

Lakeshore Feasibility Study

Public Engagement – Phase 2

1 Introduction

The Municipality of Lakeshore is exploring potential mobility options for the residents of Lakeshore. As part of this study, we are engaging with stakeholders and the public for input into this initiative and a two-phased engagement process is being followed.



Phase 1 Engagement took place in May 2021. We prepared an extensive questionnaire and provided opportunity for respondents to provide an indication of their travel patterns and preferences, as well as input and comment on potential mobility services within Lakeshore and connections to regional destinations.

The analysis of these responses, together with the analysis of travel data will help us to identify transportation demand and realistic mobility needs and options.

2 Engagement Phase 2

The purpose of the second phase of public and stakeholder engagement is to provide feedback to stakeholders on what we had heard in Phase 1, as well as presenting a summary of findings of the analysis of travel data. Based on this input we are in a position to make informed decisions in terms of identifying and developing draft service proposals for your consideration.

Concept service options are described below in terms of:

- Key origins and destinations to trips
- Service phasing and expansion
- Operational considerations

We would like to invite you to consider them in light of the engagement and data analysis summary of findings. Any comments or suggestions will be appreciated and will be considered in the refinement of these proposals.

3 Phase 1 Engagement Results - What we heard

The vast majority of respondents use a private vehicle for travel and 26% indicated that they seldomly used rideshare services such as Uber and Lyft.

Very few respondents (20%) are aware of the services provided by the Community Support Centre (St Clair College Transit and Carelink Health Transit).

The following communities were identified as priority destinations for mobility services:

Lakeshore:	Belle River/Main Street Lakeshore West/Amy Croft area Puce/Emeryville West Beach/Belle River Marina Patillo Road
Tecumseh:	Tecumseh shopping area (Zehrs) West Tecumseh / Banwell area
Windsor:	Tecumseh Mall Devonshire Mall University of Windsor St. Clair College

Within Lakeshore, more than 60% of respondents indicated that they would seldomly 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.

These results suggest that there is a greater demand for regional travel options using mobility services for work, school and shopping trip purposes and that local services demands within Lakeshore are limited to weekends.

A business survey was undertaken by the Municipality and asked whether a public transit system would be beneficial to businesses and employees. Although the result was roughly evenly split between yes and no, the positive responses were concentrated in the neighbourhoods identified as the priority destinations for mobility services namely Puce/Emeryville West, Belle River/Main Street, Patillo Road and Lakeshore West.

4 Data Analysis Results

Smartphone-based data was used to analyze travel movements within Lakeshore and the region. Device movements are tracked using certain device apps and the data is anonymized and aggregated to address privacy concerns. For this analysis, Lakeshore and its surrounding communities was split up into zones in order to observe and quantify device movements between zones. The map below illustrates the major zones that were identified.



This data helps us to make informed decisions with regard to identifying mobility options. It allows us to identify and quantify:

- where travelers are coming from?
- what are the major destination zones within the municipality, and regional destination zones such as Tecumseh Mall, Windsor?
- when do these demands occur (times of day, days of week, and months of the year)?

In terms of total tripmaking per month, 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.

The Lakeshore neighbourhoods of 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.

5 Draft Service Proposals

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.

The following draft service proposals have been developed:



5.1 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.

As there are multiple destination locations in Windsor for trips that originate in Lakeshore, as opposed to a single, major attraction, a suitable terminal point in Windsor can only be identified in consultation with Windsor Transit who have sole authority in the provision of transit services in that jurisdiction. Potential arrangements may include the identification of stops at several destinations in Windsor, or a single stop that is served by multiple Windsor routes where passengers may transfer to the local Windsor system to complete their trips. This proposal assumes that the route may initially terminate at the Tecumseh Mall which is the second largest exchange in the Windsor transit system that accommodates 4 transit routes.

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. In order to address service convenience and reliability, initial peak service frequencies should be no longer than a trip every 30 minutes,

however smaller vehicles with less capacity could warrant better frequencies. Lower frequencies could be considered during the midday and early evening to cater to shopping, medical and social trips.

A second phase of this service is proposed to be the provision of weekend services to Windsor that cater to shopping/recreational trips.

Operations: The operations of such a mobility service is dependent on the demand for service and can range from an initial on-demand service to a scheduled, fixed route transit service to Windsor. The demand for service also dictates the preferred vehicle type and its associated capacity, and this can range from small vans and minibuses to conventional buses. From an operational perspective, a proposed service to Windsor also needs to be discussed in detail with Windsor Transit, not only from a stop location perspective, but also from a service delivery perspective (on behalf of Lakeshore) which could simply consist of an extension of a Windsor route into Lakeshore.

It is thus important that the growth of ridership on such a service is monitored right from the start in order to respond to changes in demand to ensure that the appropriate level of service (service frequency), service type (on-demand versus scheduled service) and vehicle type is provided. It should also be noted that the sooner such a service can evolve into a scheduled service with improved frequencies, it will allow riders to better plan their trips.

5.2 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 can operate between June 1 and Thanksgiving in September, and 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.

5.3 Local Service

A secondary service that can potentially be considered once the regional service is established, is 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.

5.4 Integration of Community Support Centre Services

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.

With respect to accessibility, it should be noted that today, the majority of transit vehicles are 100% accessible.

5.5 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.

6 Conclusion

Thank you in advance for reviewing the information presented above and providing comments and suggestions. We will use this input in the refinement of these proposals and form part of the final report to staff for consideration.