

# Welcome

## Transportation Master Plan

### County of Essex

**Public Information Centre (PIC) Meeting #2**  
June 23-25, 2025

#### Provide Your Input

Please review the information on the boards  
Please ask questions and share your thoughts

#### Stay Informed

Visit the Essex County website at **[countyofessex.ca](https://countyofessex.ca)** for information on projects  
and public engagement opportunities

For updates and notifications, follow **@ecounty** on social media channels



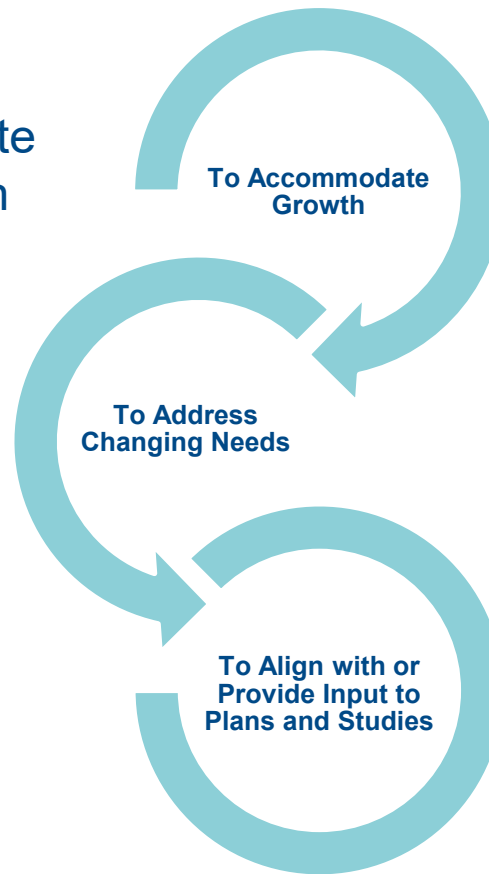
# Today's Meeting Purpose

- Overview of the TMP Master Plan process
- Vision Statement for the Transportation Master Plan
- What we have heard from the Community
- Opportunities
- Alternative Solutions to 2051
- Preferred Preliminary Alternative Solution to 2051
- Questions, Comments or Concerns?

# Transportation Master Plan (TMP) Update

## What is a TMP?

- A long-term plan to evaluate and define a transportation system to accommodate future needs
- An opportunity to develop policies, long term (10 – 30 year) capital and work programs, guidelines

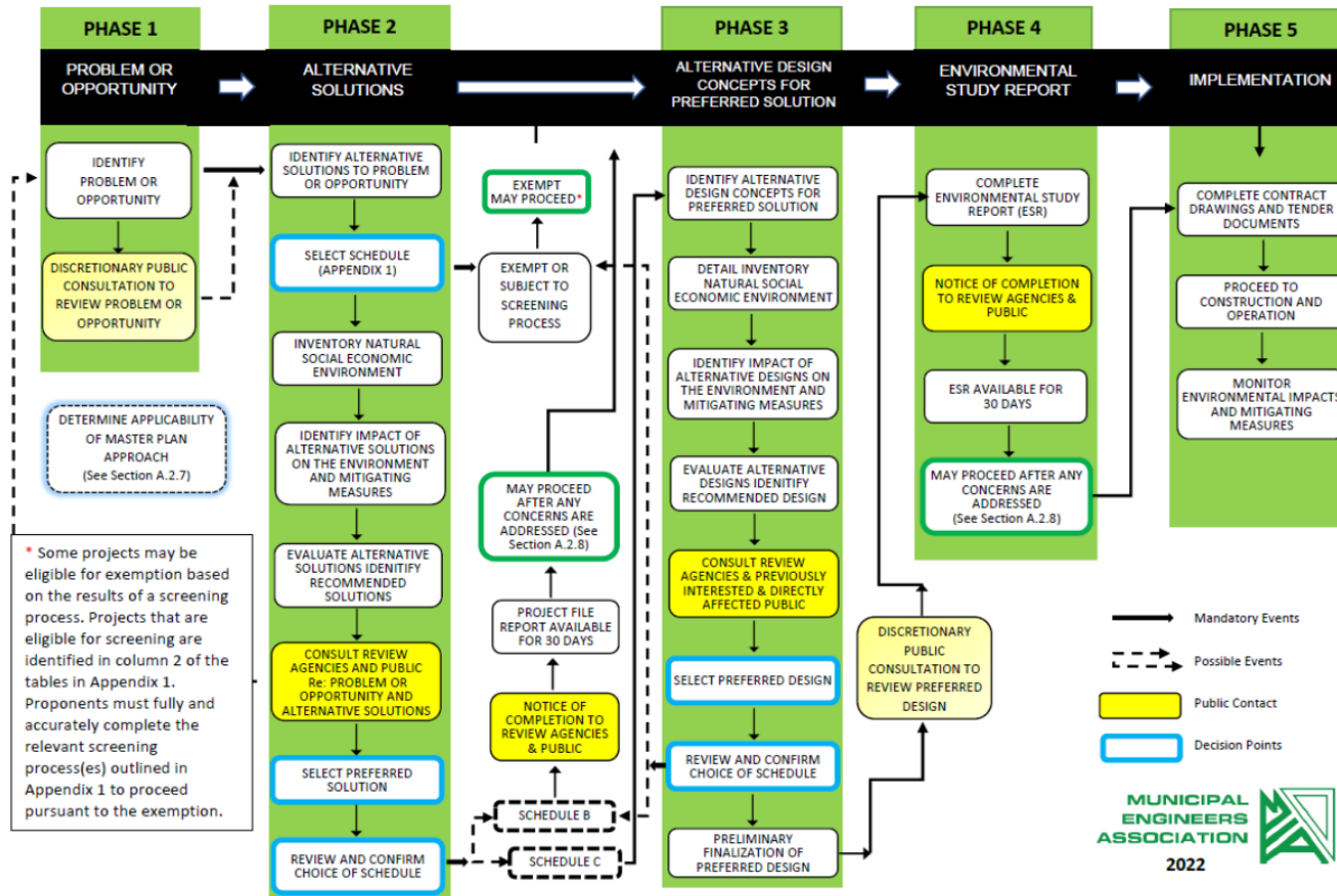


## Why do we need a TMP?

- Develop a plan to identify needs and the County's mobility vision for next 30 years
- Develop prioritization strategy of road, active transportation and transit improvements
- Investigate best practices and emerging transportation trends/technologies
- Incorporate recent studies and guiding documents

# Municipal Class EA Process

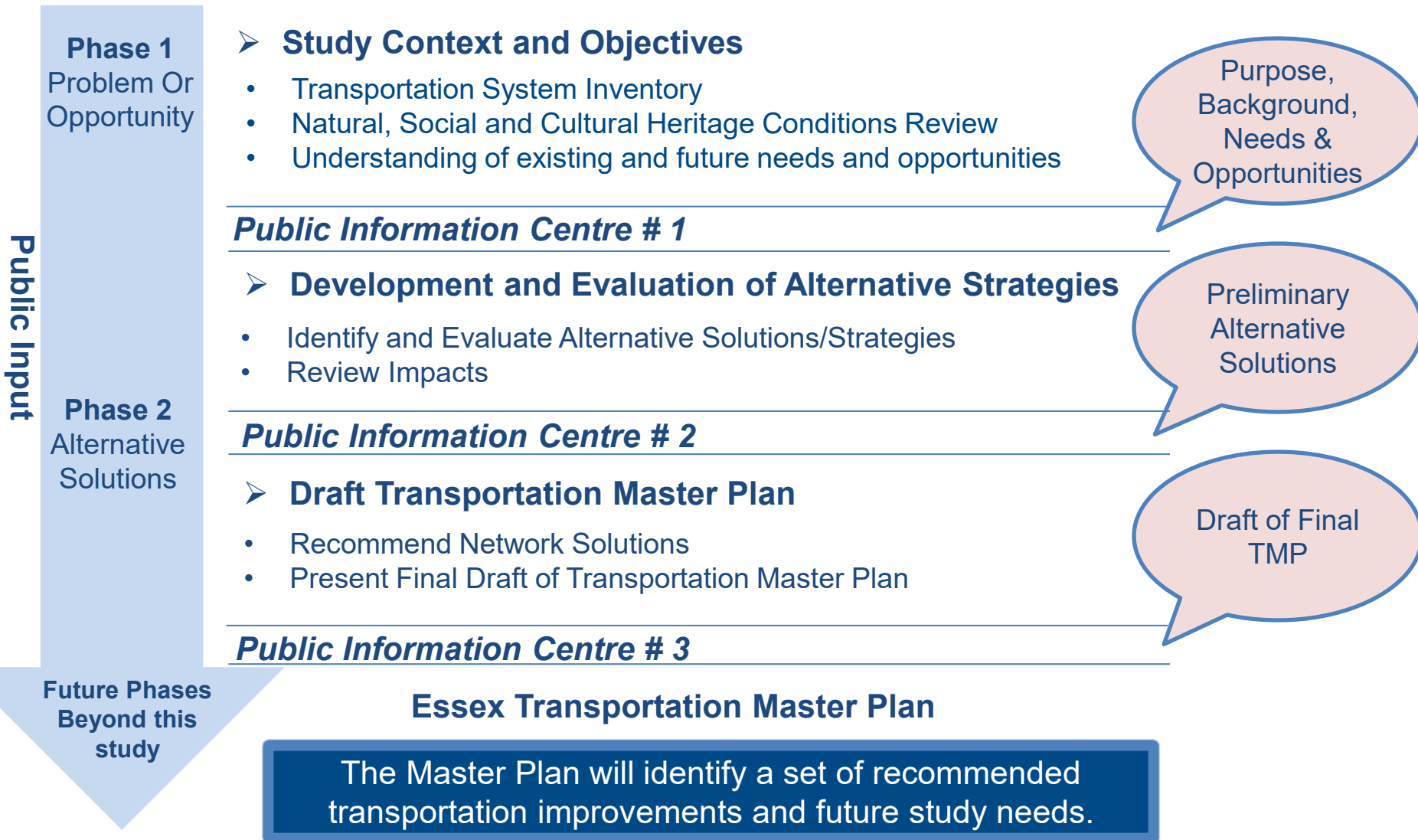
The Transportation Master Plan will be carried out in accordance with the Municipal Class Environmental Assessment (MCEA) process



We are Here

Master Plans must address at least the first two phases of the MCEA process

# What is the Process?



# Vision Statement

The County of Essex has initiated a Transportation Master Plan (TMP) study to identify long-term transportation visions and strategies aimed at achieving the County's objectives for safe and efficient movement of people and goods, develop new goals and policies that will serve as a road map for the County to responsibly manage the road network, and address current needs and anticipated growth in the County until 2053.



# What We've Heard

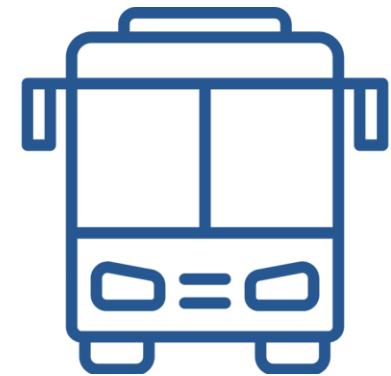
## Road Network

- Address traffic congestion on County roads
- Implement traffic calming measures
- Reduce speed limits
- Reduce car dependency
- Increase inter-municipal connectivity
- Improve traffic management in school zones
- Improve infrastructure (potholes, narrow lanes, paved shoulders)



## Transit

- Increase frequency and reliability of service
- Expand route coverage (especially during peak hours, weekends and special events)
- Increase accessibility options
- Add stops at key destinations and hubs
- Provide transit for students
- Offer improved costs, transit incentives
- Request for service to underserved locations: Lakeshore, Amherstburg and Tecumseh (Tilbury-Tecumseh)





# What We've Heard

## Active Transportation

- Improve County roads / connections to municipalities
- Improve facilities in school areas, resting and parking areas
- Provide better maintenance of trails and sidewalks
- Expand trails, bike lanes and connections to parks
- Increase safety of intersection crossings
- Provide better driver education and enforcement of by-laws to ensure safety of all road users
- Improvements to and additions of sidewalks



## TMP Vision

- Responses support a vision that includes road improvements with a greater focus on AT and Transit improvements
- Important objectives: Active transportation infrastructure, public transit improvements, safety and accessibility, road and traffic management, environmental and health benefits, availability and convenience of alternate modes of travel





# What We've Heard

## "The Community has spoken"

**Additional Connections:** more transit stops in more locations, more trails, bike lanes, sidewalks, inter-municipal connections

**Upgrades to Infrastructure:** carpool lots, paved shoulders, abandoned rail trail use, bike lanes, bike parking, sidewalks

**Safety and Accessibility:** intersection crossings, narrow lanes, driver behaviour, congestion, trail entrances, winter maintenance

**Other Considerations:** farm equipment travel, cycle tourism, electric vehicle infrastructure, e-bikes/e-scooters, ATV's



# Projected Travel Demand

- Priority improvements were identified based on a 2% growth scenario.
- The current capital improvement plan was incorporatec



# Opportunities



- Road widening and improved roadway geometry



- Goods movement strategy



- Agricultural vehicles strategy



- Active transportation routes and infrastructure



- Transit routes and infrastructure

# Alternative Solutions to 2051

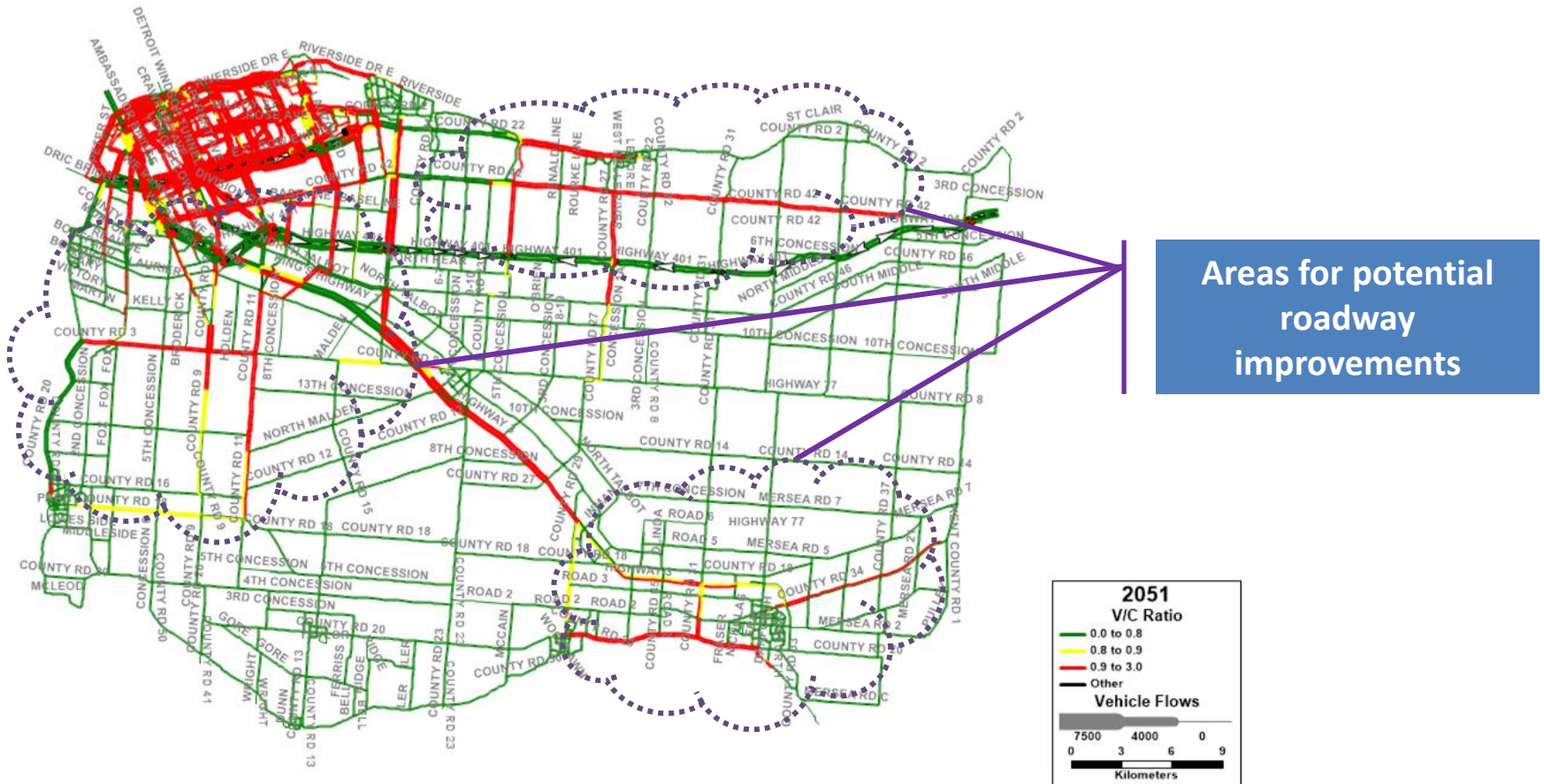
Alternative 0	Alternative 1	Alternative 2	Alternative 3
“Do Nothing” / Business-As-Usual	Maintain Roads with Transit Upgrades	Upgrade Roads, Transit and Active Transportation	Focus on Transit and Active Transportation
Proceed with all planned improvements (i.e., identified from previous County plans and capital budgets).	Maintain auto-oriented travel with some upgrades to Transit.	Auto-oriented travel with select enhancements to Transit and Active Transportation.	Provide for current levels of service for auto but focus on Transit and Active Transportation as alternatives to auto travel.

# Evaluation Criteria

The draft evaluation criteria below were established, based on planning objectives and the policy scan conducted for this TMP. These criteria are used to assess the alternatives and pick the preferred solution(s).

Evaluation Criteria and Supporting Indicators	“Do Nothing” / Business-As-Usual	Alternative 1 Maintain Roads with Transit Upgrades	Alternative 2 Upgrade Roads, Transit and Active Transportation	Alternative 3 Focus on Transit and Active Transportation
<b>Transportation Service</b> <ul style="list-style-type: none"> <li>Improves capacity and reduces delay</li> <li>Supports connectivity</li> </ul>	√	√√	√√√√	√√√
<b>Transportation Equity</b> <ul style="list-style-type: none"> <li>Protects vulnerable road users</li> <li>Provides viable alternative mobility options</li> </ul>	√	√√	√√√	√√√√
<b>Supports County Objectives</b> <ul style="list-style-type: none"> <li>Mitigates effects of climate change</li> <li>Supports economic development</li> <li>Provides resilience</li> </ul>	√	√√	√√√	√√√√
<b>Environmental Impact</b> <ul style="list-style-type: none"> <li>Minimizes impact to environmental features</li> </ul>	√√√√	√√√	√√	√
<b>Cost</b> <ul style="list-style-type: none"> <li>Minimizes County capital and operating/maintenance costs</li> </ul>	√√√√	√√√	√√	√

# Preferred Preliminary Alternative Solution to 2051 - Roads





# Preferred Preliminary Alternative Solution to 2051 - Transit

## Potential Route A: Essex Centre to Amherstburg / LaSalle

- Route will connect Essex to Amherstburg and LaSalle, and create a connection between existing Transit Windsor 605 and LTW 42 routes.

## Potential Route B: Essex Centre to Kingsville

- Route will create connections between points of interest within the Town of Essex and the existing LTW 42 route.

## Potential Route C: Essex Centre to Lakeshore to Windsor

- Route will create connections between points of interest in the Town of Essex, Municipality of Lakeshore, Town of Tecumseh and City of Windsor.



## Other Solutions:

- On-Demand Transit Opportunities
- Micromobility
- Bike-Share
- Scooter-Share

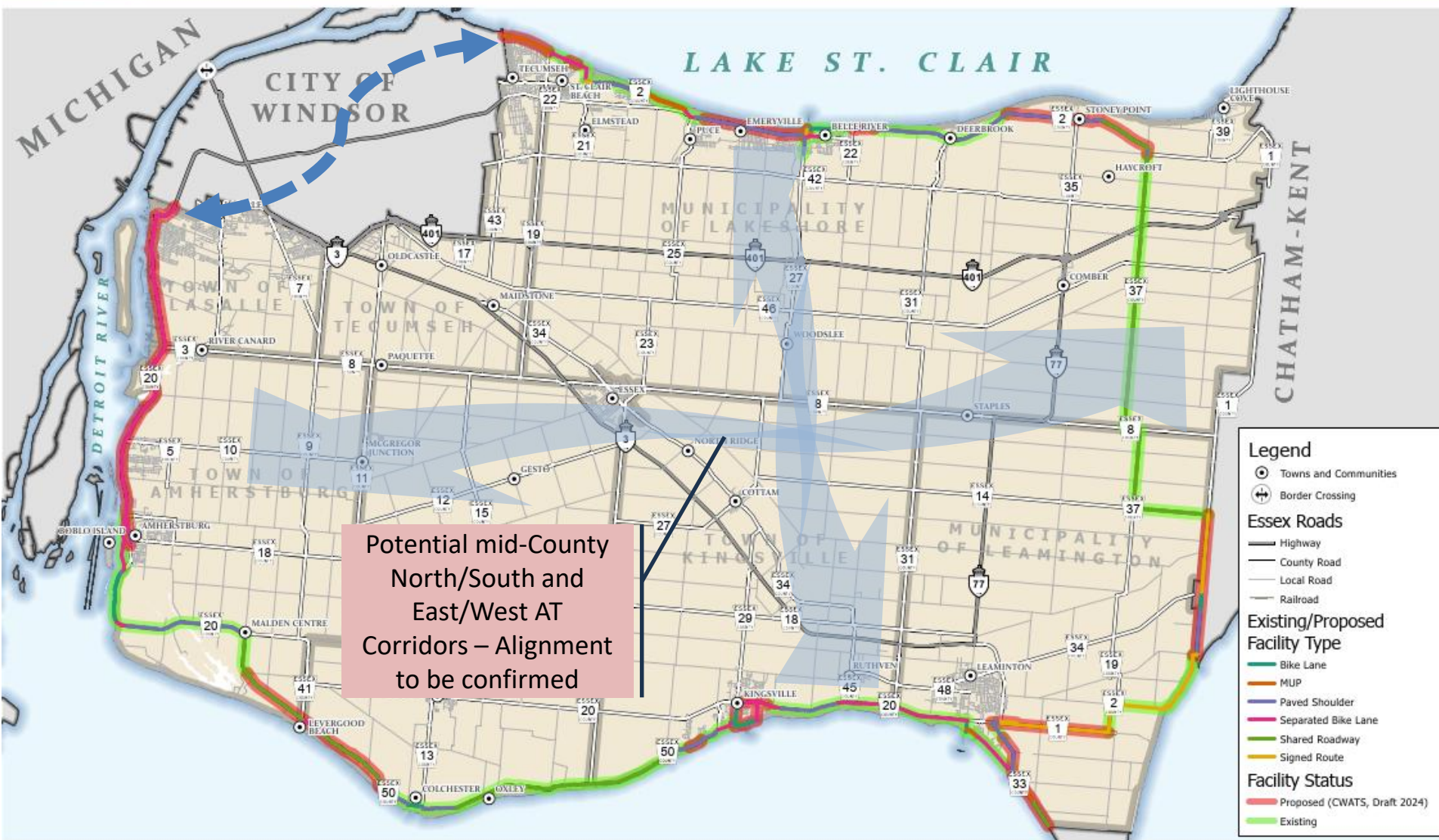


# Preferred Preliminary Alternative Solution to 2051 – Active Transportation

- Support of the CWATS Master Plan Update
- Support of Adjacent Active Transportation Recommendations:
  - Connecting County Road 2 (Tecumseh Road) to the AT facility on County Road 36 of Chatham-Kent
  - Continuing the AT facility on Talbot Road into Chatham-Kent
  - Connecting Deer Run Road to the AT facility on Kent Road 1
  - Continue the Sidewalk on Malden Road into the Town of LaSalle
  - Continue the Sidewalk / Cycle Route on Howard Avenue into the Town of LaSalle
  - Continue the Cycle Route on County Road 42 into the Town of Tecumseh

# Preferred Preliminary Alternative Solution to 2051 – Active Transportation

- Enhanced Inter-Regional Connectivity
- Lake-to-Lake Trail and Amenities
  - Lake-to-Lake Trail utilizing existing or proposed Active Transportation routes from the draft CWATS Master Plan Update.
- Design Treatments at Highway 401 Interchanges
  - Potential design elements include signalized crossing installations, bicycle detection, vehicular channelization, and “No Right on Red” signage.
- Supporting Active Transportation Programs and Policies
  - Educational campaigns such as: Learn how to fix a flat bike tire, Learn essential bike maintenance skills, Unlock the secrets of winter bike commuting, Commuter safety.

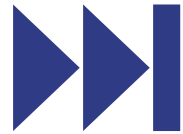


# Recommended Preferred Solution

The TMP is proposing a balanced, equitable transportation system, that will include a combination of road, active transportation and transit improvements, as well as policies to support a safe and efficient roadway network.

**Please provide your comments/thoughts**

Place a sticky note, or write directly on the board

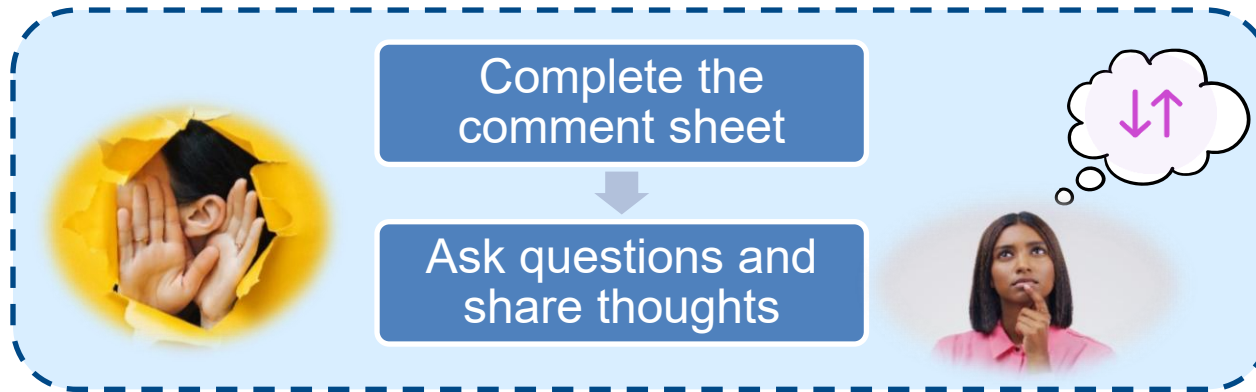


# Next Steps

1. Develop 2051 Transportation Strategy and Phasing
2. Draft Transportation Master Plan for public review and comment
3. Conduct Final Consultation Sessions
4. Council Approval
5. Study Completion (Targeted for Fall 2025)



# Questions / Comments ?



Please fill out a comment form, or scan the QR code, or visit the TMP page at <https://www.countyofessex.ca/TransportationMasterPlan/>

PIC materials will be available online on the project webpage for review and comment until **July 31, 2025.**

A summary of comments along with responses to comments received by **July 31, 2025** will be provided in a Public Information Centre Summary report posted on the County's TMP webpage.

If you have any additional questions / comments, please contact



**Jerry Behl, P.Eng., PMP, PTOE, RSP1**

Manager, Transportation Planning & Development  
County of Essex  
Tel: 519-776-6441 ext. 1316  
E-mail: [JBehl@countyofessex.ca](mailto:JBehl@countyofessex.ca)

**Alvaro L. Almuina, P.Eng., M.Eng., PMP, DCE**

Consultant Project Manager  
R.J. Burnside & Associates Limited  
Tel: 1-800-265-9662 ext. 4383  
E-mail: [Alvaro.Almuina@rjburnside.com](mailto:Alvaro.Almuina@rjburnside.com)