



# Quay to the City Summary Report

October 2006



**TORONTO WATERFRONT  
REVITALIZATION CORPORATION**

# Quay to the City Evaluation

## Introduction



In August 2006, the Toronto Waterfront Revitalization Corporation (TWRC) held **Quay to the City: '06**, a 10-day event to showcase the winning West 8 + dtah design from TWRC's Central Waterfront Innovative Design Competition.

The objective of what turned out to be a very successful event was to allow the people of Toronto to immediately experience the benefits of the new central waterfront design. In addition to beautifying Queens Quay and attracting more people to the waterfront, Quay to the City generated data that will be used for the implementation of the permanent re-design.

This report provides an evaluation of the Quay to the City event and includes the results of two public opinion surveys, a survey of area businesses, a traffic impact assessment, a breakdown of total costs and a summary of the media coverage generated by the event.



Based on the success of Quay to the City, TWRC will continue to look for ways to get more people using the waterfront and to showcase the potential of waterfront revitalization. This could include future Quay to the City type events, displays or exhibitions as well as attracting commercial interests to the area.

## Public Reaction to Quay to the City



Consulting the public and engaging the community in waterfront revitalization is a fundamental part of TWRC's work. As part of Quay to the City, TWRC conducted two public opinion surveys and proactively sought the input of area residents at community meetings before and after the event. While area residents are generally supportive of the redesign of Queens Quay, there are some significant concerns. The biggest concern is ensuring safe and efficient access to the residences and businesses on the south side of Queens Quay when the eastbound lanes are eliminated. TWRC recognizes that this is the biggest challenge in implementing the permanent design and will continue to consult area residents as well as the broader public in the implementation of the permanent design.

## Quay to the City Public Survey



TWRC prepared a survey requesting feedback from Quay to the City visitors and area residents. TWRC received approximately 1000 responses to the survey which was distributed on-site during the Quay to the City event, posted on the TWRC web site and distributed to all Queens Quay condominium corporations and/or property managers. Survey highlights:

- 71% of respondents liked the Quay to the City installation
- 68 % felt that the installation improved the quality of life in the central waterfront and said that these types of changes should be implemented on a permanent basis.
- 50 % of respondents felt that the event made traffic worse while 32% thought traffic was better. 46% thought noise was improved vs. 20% who thought it was worse. 39% felt parking was more difficult compared to 34% who thought it was better.
- 80% said Quay to the City brought more cyclists to the waterfront and 70% said more pedestrians

A copy of the full survey and results are included in Appendix A.

## Harbourfront Visitors Survey

TWRC also worked with EKOS Research to add two Quay to the City questions to Harbourfront Centre's regular weekend survey of visitors to the Harbourfront Centre site. This research found that:

- 40% of Harbourfront Centre visitors were visiting the central waterfront specifically to see the Quay to the City installation
- 66% supported implementing Quay to the City type changes to Queens Quay on a permanent basis

Additional information on the EKOS survey is attached in Appendix A.



## Business Survey



TWRC conducted a survey of area businesses on the Quay to the City event. The survey was hand delivered to every business on Queens Quay. A copy of the survey has been attached to this report. In addition to the survey, TWRC held meetings with representatives from the BIA before and after the event.

It is interesting to note that public and business perceptions about the event and the impact on the community varied. While 70% of the public support permanent Quay to the City type changes to Queens Quay, only 40% of the respondents to the business survey felt the same way. Similarly, 50% of public respondents vs. 82% of business respondents thought traffic was worse.

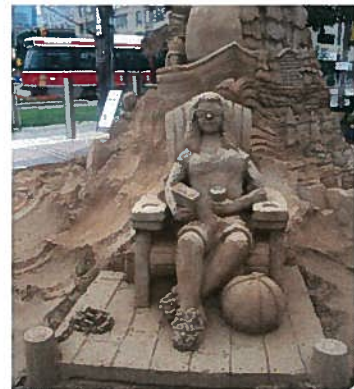
### Highlights of the business survey:

- 48% of business respondents liked the Quay to the City installation, while 52% did not
- 67% thought that Queens Quay looked better
- 40% said that would like to see these kinds of changes implemented permanently while 50% said they should not
- 23% thought their business was better during the event while 45 % thought it was worse. 33 % felt that the event had no impact on their business
- 82% of business respondents thought traffic worse and 70% thought parking was worse.



The complete survey and results are attached in Appendix A.

TWRC will continue to work closely with Queens Quay businesses as well as the broader tourism sector to ensure that the permanent design does not negatively impact economic activity in the area. Issues with respect to traffic and parking will be addressed in the design stage.



## Traffic Impact Assessment

Quay to the City gave TWRC the opportunity to “test drive” the new design for Queens Quay, generating useful traffic data that will inform the implementation of the permanent design. TWRC hired Ontario Traffic to collect car and bike traffic prior to and during the event.



It should be noted that during Quay to the City the two eastbound lanes on the south side of the street were closed with the two westbound lanes operating on the north side of the street. The permanent design calls for closing both eastbound lanes and having

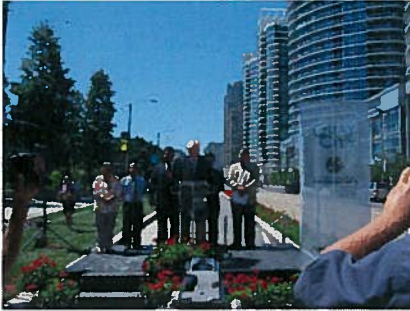
two-way traffic on the north side of the street.

The full Traffic Impact Assessment report is attached in Appendix B.

The following traffic observations were made during Quay to the City:

- Queens Quay westbound saw an initial peak in traffic during the first couple of days. After one week the levels appeared to reach the levels experienced prior to the closure.
- The bicycle volumes experienced an overwhelming increase during the road closure. Westbound bicycles increased from 10 to 661 bicycles during the PM peak.
- During the closure, the intersection of Queens Quay and Spadina Ave experienced queuing on Queens Quay eastbound due to congestion on Spadina Ave northbound at Lakeshore Blvd.
- Lakeshore Blvd. eastbound saw an increase along the entire corridor during the closure. The increases ranged from very little to an 88% increase eastbound between Lower Simcoe and York St. This increase is widely distributed throughout the day and not during the peak hour where it would have had a more severe impact. This increase suggests that vehicles that would have normally made the right-turn onto Queens Quay for the purposes of avoiding traffic on Lakeshore were unable to do so.
- A slight increase on Lakeshore Blvd. westbound is somewhat negligible. This is likely a result of the fact that the Queens Quay westbound movement is still open.

## Quay to the City Media Strategy



The 10-day Quay to the City installation provided an exceptional media platform for TWRC to communicate definitive proof for Torontonians that it is moving into the implementation phase of its mandate. With limited budget for paid advertising, earned media stories were considered a vital part getting word out about the event itself and encouraging people.

The campaign built on initial positive media interest in the Central Waterfront Design Competition that defined the winning design as “bold, beautiful, and buildable.” The extensive print and broadcast media coverage met TWRC’s twin objectives of encouraging attendance at the Quay to the City installation over the 10 days, while also forging new and enduring media relationships with outlets that have traditionally not covered the waterfront revitalization story

### Media Strategy Objectives

- Secure wide-spread media coverage across the GTA to drive people’s interest in visiting the TWRC dedicated Quay to the City website, and eventually to the 10 day event (August 11-20)
- Maximize TWRC’s return on media outreach investment by creating interest and enthusiasm amongst the public, especially in Toronto, and spanning out into the GTA, to “take back the waterfront”
- Create a dialogue with Torontonians to foster ongoing interest in TWRC efforts over the long term
- Establish new media contacts for the TWRC with on-line publications, GTA-based ethnic, community and lifestyle media

A comprehensive summary of the media coverage is attached in Appendix C.

### Paid Advertising

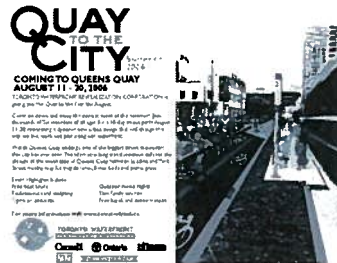


In addition to the comprehensive media outreach, TWRC did purchase advertising on the TTC. A streetcar was wrapped with Quay to the City promotions and posters ran on 150 streetcars and buses across the city. This advertising directed people to the TWRC web site for the more detailed information about the event. An evaluation was not done on the effectiveness of this advertising.

## Media Sponsorship



TWRC did secure some free promotional space in the Toronto Star and NOW magazine. However, because of the short lead up time to the event, and the number of other events that The Toronto Star was promoting, this did not result in many ads.



## Budget

### Quay to the City 2006 Event - Actual Costs

ITEM	ORIGINAL BUDGET	ACTUAL COSTS	VARIANCE OVER/ (UNDER)
Landscape Installation	\$ 425,470	\$ 513,216	\$ 87,746 <sup>1</sup>
Security	131,000	330,990	199,990 <sup>2</sup>
Events, Promotions & Operations	200,000	302,644	102,644 <sup>3</sup>
Other	151,294	134,160	(17,134)
<b>Totals</b>	<b>\$ 907,764</b>	<b>\$ 1,281,010</b>	<b>\$ 373,246</b>

#### Notes:

1. The original estimate for the installation received from the constructor was significantly cut back without impacting the installation.
2. Over budget primarily due to additional costs for off duty police officers required at every crossing of the installation.
3. Additional costs incurred due to the short timeframe of six weeks to organize events.

# **APPENDIX A**



## Appendix A Quay to the City Survey Results

### Public Survey

TWRC Received 973 responses to its online and paper based survey. The survey included 8 questions, which queried people's opinions of the various features in the Quay to the City installation, its impacts on existing transportation/usage patterns and quality of life. The survey asked users if they liked the installation and whether they would like to see like changes made permanent on Queens Quay.

1. Did you like the Quay to the City installation on Queens Quay?

Yes – 70.7%      No – 28.6%

2. Did you think Queens Quay looked better, worse, same?

Better – 72.6%      Same – 7.1%      Worse – 19.9%

3. On a scale of 1 to 5 with 1 being strongly dislike and 5 being strongly like. Please rate the following elements of Quay to the City

	Like/Strongly Like	Dislike/Strongly Dislike
Bike Trail	68.3%	24.9%
Bike Arch	40.2%	44.7%
Landscaping	75.4%	15.5%
Muskoka Chairs	61.8%	14.1%
Sandboxes	42.4%	21.2%

4. On a scale of 1 to 5 with 1 being much worse and 5 being much better please rate how you think traffic, noise and parking were affected?

	Better/Much Better	Worse/Much Worse
Traffic	30.7%	49.1%
Noise	45.6%	19.9%
Parking	34.1%	38.7%

5. Do you think Quay to the City attracted more cyclists and pedestrians?

Cyclists	Yes – 81.1%	No – 16.3%
Pedestrians	Yes – 69.9%	No – 26.6%
Cars	Yes – 10.8%	No – 73.9%

6. Would you like to see Quay to the City type changes made permanently to Queens Quay?

Yes – 67.6%      No – 30.5%

7. Do you think Quay to the City improved, worsened or had no impact on the quality of life in the central waterfront?

Much Improved	46.8%
Improved	20.8%
No Change	4.9%

Worse	9.0%
Much Worse	17.7%

8. Do you live or work in the central waterfront?

Live	45.5%
Work	10.2%
Live/Work	10.9%
No	32.3%

**Public Comments**

**1. Did you like the Quay to the City installation on Queens Quay?**

*“Quay to the City is a bold move that goes a long way in bringing Toronto up to speed in terms of a forward thinking, modern, livable city.”*

As 70.7% of participants in this survey responded ‘yes’ to this question, it can be said that the general response to the installation was quite positive. Many commented that the “the Quay to the City is an incredibly wonderful concept” and that the “Quay to the City event was fabulous”.

However, there were several respondents who felt the installation “was great, but the price tag was too high” and a number of individuals felt that “it was a complete waste of taxpayer’s money”. Another concern voiced by the public was that while they generally liked the idea of the installation “there is a real problem to be confronted with the traffic”. Some individuals also felt that the installation “in no way resembled the winning design scheme”.

In general, many of the respondents felt that the changes to the waterfront were “much needed” and “long overdue”. One individual also stated that “Quay to the City is an integral link in waterfront improvement. Without it the waterfront will be sorely lacking”.

**2. Did you think Queens Quay looked better, worse, same?**

*“Congratulations on making our neighbourhood beautiful! The sight of happy people instead of zooming cars and idling buses on the south lanes is fantastic.”*

It is clear that many people shared the opinion that Queens Quay looked better, as 72.6% of respondents answered ‘better’ to this question, 7.1% felt it looked the same and 19.9% thought it was worse.

When describing how Queens Quay looked during the event many individuals commented that it looked “spectacular” and “amazing”. One participant urged the TWRC to “please keep pushing for these beautiful pedestrian friendly changes and help make our waterfront one of the best in the world”. Another stated that “for the first time I greatly enjoyed the walk from York St. to Harbourfront without hurrying to get off Queens Quay”.

Some respondents however felt that while the changes to Queens Quay did make it look better, it still had an “unfinished” feel and many suggested that there should be “more flowers and

grass". Several participants believed "Queens Quay look like a construction zone with all the metal fencing and red barriers". Another concern was that although Queens Quay looked better, "the redevelopment of our waterfront as compared to other cities around the world is moving at a snails pace".

**3. On a scale of 1 to 5 1 being strongly dislike and 5 being strongly like. Please rate the following elements of Quay to the City.**

**Bike Trail:**

*"It was beautiful to see so many people actively using the bike and rollerblading paths."*

The bike trail was very popular with the public. Many respondents agreed that they "love having a bike path along the waterfront" and "that providing more space for cycling and pedestrians is a great idea".

Many participants felt they were "safer riding along this path as there were no bike lanes on Queens Quay before". However, some respondents had concerns regarding issues of safety on the bike trail, and felt that the bike trail was "congested", that it "should be widened" and needs "better signage to indicate that trail users still needed to respect traffic signals". Many motorists "do not think a two lane road with a bike trail will work for any project in the future".

In general, many people were in support of the bike trail and feel that it is "critical to opening up the waterfront to the city". One individual stated that completing "the missing link to the Martin Goodman Trail really connected us to the city in a way we hadn't been before and it was a true joy to ride through that stretch on my bicycle".

**Bike Arch:**

*"I thought the bicycle arch was most imaginative and perhaps could become a permanent feature at an entrance to the bike path."*

The bike arch received mixed reviews from the public. While some people felt the bike arch was "quirky and ingenious", others thought it was a "good idea but the design was an eyesore". One individual believed the "grass, flowers and the expanded bicycle and pedestrian lanes were severely marred by the exceedingly ugly bicycle sculpture". Some respondents would like the arch to be "redesigned and installed in the permanent installation of the West 8 design" and one participant thought "the bike arch might even become something of a landmark that gets mentioned in tourist books".

**Landscaping:**

*"The landscaping added some greenery to the waterfront area and seemed to extend nature from the lake further into the city."*

Many respondents thoroughly enjoyed the landscaping along Queens Quay. One individual stated "I love the flowers and the grass, I will be sad to see them go". Another commented "I liked it because the street looked much nicer with the flowers and grass".

There were a number of respondents who made suggestions on how the landscaping could be improved. Some suggestions included “native plants that don’t need watering”, “plant maple trees, we’re Canadian” and in general “more flowers and grass”. Also, several individuals felt that “money was wasted on flowers that were planted and then removed”.

#### **Muskoka Chairs:**

*“As soon as the Muskoka chairs were unloaded off the truck people were sitting in them with their feet up having relaxed conversations. Great Idea!!”*

Several respondents noted that “the Muskoka chairs seem to be very popular”. Many participants suggested that the Muskoka chairs “remain out for the rest of the summer”, and one individual commented that “the Muskoka chairs are a great addition and you should place them in many more locations”. There were several individuals who thought that “there needed to be more chairs, as they were all full”, and one individual felt that the chairs were “too hard for older people to get out of them”.

#### **4. On a scale of 1 to 5 with 1 being much worse and 5 being much better please rate how you think traffic, noise and parking were affected?**

**Traffic:** It is evident that there were a number of issues regarding traffic flow during the event. Many respondents voiced similar concerns stating “traffic was chaotic”, others stated it was a “logistical nightmare”. Several people commented that “traffic on Queens Quay was bad enough before this misguided action was put into place”.

One individual however believed that “the traffic problems eventually lessened as many drivers who use Queens Quay as an east-west artery do not actually live on Queens Quay. Their habit of using Queens Quay as an option to Lakeshore Boulevard quickly changed soon after. Change is often difficult but residents adjusted quickly to the landscape.” Some participants even felt that affecting traffic was a positive thing stating, “Car traffic needs to be discouraged in cities”.

**Noise:** Several individuals felt that noise was a concern for a pedestrian friendly space because “street cars are too noisy and travel too fast” and one person questioned “why would people come down here to enjoy the waterfront with the increasing noise and traffic still generated by the airport”. Others however, thought that noise conditions improved stating “I think it's an incredible idea I think we need to reclaim the waterfront from the noisy and polluting cars!”

**Parking:** Several respondents identified parking issues as a major concern along Queens Quay. A number of individuals thought that “there was insufficient parking for people on Queens Quay and east of the Westin Harbour Castle”. One participant stated “I can't use many of the stores on Queen's Quay West due to a lack of parking”. There were some individuals however who felt that “parking along Queens Quay has always been a problem” and this problem “existed before the temporary change”.

#### **5. Do you think Quay to the City attracted more cyclists and pedestrians?**

*“Not only did it beautify an otherwise quite industrial feeling stretch of downtown waterfront, it dramatically increased accessibility and much needed pedestrian/non-motorized traffic”.*

It was widely perceived that *Quay to the City* attracted more cyclists and pedestrians, but did not attract motorists. One respondent stated that “we have noticed a great increase in both pedestrian and bike traffic, and a noticeable positive energy in the air”. Many individuals thought that *Quay to the City* was “a progressive design that makes the area a place for families and cyclists”.

Some respondents were concerned about safety and felt it was “dangerous for pedestrians and a nightmare for cars”. A number of participants stated it was “definitely not attractive to cars – it is busy without the bike path”. Some individuals expressed that they “can’t imagine why anyone would want to walk and sit closer to tramways with the noise and pollution” and several others noted that there is “no benefit to walking on Queens Quay, as you can’t see the water”.

## **6. Would you like to see *Quay to the City* type changes made permanently to Queens Quay?**

*“The overall project as envisioned by the architectural international competition serves to recapture part of the waterfront for the public.”*

The survey found that 67.6% of respondents are supportive of *Quay to the City* type changes being made permanently. Many individuals stated they “support the TWRC plans and welcome future permanent achievements”. One respondent commented “I think that it was a wonderful initiative and I can’t wait to see it implemented on a permanent basis”. Many respondents agreed that “the *Quay to the City* installation should have extended for at least one month, or longer”. Another individual concurred by stating “I wish this relaxing scene with people on bikes & roller blades would stay at least until Labour Day. I certainly cannot wait for TWRC's plans to be implemented as soon as possible!”

A number of participants believed that in order for the changes to be implemented permanently they would like to see “more planning” and “traffic patterns must be thoroughly addressed to avoid congestion and accidents”. A number of respondents felt “it is too late to close the road; too many people live in the area now”. Many respondents also raised concerns that the area “will get limited to no use during the winter months”.

## **7. Do you think *Quay to the City* improved, worsened or had no impact on the quality of life in the central waterfront?**

*“I think that *Quay to the City* vastly improved the beauty and quality of the experience along Toronto’s waterfront.”*

46.8% of respondents believed that *Quay to the City* ‘much improved’ the quality of life in the central waterfront. Many participants felt that “*Quay to the City* made the harbourfront much more pleasant”. One respondent stated “I work as a community organizer on the waterfront and found people loving the experience of the street being only two lanes”. Another individual concurred, stating “a huge improvement that changed my life for 10 days”. One individual affirmed “I loved seeing all the bikes and pedestrians enjoying the new space. The waterfront came alive in a way I haven’t witnessed in the seven years I’ve been in the area”.

Some respondents felt that as a pedestrian the *Quay to the City* event “added to the quality of life of pedestrians and motorists from an aesthetic point of view” however “most of the added benefit seemed to be for the cyclists/rollerbladers”. Others felt that the quality of life was worsened because of “the inconvenience of the inability to drive eastbound on Queens Quay”; many individuals agreed that “the traffic was horrendous”. Many participants believe that “consideration needs to be given to improving the traffic flow for residents in the area”. There were also several individuals who felt it “had a negative impact on locals and businesses in the area”.

#### **8. Do you live or work in the central waterfront?**

It was found that a significant number (45.5%) of the survey respondents were residents of the central waterfront area. 10.2% of participants work in the area and 10.9% stated that they both lived and worked in the area. 32.3% of the respondents were found to neither live nor work in the area.



# Toronto Waterfront Revitalization Corporation *Quay to the City*

*Top-line Results of Harbourfront Centre  
Visitor Survey, August 11 to 20, 2006*

*September 8, 2006*



## Methodology

- As part of the 2006 Harbourfront Visitor Survey, questions were inserted into the survey's intercept questionnaire to gauge if visitors were onsite to take part in TWRC's Quay to the City, and also the level of support or opposition to converting Queen's Quay to a park.
- Surveying for the event took place between August 11 and 20, 2006.
  - » In total, 708 questionnaires were completed during this period.
- The Harbourfront Centre Visitor Survey is based on a random intercept sample of visitors to Harbourfront Centre.
  - » Visitors are provided with a self-administered questionnaire that takes approximately 5 to 10 minutes to complete.
  - » This survey is ongoing and began on July 1, 2006.
- It is important to note that this is a survey of visitors to Harbourfront Centre and not necessarily a representative sampling of visitors to Quay to the City, as not all visitors to the event necessarily also entered the Harbourfront Centre site (although it is safe to assume that a strong majority of them would have done so).



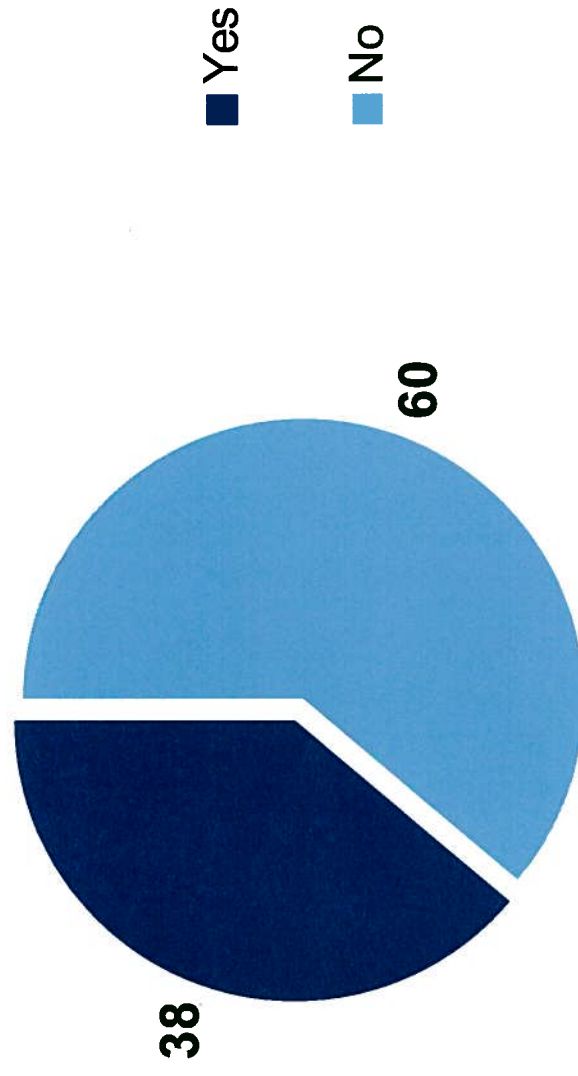


## Key Findings

- Overall, a sizable number of Harbourfront Centre visitors were onsite to take part in the event and a majority support closing Queen's Quay and converting it to a park.
- Just under 4 in 10 said they were at the waterfront specifically for Quay to the City.
- Fully two-thirds of visitors support converting Queen's Quay to a park, with fewer than 1 in 5 opposed.
  - » This result is broadly consistent across different demographic segments with a few minor variations.
  - » Opposition is higher among Toronto residents compared with those from other regions (20 vs. 13 per cent), but support remains strong in both quarters.
  - » Those who "strongly support" the initiative outnumber those who are "strongly opposed" by almost four to one (44 vs. 12 per cent).
  - » While support for closing Queen's Quay is strong among visitors, it should be noted that this would almost certainly vary with a wider scientific sampling of Toronto residents.

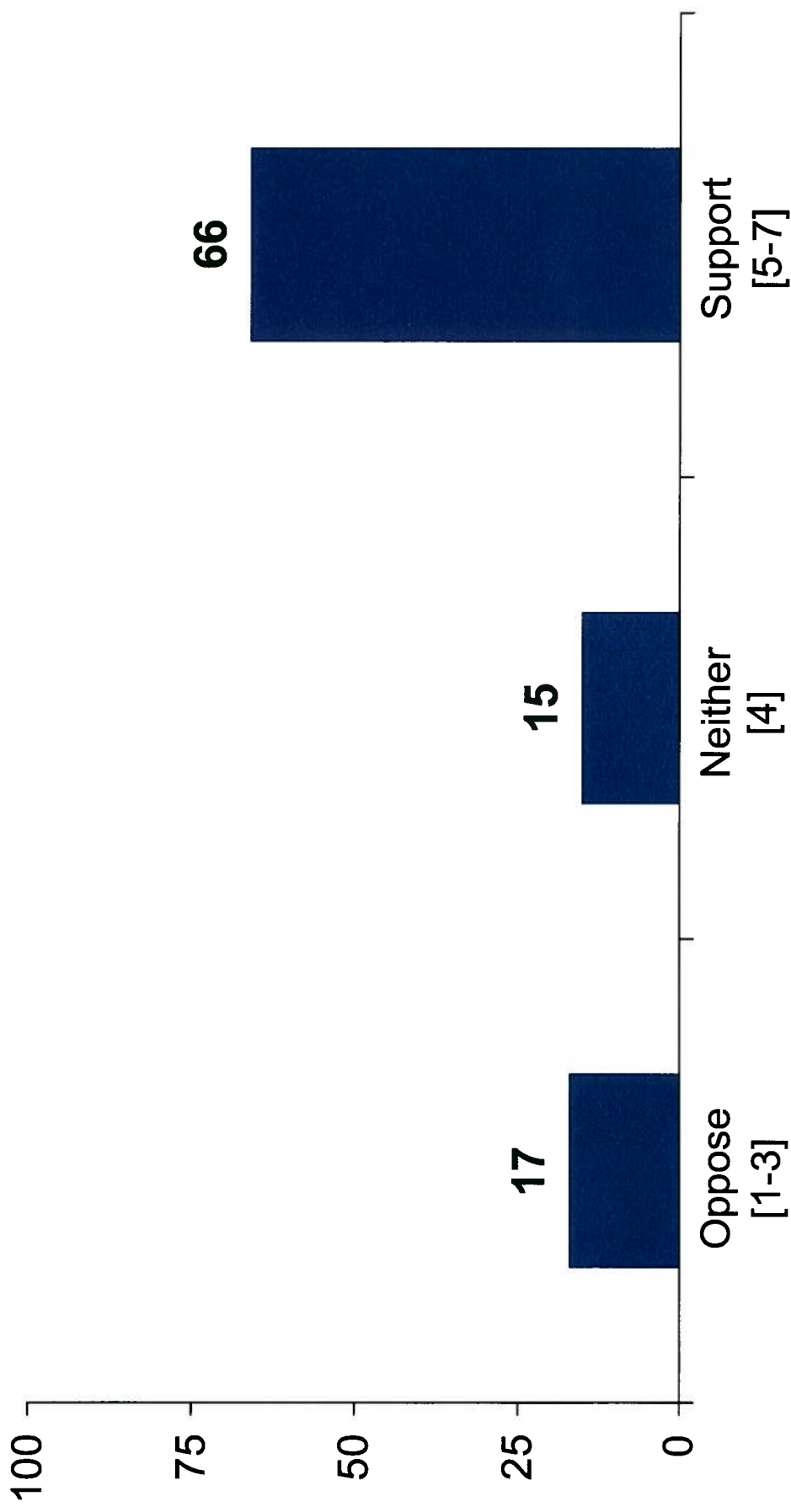
# Incidence of Visiting Waterfront for Quay to the City

Are you visiting the waterfront specifically for Quay to the City?



## Support for Converting Queen's Quay to a Park

How strongly do you support or oppose the idea of closing the street, converting it to a linear park and making it pedestrian and cyclist friendly?



## Business Survey Results

TWRC received 27 responses to our online and paper business survey. The survey included 10 questions, which queried business owner's opinions of the various features in the Quay to the City installation, its impact on their business and their customers and the general levels of traffic and usage. The survey asked business owners if they liked the installation and whether they would like to see like changes made permanent on Queens Quay.

1. Did you like the Quay to the City installation on Queens Quay?  
Yes – 48.1%      No – 51.9%

2. Did you think Queens Quay looked better, worse, same?  
Better – 66.7%      Same – 7.4%      Worse – 25.9%

3. On a scale of 1 to 5 with one being much worse and 5 being much better please rate how *Quay to the City* impacted your business?

Much Better	3.7%
Better	18.5%
No Change	33.3%
Worse	14.8%
Much Worse	29.6%

4. Please describe how your business was impacted by *Quay to the City*.

5. Were your customers inconvenienced during the *Quay to the City*?  
Yes – 63.0%      No – 37.0%

6. Do you think *Quay to the City* attracted more foot traffic on Queens Quay?  
Yes – 55.6%      No – 44.4%

7. On a scale of 1 to 5 with 1 being much worse and 5 being much better please rate how you think traffic, noise and parking were affected?

	Better/Much Better	Worse/Much Worse
Traffic	7.4%	81.5%
Noise	22.2%	26.0%
Parking	7.4%	70.4%

8. Would you like to see *Quay to the City* type changes made permanently to Queens Quay?  
Yes – 40.7%      No – 59.3%

# **APPENDIX B**

To	David Pratt	Reference number
		96116/VS
cc	Jonathan Drescher	File reference
		4-05
From	Varanesh Singh x 2 2115 (NY)	Date
		September 14, 2006
Subject	Review of Interim Closure Data (DRAFT)	

## 1 Introduction

This technical memo summarizes the traffic data collected to date as a result of the interim street closure. This memo highlights preliminary findings, as well as other issues to be further investigated.

## 2 Collected Data

The following data has been collected and received to date:

- **Automatic Traffic Recorder (ATR) Counts** – These counts measure the mid-block traffic volumes. The following table shows the count locations and dates measured.

Road	Location	Dates
Queens Quay EB& WB	Between Spadina and Rees	August 1 <sup>st</sup> to August 7 <sup>th</sup>
	Between L Simcoe and York	
	Between York to Bay	
	Between Bay to Yonge	
	Between Cooper to L Jarvis	
Queens Quay EB& WB	Between Spadina and Rees	August 1 <sup>st</sup> to August 22 <sup>nd</sup>
	Between L Simcoe and York	
	Between York to Bay	
	Between Bay to Yonge	
	Between Cooper to L Jarvis	
Lake Shore Blvd EB & WB	Between Spadina and Rees	August 1 <sup>st</sup> to August 22 <sup>nd</sup>
	Between L Simcoe and York	
	Between York to Bay	

- **Turning Movement Counts (TMCs)** – These counts measure the movements (left, through and right) for each approach into an intersection. TMCs were collected on August 3<sup>rd</sup>, 2006 (before the closure) at the following locations:

- Queens Quay at Spadina Ave
- Queens Quay at Rees St
- Queens Quay at York St
- Queens Quay at Bay St
- Queens Quay at Yonge St
- Queens Quay at Lower Jarvis Street
- Lake Shore Blvd at Bathurst St
- Lake Shore Blvd at Spadina Ave
- Lake Shore Blvd at York St
- Lake Shore Blvd at Parliament St
- **Infiltration Survey** – This survey involved recording license plates at two checkpoints to determine the number of vehicles passing both checkpoints. This allows the calculation of through trips. The checkpoints for the license plate survey is as follows:
  - Eastbound Movement:
    1. East of Spadina Ave
    2. East of Yonge St
  - Westbound Movement:
    1. West of Yonge St
    2. West of Spadina Ave
- **Bicycle Counts** – These counts were taken at various locations along Queens Quay.
- **On-site Observations** – this consists of observations made by engineers while performing site-visits during the closure.

### 3 Existing Condition Observations

#### 3.1 Queens Quay

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##### 3.1.1 ATR Data

The ATR volumes for Queens Quay Prior to the closure are shown in Figure 1 and Figure 2. (NOTE: The volumes shown represent the rolling hour totals at the start hour. For example, a volume of 100 vehicles at 7:45 on the x-axis would indicate that during the hour between 7:45 to 8:45, 100 vehicles were counted).

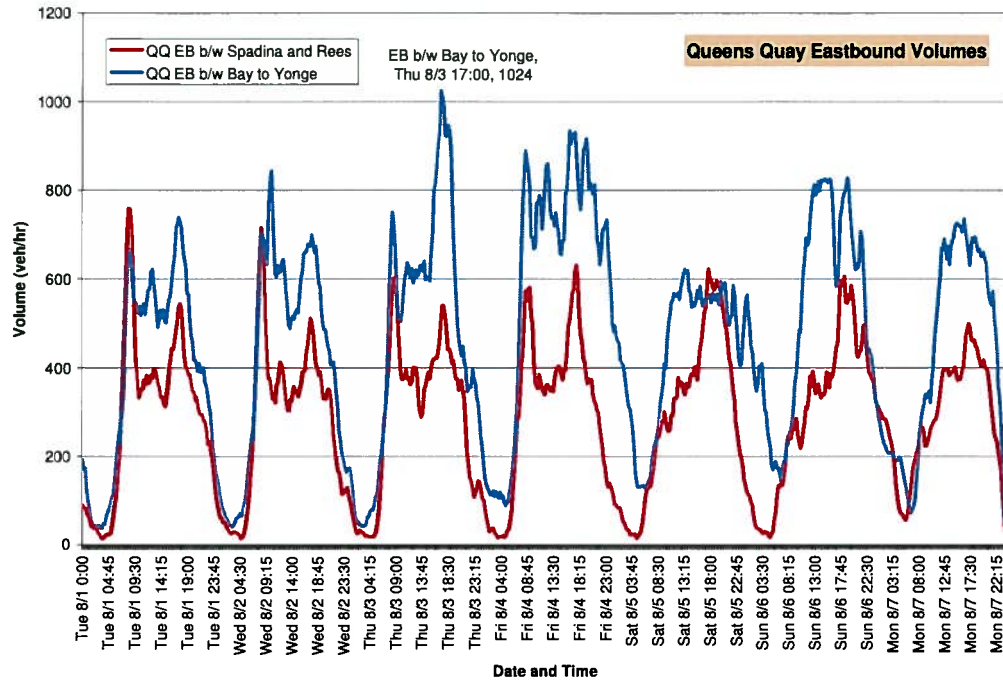


Figure 1 - Queens Quay Eastbound Volumes (Aug 1st to 7th)

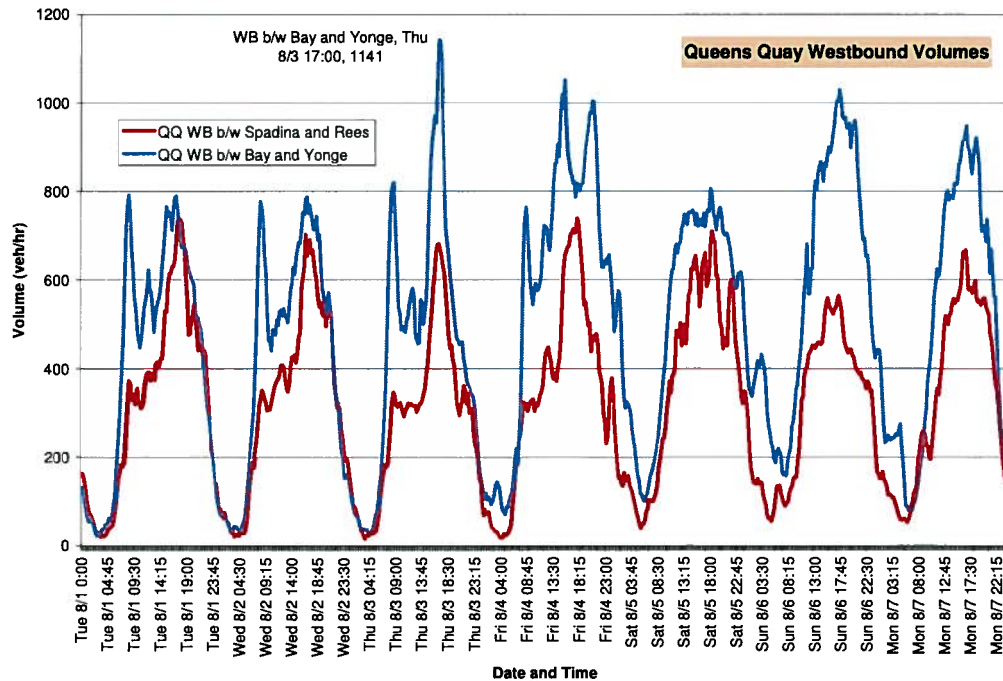


Figure 2 - Queens Quay Westbound Volumes (Aug 1st to 7th)

Based on these figures, the following observations can be made:

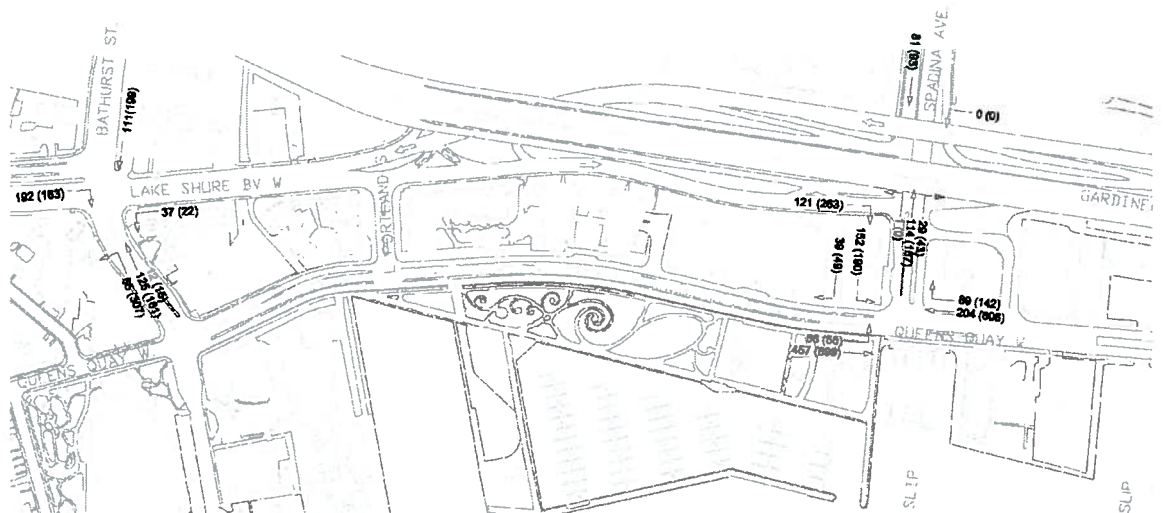
- Queens Quay's volumes are in the range of 300 to 1000 vehicles/hr in the eastbound direction and 300 to 1100 vehicles/hr in the westbound direction.



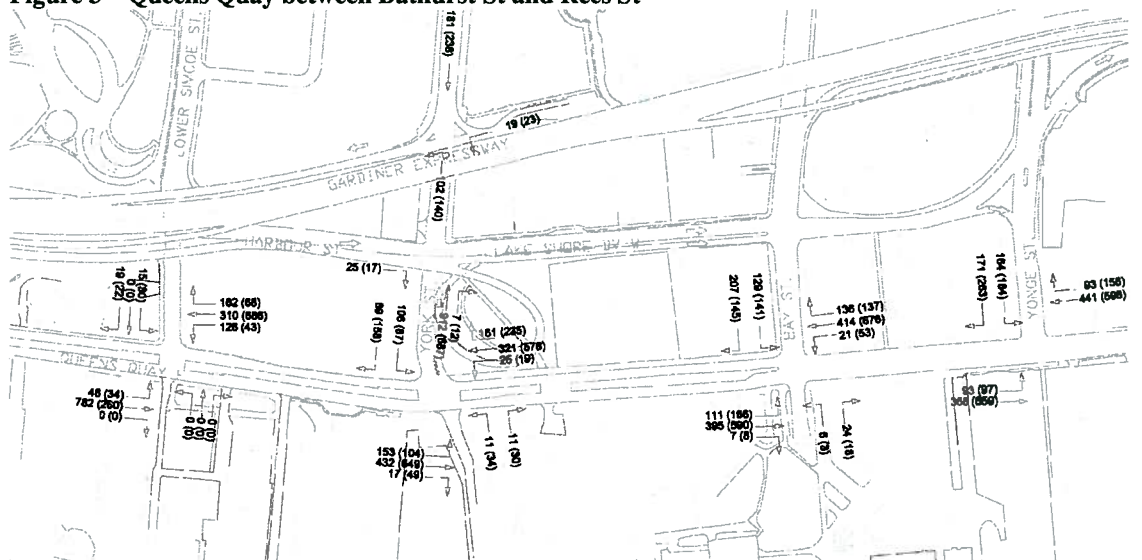
- Generally, the eastbound movement experiences a peak in the AM and the westbound peak occurs during the PM. However, the eastbound movement also has a heavy peak during the weekday PM peak.
- The weekend peak periods of traffic can be just as high on the weekends as they are on the weekdays.
- The peak observed on August 6<sup>th</sup> between 1:00 and 5:00 PM coincides with a Toronto Blue Jays baseball. This could indicate that the Queens Quay is used by baseball patrons trying to find parking in the neighbourhood.

**3.1.2 TMC Data**

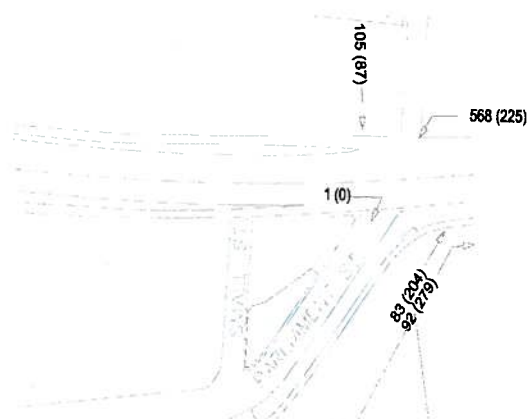
The Turning Movement Counts along Queens Quay are shown in the figures below. The AM volumes are from the 8:00AM to 9:00AM peak hour and the PM volumes are from the 4:45 to 5:45 Peak Hour and are shown in parentheses.



**Figure 3 – Queens Quay between Bathurst St and Rees St**



**Figure 4 – Queens Quay between York St and Yonge St**



**Figure 5 – Queens Quay at Parliament St**

Based on these movements, the following observations can be made:

- As noted previously, eastbound traffic along Queens Quay is higher than the westbound traffic in the afternoon peak whereas the reverse scenario is not observed in the morning peak.
- Parliament experiences a lot of through traffic exiting in the Queens Quay corridor during the PM Peak hour.
- York St, Bay St and Yonge St serves as a major access and egress into the Queens Quay corridor.

**3.1.3 Infiltration Study Data**

The Infiltration Data results are summarized in the following two tables:

<b>Spadina EB (1) To Yonge EB (3)</b>			
<b>Daily Summary</b>	<b>Cars Matched</b>	<b>% Match</b>	<b>Total Cars</b>
<i>AM</i>	160	21.00%	762
<i>PM</i>	175	19.64%	891
<b>Total:</b>	<b>335</b>	<b>20.27%</b>	<b>1653</b>

<b>Yonge WB (4) to Spadina WB (2)</b>			
<b>Daily Summary</b>	<b>Cars Matched</b>	<b>% Match</b>	<b>Total Cars</b>
<i>AM</i>	45	8.32%	541
<i>PM</i>	99	10.52%	941
<b>Total:</b>	<b>144</b>	<b>9.72%</b>	<b>1482</b>

Based on these results, the following observations can be made:

- The Eastbound traffic contains on average 20% through traffic between Spadina Ave and Yonge St.
- The Westbound traffic contains on average 10% through traffic between Yonge St and Spadina Ave. Almost half the through traffic experienced in the Eastbound direction.

**3.2 Lake Shore Blvd**

The ATR volumes for Lake Shore Blvd are shown in

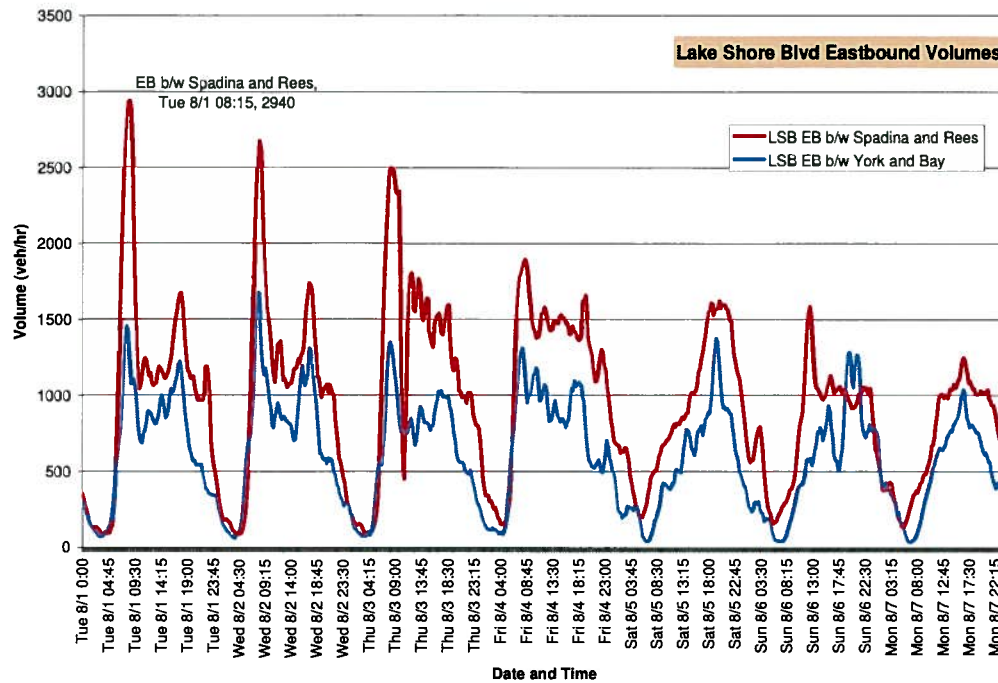


Figure 6 - Lake Shore Blvd Eastbound Volumes (Aug 1<sup>st</sup> to 7<sup>th</sup>)

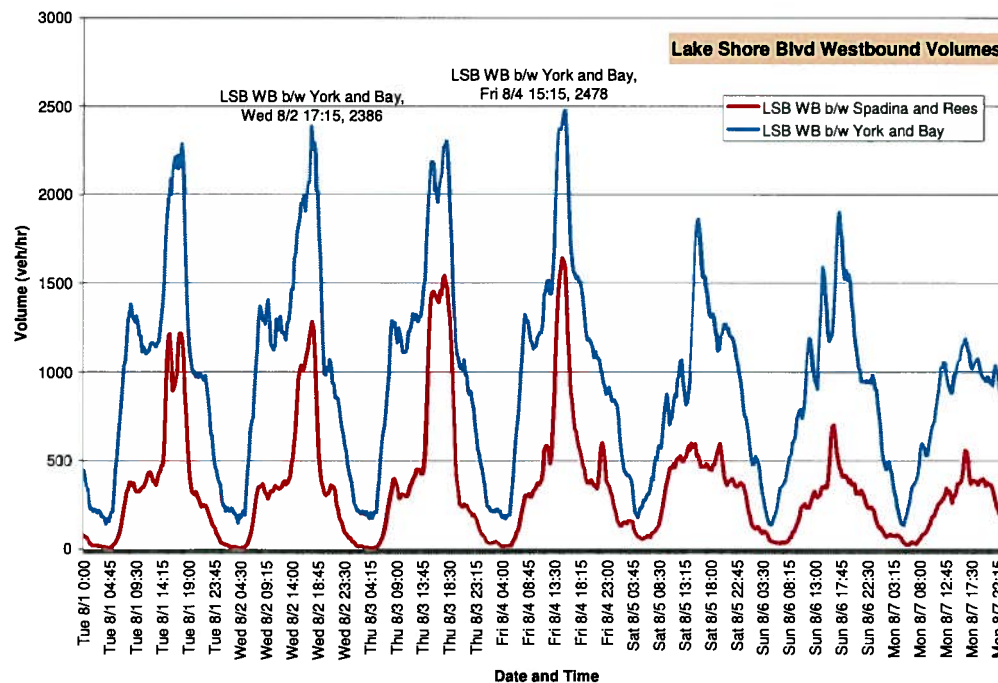


Figure 7 - Lake Shore Blvd Westbound Volumes (Aug 1st to 7th)

Based on these figures, the following observations can be made:

- Lake Shore Blvd's volumes are in the range of 500 to 3000 vehicles/hr in the eastbound direction and 500 to 2500 vehicles/hr in the westbound direction.

- Lake Shore Blvd traffic is much more “peaky” compared to Queens Quay. The eastbound movement experiences a peak in the AM peak hour and the westbound peak occurs during the PM peak hour.
- The weekend also experiences peak periods of traffic. However, these peaks are generally 20 to 50% less than the peak weekday periods.
- The peak observed on August 6<sup>th</sup> between 1:00 and 5:00 PM coincides with a Toronto Blue Jays baseball. This peak does not have as much of an impact on Lake Shore Blvd volumes as it does on Queens Quay volumes.
- Queens Quay eastbound currently sees a lot of through-traffic activity. This is likely due to the fact that it is easy to make the right-turn from Lake Shore Blvd eastbound to Queens Quay eastbound. This level of through-traffic is not observed in the westbound direction.

### **3.3 Conclusions**

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- The peak activity observed on Queens Quay during the weekend is presumably due to the nature of the attractions along the corridor (such as the waterfront and Harbourfront Centre) that attract and generate trips throughout the day.
- Lake Shore Blvd's volumes have more definitive peaks that occur during the AM and PM peak. This would suggest that its primary function is to serve commuting traffic and as a relief route for vehicles trying to avoid the Gardiner. Further evidence to this suggestion is that there are no major peaks during the weekend, unlike Queens Quay.
- Overall, the peaks of biggest concern is the AM and PM peak as it represents the peak periods of traffic for both Queens Quay and Lake Shore Blvd. The weekend peak, although high on Queens Quay, should be absorbed by the excess capacity available on Lake Shore Blvd during the weekends.
- The intersections of York St, Bay St and Yonge St should be monitored to ensure that turning movement volumes are catered for in any proposed traffic plans.

## **4 Interim Closure Conditions**

Based on the mid-block counts, the following observations were made during the street closure.

### **4.1 Queens Quay**

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#### **4.1.1 ATR**

One set of ATR volumes on Queens Quay before and during the closure is shown in Figure 8.

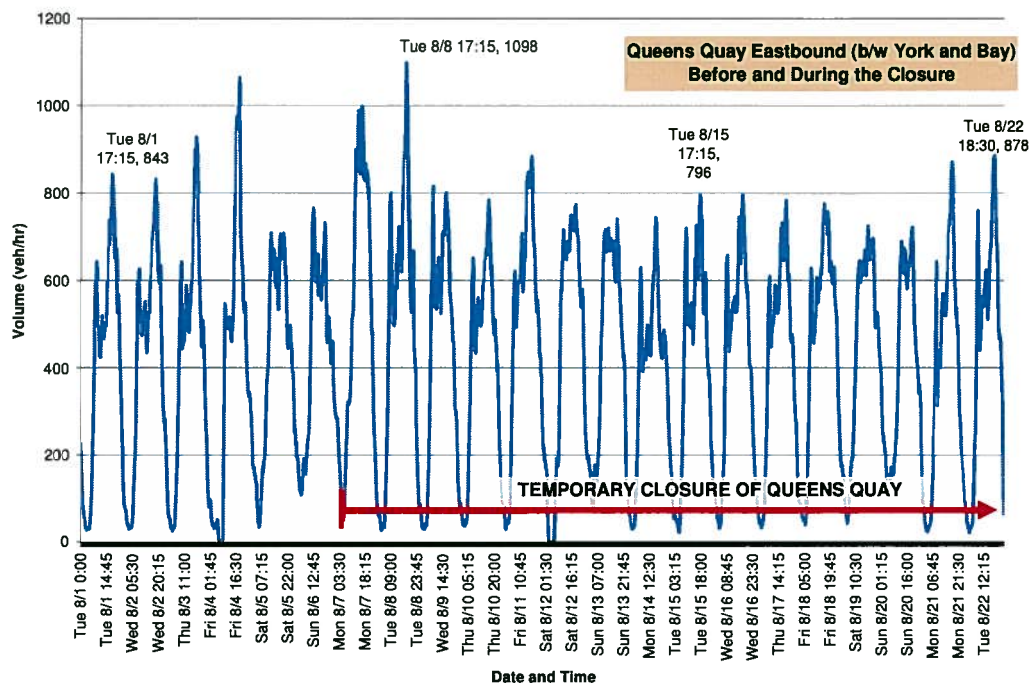


Figure 8 - Queens Quay Eastbound Volumes (Aug 1st to 22nd)

The average daily volume results along Queens Quay are summarized in the table below:

Table 1 - Average Daily Traffic Along Queens Quay Blvd Before and During the Closure

	EB b/w Spadina and Rees	WB b/w Spadina and Rees	EB b/w L Simcoe and York	WB b/w L Simcoe and York	EB from York to Bay	WB from York to Bay	EB from Bay to Yonge	WB from Bay to Yonge	EB from Cooper to L Jarvis
Pre-closure	6942	7829	7882	10223	9962	10689	11158	11876	8548
During-closure		7839		10173		9630		10813	
% Change	-100%	0%	-100%	0%	-100%	-10%	-100%	-9%	-100%

Based on these volumes, the following observations can be made:

- Queens Quay WB saw an initial peak in traffic due in the first couple days after the closure. After a week, however, the traffic appeared to reach the levels experienced prior to the closure.
- The westbound movements saw very little change in daily traffic except towards York and Bay Street.

#### 4.1.2 Bicycle Counts

The bicycle counts, showing the rolling volume on a Thursday before and during the street closure, are summarized in the following two figures.

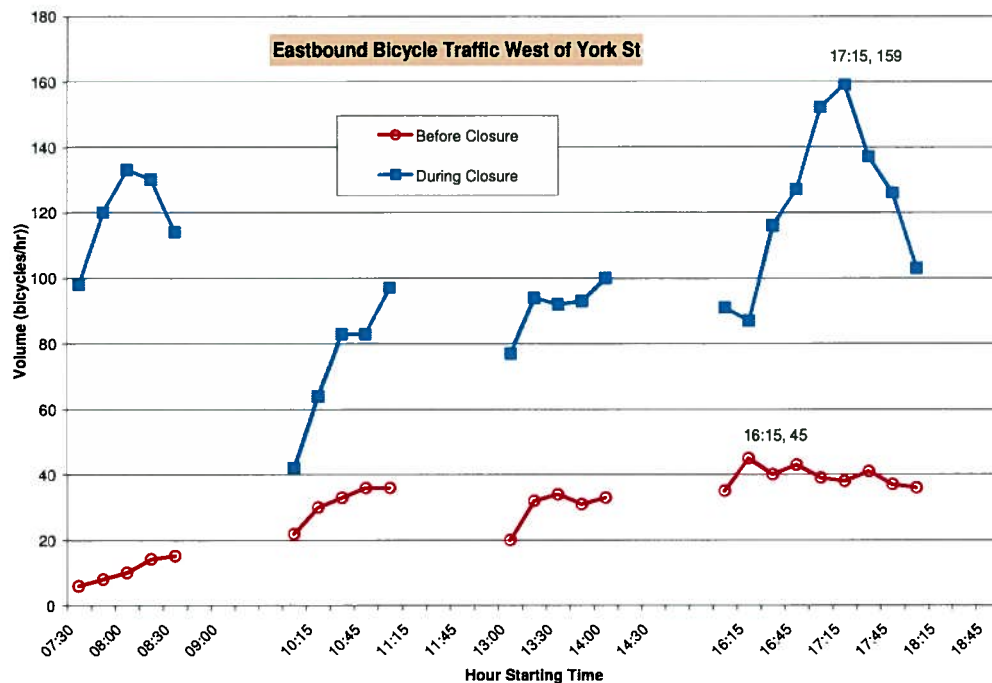


Figure 9 - Queens Quay Eastbound Bicycle Volumes – Before and During Closure (for a Thursday)

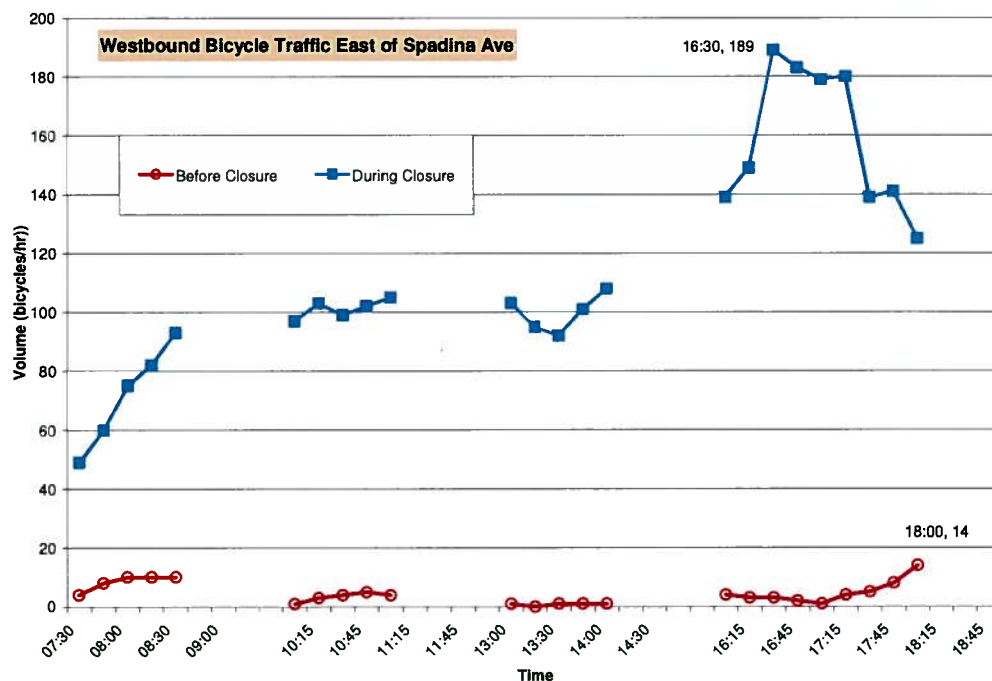


Figure 10 - Queens Quay Westbound Bicycle Volumes – Before and During Closure (for a Thursday)  
 Based on these volumes, the following observations can be made:

- The bicycle volumes experienced an overwhelming increase during the road closure, especially towards the west of the road closure.

- Bicycle traffic increased during the peak hours that correspond with the vehicular traffic AM and PM Peak.

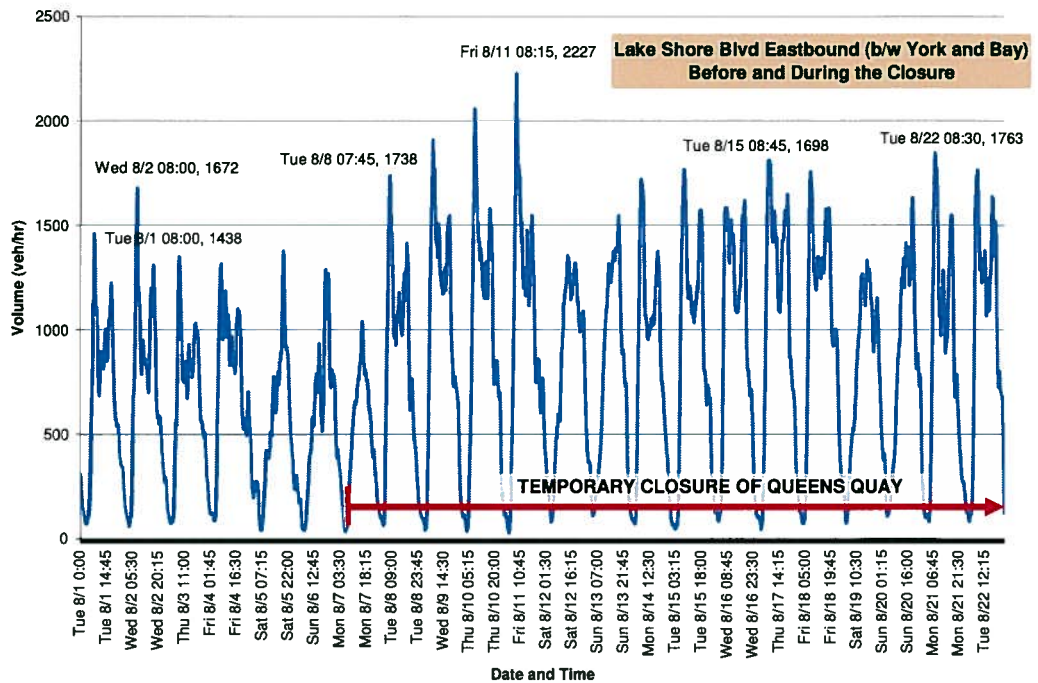
**4.1.3 On-site Observations**

Based on site visits performed by the engineers, the following problems were identified:

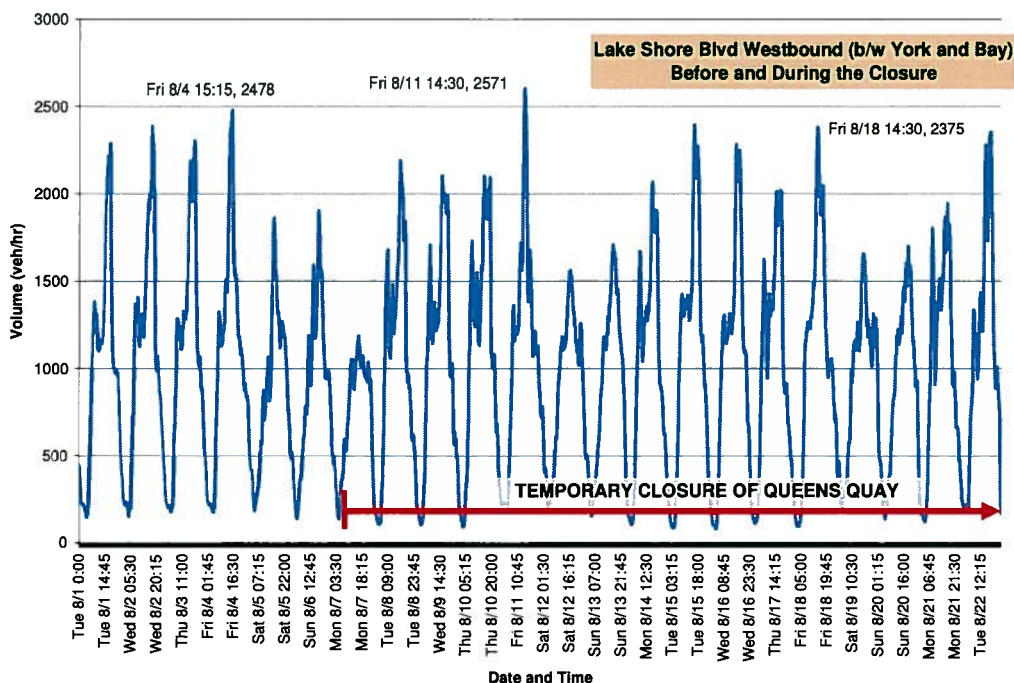
- During the closure, Queens Quay and Spadina Ave experienced queuing on Queens Quay Eastbound due to congestion on the Spadina Ave NB approach to Lake Shore Blvd.
- Entrances to parking lots between Lower Simcoe and York St was difficult due to the closure.

**4.2 Lake Shore Blvd**

A couple sets of ATR volumes on Queens Quay before and during the closure are shown in Figure 11 and Figure 12.



**Figure 11 - Lake Shore Blvd Eastbound Volumes (Aug 1st to 22nd)**



**Figure 12 - Lake Shore Blvd Westbound Volumes (Aug 1st to 22nd)**

The average daily volume results along Lake Shore Blvd are summarized in the table below:

**Table 2 - Average Daily Volumes on Lake Shore Blvd Before and During the Closure**

	LSB EB b/w Spadina and Rees	LSB WB b/w Spadina and Rees	LSB EB b/w L Simcoe and York	LSB WB b/w L Simcoe and York	LSB EB from York to Bay	LSB WB from York to Bay
Pre-closure	23230	8294	7579	10445	14689	23093
Post-closure	33585	10344	14223	10587	20964	24214
% Change	45%	25%	88%	1%	43%	5%

Based on these volumes, the following observations can be made:

- Lake Shore Blvd Eastbound experienced an increase in volume in the days immediately following the street closure. The volumes dropped, however, somewhat a few days after, but remained higher than the volumes prior to the street closure (about 20% higher).
- The average daily volumes along Lake Shore Blvd saw an increase along the entire corridor during the closure. The increases were highest in the eastbound direction where they ranged from 45% at the east and west ends of the closure, to 88% along the middle of the closure.



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### **4.3 Conclusions**

- The increase of volume on Lake Shore Blvd eastbound suggests that these are vehicles that would have normally made the right-turn onto Queens Quay for the purposes of avoiding the traffic on Lake Shore Blvd.
- The large increase (88%) in eastbound daily volumes on Lake Shore Blvd is largely distributed throughout the day and not during the peak hour where it would have a more severe impact on traffic operations.
- There appears to be a shift in mode choice as more bicyclists were present on Queens Quay during the AM and PM commuting peak hours.
- The increase of volume on Lake Shore Blvd westbound is somewhat negligible. This is a likely a result of the fact that the Queens Quay westbound movement is still open.

## **5 Next Steps**

The observations and conclusions made in the previous sections will be further analysed as part of this initial traffic study and the Traffic Feasibility Study.

# **APPENDIX C**

**Quay to the City Print Media Coverage  
Organized Alphabetically by Publication  
As of September 1, 2006**

**Print Coverage Generated**

- |   |                          |
|---|--------------------------|
| 1. Archiseek (Online Architecture Resources)    | - August 2006            |
| 2. Bulletin                                     | - July 21, 2006          |
| 3. Bulletin                                     | - August 21, 2006        |
| 4. Burlington Post                              | - August 18, 2006        |
| 5. City TV                                      | - August 12, 2006        |
| 6. Eye Weekly                                   | - August 9, 2006         |
| 7. Eye Weekly                                   | - August 10, 2006        |
| 8. Eye Weekly                                   | - August 24, 2006        |
| 9. Globe & Mail                                 | - July 27, 2006          |
| 10. Globe & Mail                                | - August 11, 2006        |
| 11. Globe & Mail                                | - August 11, 2006        |
| 12. Globe & Mail                                | - August 15, 2006        |
| 13. Globe & Mail                                | - August 18, 2006        |
| 14. HarbourSide Update Newsletter               | - September 2006         |
| 15. Metro Toronto                               | - August 18, 2006        |
| 16. Metro Toronto                               | - August 22, 2006        |
| 17. Ming Pao                                    | - August 9, 2006         |
| 18. National Post                               | - August 2, 2006         |
| 19. National Post                               | - August 11, 2006        |
| 20. Novae Res Urbis                             | - August 4, 2006         |
| 21. Now Magazine                                | - July 27-August 2 Issue |
| 22. Now Magazine                                | - August 17-23 Issue     |
| 23. Ontario Association of Landscape Architects | - August 2006            |
| 24. OMNI TV                                     | - August 2006            |
| 25. Polish-Canadian Independent Courier         | - August 1-15 Issue      |
| 26. Spacing Wire                                | - July 27, 2006          |
| 27. Spacing Wire                                | - August 10, 2006        |
| 28. Spacing Wire                                | - August 22, 2006        |
| 29. Spacing Wire                                | - August 24, 2006        |
| 30. Spacing Wire                                | - September 1, 2006      |
| 31. Toronto 24 Hours                            | - August 11, 2006        |
| 32. Toronto Life                                | - August 2006            |
| 33. Toronto Star                                | - August 11, 2006        |
| 34. Toronto Star                                | - August 12, 2006        |
| 35. Toronto Star                                | - August 12, 2006        |
| 36. Toronto Star                                | - August 12, 2006        |
| 37. Toronto Star                                | - August 12, 2006        |
| 38. Toronto Star                                | - August 13, 2006        |
| 39. Toronto Star                                | - August 14, 2006        |
| 40. Toronto Star                                | - August 16, 2006        |
| 41. Toronto Star                                | - August 17, 2006        |
| 42. Toronto Star                                | - August 19, 2006        |
| 43. Toronto Star                                | - August 19, 2006        |
| 44. Toronto Star                                | - August 21, 2006        |
| 45. Toronto Star                                | - August 21, 2006        |
| 46. Toronto Star                                | - August 22, 2006        |



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- |                  |                   |
|------------------|-------------------|
| 47. Toronto Star | - August 22, 2006 |
| 48. Toronto Star | - August 2006     |
| 49. Toronto Star | - August 24, 2006 |
| 50. Toronto Sun  | - August 11, 2006 |
| 51. Toronto Sun  | - August 11, 2006 |
| 52. Toronto Sun  | - August 12, 2006 |

### **Pending Print Media Coverage**

1. Azure Magazine
  - October Issue
  - Article on the Toronto waterfront will appear in the October issue
  - John Bentley Mays interviewed Adriaan and took him on a walking tour of the waterfront on August 12
2. American Trails Magazine – September/October Issue



**Online Blogs & Event Listing Websites Featuring Quay to the City  
Organized Alphabetically  
August 2006**

1. Bike Hugger
2. Bike Toronto
3. Biking Toronto
4. Blog T.O.
5. Bricoleurbanism.com
6. Canada Events Calendar
7. Cherry Beach Dog Owners Association
8. Connect to Edmonton
9. Cottage Mania
10. Craigslist
11. Cycling Cog
12. Don't Keep Silent
13. Flickr
14. Harbourfront Center
15. Live with Culture
16. Martiniboy.com
17. Metro Blogs
18. Miller For Mayor
19. Mute
20. Optimist Realist
21. Photopia
22. Raise the Hammer – Citizens for a Livable Hamilton
23. Reading Toronto
24. Steve Munro's Blog
25. Toronto.com
26. Toronto Arts Online
27. Toronto Bicycling Network
28. Toronto Culture
29. Toronto Daily News
30. Toronto Girl Blogspot
31. Tree Hugger (See Reading Toronto)
32. Tribe Magazine
33. Trip Advisor
34. Upcoming.org
35. Urbania Photos
36. Waterfront Trail
37. Well Urban
38. XYZ



**Broadcast Media Coverage  
Organized by Date  
July - August 2006**

**MEDIA COVERAGE GENERATED TO DATE**

<b>DATE FEATURED</b>	<b>MEDIA OUTLET</b>	<b>DETAILS &amp; JOURNALIST</b>
July 27	AM640 Radio	<ul style="list-style-type: none"> <li>• 3-4 minute interview with Chris Glaisek on Quay to the City</li> </ul>
Weeks of August 7 & 14	CFMX-FM Radio	<ul style="list-style-type: none"> <li>• This station does not generally interview guests as this is a classical music station. Instead, Quay to the City will be promoted on Bill Anderson's show</li> </ul>
August 9	CFRB-AM Radio Ted Woloshyn Show	<ul style="list-style-type: none"> <li>• 4 minute interview on Quay to the City with John @ 6:50am</li> <li>• Audience reach: 91,000</li> </ul>
August 10	CP24 (CITY-TV) Money Day Show	<ul style="list-style-type: none"> <li>• 4 minute interview with John by Ann Rohmer at 3:15pm</li> <li>• Audience reach: 26,000</li> </ul>
August 10	CBC Radio Here & Now Show	<ul style="list-style-type: none"> <li>• 3-4 minute interview with John @ 5:40pm (drive-time)</li> <li>• Audience Reach: 95,000</li> </ul>
August 10	OMNI TV Cantonese News	<ul style="list-style-type: none"> <li>• Interview with John @ 11am</li> <li>• Broadcast on the 9pm Cantonese news</li> <li>• Audience reach: 3,000</li> </ul>
August 10	Breakfast TV (CITY-TV)	<ul style="list-style-type: none"> <li>• 4 ½ minute interview with John at 8:11am</li> <li>• Audience reach: 89,000</li> </ul>
August 11	CBC TV (CBLT-TV) News at Six	<ul style="list-style-type: none"> <li>• Feature on 6pm news based on press conference</li> </ul>
August 11	Global TV 6pm Newscast	<ul style="list-style-type: none"> <li>• Feature on 6pm news based on press conference</li> <li>• Audience reach: 125,000</li> </ul>
August 11	CTV News News at 6	<ul style="list-style-type: none"> <li>• 2 minute feature on 6pm news based on press conference</li> <li>• Audience reach: 280,000</li> </ul>
August 11	CBC Radio (CBL-FM) Here and Now Show	<ul style="list-style-type: none"> <li>• 1 minute feature on show based on press conference coverage</li> <li>• Audience reach: 65,000</li> </ul>
August 11	AM640 News (CFMJ-AM)	<ul style="list-style-type: none"> <li>• 1.15 minute interview on the 5pm news based on press conference</li> <li>• Audience Reach: 25,000</li> </ul>



August 11	Jazz FM Radio Ralph Benmergui Morning Show	<ul style="list-style-type: none"> <li>• Quay to the City weekend events were featured on the morning show with Ralph Benmergui at 8:20am</li> <li>• Other events will be listed the following week</li> </ul>
August 11	CTV News News at 11:30pm	<ul style="list-style-type: none"> <li>• Feature on the 11:30pm news based on press conference</li> <li>• Audience reach: 231,000</li> </ul>
August 11	CBC French Radio	<ul style="list-style-type: none"> <li>• News item based on the press conference</li> </ul>
August 11	EZ Rock Radio Stu & Colleen in the Morning	<ul style="list-style-type: none"> <li>• 2.5 minute interview featured on Stu &amp; Colleen in the Morning show</li> </ul>
August 11	CFMX FM (Classical 96.3 FM)	<ul style="list-style-type: none"> <li>• David Franco announced various events during the newscast</li> </ul>
August 11	CFNY-FM (The Edge 102.1) + CILQ (Q107) + CFMJ (AM640)	<ul style="list-style-type: none"> <li>• Feature based on the press conference</li> </ul>
August 11	AM640 Morning News	<ul style="list-style-type: none"> <li>• Feature on newscasts based on the press conference</li> <li>• Audience reach: 23,000</li> </ul>
August 11	Sun TV 6pm News	<ul style="list-style-type: none"> <li>• Story on launch of Quay to the City featured on news at 6pm</li> </ul>
August 11	CHUM FM + CHUM-AM Radio	<ul style="list-style-type: none"> <li>• Launch of Quay to the City featured during newscast</li> </ul>
August 12	CFRB AM Radio John Donabie Show	<ul style="list-style-type: none"> <li>• Interview on Quay to the City with John for the John Donabie Show</li> </ul>
August 12	Fairchild Radio	<ul style="list-style-type: none"> <li>• Interview with John featured on Saturday noon-hour newscast</li> </ul>
August 12	City TV & CP24	<ul style="list-style-type: none"> <li>• Audra Brown segment featured covering ribbon cutting and featured on website</li> </ul>
August 12	CBC Radio Fresh Air Show	<ul style="list-style-type: none"> <li>• Featured launch of Quay to the City on the show and mentioned events</li> </ul>
August 17	Foxy 88.5 Radio	<ul style="list-style-type: none"> <li>• John did a live 3 minute interview with Gary Gamble @ 8:20am</li> </ul>
August 17	CFMX (Classical 96.3 FM) John van Driel Show	<ul style="list-style-type: none"> <li>• Host mentioned all the weekend's activities on show</li> </ul>
August 17 & August 18	680 News	<ul style="list-style-type: none"> <li>• Events featured during newscasts and on various shows</li> </ul>



August 17 or August 18	Breakfast Television (City TV)	<ul style="list-style-type: none"> <li>Quay to the City weekend events featured during "Pause for the Cause" segment</li> </ul>
August 18	Sun TV	<ul style="list-style-type: none"> <li>Canoe Webographer shot some footage (including the sand sculpture) which aired on the show. Various events listed as well.</li> </ul>
August 18	Flow 93.5 Morning Show	<ul style="list-style-type: none"> <li>Sean Laughlin, morning producer listed free events on the morning show</li> </ul>
August 18	Global TV News	<ul style="list-style-type: none"> <li>John Beattie sent a 'summer intern reporter' to cover Quay to the City events (confirm coverage generated)</li> </ul>
August 19	Fashion Television (CITY TV, CP24 and A Channel)	<ul style="list-style-type: none"> <li>One minute interview with John on Monday Aug 14 @ 2pm</li> <li>The feature was broadcast during the news on Fashion Television (Aug 19 @ 7pm), CP24 and A Channel over the weekend</li> </ul>

**FUTURE COVERAGE ON TWRC-RELATED ACTIVITIES**

DATE	MEDIA OUTLET	DETAILS & JOURNALIST
When the Hto Park complete	CBC Metro Morning	<ul style="list-style-type: none"> <li>Producer Mary Weins would like to do an interview with John on the completion of the Hto Park</li> </ul>
When results from Quay to the City are in	CBC Here & Now	<ul style="list-style-type: none"> <li>The producer of this show would like to do a follow-up interview on results generated/lessons learned from Quay to the City in September</li> </ul>
Spring 2007	Fashion TV	<ul style="list-style-type: none"> <li>Michael Proudfoot would like to do a follow-up story on waterfront's development</li> </ul>