

ROUND 2 Public Engagement Results

Transit Windsor Service Review

November 2019

Our city is changing and how we move around is changing too. The City of Windsor is exploring how our transit system can more effectively serve our community. To do this, we're looking at the changing needs of our city. We're looking at how to better connect people to school, work, services, and more. We're looking at how transit can support the healthy growth and development of our neighbourhoods. We're looking at more than transit.

Why a Transit Service Review?

The year-long project consists of a review of Transit Windsor's current network and ridership, existing policies, objectives, service standards and performance targets, as well as system and route performance. It also reviews operating and capital budgets, organization and staffing levels, fleet and facilities, and bus stop amenities including terminals.

The findings from this review, shaped by the feedback received from the community, will inform a plan that consists of short-to-long-term actions and recommendations that will create and support an improved overall transit system for the city. Dillon Consulting, a Canadian employee-owned planning and engineering firm with a local office in Windsor, is assisting Transit Windsor staff on the project.

Project Timeline



Project At-A-Glance

- **Objectives will position Transit Windsor to:**
 - Meet opportunities and challenges in future
 - Service community effectively and efficiently
 - Ensure quality of service exceeds customer expectations
- **Public engagement includes:**
 - Round 1 (completed in Winter 2018/19)
 - Round 2 (completed in Summer 2019)
 - Community feedback will inform recommendations, Transit Windsor branding, and alignment with future operations
- **Technical transit review** consists of current network and ridership, existing policies, objectives, service standards, performance targets, system and route performance, operating and capital budgets, organization and staffing levels, fleet and facilities, and bus stop amenities
- **Outcomes** include short- and long-term actions and recommendations to create and improve transit system

How We Engaged? Techniques & Results

We used a combination of focused, **targeted engagement** with key stakeholder groups and a broad-based, **city-wide dialogue** with both transit and non-transit riders alike. Targeted engagement sessions occurred with groups likely to be affected by transit system changes, including those with accessibility needs, seniors, employers and employment agencies, business and economic development groups, active transportation advocates, transit advocates, New Canadians, neighbourhood coalitions and resident associations, students and youth, social and health services, and internal City of Windsor stakeholders, including Transit Windsor staff, bus drivers, City Council, and other City departments. The full Consultation Summary Report is available upon request to morethantransit@citywindsor.ca.



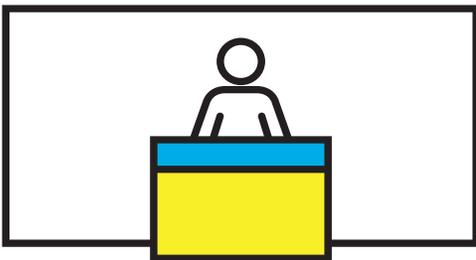
SOCIAL MEDIA

used to engage and inform

Continued use of the

PROJECT BRANDING

ensuring project recognition
and communication to the
public of its purpose



380

PARTICIPANTS

at eight pop-up events
held throughout the city



Using a variety of methods, a total of nearly

63,000

postcards for Round 2 engagement were distributed throughout the city to encourage further public dialogue



Approximately 30 comments received at a

DROP-IN EVENT

held for front-line Transit Windsor employees

How We Engaged? Techniques & Results



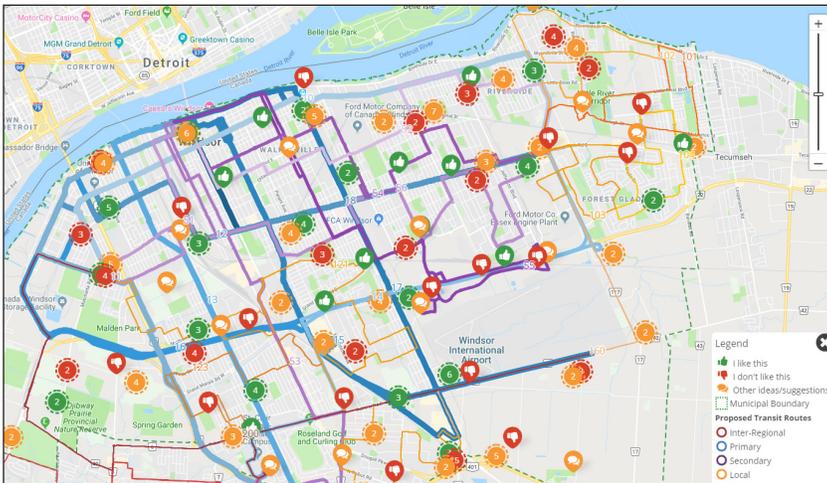
25

attendees at a specially convened stakeholder/special interest group workshops



EMAIL NEWSLETTER

sent to 539 contacts regularly



276 RESPONSES

to an interactive digital map that sought feedback from the public on the proposed route structure.

Participants left comments as pins on the map, responding to the following questions:

What do you like about the proposed transit route?

What don't you like about the proposed transit route?

Are there other issues or concerns that you feel the City should be made aware of?



168 RESPONSES

to an online survey asking respondents if they agreed or disagreed with statements based on recommendations, prioritizing of implementation actions, and optional demographic questions.

Survey themes included:



ROUTES & RELIABILITY



SERVICE



EQUITY



BETTER BUSES, IMPROVED INFRASTRUCTURE



TRANSIT FOR THE COMMON GOOD



OTHER RECOMMENDATIONS

What we heard – Role, Vision, Mission and Goals:

PARTNERSHIPS

- Explore opportunities for Transit Windsor to collaborate with City departments, agencies and advocacy groups.
- Pursue an interregional approach to the transit network and partnerships with all Essex County municipalities.
- Increase education efforts with school boards to get more students on buses and advocate for transit as a viable transportation option.
- Develop a partnership with employers for the implementation of an Alternative Service Delivery (ASD) model.
- Provide opportunities for the public to provide input as new routes are being introduced.

INTEGRATED MOBILITY

- Enhance access to all mobility options through safe connectivity with bicycle infrastructure, pedestrian access, and mobility services to residents and businesses.
- Encourage the proposed Transit Windsor mission to promote a multi-modal experience along with enhancements to signage and wayfinding.
- Ensure integration of the policies and recommendations of the Active Transportation Master Plan.
- A “First and Last Mile” strategy should be implemented to reduce barriers to transit access by improving interconnectivity and amenities, including decreasing point to point distances and providing bicycle parking.

ACCESSIBILITY AND AFFORDABILITY FOR ALL

- Include ‘equity’ and ‘accessibility for all’ in Transit Windsor mission statement.
- Offer different languages and translation technologies to support newcomers, who are significant transit users.
- Capture internal policies and protocols with an equity lens
- Enhance the process to qualify/participate in the bus pass subsidy program
- Explore collaborations with the City of Windsor Diversity and Inclusion staff for integration and advancement.
- Ensure accessibility and access to jobs are prioritized as equally as important to service efficiencies.

NEW DIRECTION

- Ensure tangible changes are made to services so Transit Windsor will operate by their mission in practice.
- Diminish stigma around transit through the implementation of the new plan and recommendations.
- Identify champions to lead change in key areas in order to ensure culture shifts both organizationally and socially.
- Pursue the theme of ‘growth’ in the proposed mission statement
- Ensure Transit Windsor’s capacity to be flexible and adapt as the City of Windsor grows.

What we heard – Route Structure and Reliability:

ACCESS TO JOBS AND AMENITIES

- Increase inter-regional transit for tourism, and access to jobs and amenities.
- All municipal services, community centres, and educational institutions should be accessed by primary or secondary routes.
- Ensure employment hubs are being accessed in the new plan, including connections to the Oldcastle employment area.
- Help connect people to employment areas through ASD.

ROUTES AND CONNECTIONS

- Proposed hierarchy of routes (primary, secondary, local, and ASD) should access a good a range of amenities.
- Ensure that public education about new and revised routes is prioritized.
- Maintain services with existing routes, particularly the routes along Forest Glade and North Talbot Road with a focus on ease of access to Tecumseh and Devonshire Mall, and the University.
- To ensure a usable system, ASD for lower serviced areas should accommodate shift work, particularly in the Oldcastle employment area.

FREQUENCY AND SPAN OF SERVICE

- Expand Sunday and evening services.
- Increase frequency on primary routes.
- Pursue express route options, and service along EC Row.

What we heard – Service Recommendations:

CUSTOMER SERVICE AND PASSENGER ETIQUETTE

- Improve community “bus etiquette” with more robust policies and protocols (i.e. Priority Seating, strollers and carts).
- Remove ads from the windows on buses to improve the rider experience.
- Encourage Bus Operators to wait until riders are settled in before they proceed.

What we heard – Service Recommendations:

MODERN MOBILITY

- Improve bus pass system with a reloadable bus pass.
- Update Transit Windsor website to include a communication translator and graphics.
- Despite the opportunities offered by new technologies, be mindful of those who do not have access to computers, smartphones or have limited data on their cellphone plans with online transit system.
- Provide better access to “real time” bus schedules.
- Advertise Transit App, which is being utilized by Transit Windsor, more widely.
- Develop a Transit Windsor Twitter account, in addition to a greater social media presence, to provide notifications on service delivery, route detours and delays.

What we heard – Better Buses, Improved Infrastructure:

SUSTAINABILITY

- Transit Windsor should consider transitioning to an environmentally friendly fleet to reduce air and noise pollution (ie. transition to electric buses, use of smaller buses for off-peak services).

SAFETY

- Safety should be emphasized in the policy framework, taking into account Crime Prevention through Environmental Design (CPTED) guidelines and safe intersection crossings at bus stops and terminals.
- Crosswalks at bus stops and terminals should be visible and safe for persons of all abilities and should include tactile strips and islands at intersections.

Further detailed results can be found in the **Comprehensive Service Review: Round 2 Engagement Results** report.

“A forward thinking transit plan needs to consider how to attract more users and obstacles/impediments to use. A modern transit plan, looking ahead into the 21st century needs thinkers planning as if most people, in the next generation, will rely on public transportation for day-to-day activities.”

- Online comment from participant

Feedback has informed the finalization of a new vision, mission, goals and final recommendations that make up the Transit Windsor Service Review.