



July, 2021

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Transit Feasibility Study Public Engagement 2

Project Update and Commentary

Transit Feasibility Study

Project Purpose



Stantec



The purpose of this task was to develop data-based solutions to:

- Identify the major origin-destination patterns in the Lakeshore and surrounding communities
- Estimate ridership for potential transit options that serve the needs of Lakeshore residents, workers, and visitors.

Transit Feasibility Study Project Methodology



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Literature Review

- Comprehensive review of best practices across small to mid-size Municipalities

Data

- **Smartphone Data:** aggregated, anonymized, location-based data from smartphones – considerations of seasonality and pandemic
- **Traffic Counts:** previous recorded traffic counts from Lakeshore records and County of Essex

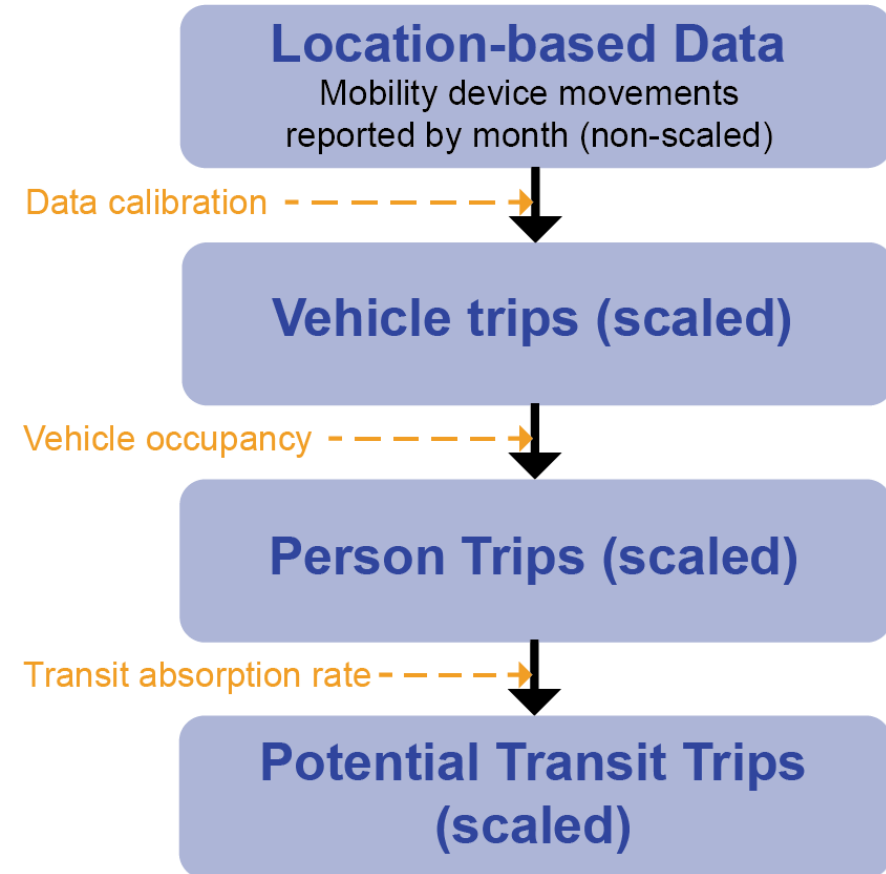
Feedback/ Engagement

- **Public Engagement Session 1:** robust survey in May 2021
- **Business Feedback:** questionnaires completed in May and June 2021
- **Internal Workshop:** Lakeshore Transit Team & Senior Management Team

Transit Feasibility Study

Data Methodology

- Stantec recommended the use of anonymized, aggregated smartphone-based mobility data to obtain information on travel patterns.
- Stantec leveraged this data to understand the major origin-destination movements between destinations within Lakeshore and to regional destinations in the adjacent municipalities of Essex County and Windsor.
- The methodology that was followed is summarized as follows:



Transit Feasibility Study Engagement Process



Engagement Phase 1

What we heard



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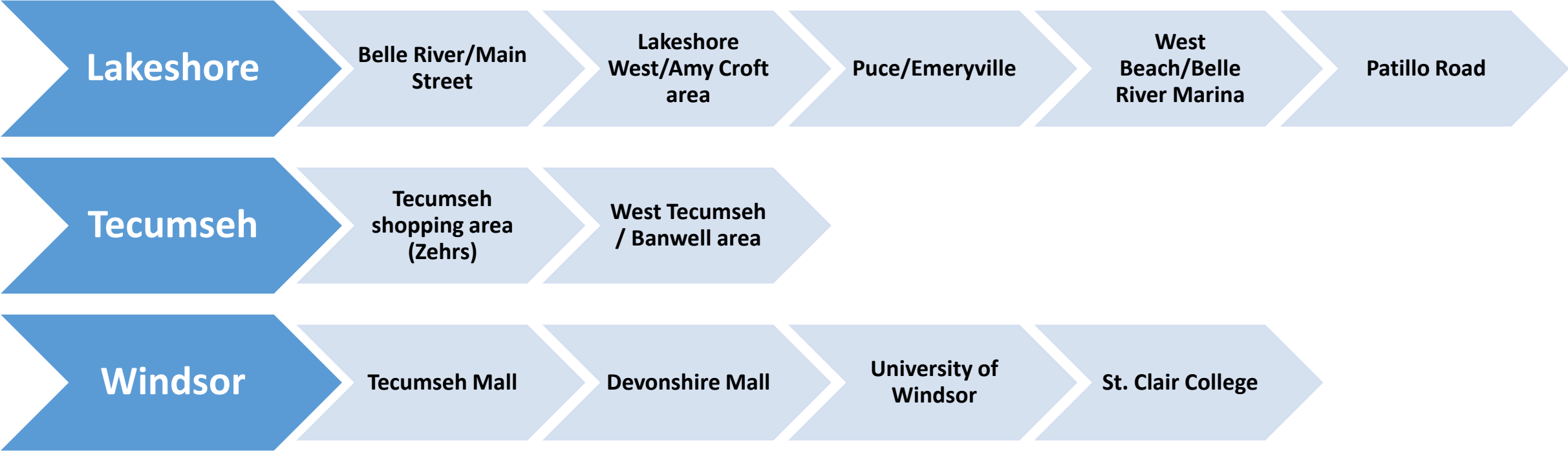


- The vast majority of respondents use a private vehicle for travel and 26% indicated that they seldom used rideshare services such as Uber and Lyft.
- **Within Lakeshore**, more than 60% of respondents indicated that they would seldom or never use mobility services for the purposes of work, school, medical or shopping trips during the weekday. The use of services were limited to weekends only, for shopping, social and recreational purposes.
- **Beyond Lakeshore**, the dominant destinations for trips using mobility services were identified as Windsor and Tecumseh with demand for work (daily), school (3 times per week) and shopping (weekends) trips.
- Approximately 50% of businesses identified that a public transit system would be beneficial to businesses and employees

Engagement Phase 1



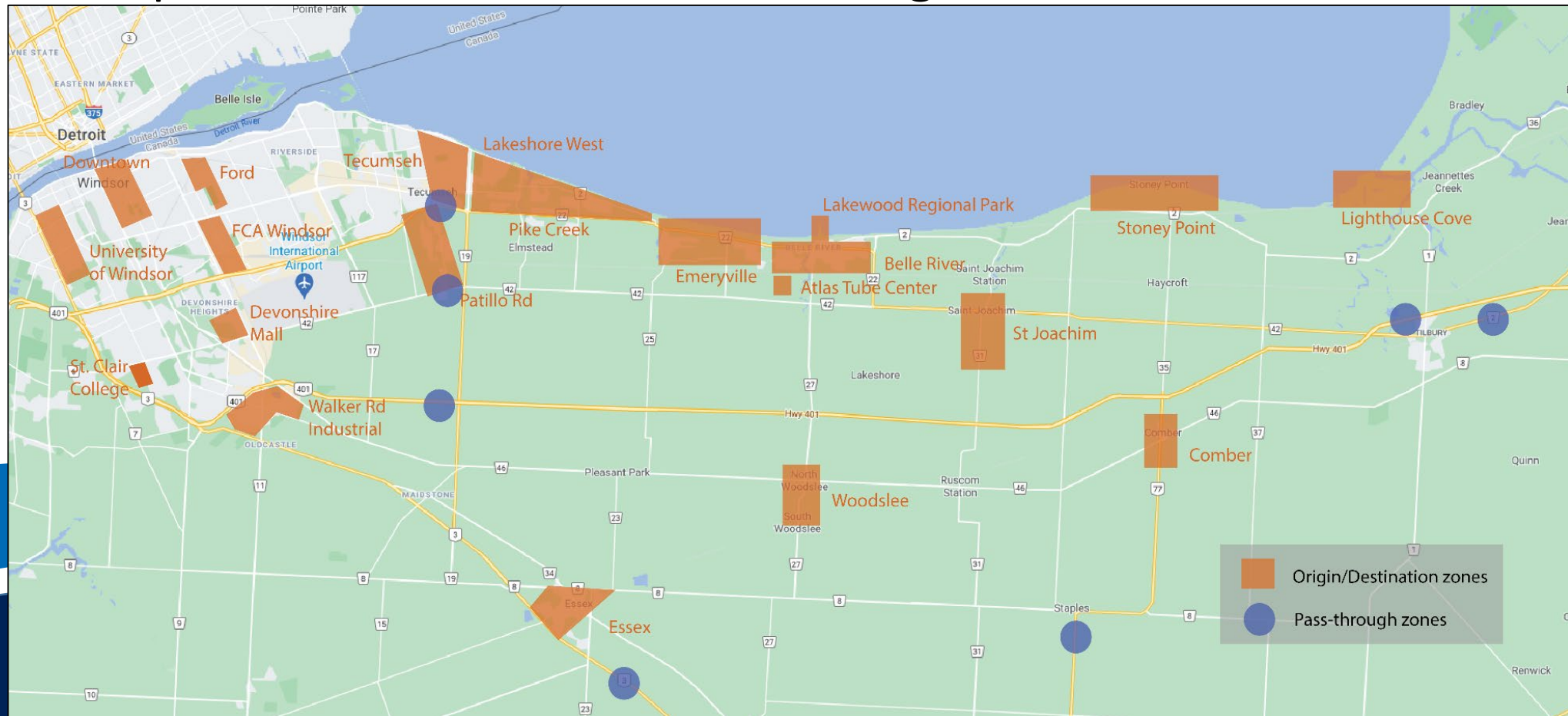
What we heard – Priority Destinations



Data Analysis

Data Capture

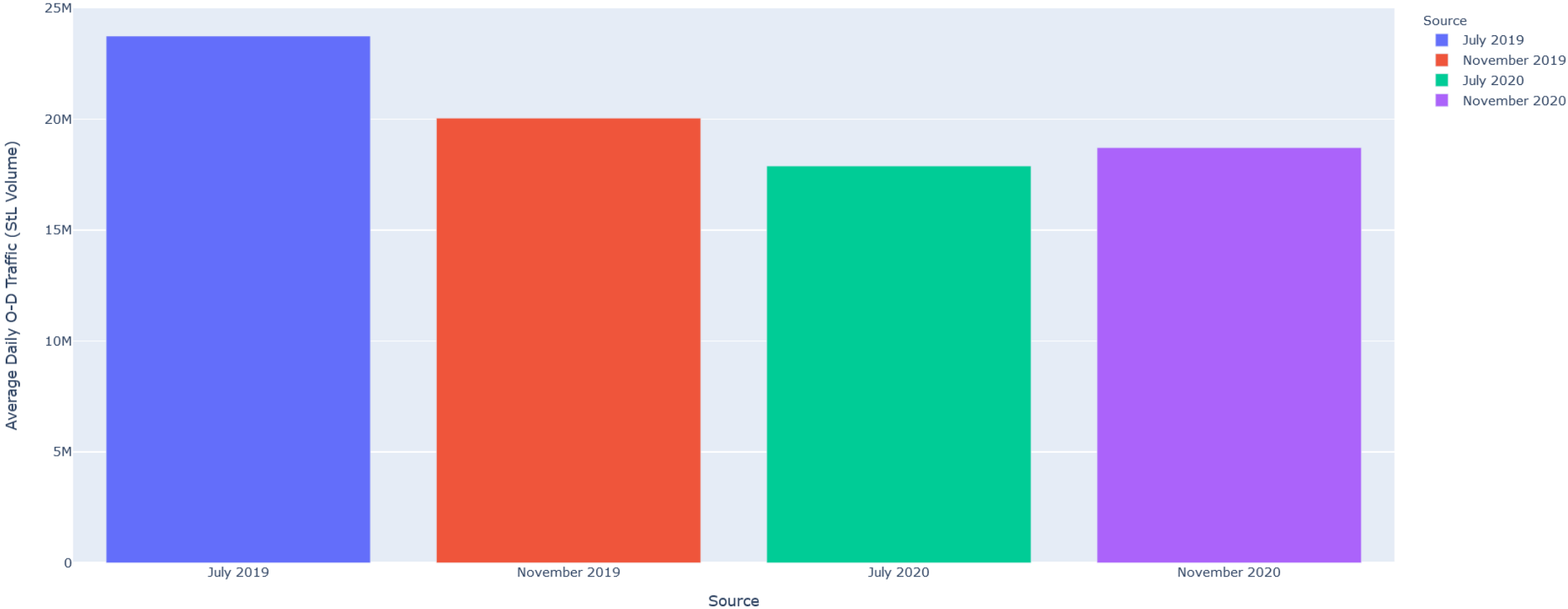
- Using StreetLight Insights Data, Lakeshore and surrounding communities were split zones in order to observe origin and destinations



Data Analysis

Data Findings

Variation in Regional Monthly Travel: Pre and Post COVID Conditions



Data Analysis

Data Findings

- July 2019 was observed to have the highest travel volumes with November 2019 being significantly lower, especially for recreational destinations such as the Lakeview Regional Park.
- The overall observed travel demand in 2020 was lower due to COVID impacts with the summer recreational tripmaking being impacted the most due to COVID travel restrictions.
- When considering the overall origin-destination patterns between zones, it is evident that the majority of trips are internal to zones, meaning that they start and end within the same zone.
- Belle River, Lakeview Regional Park, Pike Creek, Patillo Road Industrial and Emeryville generate 87% of all external trips to other zones. Roughly half of these external trips have regional destinations beyond the Lakeshore boundaries.
- Within Lakeshore, the major destinations that attract the most trips are Belle River, Emeryville, Lakeshore West, Pike Creek and Patillo Road Industrial Area.
- 90% of the regional trips from Lakeshore have destinations in Windsor. There are no major destinations in Windsor that stand out and trips are relatively evenly distributed within the City. Specific destinations in Windsor include Tecumseh and Devonshire malls, Downtown, University of Windsor, St Clair College and Walker Road Industrial area. After Windsor, other destinations include Essex and Tecumseh.

Draft Service Proposals

Findings

- Based on the engagement findings and results of the data analysis, **there is an appetite to consider developing and implementing some form of a mobility service that addresses the greatest travel demand that has been quantified through the data analysis.**
- This demand does indicate that a fairly regular regional service is warranted and the implementation and promotion of this alternative mode of travel, will contribute to removing private vehicles from the road which will ease congestion and reduce greenhouse gas emissions.

Draft Service Proposals

Proposed Initial Route(s)



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***It is recognized that both Tecumseh and Windsor have transit services. Consultation and agreements would need to be in-place prior to extending any services outside of Lakeshore boundaries. Options for integration and/or partnership will be explored if a Lakeshore transit system is planned.

Draft Service Proposals



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1) Primary Service

- **Connections:** The primary service option that is proposed connects the major origin zones in Lakeshore that comprise Belle River, Lakeshore West, Emeryville, Pike Creek and Patillo Road Industrial Area along Highway 22 and Tecumseh Road, to Windsor. Such a route will connect all the zones in Lakeshore that generate the most external trips.
- **Service Phasing:** Typically when new services are established, a phased start-up is followed. Initially the first service priority is the implementation of weekday services that will primarily cater to work and educational trips in the morning and afternoon peak periods.
- A second phase of this service is proposed to be the provision of weekend services to Windsor that cater to shopping/recreational trips.

Draft Service Proposals

2) Seasonal Service

- The intent of this service is to improve access from the region to Lakeview Regional park in summer by extending the route from Belle River to serve this area. Typically, such services should operate between June 1 and Thanksgiving in September.
- This service should be operated on weekdays as well as weekends. It is important that this service is well publicized ahead of time to encourage ridership uptake.

Draft Service Proposals

3) Local Service

- Once the regional service is established, the provision of some level of local service that would act as a feeder service to the regional route for residents, as well as provide access to local commercial services.
- The regional service described above provides the foundation to expand services that focus on local connections. Belle River, Lakeshore West, Emeryville, Pike Creek and Patillo Road Industrial Area are the major zones in Lakeshore both in terms of the origin and destination of local trips and such services could provide expanded coverage within neighbourhoods to improve overall accessibility in terms of walking distances to transit services.
- However, it should be noted, that the public engagement results do not indicate an appetite for using local services on a regular basis. It is therefore recommended to monitor the performance of other ridesharing options such as Lyft and Uber in terms of fulfilling the role of providing feeder services to the regional route.

Draft Service Proposals



4) Integration of Community Support Centre

- The Community Support Centre currently provides two types of services to Lakeshore residents, namely St Clair College Transit and Carelink Health Transit.
- It is proposed that that consideration be given to promote the integration of these services by offering connections to the proposed regional service to provide more travel options so that customers may transfer to the regional service to access destinations in Tecumseh and Windsor.

Draft Service Proposals



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5) Supporting Infrastructure

- Once routes have been defined, attention needs to be given to providing appropriate infrastructure to accommodate passengers at transit stops that enhance the transit experience. This includes the consistent provision of facilities such as sidewalks, accessibility ramps, tactile surfaces, shelters and transit information.
- Consideration should also be given to potentially establishing park and ride facilities at selected locations along the regional route within Lakeshore, to provide residents to better access the regional service.

Draft Service Proposals

Comments and Suggestions



- Thank you for reviewing the information presented above.
- We welcome your comments and suggestions on these mobility options, and we will use this input in the refinement of these proposals that will form part of the final report to staff for consideration.