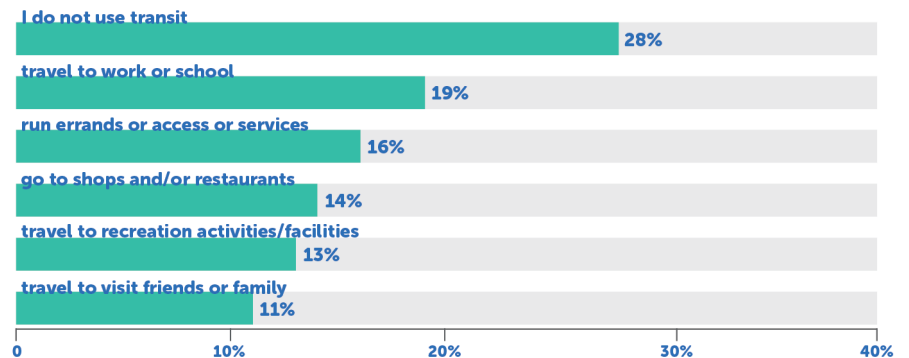


FIGURE 7 - WHY RESPONDENTS RIDE TRANSIT



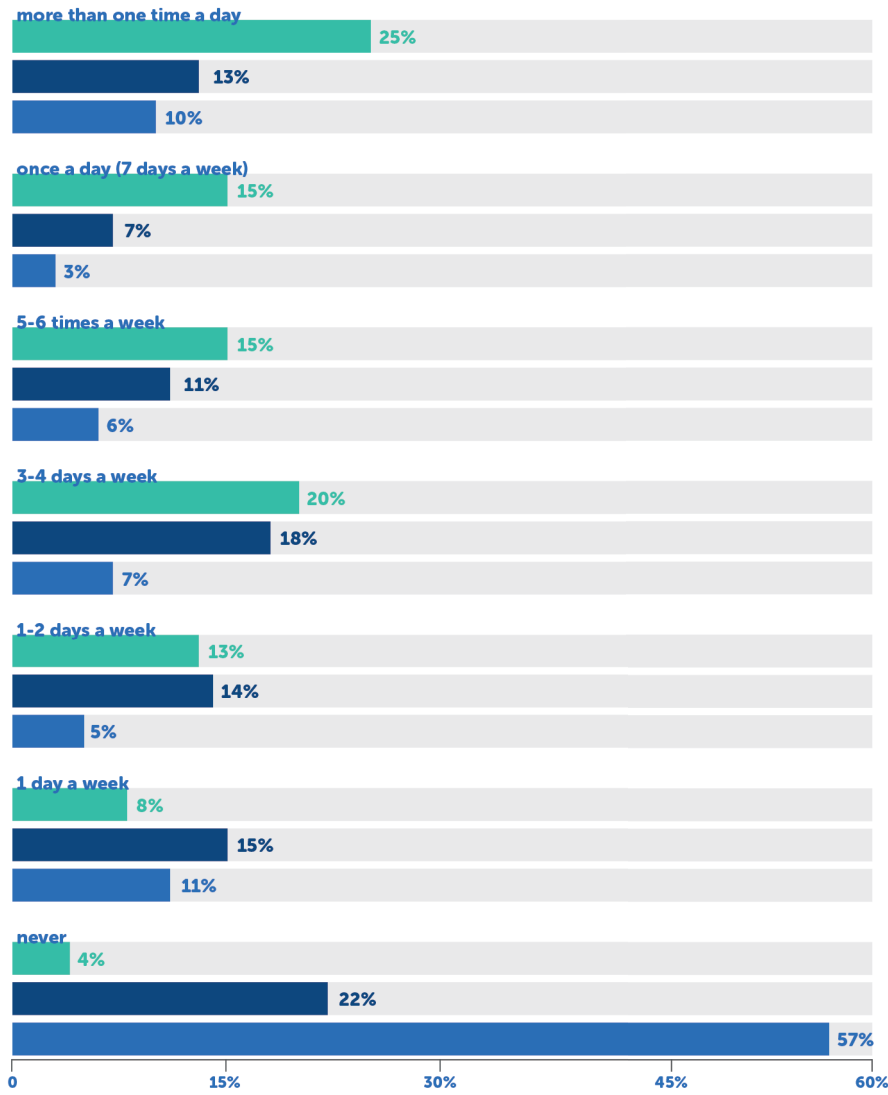


FIGURE 8 - HOW OFTEN RESPONDENTS ARE WALKING, BIKING AND RIDING TRANSIT



### MOTIVATORS

Survey participants were asked to identify improvements that would encourage them to walk and bike more often.

The results show that *building more trails and pathways* (25%) and *ensuring sidewalks and pathways are well-lit* (15%) should be top priorities for the City when encouraging residents to walk more often. In terms of biking, *building bike lands physically protected from traffic* (26%) and *building more trails and pathways* (22%) received the highest priority for encouraging residents to bike more often.

The top 3 motivators for both walking and biking are identified below.

WALKING



BIKING

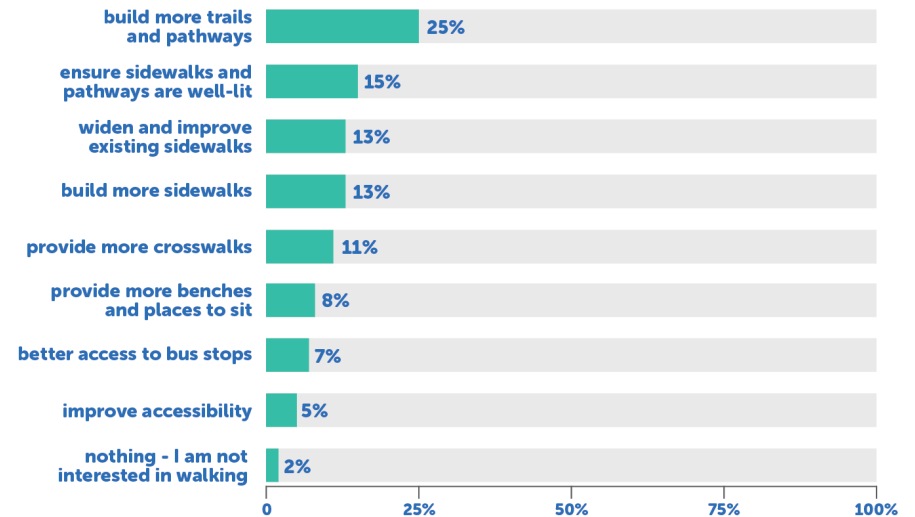
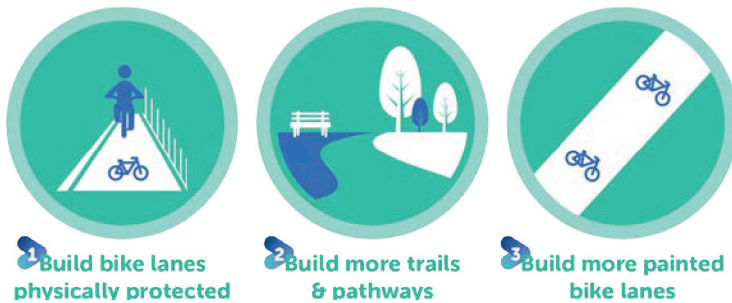


FIGURE 9 - WALKING MOTIVATORS

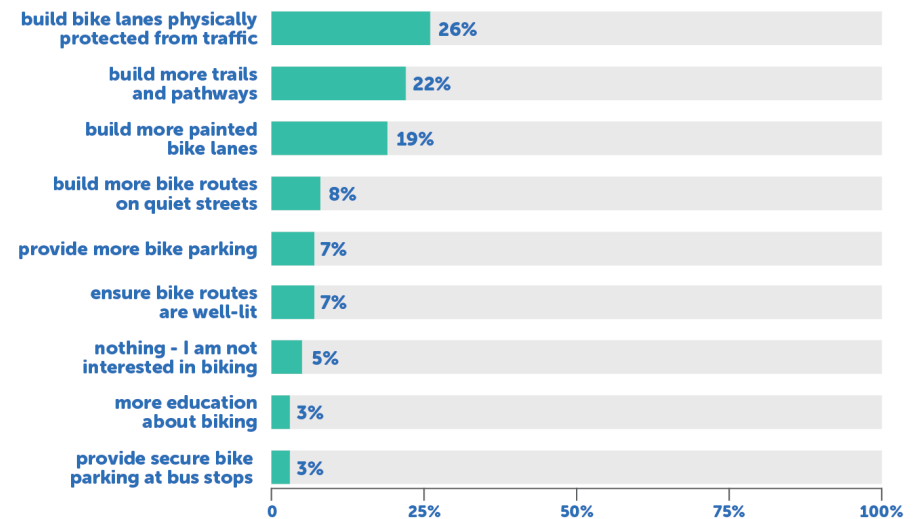


FIGURE 10 - BIKING MOTIVATORS

## IDENTIFYING SPECIFIC CHALLENGES AND OPPORTUNITIES

The online survey included an interactive map of the city, which allowed survey participants to identify specific challenges or areas for improvements. Respondents dragged and dropped 'topic pins' onto specific locations and provided comments to help explain what challenges they have experienced or suggest improvements.

Mapping the results of this exercise was particularly helpful to understand active transportation patterns within Windsor.

Some of the key findings show that people are:

- **Shopping** at Devonshire Mall, Shopping Plaza at Division Road and Walker Road, Walkerville, Ambassador Plaza and Tecumseh Mall
- **Working** in Downtown, University, Sandwich, and Walkerville
- Going to **school** at University of Windsor, Holy Names Catholic High School, Northwood Public School and St. Clair College
- Accessing **services** in University, Sandwich, Walkerville, South Central, Ford City and Riverside/East Riverside.
- Accessing **recreational facilities** in Downtown, Waterfront, Walkerville, Malden Park, Black Oak Prairie Heritage Park, Ojibway Prairie Nature Reserve and Riverside

In addition to identifying frequent destinations, respondents made note of their favorite places to travel to in Windsor. These are important to identify destinations as the active transportation network is developed. The most popular places in Windsor are the waterfront, Downtown, Walkerville, Ojibway Prairie Provincial Nature Reserve and Malden Park.



I Travel Here - All Modes

- Very High
- High
- Moderate
- Low
- None / Very Low

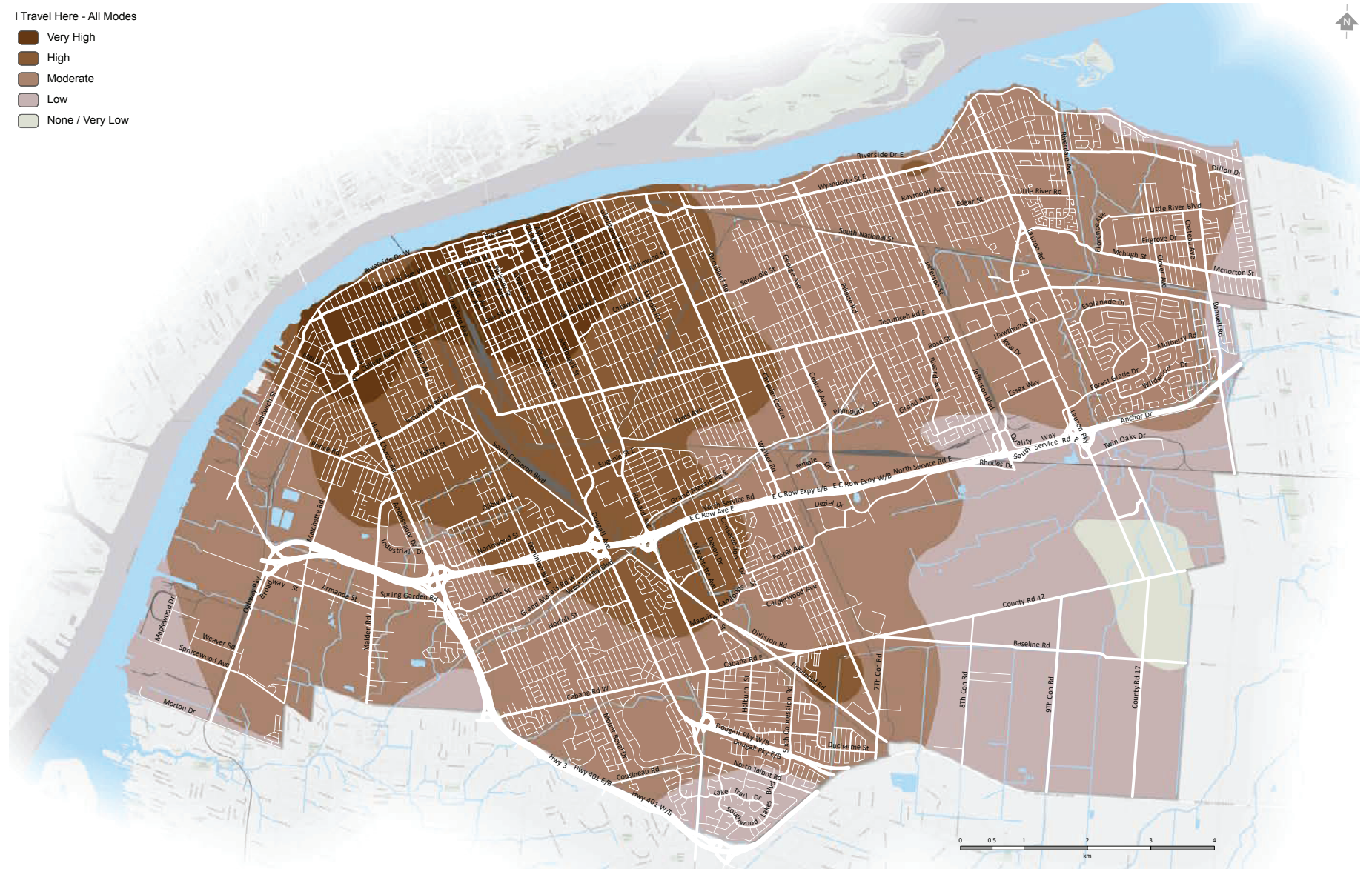


FIGURE 11 - FREQUENT DESTINATIONS (ALL)

- I Travel Here - Work
- Very High
- High
- Moderate
- Low
- None / Very Low
- Existing Bicycle Network

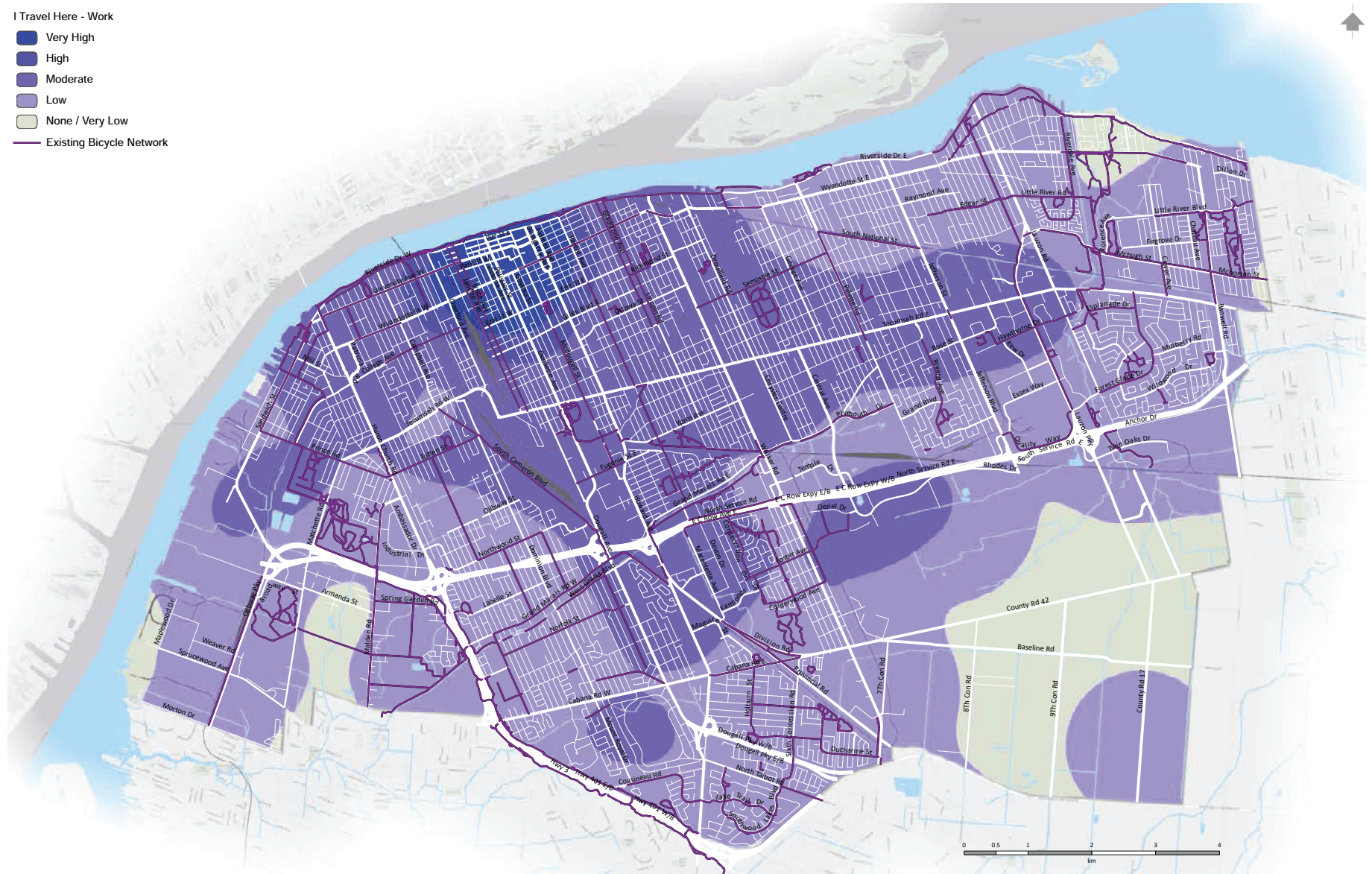


FIGURE 12 - FREQUENT DESTINATIONS FOR WORK

I Travel Here - School

- Very High
- High
- Moderate
- Low
- None / Very Low
- Existing Bicycle Network

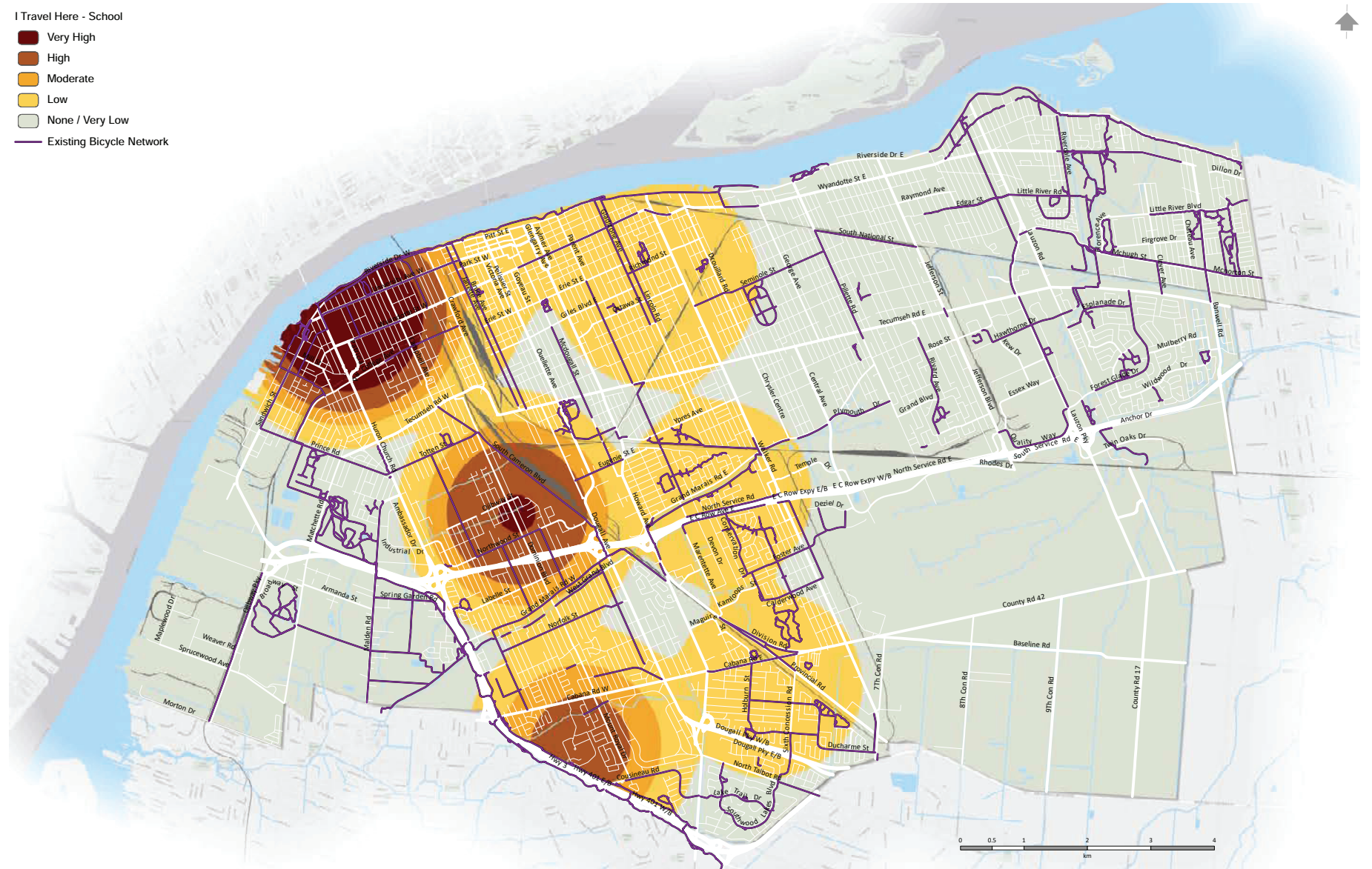


FIGURE 13 - FREQUENT DESTINATIONS FOR SCHOOL

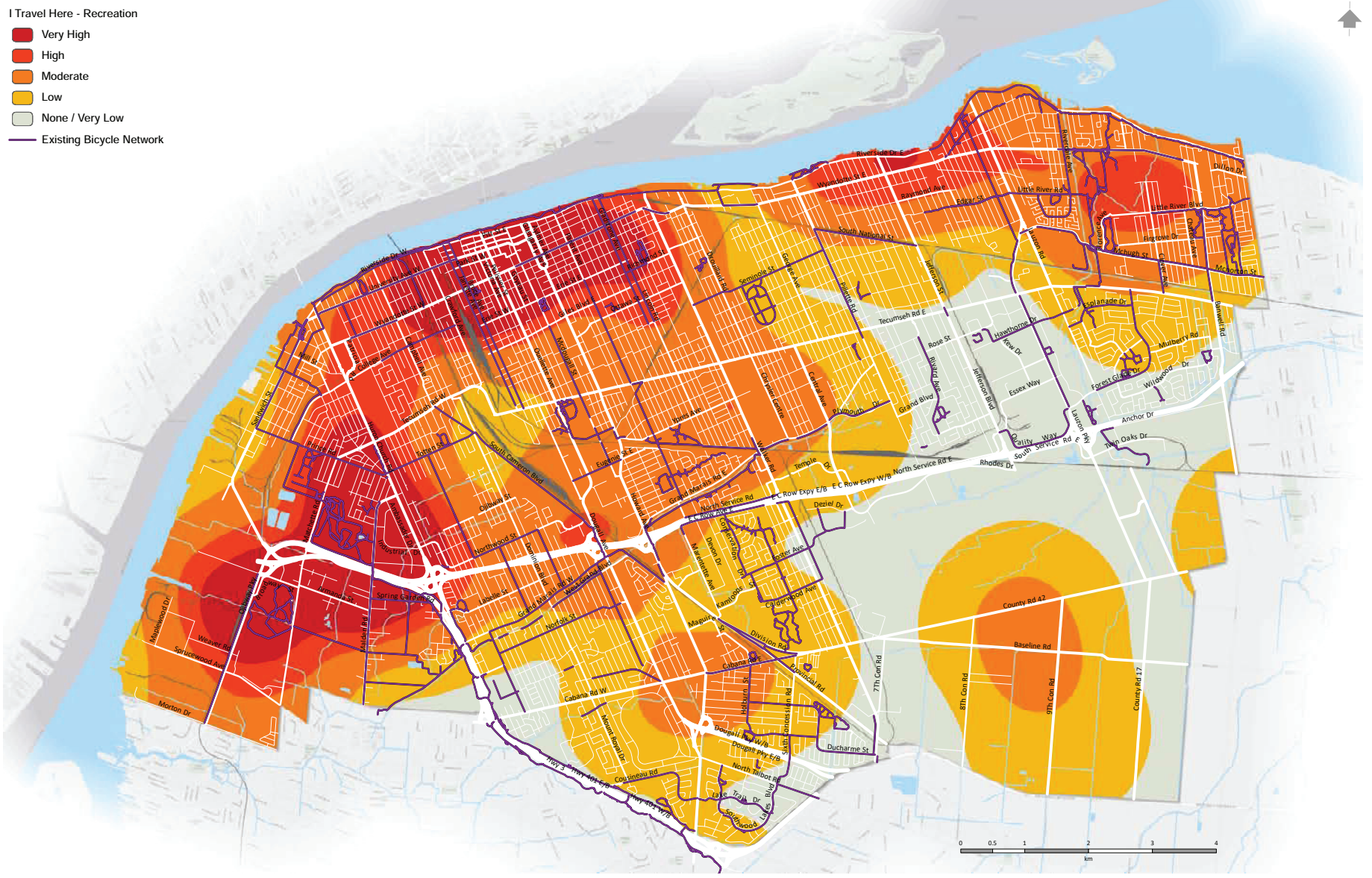


FIGURE 14 - FREQUENT DESTINATIONS FOR RECREATION

I Travel Here - Shopping

- Very High
- High
- Moderate
- Low
- None / Very Low
- Existing Bicycle Network



FIGURE 15 - FREQUENT DESTINATIONS FOR SHOPPING



I Travel Here - Services  
(Medical, Banking, etc)

- Very High
- High
- Moderate
- Low
- None / Very Low
- Existing Bicycle Network

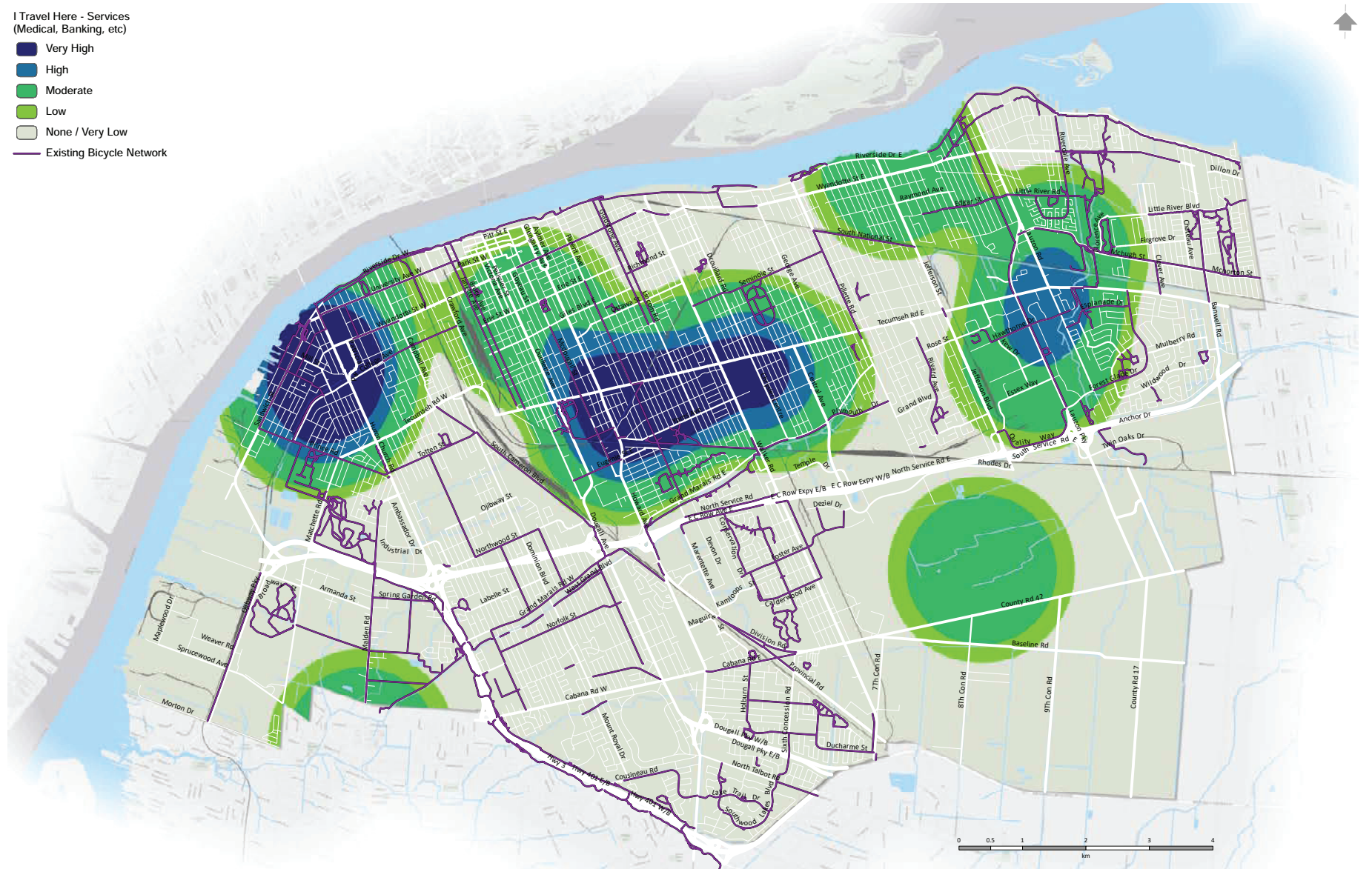


FIGURE 16 - FREQUENT DESTINATIONS FOR SERVICES (MEDICAL, BANKING, ETC)

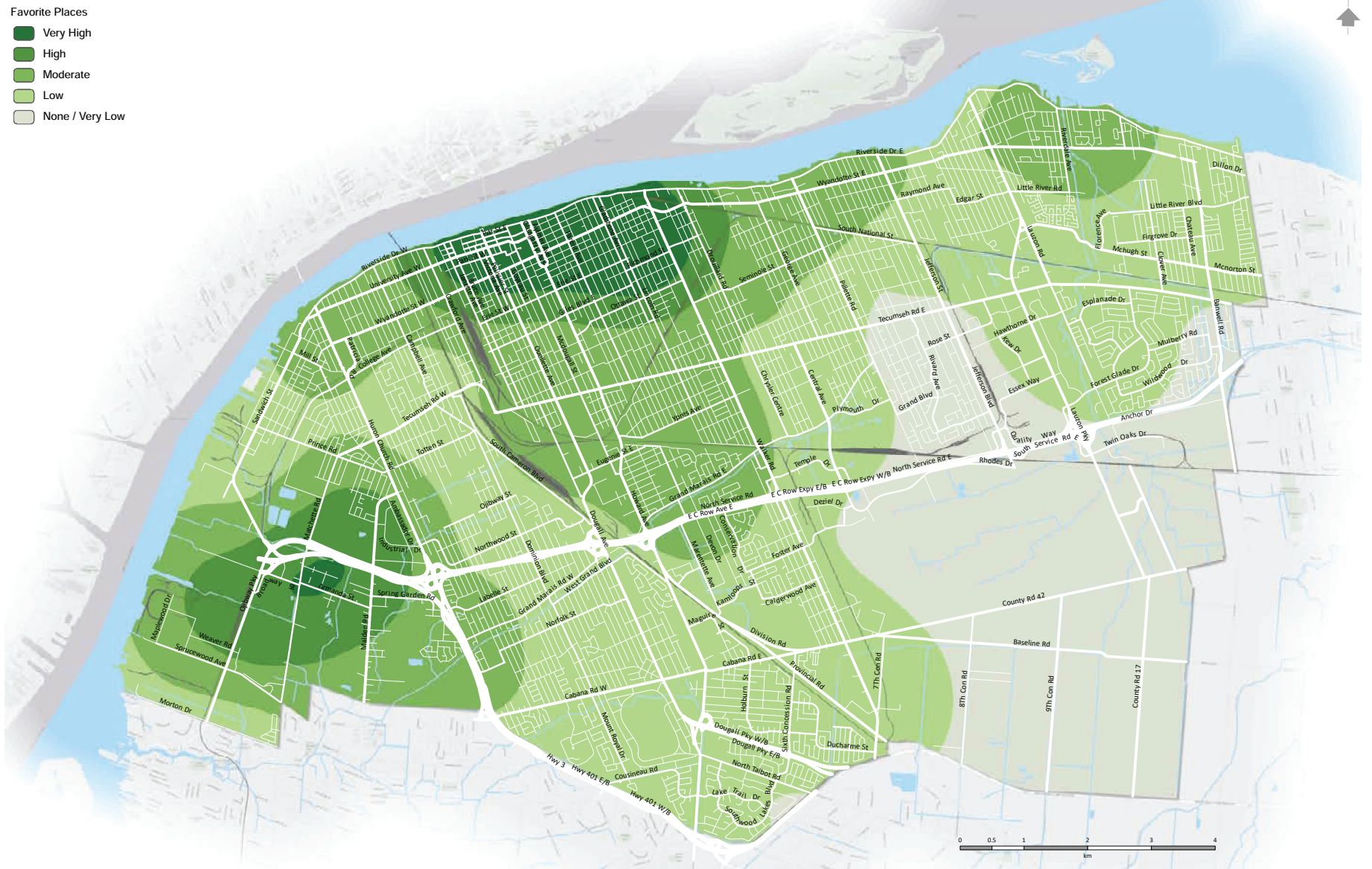


FIGURE 17 - FAVORITE PLACES

### Specific Walking Issues

The three walking issues most commonly reported by survey respondents for both on-street and off-street environments are:



Figure 20 to 21 show the location and density of issues reported by respondents for on-street environments. Figure 22 and 23 show the location and density of issues reported by respondents for off-street pathways and trails.

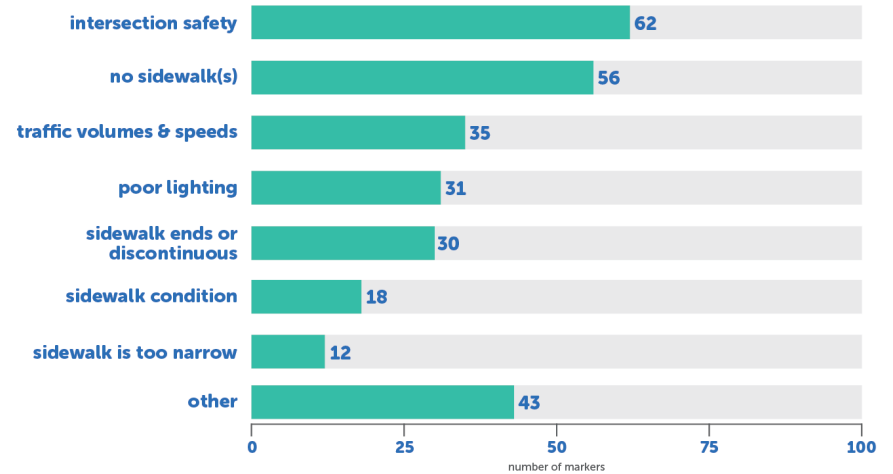


FIGURE 18 - WALKING ISSUES (ON-STREET)

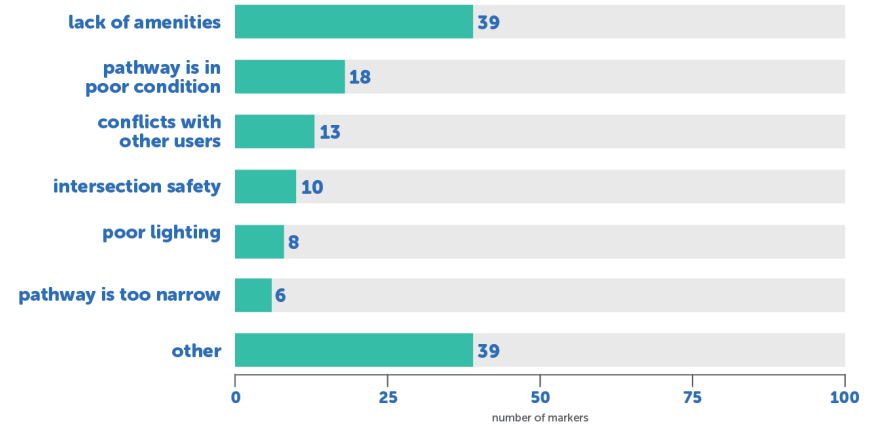


FIGURE 19 - WALKING ISSUES (OFF-STREET)

Walking Issues

- Intersection safety
- No sidewalk
- Other please describe below
- Poor lighting
- Sidewalk condition
- Sidewalk ends or is discontinuous
- Sidewalk is too narrow
- Traffic volumes and speeds

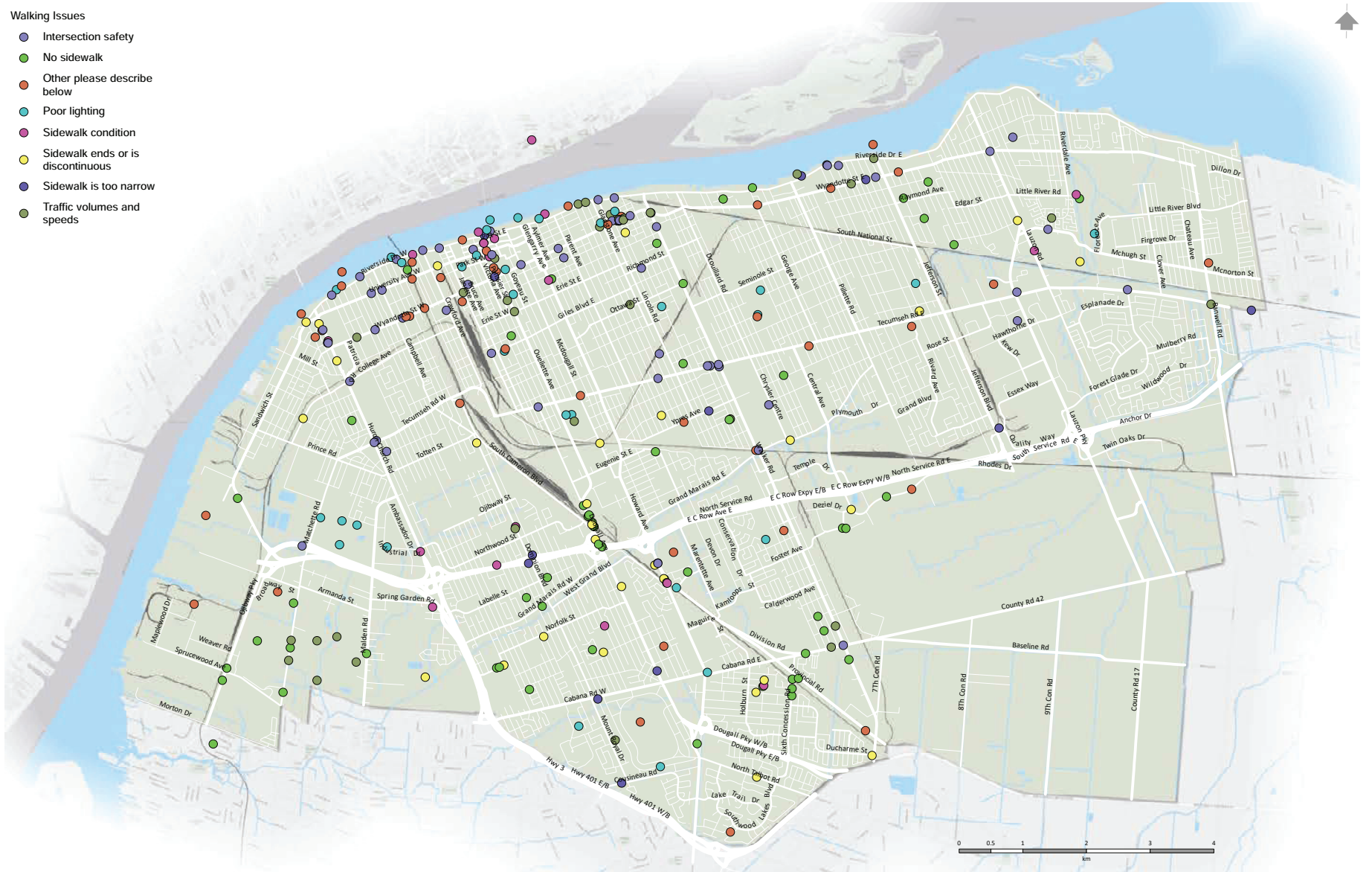


FIGURE 20 - LOCATION AND TYPE OF WALKING ISSUES REPORTED

- Issues - Walking
- Very High
  - High
  - Moderate
  - Low
  - None / Very Low

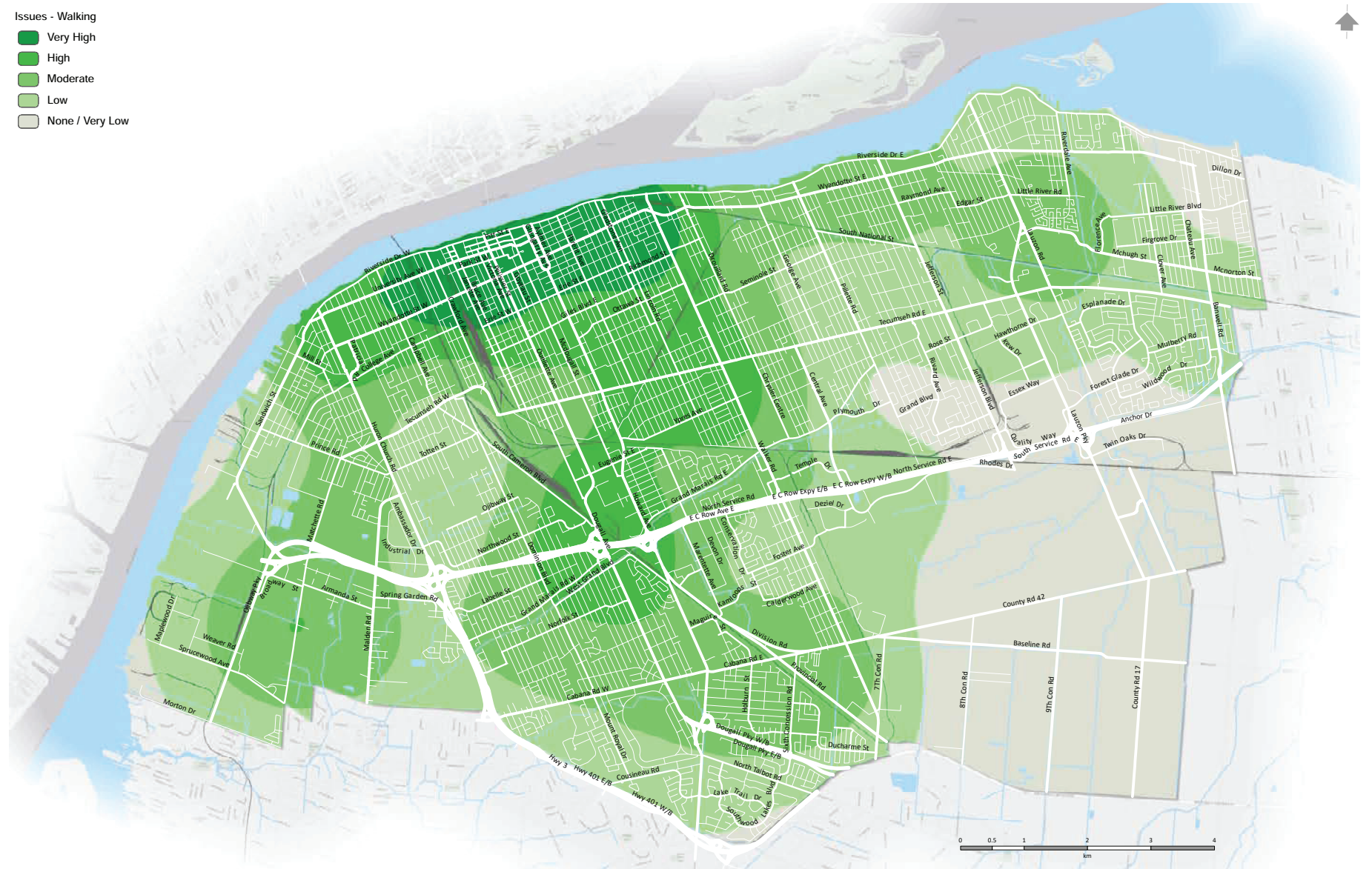


FIGURE 21 - FREQUENCY OF WALKING ISSUES REPORTED

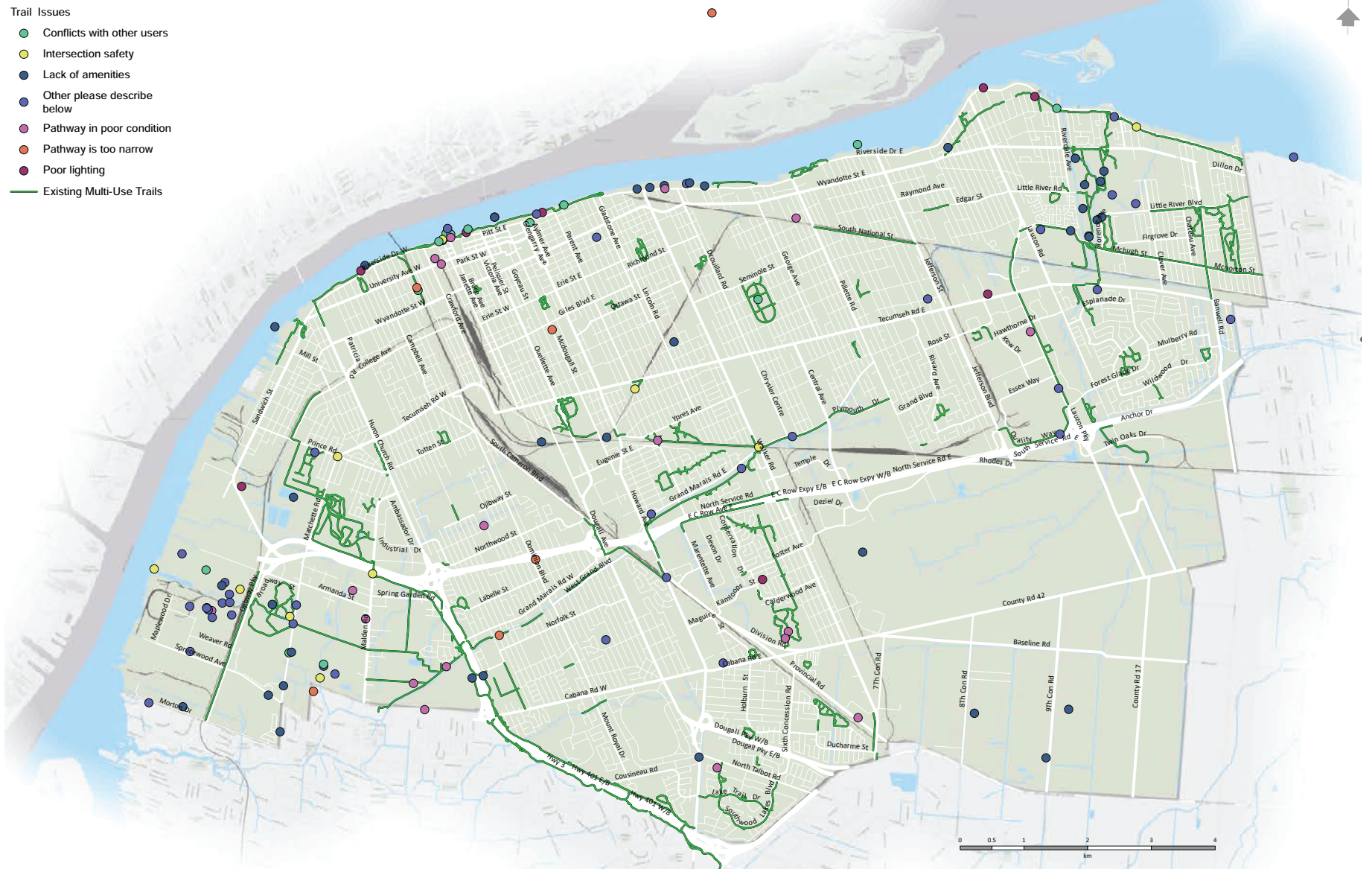


FIGURE 22 - LOCATION AND TYPE OF TRAIL ISSUES REPORTED

- Issues - Trails
- Very High
  - High
  - Moderate
  - Low
  - None / Very Low
  - Existing Multi-Use Trails



FIGURE 23 - FREQUENCY OF TRAIL ISSUES REPORTED

### Specific Biking Issues

A lack of bike lanes and bike lanes that end or are discontinuous were identified as the top issues for biking by survey respondents, followed by traffic volumes and speed, and intersection safety.



Figures 25 to 26 show the location and density of biking issues reported by survey participants using the interactive map.

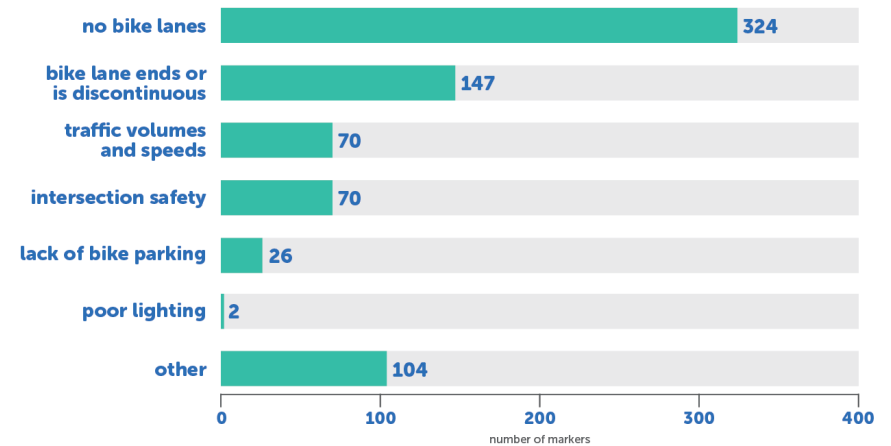


FIGURE 24 - BIKING ISSUES



Biking Issues

- Bike lane ends or is discontinuous
- Intersection safety
- Lack of bike parking
- No bike lanes
- Other please describe below
- Poor lighting
- Traffic volumes and speeds
- Existing Bicycle Network

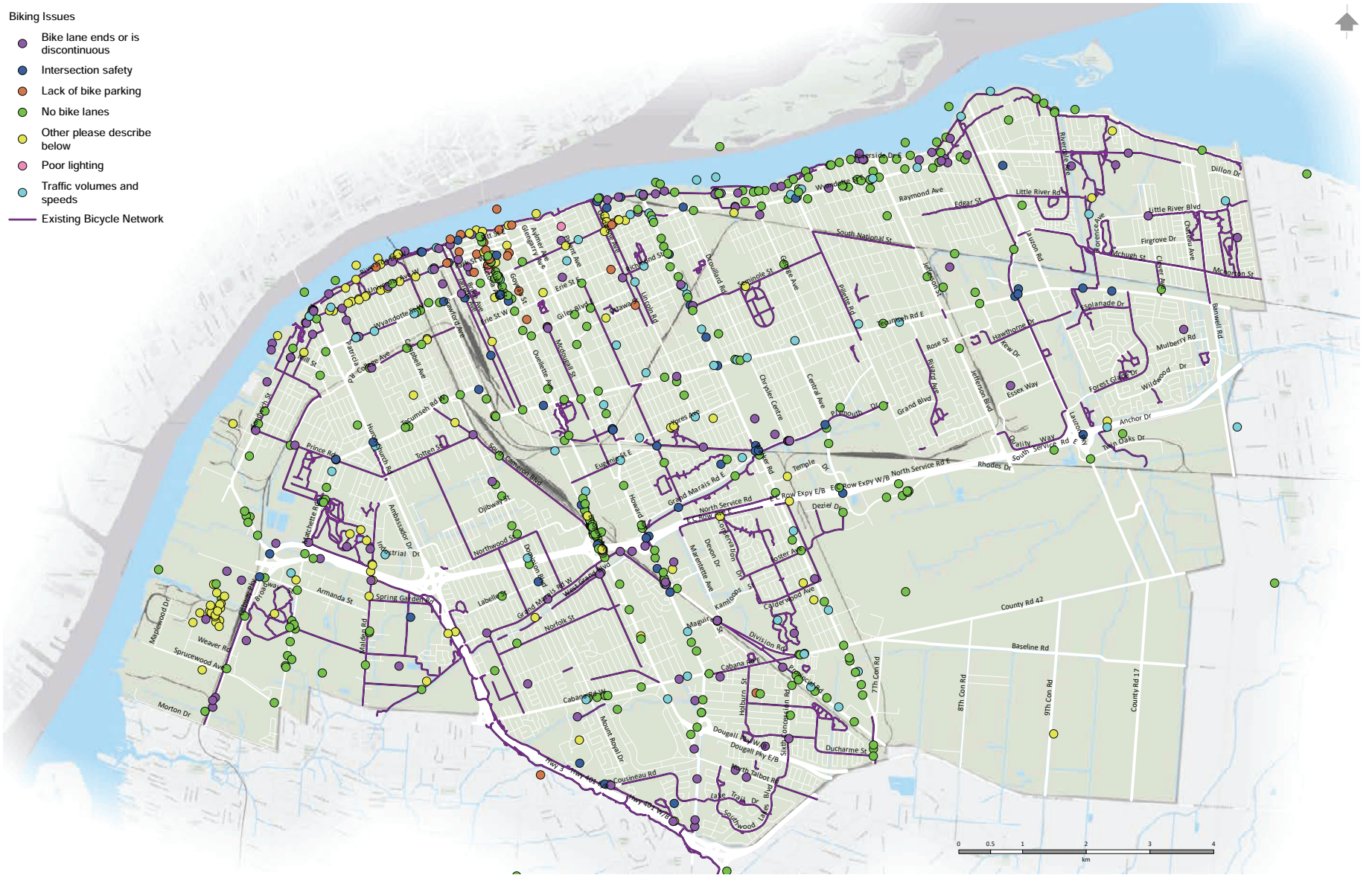


FIGURE 25 - LOCATION AND TYPE OF BIKING ISSUES REPORTED

- Issues - Biking
- Very High
  - High
  - Moderate
  - Low
  - None / Very Low
  - Existing Bicycle Network

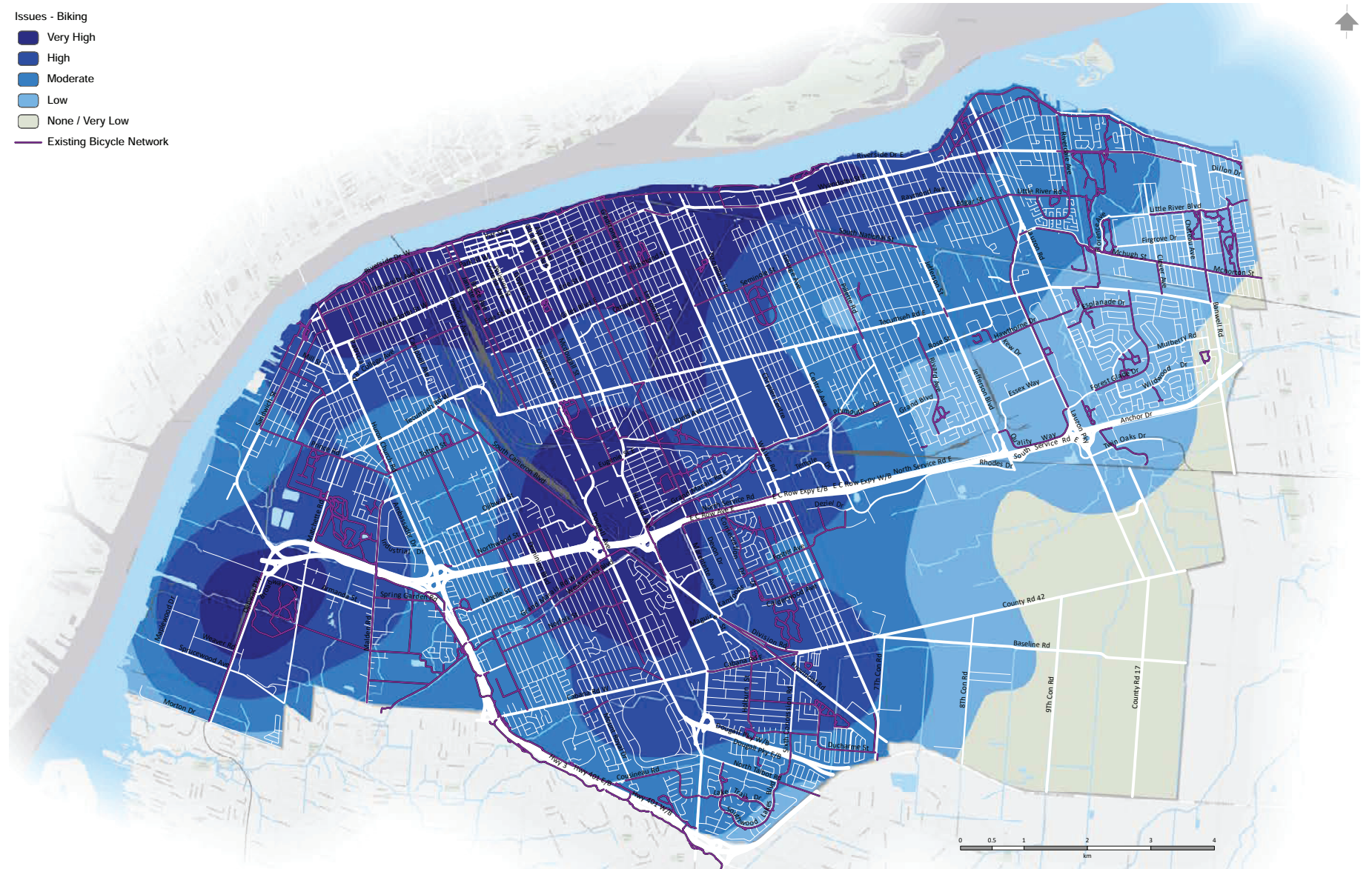


FIGURE 26 - FREQUENCY OF BIKING ISSUES REPORTED

### Specific Transit Issues

When it comes to transit issues the *frequency of bus service* was identified more than any other issue. The three issues most commonly reported for transit are:

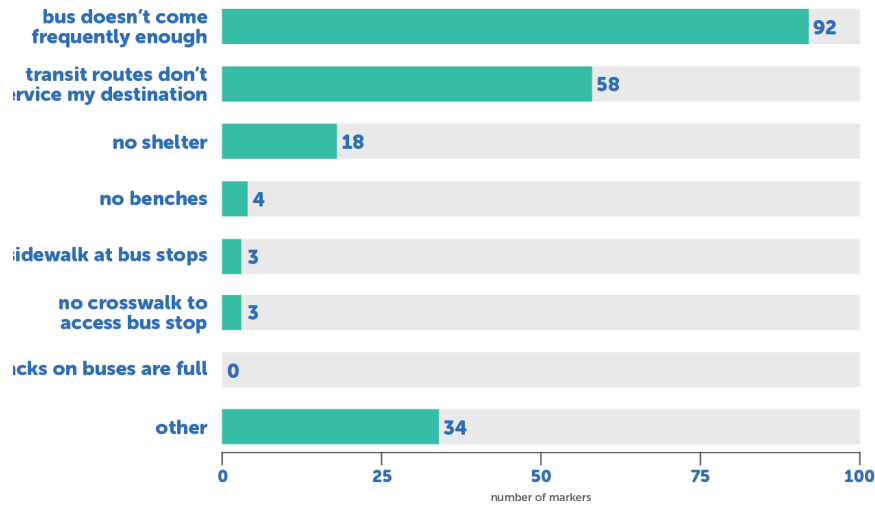
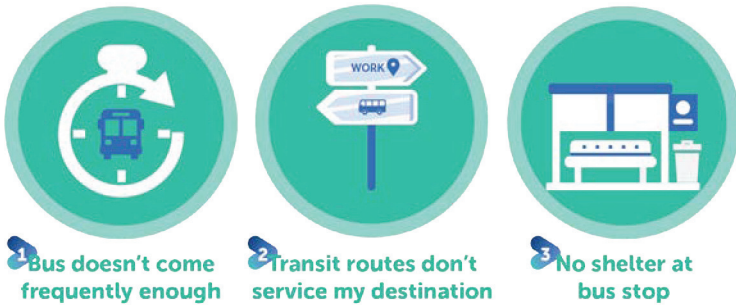


FIGURE 27 - TRANSIT ISSUES

Figures 28 to 29 show the location and density of transit issues reported by survey participants using the interactive map.



Transit Issues

- Bus doesnt come frequently enough
- No bench
- No crosswalk to access bus stop
- No shelter
- No sidewalk at bus stop
- Other please describe below
- Transit routes dont service my destination
- Transit Bus Routes



FIGURE 28 - LOCATION AND TYPE OF TRANSIT ISSUES REPORTED

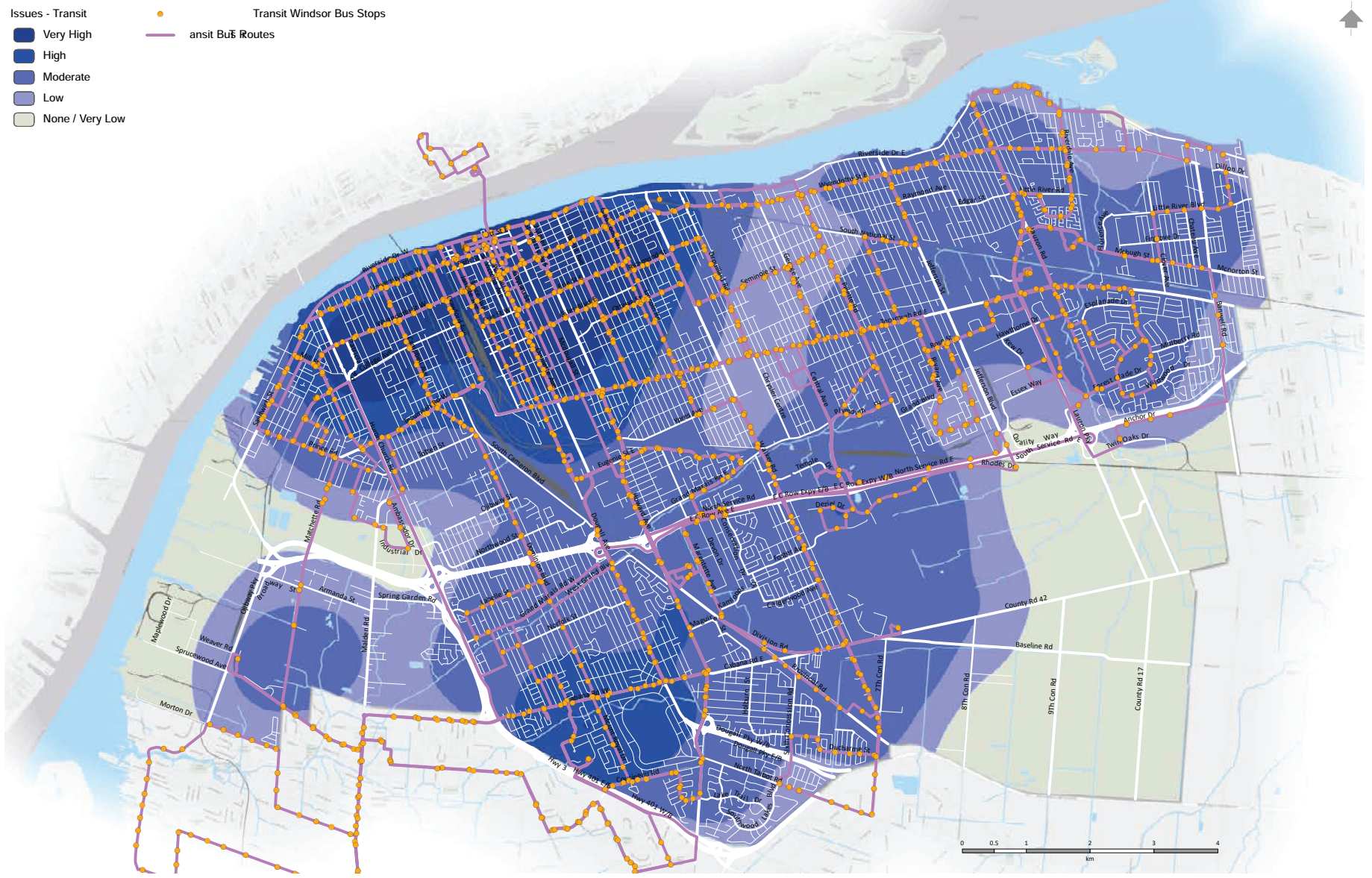


FIGURE 29 - FREQUENCY OF TRANSIT ISSUES REPORTED

## SURVEY DEMOGRAPHICS

Survey participants were encouraged to provide some basic demographic information at the end of the survey. This provides an understanding of who participated and to what extent participants represent the broader community.

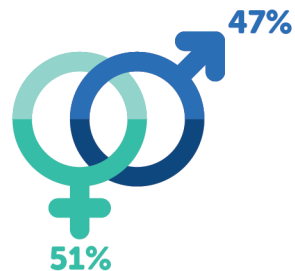
### Age Breakdown

Participation in the survey was fairly balanced across the age cohorts. The most representation was by 25 to 34 year olds (25%), whereas the age cohort with the lowest participation numbers were those 24 years and younger (12%).



### Gender Breakdown

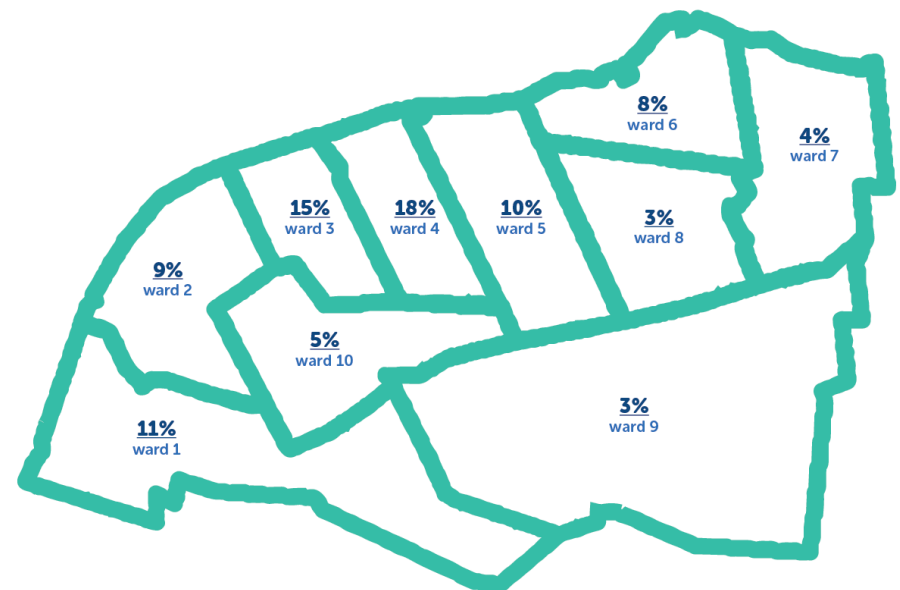
Of those who answered this question, 380 (51%) participants were *female*, compared to 348 (47%) *males*. There were 18 participants (2%) indicating that they either *do not conform to the gender binary*, are *transgender*, or would *prefer not to answer*, and another 294 participants did not answer the question.



### Geographic Breakdown

Residents from each of the 10 wards are represented in the survey data. *Ward 4* saw the highest rate of participation of the wards, representing 18% of survey participants. The lowest rate of participation were by those living in *Wards 8 and 9* (3% each).

Those living in neighbouring communities also participated in the survey. *Essex County*, the town of *Lasalle* and town of *Tecumseh* made up 5% of respondents.





# Get involved in Walk Wheel Windsor

Help shape Windsor's Active Transportation Master Plan



**This is your community**  
It's important that this plan reflects the future Windsorites envision!

To launch the public engagement process, we are inviting residents to tell us their vision for the future of walking, cycling, and transit in Windsor.

**Share your ideas with us.**

Take our online survey to help us better understand how Windsorites currently move around and what improvements would encourage more active travel in Windsor.  
[WalkWheelWindsor.ca](http://WalkWheelWindsor.ca)

Stay tuned for more opportunities to get involved! Visit [WalkWheelWindsor.ca](http://WalkWheelWindsor.ca) for updates on this exciting project and get social with us using the hashtag #WalkWheelWindsor



# NEXT STEPS

The input collected through this first round of public engagement for Walk Wheel Windsor has been an invaluable part of setting the stage for an Active Transportation Master Plan that addresses the challenges and reflects the needs of Windsor residents.

With the first round of public engagement complete, we are now working to develop a vision for active transportation in Windsor, as well as goals and targets to help achieve the vision. What we heard from the community will play a significant role in these next steps.

Once a draft vision has been established, the public and stakeholder groups will have an opportunity to provide feedback during the second round of public engagement, scheduled for the fall of 2018. Through the second round of engagement, the public will also have an opportunity to provide input on draft safe, accessible and convenient walking and cycling networks that are interconnected with each other and with transit services. These networks are currently in development.

On behalf of the Walk Wheel Windsor team, we would like to thank all community members for their participation and valued input into the Active Transportation Master Plan so far. We will be back in the fall to share a new vision for active transportation in Windsor.









**WALK WHEEL**  
**WINDSOR**