

For immediate release:

MARK MASANOVICH PROPOSES WARD 10 MOBILITY AND SAFETY PLAN

A comprehensive approach to traffic flow, road infrastructure, pedestrian safety, cycling, and public transit

WINDSOR, ON - Ward 10 candidate Mark Masanovich is proposing a comprehensive Mobility and Safety Plan focused on the most important transportation corridors, including Grand Marais Road, Dominion Road, Northwood Street, North Service Road, Labelle Street, Edinborough Street, and the critical intersections connecting these areas.

Masanovich says Ward 10 must increasingly be viewed not only as a neighbourhood transportation issue, but as a critical part of Windsor's overall transportation network.

"Ward 10 is the centre of the city – the hub of Windsor - and is in many ways the nerve centre of Windsor's road network. Major movements converge in and around our ward every day. People travelling through Ward 10 are not necessarily Ward 10 residents. They are going to work, school, businesses, other neighbourhoods, and destinations across the city. Ward 10 residents understand this all too well, and at the door are passionate. As a resident of Ward 10 I am not surprised."

"When traffic does not move properly through Ward 10, the consequences do not stop at the ward boundary. This is infrastructure that matters to the entire city."

Masanovich says years of residential growth and development have also increased the importance of completing the transportation network envisioned through Windsor's long-term planning documents.

The City's Official Plan and associated secondary planning documents identify a network of arterial and collector roads intended to provide connections between neighbourhoods and major transportation corridors.

Masanovich believes the city needs to review outstanding planned road connections and determine if they are still needed or which have now become necessary because of development, congestion and changing transportation patterns.

“We have areas that have grown substantially while portions of the transportation network intended to support that growth remain incomplete. We cannot continue adding homes, vehicles and activity without making investment in the infrastructure that allows people to move in and through Ward 10.”

“This is bigger than paving streets – although parts of the ward are in severe need of paving. It means completing missing connections, building out the arterial and collector network where it is required, improving intersections and making sure our transportation infrastructure reflects the Windsor that exists today and the Windsor we are planning for tomorrow.”

Proposed Ward 10 Mobility and Safety Plan

The proposed plan would include:

A comprehensive traffic and safety audit of Grand Marais Road, Dominion Road, Northwood Street, North Service Road, Labelle Street, and Edinborough Street using traffic volumes, collision information, vehicle speeds, pedestrian activity and transit data.

A review of planned arterial and collector road connections identified through the City’s Official Plan and secondary plans, including identifying unfinished links that now may warrant construction.

A priority review of major intersections examining signal timing, turning movements, protected left turns, sightlines, lighting, pedestrian crossing times, road geometry and recurring congestion.

Better coordination of traffic signals along major corridors so vehicles are not repeatedly stopping unnecessarily, and congestion is not pushed onto residential streets.

Safer pedestrian infrastructure, including clearly marked crossings, improved lighting, accessible curb ramps, appropriate crossing times, and attention to missing sidewalk connections.

A connected cycling network that eliminates abrupt gaps and examines protected infrastructure where traffic volumes, road design and available space make it appropriate.

Improved transit movement and access through better bus stop placement, accessibility, and an examination of locations where road design or congestion unnecessarily slows transit service.

Greater attention to school zones, neighbourhood entrances and locations where pedestrians, motorists, buses and cyclists regularly interact.

A clear distinction between projects that can be implemented quickly and major infrastructure projects requiring engineering, land acquisition or inclusion in the City's capital plan.

A publicly available priority list showing the problem, proposed solution, anticipated cost, funding sources, and expected timeline for major Ward 10 transportation projects.

One Network, Not Separate Transportation Silos

Masanovich said transportation planning should begin with how each street and intersection actually functions rather than approaching every location with the same solution.

"Residents do not live inside transportation silos. The same person can drive to work, walk with their children, ride a bicycle and use public transit. Our transportation system needs to recognize that reality."

"Good planning is not about choosing one form of transportation over another. It is about building a network where everyone can move safely and efficiently."

A Renewed Engineering and Planning Review

Masanovich says one of his priorities would be pressing for a renewed engineering and planning review of Ward 10's transportation network as a whole, rather than continuing to address individual problems in isolation.

"There are intersections that need attention. There are roads that need rehabilitation. There are connections that still need to be completed. And there are infrastructure decisions envisioned years ago that deserve to be looked at again in light of how much Windsor has changed."

"Ward 10 has grown and so has the surrounding areas. Its infrastructure responsibilities have also expanded. The level of investment should reflect both the needs of the residents who live here and the important role these roads play in moving the entire city."

Accountability and Public Reporting

Masanovich said accountability must also be part of the process.

"For every major transportation problem, residents should be able to see what the issue is, what the possible solutions are, what it will cost, where the funding comes from, and when it will happen. Transportation planning in Ward 10 cannot disappear into a report for another decade."

Media Invitation

Mark Masanovich is inviting members of the local media to meet with him along the affected Ward 10 corridors to discuss the proposal, examine specific transportation challenges and highlight locations where improvements to road capacity, connectivity, pedestrian safety, cycling infrastructure and public transit should be considered. Interviews and site walkthroughs are available upon request.

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