County Wide Active Transportation Study (CWATS) Master Plan

CWATS Happening in Essex!

AMO 2012
OTTAWA
Councillor John Scott
THIS ONE RUNS ON FAT
AND SAVES YOU MONEY

THIS ONE RUNS ON MONEY
AND MAKES YOU FAT
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Presentation Outline

1. The Active Transportation Master Plan
2. Vision
3. The Benefits of Active Transportation
4. Develop Continuity
5. Our challenges
6. Typical Active Transportation Facilities (On and Off-Road)
7. Recommended Network
8. What is the Investment?
9. Next Steps – From Plan to Implementation
10. Implementation
11. Outreach & Tourism Potential
12. Marketing
C-WATS in the plan

- **Supports the County’s and Local Municipalities Official Plan and Essex-Windsor Regional Transportation Master Plan** as the policies strongly encourage high quality pedestrian and cycling facilities along arterial and collector road systems and include extensive pedestrian and bicycle policies; and

- **Serves as a blueprint to help implement a County-wide active transportation network and supportive programs** over the next 20+ years for the County as well as its local municipalities; to **Link** all seven (7) local municipalities to the City of Windsor and Municipality of Chatham Kent and spans approx. 700 km of active transportation facilities (77km currently)

- **Proposes outreach initiatives which include social marketing and raising awareness** regarding active transportation in the County and its local municipalities. These can be delivered through education, encouragement and enforcement programs.
The County of Essex and its seven local area municipalities support active transportation (walking and cycling) and in association with the Essex Regional Conservation Authority, Windsor-Essex Health Unit, City of Windsor and Municipality of Chatham-Kent and other partners, are working together to foster a safe, comfortable and bicycle and pedestrian friendly environment by encouraging people of all ages and abilities to engage in non-motorized activities for everyday transportation and recreation. Residents and visitors are able to travel and experience the urban and rural areas of the County by way of a connected network of on and off-road pedestrian and cycling facilities.”
Raising awareness and promoting active transportation throughout the County and its local municipalities is an important component that complements the network infrastructure.

Outreach strategies include:

- **Education campaigns and programs** – brochures, maps, teaching and safety awareness;

- **Encouragement and incentive programs** (e.g. workplace and school based programs and community-based social marketing);

- **Enforcement** – “rules of the road” for pedestrians, bicycles and motor vehicles, “common sense” practice and bylaw enforcement in collaboration with Essex OPP and Local Police Services; and

- **Working / partnering with other agencies** (e.g. school boards, Windsor-Essex County Health Unit, Volunteer Groups and Local Municipalities).
Why it Matters?: Benefits
Figure 5.9A represents the draft active transportation network within the County of Essex. The thicker dashed and solid lines represent the various on and off road facility types currently being considered by the Study Team for inclusion into the County Wide Active Transportation Network. The thinner solid and dashed lines represent local municipal cycling and trail systems.

The data used to assemble this map was taken from GIS information provided to the Study Team by the County of Essex, ERCA, and all local municipalities.

Please refer to Figures 5.9B and 5.9C for Draft CWATS Network Routing in Urban Areas.
Our Challenge: Overcoming Barriers

- Cultural Shift: Heavy Auto
- Pedestrian and Cycling Facilities
- Safety Concerns
- Individual Behaviour

Funding & Implementation
Typical Active Transportation Facilities

Multi-Use Trail

In-Boulevard Multi-use Trail

Signed Bike Route with Paved Shoulder

Bike Lanes

Bike Lane Sign

Share the Road

Context Sensitive Solution
### CWAT PLAN COST IMPLEMENTATION SUMMARY

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<th>JURISDICTION</th>
<th>Phase 1 (Years 1-5)</th>
<th>Phase 2 (Years 6-10)</th>
<th>Phase 3 (Years 11-20+)</th>
<th>LOCAL MUNICIPAL / PROV. TOTAL</th>
<th>ERCA TOTAL</th>
<th>COUNTY OF ESSEX TOTAL</th>
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### OUTREACH / PROMOTION

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<th>CWAT Partnership Fund</th>
<th>CASO Feasibility Study¹</th>
<th>AT Promotion via Windsor Essex County Health Unit²</th>
<th>GRAND TOTAL - NETWORK, OUTREACH / PROMOTION</th>
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**Total Local Municipal / Provincial Investment**: $17,501,741

**Total ERCA Investment**: $6,274,160

**Total County of Essex Investment**: $28,339,219

**Total Health Unit Outreach Investment**: $500,000

The total cost of implementation of the AT network over 20 + years is ~ $52,615,119.
1. Endorsing the Plan

• CWATS endorsed in principle by all Local Municipalities in Essex County:
  ✓ Amherstburg
  ✓ Essex
  ✓ Kingsville
  ✓ Lakeshore
  ✓ LaSalle
  ✓ Leamington
  ✓ Tecumseh

2. Implementation

• County Council Adoption – Anticipated Sept. 2012

  • A/T Committee & Partnerships
  • Funding and Corporate Sponsorships
  • Marketing, Education & Promotion Strategy
The Implementation / Phasing is a key aspect of the Plan, developed as a means to identify priorities and provide an order of magnitude opinion on cost:

- Intended to be a flexible document, subject to available budget resources, constraints and new opportunities as they arise;
- Identified projects for the County and local municipalities to be included as part of capital infrastructure works as they are scheduled; and
- Positions the County and local municipalities to take advantage of outside funding opportunities.