Presentation Outline

The Active Transportation Master Plan
Vision
Develop Continuity
What is the Investment?
Our challenges
Next Steps – From Plan to Implementation
Implementation
Outreach & Tourism Potential
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
- 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 Region al 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.”
How did you get to the workshop today...and why?
Why it Matters?: Regional Continuity

County Wide Active Transportation Study

- Local Area Trails
- Active Transportation Network Plan

0 2 4 6 8 Kilometers
### CWAT Plan Cost Implementation Summary

<table>
<thead>
<tr>
<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>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Local Right-Of-Way</td>
<td>$4,577,545</td>
<td>$2,095,852</td>
<td>$1,952,720</td>
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<td>County Connecting Link</td>
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<td>ERCA</td>
<td>$645,680</td>
<td>$4,149,520</td>
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<td>Province of Ontario</td>
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<td>$-</td>
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<td>Context-Sensitive Solution</td>
<td>$3,066,610</td>
<td>$611,160</td>
<td>$5,035,700</td>
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<td>TOTAL - NETWORK</td>
<td>$13,383,830</td>
<td>$15,512,470</td>
<td>$22,188,820</td>
<td>$17,451,741</td>
<td>$6,274,100</td>
<td>$27,839,219</td>
<td>$51,565,119</td>
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</table>

| OUTREACH / PROMOTION                   |                     |                      |                        |                               |            |                      |         |
| CWAT Partnership Fund                  | $500,000            | $-                   | $-                     | $-                            | $-         | $500,000             | $500,000 |
| CASO Feasibility Study                 | $50,000             | $-                   | $-                     | $50,000                       | $-         | $-                   | $50,000  |
| AT Promotion via Windsor Essex County Health Unit | $125,000          | $125,000             | $250,000               | $-                            | $-         | $-                   | $500,000 |
| GRAND TOTAL - NETWORK, OUTREACH / PROMOTION | $14,538,830         | $15,637,470          | $22,438,820            | $17,501,741                   | $6,274,100 | $28,339,219          | $52,615,119 |

- **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.
Our Challenge: Overcoming Barriers

- Poor weather
- Pedestrian and Cycling Facilities
- Safety Concerns
- Individual Behaviour
- Funding & Implementation
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**.
Endorsing the Plan

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

2. Implementation

- A/T Committee & Partnerships
- Funding and Corporate Sponsorships
- Marketing, Education & Promotion Strategy
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).
The Canadian Museum of Transportation had over 70 guests for breakfast and bike chatter at the Active Communities Summit. The day-long conference included information on Essex County’s County Wide Active Transportation Sturdy (CWATS), Promoting Healthy Living, Building Bicycle Friendly Communities in Ontario, and Harnessing the Benefits of Bicycle Travel & Tourism.

Keynote Opening Speaker: His Worship Mayor Dave Cieslewicz, Mayor of Madison, Wisconsin
Under his leadership, the city's Platinum Bicycling Committee was established in 2006, with the overall goal of achieving the Platinum Level awarded by the League of America Bicyclist - Bicycle Friendly Communities program, and to put forward a roadmap - or bike path - for Madison to become the best city in the country for cycling. Mayor Cieslewicz shared how Madison has achieved an enviable cycling mode share - even in the winter months!
The summit was an attempt to expose city staff, community leaders and transportation advocates to new ideas that can improve quality of life and economic development in the city. The summits offer open and frank dialogue and brings together people who are in positions to make change. The summit was delivered through a mix of educational, inspirational and recreational speakers!

*Share the Road Cycling Coalition* has been instrumental in energizing the municipal sector and enhancing our ability to harness the benefits of bicycling investments.

*Go For Health* recognizes the importance of physical activity to address the obesity crisis and prevent further increases in chronic disease. Staff has championed the outreach program to assist with CWATS implementation.
Active Community Summit

It was an opportunity to take away valuable information and find ways to apply it within our own community...a chance to see what works and what doesn’t work!!

Summit included Inspiration through Break-Out Sessions on the

5 Es of a Bicycle Friendly Community:

Engineering, Encouragement & Education, Evaluation and Enforcement
Outreach & Marketing - Slogan Initiative

CONTACT INFORMATION:

Name: ____________________________________________

Phone No.: ________________________________________

E-mail: ___________________________________________

The County of Essex is searching for a marketing & outreach slogan to support the County Wide Active Transportation Study (CWATS) Master Plan.

YOUR SUGGESTED SLOGAN:

Examples:
Going Somewhere... Go Active! (Region of York)
Move Yourself to Better Health (Region of Durham)

**Drop your slogan suggestion in the ballot box at the registration table for a chance to WIN a new Trek Allant Bicycle courtesy of Trek Bicycle Corporation and Ambassador Bicycles
1. For the “Slogan U Like” contest, which slogan do you think Essex County should use to promote active transportation over the next 20 years? Please check one.
   - Walk, Ride, County Wide
   - Move for the Health of It
   - Actively Discover Your County

2. What towns/municipality do you currently live in? Please check one.
   - Amherstburg
   - Essex
   - Kingsville
   - Lakeshore
   - LaSalle
   - Leamington
   - Tecumseh
   - Other

3. How old are you? Please check one.
   - 5-11 years old
   - 12-17 years old
   - 18-64 years old
   - 65+ years old

Name: ____________________________

Phone number: ____________________

E-mail: __________________________

Please answer the questions and submit your contact information for a chance to win a 32GB Blackberry Playbook.
What we learned from the Summit?

- We are all in agreement with the fact that we need to **embrace Active Transportation in a way that we are not doing now.**

- That Provincial and Municipal Governments should be focusing on how to allow **people to cycle legally and safely** on the road.

- **Education efforts**, including Share the Road and Go for Health need to expand and that the Province needs to develop a collective expectation around cycling and cycling policy.

- **We are not alone.** There are many partnership organizations that are able and willing to help our Region develop and implement an Active Transportation network.