

7



STRATEGY #3: PROGRAMS

Enhancing community awareness and fostering behaviour change to promote active transportation as a viable option for people of all ages and abilities.

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CHAPTER 7 | STRATEGY #3: PROGRAMS

To achieve the long-term goals and aspirations for CWATS, this plan addresses additional elements of a successful master plan that support the proposed network and routes. Programs and initiatives are part of the on-going efforts to encourage behaviour change, create community awareness and foster pedestrian and bicycle friendly neighbourhoods.

The following chapter outlines a proposed programming strategy for the County, its local municipalities and partners including potential initiatives that can be rolled-out to enhance promotion of the CWATS network and encourage residents to walk and bike more often. The information contained in this chapter is not intended to “reinvent the wheel” – it is to build upon the tremendous success the County and its partners have had since 2012 in the delivery and implementation of several programs, events and initiatives.

Chapter 7 is not intended to be prescriptive but rather outline additional elements of a robust strategy to enhance the culture of active transportation in the County and its local municipalities. The information contained in this chapter includes a detailed review of current and previously implemented programs, existing and potential partners and identifies potential program options for future consideration and roll-out.



7.1 BUILDING UPON THE RECOMMENDATIONS FROM THE 2012 PLAN

The 2012 CWATS Master Plan included several programming and outreach related recommendations to promote and support active transportation in the County. Since 2012, there have been many programs / initiatives launched by the County, the local municipalities and other supporting agencies / stakeholders to achieve the recommendations outlined in the original CWATS Master Plan.

Although developed under evolving circumstances, many existing programs maintain vital applicability. This includes initiatives that relate to core aspects of cycling activity, including traffic safety, bike parking or youth engagement, and those with demonstrated success or familiarity among members of the local community. Importantly, many of these recommendations were not only continued from the previous plan but slightly modified, to reflect lessons learned. Common modifications include changes to their assigned delivery agents, associated resources, targeted audiences and utilized tools – all to reflect renewed understandings of the local context and applicable best practices.

While the complete list of updated programming recommendations is provided at the end of this chapter (Section 7.5), a detailed breakdown of how they were incorporated from existing items, is included within **Technical Appendix A**.

7.2 SIX E'S OF MASTER PLANNING

A key component of successful programs involves effective engagement efforts. Master plans typically address the “five E’s” (engineering, encouragement, education, evaluation and enforcement) to encourage behaviour change, create community awareness and enhance the culture of active living and recreation. Research shows that enhancing opportunities for affordable and reliable transportation options is a key determinant to an equitable transportation system. As such, equity has been added as a sixth E to support on-going and potential new programs for the County and its partners.

These principles are also known as the **Six E’s Approach** and are considered critical cornerstones for a successful master plan. When designing a programming strategy, a range of options should be considered with a focus on primary target audiences. The 6 E’s have been used to assess the existing programs within the County and inform new recommended programs for the CWATS Master Plan Update.

Engineering

Providing safe and convenient places to walk, ride and roll within the community and designing land uses which are supportive of active forms of transportation.

Educating

Teaching people of all ages and abilities, including vehicle drivers, the benefits of active transportation, skills needed to use active transportation infrastructure safely for different trip purposes, and about the CWATS network.

Encouraging

Generating support for active transportation as a viable mode for day-to-day travel, recreation and tourism.

Enforcing

Ensuring safety for all users by applying roadway laws and regulations consistently and effectively.

Evaluating

Monitoring the “success” of CWATS including infrastructure, programs and planning as well as undertaking complementary initiatives / programs to reinforce active transportation in the County and its local municipalities.

Equity

How walking and cycling programs and infrastructure can provide mobility choices that are equitable and accessible for more vulnerable populations such as youth, seniors, and low-income populations among others.

7.3 WHAT ARE THE COUNTY AND OTHERS DOING?

Many programs have been launched by the County, local municipalities and other supporting agencies to support AT in the County of Essex. The following table provides a summary of existing programs / initiatives that have been undertaken throughout the County since 2012 and how they help to achieve the “Six E’s” of master planning. As illustrated below, most initiatives have involved education and encouragement, with few addressing enforcement, evaluation and equity. Of the six E’s, the three key ones that apply to programming are educating, encouraging and equity. The following table provides a scorecard of these three E’s and the existing programs in the County.

Table 17: Overview of Existing County-wide and Local Initiatives

Existing Program	Key Programing-Related Scorecard			<div style="display: inline-block; width: 15px; height: 15px; background-color: #92d050; border: 1px solid black; margin-right: 5px;"></div> Active <div style="display: inline-block; width: 15px; height: 15px; background-color: white; border: 1px solid black; margin-right: 5px; margin-left: 10px;"></div> To Be Completed
	Educating	Encouraging	Equity	
CWATS Promotional Materials	Active	Active	Active	
“Watch for Bikes” Campaign	Active	Active	To Be Completed	
MyCWATS Interactive Mapping Tool	Active	Active	Active	
End-of-Trip Facilities	To Be Completed	Active	Active	
CAN-BIKE & Smart Cycle Programs	Active	Active	To Be Completed	
Ride With Confidence Course	Active	Active	To Be Completed	
Bike Rodeo	Active	Active	Active	
Cycling Guide to Windsor & Essex County	Active	To Be Completed	Active	
Active & Safe Routes to School	Active	Active	Active	
Annual Non-Motorized Traffic Counts	To Be Completed	To Be Completed	To Be Completed	
Surveys	To Be Completed	Active	To Be Completed	
CWATS Annual Celebration	Active	Active	To Be Completed	
Leamington Migrant Worker Safety Promotion	Active	Active	Active	
LaSalle South-West Injury Prevention Network	Active	To Be Completed	To Be Completed	
LaSalle Online Mapping Tool	To Be Completed	Active	To Be Completed	
Tecumseh-Windsor Slow Ride	Active	Active	To Be Completed	
Give Space Lighten Up	Active	Active	To Be Completed	
Dutch Reach	Active	Active	To Be Completed	
Road Safety Blitzes	Active	To Be Completed	To Be Completed	
Windsor-Essex Communities in Motion’s AT Initiatives	Active	Active	To Be Completed	
Bike Windsor Essex Bike Valet	To Be Completed	Active	To Be Completed	
Bike Windsor Essex Bike to Workday	To Be Completed	Active	To Be Completed	
Bike Windsor Essex Garage 529	Active	Active	To Be Completed	

The photos below demonstrate the various initiatives and programs that have been rolled out by the County, its local municipalities and supporting agencies since completing the 2012 CWATS Master Plan.

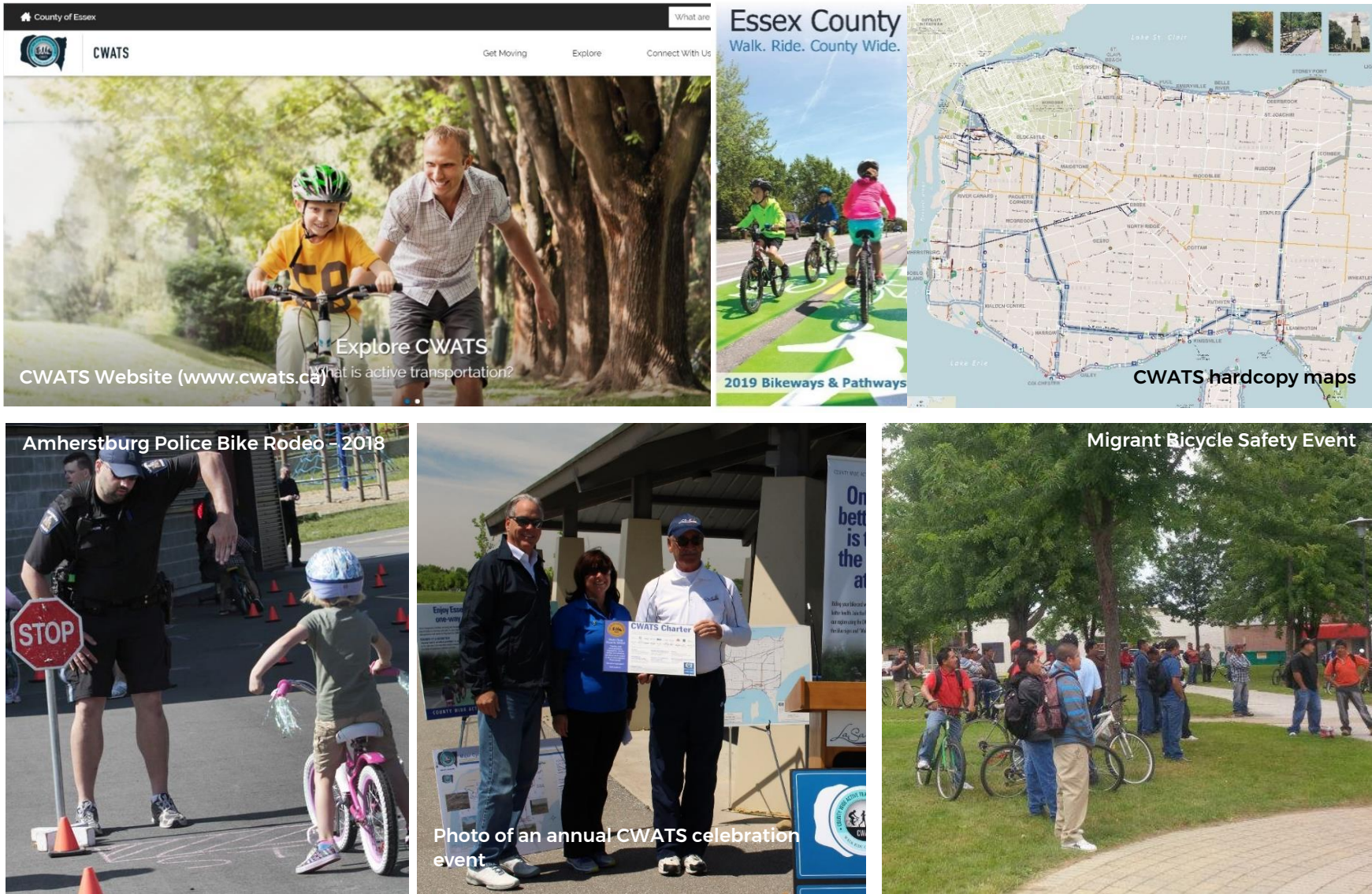


Figure 108: County Initiatives and Programs since 2012 CWATS Master Plan
Source: Essex County

Working with the County

Successful programming is achieved through on-going coordination and collaboration among different groups and staff that have a role in the coordination, support and delivery of initiatives. It is important to understand the anticipated roles and responsibilities for managing the various components of the CWATS Master Plan including the proposed programming to ensure the necessary staff, departments and organizations are engaged on an on-going basis.

Figure 109 outlines the various roles (coordinator, support and delivery) and representatives that have a role in the implementation of CWATS programming and outreach. This is intended to provide a framework to inform how programs, including current and future initiatives, can be effectively managed and planned by all those involved.

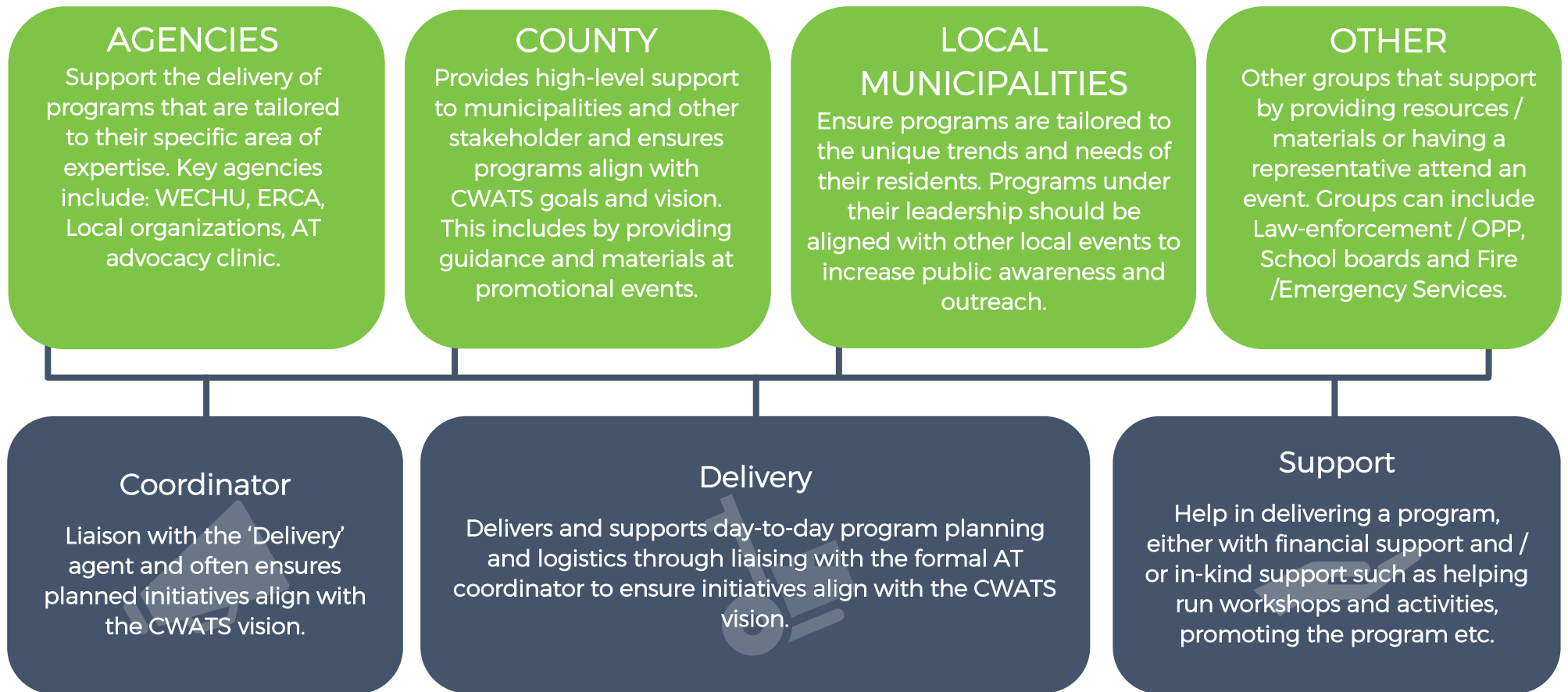


Figure 109: Suggested Roles and Representatives for CWATS Programming

7.4 PROPOSED PROGRAM OPTIONS

A key component of updating the CWATS Master Plan was to review previous program recommendations and confirm and identify new options that could build upon the successes and lessons learned since 2012. A total of nine recommended program options have been identified for consideration by the County of Essex and other supporting agencies / stakeholders, based on their ability to:

- Encourage resident and visitor behaviour change;
- Educate individuals on active transportation issues or considerations throughout the County;
- Evaluate changes and trends related to active transportation and identify areas of improvement or adaptation;
- Enforce road traffic laws; and
- Enhance mobility choices that are equitable and accessible to vulnerable populations.

The following tables provide an overview of each program option including the “Six E’s” that are achieved by each option, as well as the anticipated roles and responsibilities. These recommendations are intended to help the County and supporting agencies and partners coordinate, support and deliver active transportation programs to achieve the goals and objectives of the CWATS Master Plan Update. Particular emphasis is also placed on empowering and accessing communities underservicing by existing active transportation initiatives, to achieve more equitable outcomes.

Program Option #1: Network Route Planning and Development

Ensure that all relevant GIS data for MyCWATS Mapping tool is up to date and available in an open-source format that can be easily updated as new infrastructure is built. Available GIS information can also be used for education and awareness of existing trails and active transportation infrastructure and initiatives.

Type of initiative: Enhance existing initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> – Improve access to route information and support the development of analytical tools for implementation. – Creating an Open-Source database improves access to route mapping information and makes the GIS data more accessible. 	●			●	●	●	County	✓		✓
							Local		✓	
							Agencies		✓	
							Other		✓	

Program Option #2: Municipal Partnership Program

Modify the existing Municipal Partnership Program (MPP) Fund to support a variety of local groups to deliver education, promotion, encouragement and engineering initiatives throughout the County and to track funding and local initiatives related to AT.

Type of initiative: Enhance existing initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> – Current MPP should be updated to be more inclusive of the use of funds available to enhance local programs or identify alternative / new programs. – Increased allocation of funds to support qualifying outreach initiatives of up to \$150,000. 	●	●		●	●	●	County	✓		✓
							Local		✓	
							Agencies		✓	
							Other		✓	

Program Option #3: Events Initiatives

Host community events in each of the municipalities throughout the County such as slow rides, open streets events, active neighbourhoods, and bike valet pilot to promote active transportation.

Type of initiative: Enhance existing initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> Can be a community building exercise and encourage experience building while generating local media interest. This initiative can be integrated into CWATS Annual Celebrations to piggyback and support existing initiatives. 	●	●				●	County		✓	
			Local	✓	✓					
			Agencies		✓		✓			
			Other		✓					

Program Option #4: Agricultural Worker Safety

Expand the existing migrant worker safety program to establish a County-wide program to improve agricultural worker cycling safety.

Type of initiative: Enhance existing initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> Expanded awareness could include information for safe routes into major centres, improved access to safety equipment i.e. bike lights and enhanced education on rules of the road. This can also be expanded to provide safety programs that target other priority populations. 	●	●				●	County		✓	
			Local	✓	✓					
			Agencies	✓			✓			
			Other		✓					

Program Option #5: Active and Safe Routes to School

Work with local schools throughout the County to establish active and safe routes to school plans.

Type of initiative: Enhance existing initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> Used concurrently with other initiatives can help improve awareness and community support at a grass-roots level. Two schools in Amherstburg launched Active and Safe Routes to Schools Initiatives in partnership with the Windsor Police - Amherstburg Detachment and Windsor-Essex County Health Unit. 	●	●	●	●		●	County		✓	
							Local		✓	
							Agencies	✓		✓
							Other	✓		✓

Program Option #6: Community Events and Online Information Page

Developing materials that promote CWATS and active transportation that can be distributed and used at community events. These materials can be provided at County booths at local events or available online at a central location for reference.

Type of initiative: New initiative

Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> Providing resources to develop their own community events empowers individuals within the community. The resources are self-maintained and would be a one-time start-up cost with minimal revisions. Leverage the County's website and active social media channels to enhance CWATS related communications. 	●	●				●	County	✓	✓	✓
							Local		✓	
							Agencies		✓	
							Other			

Program Option #7: Safety Campaigns

Work with local law enforcement to develop and run new educational and promotional initiatives that encourage safe and proper traffic behaviour among all road users. This can include adherence to the regulations regarding safe passing and encouraging proper visual checks during turns and when existing cars.

Type of initiative: New Initiative + Enhance existing initiative

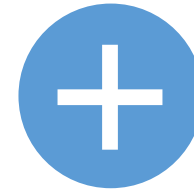
Rationale / Considerations	Six E's of Master Planning						Who is involved	Roles		
	Educating	Encouraging	Enforcing	Evaluating	Engineering	Equity		Coordination	Support	Delivery
<ul style="list-style-type: none"> – Host an annual bike safety rodeo, in partnership with local law enforcement, to provide a fun atmosphere to teach proper traffic behaviour – Launch a traffic safety awareness campaign across the County's website and social media accounts and in partnership with local media – Deliver a series of education and enforcement blitzes against improper traffic behaviour 							County		✓	
							Local		✓	
	●			●			Agencies		✓	
							Other	✓		✓

7.5 REFINING CWATS PROGRAM RECOMMENDATIONS

It is anticipated that previous programming recommendation from the 2012 Plan that have been adopted will continue to have on-going support and resources. The recommendations listed as part of the updated CWATS Master Plan are identified with one of two symbols:



Previously recommended in the 2012 Plan (re-confirmed and to be implemented as part of the 2023 Update)



New recommendation in the 2023 Update

A full summary of the recommendations in this plan, including the previously proposed recommendations that have been implemented, is provided in **Technical Appendix A**.

Table 18: Summary of Program Recommendations



7.1

It is recommended that programs identified in **section 7.4** of the CWATS Master Plan Update be implemented to build on the success of existing initiatives and to continue encouraging and educating different audiences on active transportation.

The recommendations in **Chapter 7** are elements of a comprehensive strategy to enhancing active transportation and the culture surrounding it. These recommendations are intended to be read alongside the policy, network, maintenance and implementation strategies in order to support the CWATS network and the long-term goals.