

Bike Lanes, On-Street Parking and Business

A Study of Queen Street West in Toronto's Parkdale Neighbourhood



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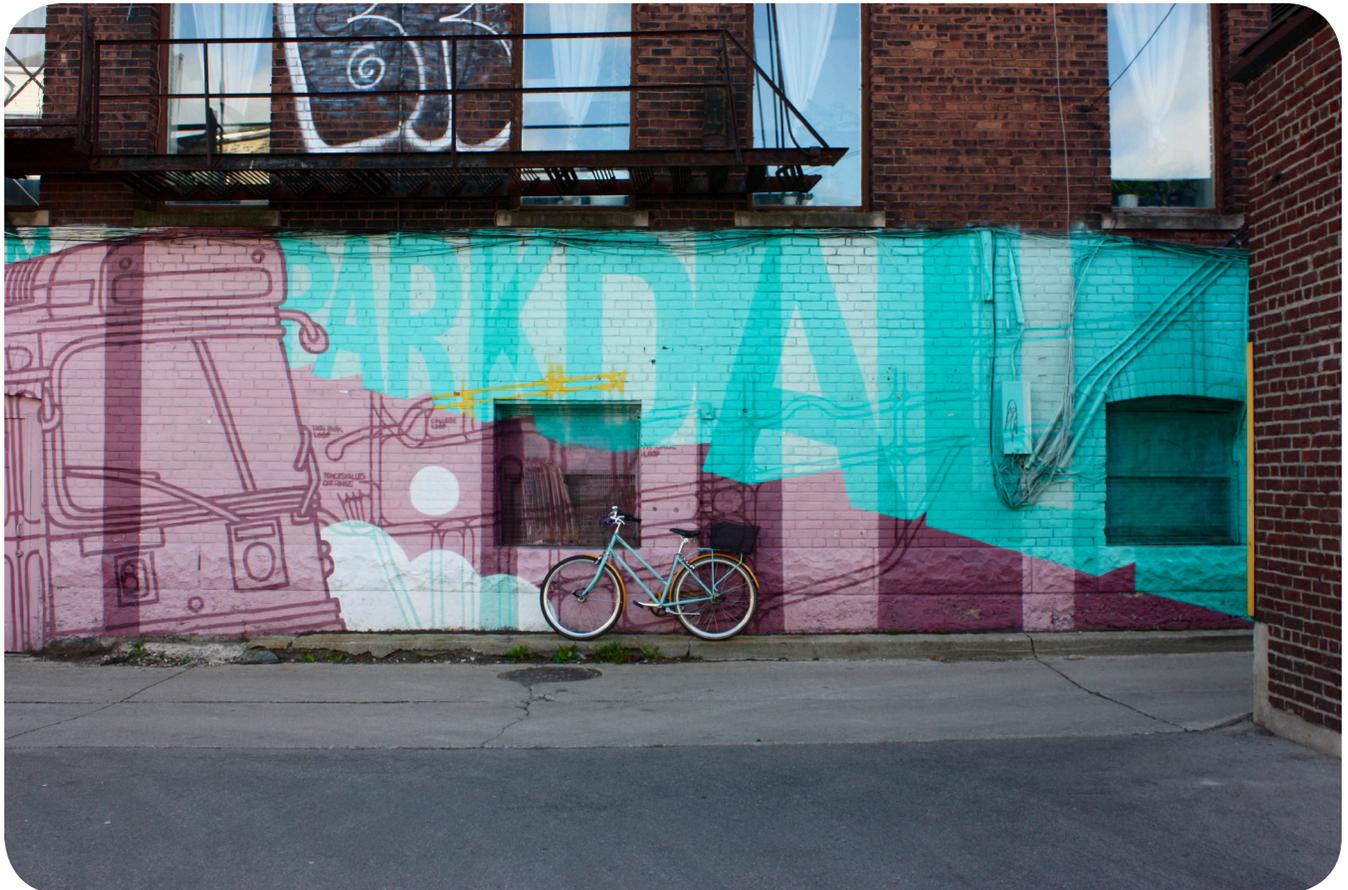
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1.0 EXECUTIVE SUMMARY

Parkdale is a neighborhood about 2 kilometers west of Toronto's downtown core bounded by Dufferin Street and Roncesvalles Avenue on the east and west sides, and by the CP rail tracks and Lake Ontario in the north and south. This study assesses the transportation habits of visitors to Queen Street between Dufferin Street and Roncesvalles Avenue (the Study Area), merchant perceptions of how their customers arrive to the neighbourhood and whether the amount of car parking within the Study Area aligns with actual transportation use. This information allows us to come to tentative conclusions about the likely effect of expanding infrastructure for active transportation in this area. The results of the surveys are summarized below:

- 72% of visitors to the Study Area usually arrive by active transportation (by bicycle or walking). Only 4% report that driving is their usual mode of transportation.
- Merchants overestimated the number of their customers who arrived by car. 42% of merchants estimated that more than 25% of their customers usually arrived by car.
- Visitors who reported using active transportation to visit the Study Area visited more often and spent more money per month than those who usually drove or relied on public transit.
- Visitors to the Study Area were much more likely to prefer a bike lane or widened sidewalks over no change, even if this resulted in the loss of on-street parking.
- Merchants prefer the current layout of Queen Street more than a configuration where on-street parking is reduced to accommodate

expanded sidewalks or a bike lane.

- A majority of visitors (53%) and merchants (64%) stated that there was not enough bicycle parking within the Study Area.
- Merchants were more likely than visitors to perceive the amount of car parking as inadequate: 52% of merchants stated there was not enough car parking in comparison with 19% of visitors.

A parking audit found that there are 253 on-street parking spaces on Queen Street in the Study Area, 99 Green P parking spaces, 194 parking spaces on side-streets available for non-permit parking during shopping hours, and 50 spaces in parking lots provided by individual businesses for patrons.

A majority of visitors use active transportation to get to the area and spend more money overall than those who drive. And there is evidence to suggest that demand could still be met if some parking is eliminated from the area to make way for active transportation. This data is at odds with the perceptions of merchants, who believe that a majority of their customers drive to the area and need the parking space. These findings reinforce previous research that suggests that expanding active transportation would have a neutral or positive economic impact on neighbourhoods and that merchants overestimate the number of visitors arriving by car and underestimate the number of visitors using active transportation. These results emphasize the importance of considering the role of active transportation in future planning and streetscape changes to the Study Area in order to benefit the local community, the majority of whom access the area by bicycle or by walking.

2.0 INTRODUCTION

In cities across Canada and the US, a dramatic rise in both bicycle trips and general interest in cycling over the last twenty years has led some observers to declare that a “bicycling renaissance” is underway throughout North America (Pucher, et. al. 2011). According to National Household Survey data collected across Canada between 1996 and 2011, the total number of daily bike commuters in Canada has grown by 48% over that time, while still only occupying a modest share of the overall national commuting behavior (see Table 1).

Table 1: Trends in Canadian cycling levels , 1996-2011

Census Year	Daily Bike Commuters (thousands)	Bike Share of Workers (%)
1996	137	1.1
2001	163	1.2
2006	196	1.3
2011	202	1.3

Source: Statistics Canada (1996-2011)

In Toronto, while the cycling mode share is still relatively low across the entire city (1.9% in 2011, compared to Vancouver’s 4%), the number of cycling trips made in the pre-amalgamated City of Toronto¹ are two-and-a-half times greater than the overall city average (4.9%), with some downtown wards yielding more than an 11% cycling mode share for daily trips (Ledsham et al., 2014).

To meet this increased demand on road space, many Canadian cities have responded by installing dedicated cycling infrastructure to accommodate this growth and increase safety -- and perhaps even as a strategy to induce additional demand in

¹ In 1998, Toronto was amalgamated with five other municipalities (Etobicoke, York, North York, East York and Scarborough) to make up today’s megacity metropolitan area. Pre-amalgamated Toronto translates into present-day wards 13-14; 17-22; and 27-32.

urban cycling. However, over the past twenty years, Toronto has lagged behind other Canadian cities in building cycling networks. According to a recent study released by Pembina Institute, Toronto ranked last among Canada’s five largest cities in the amount of bicycle infrastructure per 1,000 people, and also held the distinction of having the worst crash rate of any of the five examined cities² (Vijayakumar & Burda, 2015).

Clearly, Toronto has room to improve on how well its cycling networks meet existing demand, with a possible additional opportunity to encourage an increase in cycling trips throughout the city.

2.0.1. Background

The Toronto Bike Plan (2001) developed by City staff, called for 1000 km of bikeways, including 500 km of on-street bike lanes, and another 250 km of off-road paved trails by 2011. However, a lack of real political support for the plan meant that it was frequently stymied and the goals were never met.

One of the barriers to implementation was the need to remove at least some on-street parking in order to install bike lanes in the downtown core. The removal of parking did not receive much support from the business community, which feared that it would create a barrier to their customers and consequently, result in a loss of business.

On June 9, 2016, Toronto City Council approved the Cycling Network Ten Year Plan (2016) developed by city staff to expand and improve cycling infrastructure by growing, connecting and renewing the existing cycling network. The objective of the

² Crash rate was defined as the total number of reported cycling crashes per 100,000 trips and the five cities studied included Calgary, Montreal, Ottawa, Toronto and Vancouver.

plan is to identify opportunities for investments in cycling infrastructure across all parts of the city; making recommendations for cycling infrastructure on fast, busy streets; and create safe cycling routes along quiet streets. The cycle track pilot project recently installed on Bloor Street West will provide important data on the effect of expanded cycling infrastructure on major streets. This information will help to inform future decisions about streetscape changes throughout the city.³

A study by the Toronto Cycling Think and Do Tank (2013) at the University of Toronto found that Ward 14 (Parkdale-High Park) has the third-highest mode share of cyclists in the city. Despite having a relatively high proportion of people who cycle, there is very little bicycle infrastructure, particularly in Parkdale, the southern part of the ward. In addition, there is no existing research that specifically examines the role of cyclists and pedestrians in supporting local business in the Parkdale neighbourhood.

2.0.2. Study Purpose

This study (hereafter “the Parkdale study”) assesses the perceptions of merchants versus the actual transportation habits and shopping habits of visitors to Queen Street West, the major commercial corridor in the neighbourhood. It also seeks to understand current street-use allocation by estimating the number of parking spaces within the Study Area, as well as any preferences for changes in street-use allocation such as widened sidewalks or bike lanes.

A growing body of research in this city and

³ Bloor Street West is another important east-west corridor in the city running parallel to Queen Street. The cycle track pilot project was installed in August 2016 as a 12-month project between Avenue Road and Shaw Street. For more information about the Bloor Street Pilot see: <http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=18ccded2f6711510VgnVCM10000071d-60f89RCRD>

across the globe indicates that merchants consistently underestimate the importance of cyclists and pedestrians to their businesses, while overestimating the importance of drivers. By extension, merchants overestimate the importance of on-street parking to their businesses. Previous studies indicate that merchants underestimate how much pedestrians and cyclists spend at their businesses and overestimate how much drivers spend. This study aims to capture a more accurate picture of real transportation and shopping habits, and determine if the current allocation of roadway space, including for on-street parking, reflects the existing transportation habits and preferences of road users.

The Parkdale study also examines the likelihood that the introduction of bike lanes and the subsequent reduction of parking spaces on Queen Street West in Parkdale will cause a loss of business for local merchants.

2.0.3. Existing Literature

The working group completed a literature review of existing studies that explored the relationship between active transportation and economic activity in retail settings to provide context for their research and analysis.

While literature exists from comparable studies conducted in Europe and Asia (see: Hass-Klau, 1993; Geeson & Grohmann, 2002; among others), a decision was made to concentrate this review on case studies conducted in Canada, the United States, Australia and New Zealand due to the relatively similar urban development histories and cultures within those countries.

These studies are summarized in Table 2, below.

Table 2: Summary of Existing Research on Active Transportation and Retail Activity

City (country)	Authors (Year)	Study Focus	Key Findings
Melbourne (Australia)	Lee (2008)	Comparison of the retail 'spend' of shoppers who cycle and shoppers who drive in a suburban retail setting.	Auto drivers spend more than cyclists on individual shopping trips, but cyclists make more trips to the shopping area over time. Also, auto drivers are shown to dwell longer after having shopped, resulting in low turnover of parking spaces.
Toronto: Annex (Canada)	Sztabinski (2009)	Examination of the economic impact of road space allocation featuring a survey of merchants and patrons on Bloor Street, measuring their shopping and mode choice opinions, preferences and habits.	Visitors arriving by foot or by bicycle visit most often and spend the most money per month (compared to auto drivers and public transit users). Merchant survey revealed a misperception of their customer travel behaviour, dramatically overestimating the numbers of shoppers who arrive by car.
San Francisco (USA)	Bent and Singa (2009)	Study of the travel and spending patterns of visitors to major retail and entertainment centres in San Francisco with a focus on understanding whether merchant perceptions held true.	Auto drivers spend the most on a per trip basis, but visit major retail areas the least. Auto: \$88/visit; \$259/month Walk: \$47/visit; \$291/month Transit: \$40/visit; \$274/month Other: \$62/visit; \$152/month
Toronto: Bloor West Village (Canada)	Forkes and Smith Lea (2010)	Replication of Toronto: Annex study's focus and methodology.	Nearly half of merchants feared that bike lanes would hurt their business, yet non-drivers are statistically more likely to visit the shopping area multiple times per week and spend more per month than drivers.

City (Country)	Authors (Year)	Study Focus	Key Findings
Vancouver (Canada)	Stantec Consulting (2011)	Economic impact analysis on the businesses located along two central city corridors where bike lanes were installed.	<p>Study conducted six months after installation of bike lanes along Hornby & Dunsmuir Streets showed that while vacancy rates on Hornby Street dropped compared to control areas, business data showed a decline in sales (between 4-10%) along both streets.</p> <p>Areas had high auto travel mode share (42%) and shoppers and employees along study area reported frustration around impact to their commute.</p>
New York City: East Village (USA)	Transportation Alternatives (2012)	Study of the impact to shopping behaviour in a NYC neighbourhood, following the installation of a protected bike lane (along with a bus guideway).	<p>Following changes to road allocation, total mode share for local auto travel fell to 5%, while cycling rose dramatically to 24%.</p> <p>Individuals on bike /foot spend the most per week at local businesses:</p> <p>Bike: \$163/week Walk: \$158/week Auto: \$143/week Transit: \$111/week</p>
Portland, Oregon (USA)	Clifton, et. al. (2013)	<p>Examination of the relationship between consumer expenditures and their trip-making behaviour, including mode choice and frequency of trips.</p> <p>Focused exclusively on: convenience stores, bars and restaurants.</p>	<p>Concluded that the frequency of shopping trips is the relevant measure when evaluating economic importance of non-auto users. They visit more often and spend more per month.</p> <p>Mode (Split): Frequency; \$/month</p> <p>Bike (9%): 21.6 trips; \$212.06/month Walk (25%): 16.5 trips; \$160.76/month Auto (58%): 12.9 trips; \$149.79/month Transit (7%): 22.2 trips; \$146.01/month</p>

City (Country)	Authors (Year)	Study Focus	Key Findings
Seattle (USA)	Rowe (2013)	Economic impact analysis on retailers operating on downtown shopping avenue following the implementation of a "road diet". (Road diet involved: reduction in the number of traffic lanes and on-street parking; installation of bike lane; and wider sidewalks.)	Reduction in street parking and introduction of cycle lane generated no evidence of negative economic impact to the shopping avenue. Examination of aggregate taxable retail sales data for study area, showed a 400% increase in the sales index following the road diet.
Auckland, Christchurch and Wellington (New Zealand)	Fleming, et. al. (2013)	A survey of retailers and shoppers in local shopping areas, examining the role that sustainable transport users (those who walk, cycle or take public transport) play in the retail economy.	Study finds no proof to support perceptions that sustainable transportation has a negative economic impact on local shopping areas. Sustainable transportation users (bike, foot, public transport) do not spend as much as drivers per visit (\$34 vs \$47) but visit shopping areas more frequently than car users and spend comparably or more than drivers over time.
Davis, California (USA)	Popovich & Handy (2014)	Study of the relationship between travel mode and shopping behavior, with a focus on big-box retail.	Even in the context of big box retail, cyclists who visited the store contributed comparable amounts of money to the retail establishment as customers arriving by car. Avg. Cyclist: \$224.66 spent per month (\$62.08/purchase; 3.55 trips/month) Avg. Driver: \$168.00 spent per month (\$60.45/purchase; 3.28 trips/month)

This summary reveals two general trends: First, those arriving by car spend more money per trip than those arriving by transit, bicycle, or walking (i.e., Bent and Singa, 2009). However, those arriving by bicycle or walking visit more often and spend more money overall (Lee 2008; Sztabinski 2009; Bent and Singa, 2009; Forkes and Smith Lea, 2010; Transportation Alternatives, 2012; Clifton

et al., 2013). Second, streetscape changes that improve cycling and pedestrian infrastructure have neutral or positive impacts on businesses (Stantec Consulting, 2011; Rowe, 2013). This study builds on existing literature by exploring the relationship between transportation modes and consumer habits in the Parkdale Village neighborhood.

3.0 METHODOLOGY

3.0.1. Study Description

This study was modelled on a 2009 study by the Toronto Centre for Active Transportation (TCAT)⁴: “Bike Lanes, On-Street Parking and Business: A Study of Bloor Street in Toronto’s Annex Neighbourhood” (Sztabinski, 2009), a 2010 TCAT study of Bloor West Village (Forkes and Smith Lea, 2010) and a 2014 study of Danforth Avenue completed by students at Ryerson University (Ryerson Planning and Consulting, 2014). These studies were based on surveys that explored perceived methods of travel, actual methods of travel, and the spending habits of visitors, among other information. The methodology of the Parkdale study mirrors those of the previous studies, builds on this body of research and contributes to a more comprehensive understanding of the relationship between shopping behaviour and modes of transportation.

The Parkdale study was developed and administered by volunteers of Cycle Toronto’s Ward 14 Advocacy Group,⁵ in cooperation with TCAT and the Parkdale Village Business Improvement Area (PVBIA). A seven-member working group provided direction and research support, including analysis and report writing.

Data was collected on the Parkdale stretch of Queen Street West between Dufferin Street and

Roncesvalles Avenue (‘the Study Area’). Data for the study comes from the following sources:

1. Merchant survey: A survey of area merchants assessing their perceptions of the modes of transportation their patrons use to access their businesses. The survey also included questions about preferences for streetscape changes. A total of 58 separate businesses were surveyed.
2. Visitor survey: A survey was administered to 698 visitors to the study area to assess their actual transportation habits and shopping behaviour. The survey also included questions about preferences for streetscape changes.
3. On-street parking data was collected to estimate the number of on-street parking spaces and the number of parking spaces available in the local Green P lots run by the Toronto Parking Authority on or adjacent to the study area. In addition, parking data was collected regarding lots maintained by private businesses for patrons as well as side-street parking adjacent to the study area.

3.0.2. Data Collection

Data for the Parkdale study was collected through two surveys administered within the eleven-block, 1.5 kilometre, Study Area. One survey was administered to merchants within, and the other survey was administered to visitors. The merchant surveys were completed over a one-month period,

⁴ The Toronto Centre for Active Transportation (TCAT) is a project of the registered charity Clean Air Partnership. TCAT’s work advances knowledge and evidence to build support for safe and inclusive streets for walking and cycling. For more information, see www.tcat.ca.

⁵ Cycle Toronto is a member-supported organization that advocates for a healthy, safe, cycling-friendly for all. Volunteers in the Ward Advocacy program, currently active in 26 of Toronto’s 44 municipal wards, organize outreach activities in their respective wards. For more information see www.cycleto.ca.

from September 28th, 2015 to November 3rd, 2015. The visitor surveys were completed over a twelve-day period from September 26th, 2015 to October 8th, 2015. Surveys were conducted on Tuesdays, Thursdays and Saturdays during morning, afternoon and evening timeslots to capture any variation in spending and travel habits of visitors. Copies of the merchant and visitor surveys are included in Appendices A and B.

The surveys were administered by a team of volunteers who were recruited through Cycle Toronto and the Parkdale Village BIA's newsletters, database, and website. All volunteers attended a 90-minute training session prior to volunteering which included detailed instructions on how to administer the survey in a professional and unbiased manner to ensure consistent and rigorous data collection (for copies of training materials, see Appendix C). In addition, each volunteer shift had a designated shift captain assigned to provide ongoing support.

3.0.2.1. Merchant Survey

Volunteers attempted to survey all the ground-floor merchants within the Study Area, making up to two visits to each business to speak to the owner or manager of each business and request that they complete the survey. 58 out of 222 businesses, or 26.1% of the merchants within the Study Area, completed the survey. This is comparable to the sample size in previous studies of Bloor Annex and Bloor West Village, though both of these studies had a higher overall response rate. A higher proportion of retail stores completed the survey compared to services, restaurants, and bars. Figures 1, 2, and 3 (shown below) indicate the types of businesses, the proportion of survey responses provided by each type of business, and the response rate of each type of business.

Merchants were asked to estimate the number of customers they served on weekdays and weekends, along with the proportion of visitors who walked, drove, cycled, and took public transit to the neighbourhood. They were also asked their opinion about whether current transportation infrastructure in the Study Area (car parking, bike parking, bike lanes and sidewalk width) is appropriate, or if they believed that changes should be made, namely infrastructure being changed, added, or removed.

3.0.2.2. Visitor Survey

The visitor surveys were administered simultaneously at four separate locations: the north-east corner at Noble Street, the south-east corner at Cowan Avenue, the south-west corner at Lansdowne Avenue, and the north-west corner at Dowling Avenue. The four locations were chosen to ensure that data was collected throughout the Study Area in order to capture overall neighbourhood trends.

The survey locations, along with the number of responses that were collected in each location, are shown below in Table 3 and Figure 1. The number of responses collected each day is shown in Table 4, on the following page.



Figure 1: Surveying Locations for Visitor Survey

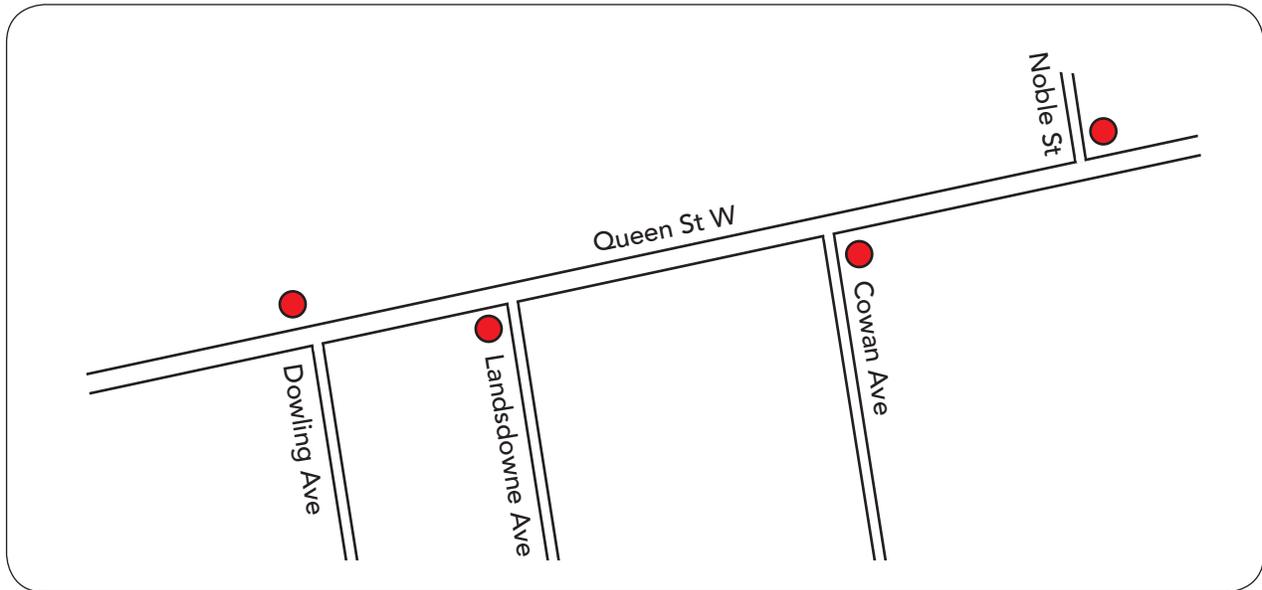


Table 3: Distribution of Survey Respondents by Survey Location

Survey Location On Queen Street	Surveys Completed	Share Of Total
NE corner of Noble	165	26.1%
SE corner of Cowan	179	28.3%
SW corner of Lansdowne	157	24.8%
NW corner of Dowling	131	20.7%

Table 4: Distribution of Surveys Responses by Survey Date

Date	Weekday	Time	Surveys Completed	Share Of Total
Sept. 26th, 2015	Saturday	12:00pm-1:30pm	169	26%
		3:00pm-4:30pm		
*Sept. 29th, 2015	Tuesday	3:00pm-4:30pm	6	1%
		7:00pm-8:30pm		
Oct. 1st, 2015	Thursday	3:00pm-4:30pm	148	23%
		7:00pm-8:30pm		
Oct. 3rd, 2015	Saturday	12:00pm-1:30pm	131	20%
		3:00pm-4:30pm		
Oct. 6th, 2015	Tuesday	3:00pm-4:30pm	134	20%
		7:00pm-8:30pm		
** Oct. 8th, 2015	Thursday	3:00pm-4:30pm	69	11%
		7:00pm-8:30pm		

*3:00 p.m shift ended early and 7:00 p.m shift cancelled due to rainstorm and high winds.

**7:00 p.m shift cancelled due to volunteer shortage.

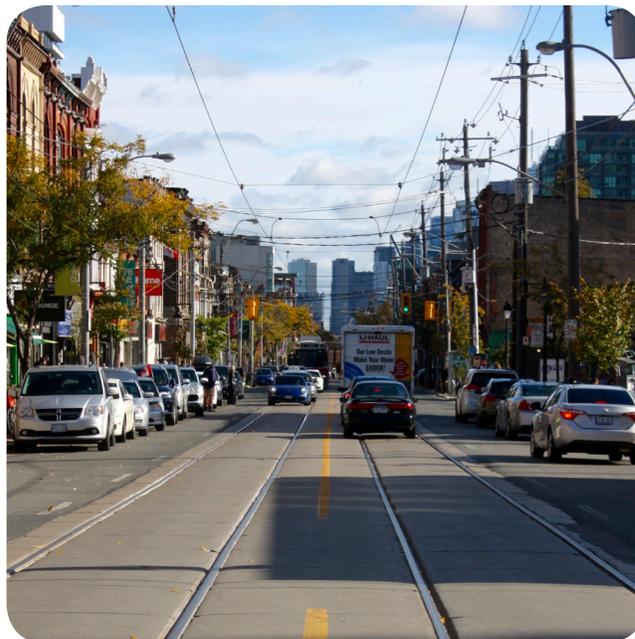
Visitors were asked their age, gender, and for the first three digits of their postal code to provide a general idea of their place of residence. They were asked how often they visited the Study Area, their typical means of transportation, and their monthly spending habits within the Study Area. They were also asked their opinion about whether current bicycle and car parking is sufficient, and whether they would prefer widened sidewalks or bicycle lanes within the Study Area, even if these changes resulted in a reduction to on-street parking.

3.0.2.3. Parking Data

On Tuesday, May 17th, 2016, a group of five volunteers created an inventory of the number of on-street and municipal off-street (“Green P”) parking spaces in the Study Area. The Green P lots are located at: 14 Fuller Street; 1325 Queen Street West, located between O’Hara Avenue and Cowan Avenue; and at 1620-1624 Queen Street West and Callendar Street.

Volunteers returned to the study area in the evening on October 12th, 2016 and October 19th, 2016 to survey the number of parking spots on side streets intersecting with the Study Area. Volunteers counted the number of parking spots within a 1 to 2 minute walk of Queen Street on 20 streets in the area, along with the number of spots taken up by permit holders. This information, along with the parking rules on each street, is summarized in Appendix D.

The parking spaces were manually counted in the three Green P lots. Counting the number of on-street parking spots was more challenging, as the spaces are not clearly marked within the Study Area. Volunteers counted the number of parked cars and estimated the number of vacant spaces within the Study Area.



4.0 DATA ANALYSIS

A volunteer working group transcribed and performed descriptive statistical analysis on the survey data. The group used Microsoft Excel to organize and analyze the data. A further description of the data analysis performed for this study is included in the Findings section of this report.

4.0.1. Interpretation of Survey Data

For the Pedestrian Survey, a total of 698 surveys were administered. Response rates for individual questions ranged from 669 to 696. A further subset of respondents did not follow the survey instruction, for example by choosing multiple responses for a question where they were instructed to choose 1. Responses were used if possible, but were evaluated on a question by question basis and were excluded if they could not be categorized. In the particular case of question 5 'How do you usually get to Queen Street West in Parkdale Village? (choose one)', 695 of the 698 survey respondents gave an answer but 122 chose multiple transportation modes. Because the multiple responses represented a significant proportion of the total responses a "fraction method" was devised to retain as much data as possible. In the fraction method for question 5, if a respondent chose A only, this would add 1 to the total for A or if they chose A and B, this would add 0.5 to the totals of both A and B. This approach maintained the total number of responses at 695 for question 5.

For the Merchant Survey, a total of 58 surveys were administered and response rates for individual questions ranged from 56 to 58.

4.0.2. Study Limitations

The authors of this study note several limitations in the data. First, the surveys were administered during a single month of the year due to time and resource constraints. As a result, this study does not capture variations in the travel and spending habits of visitors to the study area at other times of the year, which could be valuable when assessing the potential economic impact of changing the layout of the street to improve infrastructure for active transportation.

Second, the limited number of responses from merchants within the study area, along with the fact that only ground floor merchants were surveyed, may mean that data collected does not reflect *all* merchants' perceptions about the transportation methods of their customers, nor the entirety of their opinions about the transportation infrastructure in the area. A greater number of responses from merchants would have produced a more complete picture of their perceptions and opinions to contrast with the travel habits and opinions of visitors to the study area.

Third, some visitors provided multiple answers to questions where they were expected to provide only one. Researchers attempted to avoid multiple answers through written instructions on the survey, but unfortunately, some of the surveys were still completed incorrectly. For the transportation mode question, addressing the issue of multiple responses was challenging in particular because the proportion of multiple responses was not consistent across categories, with visitors who indicated that they walk to Parkdale under represented among multiple responders relative to the other modes. As a result, and to avoid distorting the total, the authors of this study ruled out either counting all responses as separate entries or excluding multiple

responses. Instead, fractions were assigned to the multiple responses such that each visitor's response added to 1.

Lastly, the authors of this study note some limitations in regards to the parking inventory. Namely, the reliance on personal observation and the degree of variance in what constitutes a parking spot, depending on factors such as vehicle type and the method of parking. This method may have led volunteers to overestimate the number of on-street parking spots given the city's official measurements for a parking space of 18 ft by 7.7 ft (or 135 square feet) (Bells on Bloor, Oct 2013). Also, this inventory does not reflect the actual usage of parking spots along Queen Street West. The authors of this study contacted the Toronto Parking Authority (TPA) in order to obtain actual data regarding parking usage on Queen Street West at various times of day. The TPA responded to this request by stating that they "do not keep statistics to this request," and could not "assist with this inquiry."

4.0.3. Visitor Survey Findings

4.0.3.1. Visitor Mode Share

Survey respondents were asked how they usually get to the Study Area. The majority of visitors used active transportation, with 53% reporting that they usually walk and 19% usually arriving by bike. A further 22% of visitors reported that they usually take public transit. Only 3.9% of visitors to Queen Street West reported that they usually drive.

To further understand transportation habits, visitors were divided into three groups based on their responses to Question 1: a) people who live in Parkdale; b) people who do not live in Parkdale but work in Parkdale; and c) people who neither

live nor work in Parkdale (see Table 5). The majority of respondents, 66%, reported that they live in Parkdale, and of those respondents the dominant mode of transportation was walking (65%), followed by cycling (18%) then by public transit (12%). Of this group, 1.5% reported that they usually arrive by car. In the two groups of respondents who did not live in Parkdale, the dominant mode of transportation was public transit, which was used by 48% of respondents who work in Parkdale, and 39% of respondents who were visiting. Walking was used by 19% of the working group and 30% of the visiting group, while cycling was used by 25% of the working group and 19% of the visiting group. The proportion of people who usually drive was higher in these two groups, compared to respondents who live in Parkdale, and was the usual mode of travel to the Study Area for 7.6% of the working group and 9.1% of the visiting group.



Table 5: Usual Mode of Transportation to Parkdale

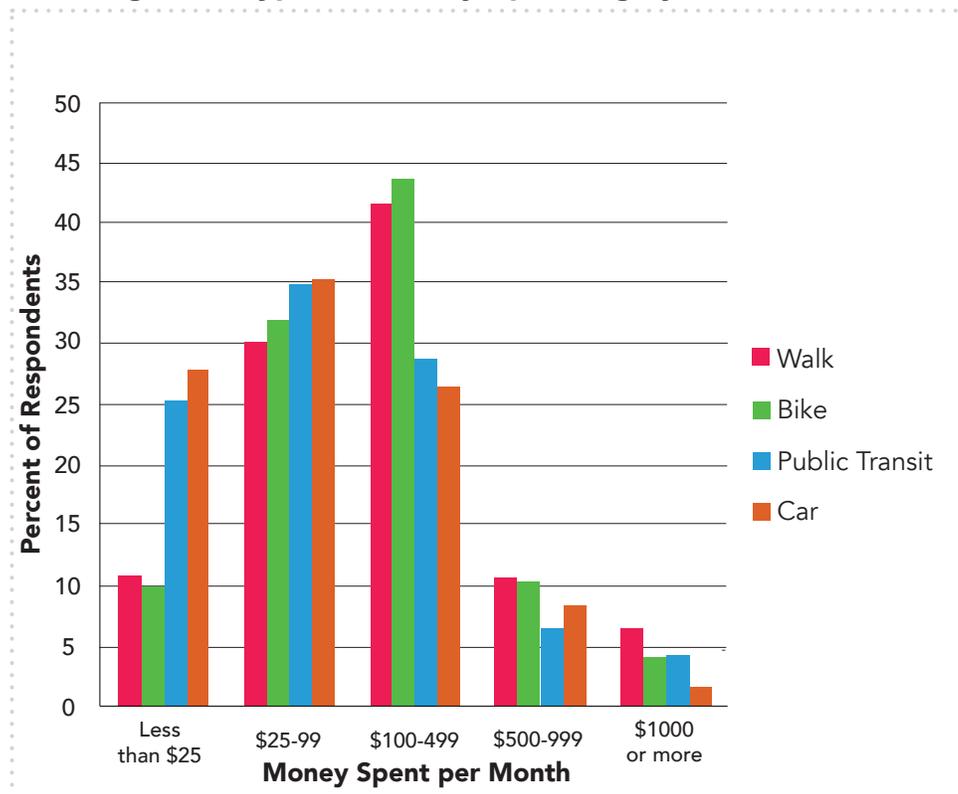
Mode	All Respondents (N = 698)	Live In Parkdale (N = 464)	Work But Do Not Live In Parkdale (N = 42)	Visiting Parkdale Or Other (N = 182)
Walk	53%	65%	19%	30%
Bike	19%	18%	25%	19%
Public transit	22%	12%	48%	39%
Taxi	0.8%	0.6%	0.5%	1.3%
Car	3.9%	1.5%	7.6%	9.1%
Other	1.8%	2.2%	0%	1.2%

4.0.3.2. Visit Frequency and Spending

Survey respondents were asked to estimate the number of times they visit the survey area in a typical month, with an average of 20 days per month. Respondents who usually walk to the Study Area visited the most often with an average of 22 days, respondents who usually bike, take public transit and drive visited 19, 16, and 10 days per month respectively. Survey respondents were also asked to estimate their monthly spending in the Study Area by choosing a typical spending range, as seen in Figure 2.



Figure 2: Typical Monthly Spending by Mode Shares



For further analysis, two sub-groups were defined: frequent visitors (who reported visiting more than 10 times per month), and high spenders (who reported spending more than \$100 per month). The survey found that 481 out of 698 respondents were frequent visitors, 368 were high spenders, and 313 were both high spenders and frequent visitors. Looking at spending by transportation choice, higher proportions of visitors who chose active transportation were high spenders compared to public transit users and drivers, with 58% of walkers and 57% of cyclists falling in the high spending group versus 39% for public transit users and 37% for drivers. Similarly, a high proportion of walkers and cyclists (77% and 73% respectively) reported visiting Queen Street West more than 10 times per month, compared to 56% of public transit users and 31% of drivers. Overall, visitors who used active transportation were more likely to visit more often and spend more money per month.

4.0.3.3. Streetscape Preferences

Respondents to the visitor survey were asked about their preferences for streetscape changes and also about their perceptions about the availability of bicycle and car parking in the Study Area. The majority of respondents expressed a desire for increased cycling infrastructure while opinions were divided regarding the availability of car parking.

With respect to streetscape preferences, respondents were asked to choose one of the following: widened sidewalks (even if it meant a reduction to on-street parking); a bike lane, (even if it meant the loss of on-street parking); or no change to the streetscape. The majority of respondents preferred more infrastructure for cyclists and pedestrians even if it led to the loss of some street parking; 57% preferred a bike lane; 17% wanted a widened sidewalk, while 26% preferred

no change. In other words, 74% of respondents prefer infrastructure enhancements that support active transportation, namely walking and cycling. Moreover, of those who preferred infrastructure enhancements, three times as many respondents preferred a bike lane over those who wanted widened sidewalks.

The second set of infrastructure questions asked respondents about their perceptions of bicycle and car parking. A majority of respondents (54%) stated that there is currently not enough bicycle parking within the Study Area, while 23% are unsure, and 21% feel the current levels are about right. Only 2.5% of respondents believe that there is too much bicycle parking.

Survey respondents were divided regarding the current amount of car parking. A plurality of 33% of respondents stated the current levels are about right, followed closely by 31% who are unsure. Of the respondents with stronger opinions on the question, 16% believe that there is too much car parking, while 19% believe that there is not enough.

4.0.3.4. Profile of Visitor Survey Respondents

The 698 respondents to the visitor survey provided demographic information about their gender, age, and location of their primary residence. 46% of respondents were male, 50% were female, 0.9% identified as other, and 2.4% did not specify their gender. Survey respondents represented a relatively diverse and balanced cross-section of age groups, though the majority were adults under 60. Approximately 5.8% of respondents were under 18; 43% fell between ages 18 and 35; a further 38% were aged 36 to 60; and 11% were over 60, with 1.6% declining to provide their age.

Gender

A number of recent studies have found that people who identify as women are less likely to cycle than their male counterparts in North American cities. In Toronto women are 33% of bicycle commuters, a number that falls to 20% in the surrounding areas of York Region, Durham and Peel (Mitra et al., 2016). Nevertheless, in European countries, such as Germany, the Netherlands and Denmark, there is gender parity in cycling demographics (Pucher and Buehler, 2008). One of the reasons posited for the difference in European and North American data is the level of cycling infrastructure available. In many European cities with parity between the genders, there are dedicated and physically separated bicycle lanes and paths, which make cycling a less risky endeavor (Pucher and Buehler, 2008; Emond, Tang and Handy, 2009).

In our study, we found a gender gap in transportation methods. People who identified themselves as men were more likely to state that they usually arrived to the Study Area by bicycle (22%), and less likely to report arriving by public transit (19%). In contrast, people who identified as women were slightly more likely to use public transit (26%), and less likely to report arriving by bicycle (14%). The number of non-binary responses to our survey was too small to draw any conclusions, with respect to other gender identities. There were no differences between genders in terms of the likelihood of reporting usually walking, driving, or taking a taxi to the Study Area. The finding of a gender gap among people who cycle to Queen Street in the Study Area indicates that the absence of safe cycling infrastructure may have important consequences for gender equity.

Respondents were asked to identify the first three characters of the postal code of their residence, which showed that a significant majority of respondents reside in the Parkdale area. Parkdale falls within two forward sortation areas (FSAs) — M6K and M6R — which are geographical areas designated by Canada Post that are defined by

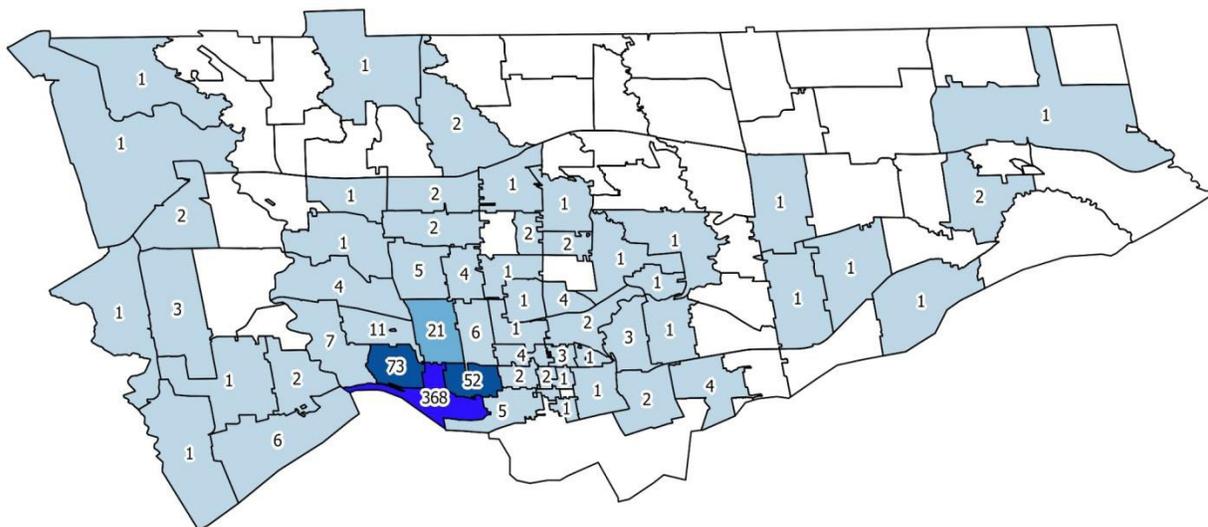
the first three characters of the postal codes. In total, 658 respondents provided their postal codes. The two Parkdale FSAs account for 67% of the total share of respondents, while the FSAs immediately bordering M6K and M6R account for 16% of respondents. Most remaining respondents (13%) reside in other areas of the City of Toronto, as indicated by postal codes beginning with “M”, or in the Greater Toronto and Hamilton Area (GTHA),

as indicated by postal codes beginning with “L” (1.6%). The remainder (2.4%) resided outside the GTHA, including Kingston, Peterborough, and Montreal. These results indicate that Parkdale Village’s customer base draws overwhelmingly from local neighbourhoods. The top ten FSAs of respondents are summarized Table 6 below. Volunteers found that 554 of the 658 respondents, or 85% of the total, came from these areas.

Table 6: Top 10 Forward Sortation Areas (FSAs) of Visitors to Parkdale

Forward Sortation Area	Count	Percentage
M6K (Brockton/Parkdale Village/Exhibition Place)	368	56%
M6R (Parkdale/Roncesvalles)	73	11%
M6J (Rua Açores/Trinity)	52	7.9%
M6H (Dufferin/Dovercourt Village)	21	3.2%
M6P (High Park/The Junction South)	11	1.7%
M6S (Runnymede/Swansea)	7	1.1%
M6G (Christie)	6	1.0%
M8V (New Toronto/Mimico South/Humber Bay Shores)	6	1.0%
M5V (CN Tower/King and Spadina/Railway Lands/Harbourfront West/Bathurst Quay/South Niagara/YTZ)	5	1.0%
M6E (Caledonia-Fairbanks)	5	1.0%

Figure 3: Survey Respondents by Toronto Postal Codes



4.0.4. Merchant Survey Findings

4.0.4.1. Merchant Profile

According to data provided by the PV BIA, the breakdown of businesses on Queen Street West in Parkdale is approximately 42% retail stores; 28% bars/restaurants; 18% private services; 1.8% public services; and 10% other, which is largely comprised of arts and not-for-profit organizations (see Figure 4). The distribution of the businesses surveyed was similar: 58% retail stores; 25% bars/restaurants; 8.7% private services; 4.1% public services and 4.2% other (see Figure 5). The sample set in this study differed from the PVBIA's distribution of businesses in that that stores were over sampled while private services and "other" businesses were under-sampled. Restaurants may have been under-sampled because they were busier and did not have time to complete the survey. Private services and "other" were under-sampled because we did not approach arts and non-profit organizations that did not have a storefront business on Queen Street West, while the Parkdale Village BIA's data do include these organizations.

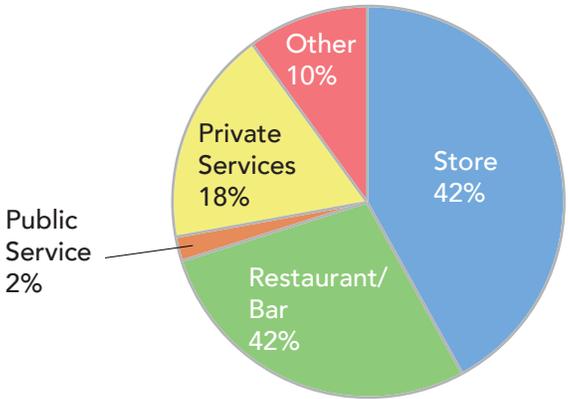


Figure 4: Types of Businesses on Queen

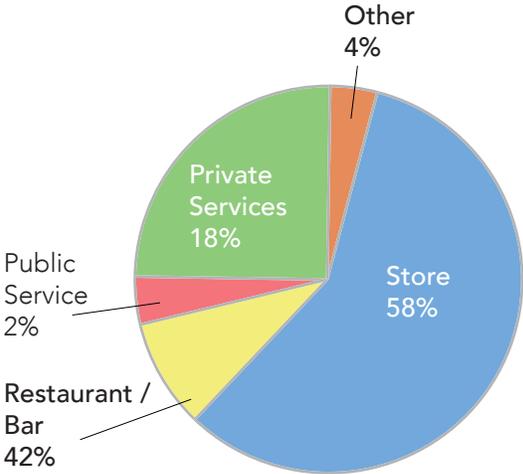


Figure 5: Proportion of Responses Provided by Each Type of Business

Most of the businesses surveyed within the Study Area have a small customer base, especially when compared with businesses from the Bloor Annex and Bloor West Village. Only 13% reported serving more than 100 customers per day on weekdays, a number that grows to 27% on weekends. In contrast, the Bloor West Village study found 30% of businesses served more than 100 customers per day on weekdays, and this number jumped to 47% on weekends (Forkes and Smith Lea, 2010). The businesses surveyed for the Bloor Annex study had an even larger customer base, with 55% of businesses serving more than 100 customers per day during the week, and 75% serving more than 100 customers per day on weekends (Sztabinski, 2009).

4.0.4.2. Merchant Perceptions of Mode Share

The merchant surveys revealed several interesting findings about their perception of how customers arrived to the Study Area. Almost half of the merchants surveyed estimated that more than 25% of their customers drove, and one in five merchants estimated that over half their clientele drove (see Table 7). These estimates of the proportion of customers arriving by car are much higher than the

actual proportion of visitors to the Study Area who reported arriving by car (3.9%).

Table 7: Merchant Estimates of Patrons’ Arrival Methods

Estimate	Number Of Merchants	Percentage Of Merchants*
>15% of patrons arrive by car	35	61%
>25% of patrons arrive by car	24	42%
>50% of patrons arrive by car	15	30%

* nested categories, total does not add to 100%

When asked to rank modes of transportation from most to least used by customers to get to the Study Area, active transportation rated much more highly than car travel. Over 80% of merchant respondents ranked “walking” as the most common or second most common mode of transportation. Similarly, just over half of the merchant respondents ranked cycling as the most or second most used mode of transportation. In contrast, only one in four merchants ranked car travel this highly.

4.0.4.3. Merchant Preferences for Streetscape Changes

When asked about preferences for streetscape changes, merchants were more likely than visitors to the Study Area to prefer no change to the street. Just over half (53%) of the 58 merchant respondents preferred no change to the street over widened sidewalks or a bike lane if these changes meant the loss of on-street parking. Of the 27 merchants who preferred changes, almost all of them preferred a bike lane (89%) to widened sidewalks (11%).

Merchants preferred both an increase in bicycle parking and an increase in car parking. Out of all the merchants surveyed, no respondents stated that there was too much bicycle parking. In contrast, 64% stated that there was not enough

bicycle parking on Queen Street West in Parkdale. With respect to car parking, 6.9% indicated that they believed there was too much car parking in Parkdale, in contrast to 52% who indicated there was not enough.

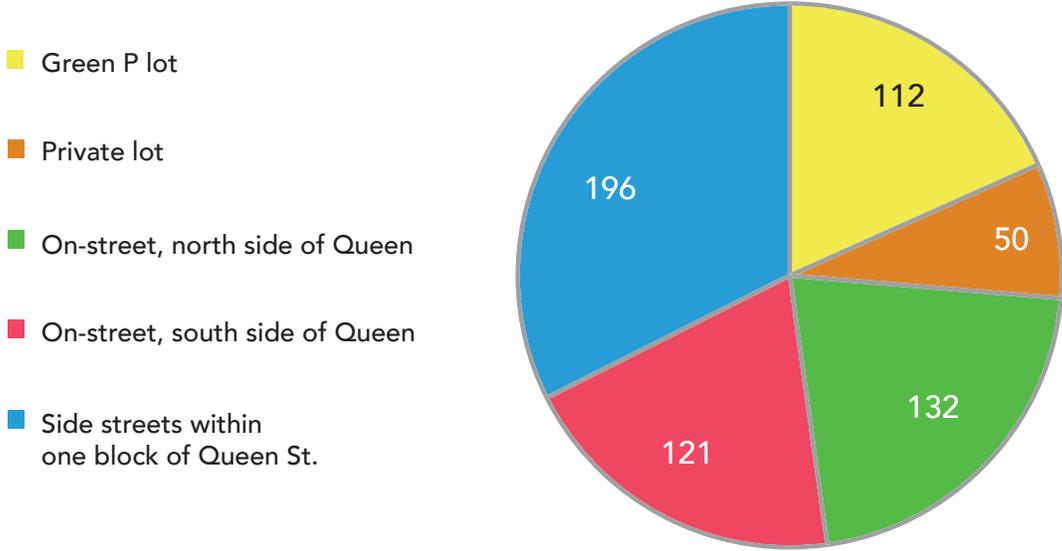
4.0.4.4. Parking Findings

Volunteers counted 615 parking spaces within the Study Area. This included:

- 112 spaces in three Green P lots on or adjacent to Queen Street in the study area;
- 50 spaces in three private lots with customer parking;
- 121 on-street spaces on the south side of Queen Street in the Study Area;
- 132 on-street spaces on the north side of Queen Street in the Study Area;
- 194 on-street spaces with non-permit parking available during shopping hours within one block of Queen Street in the Study Area.

A summary of the location of on-street and off-street parking is detailed in Figure 6, and the full data is included in Appendix D.

Figure 6: Distribution of Parking Spaces in Study Area



5.0 DISCUSSION

Several important trends are evident in the data collected through the two surveys and the parking data collected for this study. These trends, and the conclusions that can be drawn from them, are discussed below in connection with the growing body of literature on transportation and shopping habits.

5.0.1. Merchant and Visitor Perceptions of Transportation Habits

A number of studies, conducted in both Toronto and other jurisdictions internationally, indicate that merchants consistently underestimate the importance of cyclists and pedestrians to their businesses in terms of expenditures, and overestimate the importance of drivers.

The results in this study are consistent with this body of research. Overall, 72% of the 698 respondents to the visitor survey reported “active transportation,” i.e., walking or cycling, as their usual mode of travel to the Study Area. Moreover, those who reported active transportation as their usual means of transport both visited the Study Area more frequently and spent more money per month patronizing businesses there. In contrast, only 4% of visitors reported regularly driving to the Study Area, and these respondents visited less often and spent less money per month on average.

Survey results suggest that the proportion of visitors using active transportation to visit the neighbourhood is considerably higher in the Study Area (72%) than in the Bloor Annex (58%) and Bloor West Village (51%). Both the proportion of customers who reported arriving on foot, and the proportion who reported arriving by bicycle, were

higher in Parkdale than in either of the studied locations on Bloor. In particular, the 19% mode share for cycling in Parkdale was much higher than the Bloor West Village study (4% bicycle mode share) and somewhat higher than the Bloor Annex study (12%).

Despite the high prevalence of active transportation as a mode of transit among visitors (consistent with the previous studies) merchants generally overestimated the proportion of their patrons who arrive by car. Of the merchants surveyed within the Study Area, 42% estimated that more than 25% of their customer base arrived by car.

Part of the reason for the dominance of active transportation may be that much of the customer base of Parkdale merchants was found to be local. The high volume of car traffic on Queen Street West may create the illusion that these individuals are stopping and shopping. However, postal code data collected from survey respondents indicate that the majority of visitors to the Study Area live in the surrounding neighbourhoods, and that 90% are not accessing Parkdale by car (see Table 4). Seventy-four percent of respondents indicated M6K, M6R or M6J as the first three digits of their area code, corresponding to the neighbourhoods containing or immediately adjacent to Queen Street West in Parkdale. Most residents of these neighbourhoods live within a 10-minute walking or cycling radius of Queen Street West, making the commercial district on Queen Street West in Parkdale a convenient location to shop. This underscores the importance for businesses of cultivating streetscape amenities that encourage residents within easy walking and cycling distance to visit Queen Street West. Although on-street parking may be more important to merchants that derive a significant proportion of their clientele from outside the immediately

adjacent area, the collected data indicates that the majority of visitors to Parkdale are local and that local visitors spend more money per month on Queen Street West than those visiting from outside the neighbourhood. It is possible that the desire for more parking spaces stems from the tendency of merchants to overestimate the number of drivers in their customer base.

5.0.2. Support for Streetscape Changes

The findings in this study were consistent with the Bloor Annex and Bloor West Village studies (Sztabinski 2009; Forkes and Smith Lea, 2010). This study, along with the two other studies, found that a majority of respondents preferred allocating space to a bike lane over widened sidewalks, though again, there were important differences between visitor and merchant preferences.

Approximately 75% of visitors to the Study Area preferred a streetscape change to no change, even if it meant a reduction to on-street parking. These numbers are largely consistent with the Bloor Annex study. In contrast, the Bloor West study found a lower proportion of visitors (58%) desired a streetscape change. The consistency between the findings in Parkdale and the findings of the Bloor Annex study may reflect similar transportation profiles in both of these neighbourhoods, compared with Bloor West Village, where both Parkdale and the Annex had a higher proportion of visitors arriving by active transportation. Parkdale merchants were more likely than visitors to prefer no change to the streetscape, with only 47% desiring a change if it meant a reduction to on-street parking. Of visitors and merchants who desired a streetscape change, most preferred a bike lane to widened sidewalks.

Among merchants and visitors desiring a streetscape change, the dominance of preference for a bike

lane over widened sidewalks is noteworthy. If desire for a bike lane is taken as a proxy for the support for streetscape changes that include bicycle amenities more generally, this may reflect a perception that the current configuration of Queen Street West is particularly ill-suited for cyclists. Indeed, there have been a number of high profile collisions causing injury and death to cyclists along Queen Street West in Parkdale, and a study of the top-ten bicycle “danger-spots” in Toronto cited the intersection of Queen and Dufferin as particularly fraught (Globe and Mail, 2014; CBC News, 2013). In addition, almost all cases of “dooring” occur on arterial east-west roads that have high-turnover curbside parking (City of Toronto, 2007). The current configuration of the Study Area limits the potential for bicycle lanes. The street is four lanes wide but all lanes are relatively narrow. Moreover, Queen Street West is home to a heavily used streetcar route, and there is on-street parking on both sides of the street. It will be difficult to accommodate streetscape enhancements for people who cycle unless some of the on-street parking on Queen Street West is removed. Nevertheless, the support among visitors and merchants for bike lanes on Queen Street West indicates generally strong support for cycling amenities as a whole. These opinions, along with safety issues in the area, support making bicycle infrastructure a higher priority than it typically has been when planning future streetscape changes to Queen Street West in Parkdale.

5.0.3. Parking Data

It is difficult to form a clear picture of parking requirements within the Study Area without usage data from the TPA. However, it is possible to perform some analysis and draw tentative conclusions from the data available by comparing it to the data collected for the previous study of the Annex section of Bloor Street West (Sztabinski, 2009).

The Annex study counted 435 parking spaces within the Bloor Street study area, including 168 paid on-street spaces and 267 paid off-street spaces in parking lots (Sztabinski, 2009, pg. 8). The Parkdale study counted 611 parking spaces within the Queen Street Study Area, including 253 paid on-street spaces, and 111 paid-off street spaces.

The Annex study found that on-street parking usage on Bloor peaked at about 80% of available spaces. Addition of a bike lane, which would reduce on-street paid parking by 50%, would only decrease available parking by about 20%, because of the large number of off-street parking spaces available within the Bloor Street study area.

Addition of a bike lane in Parkdale could have a more pronounced effect on parking stock. On-street paid parking accounts for a larger proportion of the total paid parking available. Reduction of on-street paid parking by 50% would amount to a 30% reduction of parking stock overall, when considering on-street parking on Queen, Green P lots, and private lots for patron parking. However, there are also a substantial number of additional spaces on side streets adjacent to the Study Area. Researchers counted another 194 parking spaces on 20 side streets within a 1 to 2 minute walk of the study area. Overnight some side street spots may be occupied by permit-parking, but during daytime and evening business hours, many may be available for customers. The reduction of on-street parking after installation of a bike lane would amount to a 21% reduction of the total parking stock when these spaces are taken into account.

The Annex study concluded that off-street parking could likely accommodate the additional demand created after installation of a bike lane. Researchers were unable to solicit the parking usage data necessary to draw these conclusions in this study. However, the Queen Street Study

Area does have a large number of parking spaces available and if parking usage is anything like the usage on Bloor Street, then Parkdale may also be able to accommodate bike lanes. Additional data would help to answer this question and determine the probable impact of installing bike lanes in the Study Area.



6.0 CONCLUSION

This study sought to understand the transportation and spending habits of visitors to Queen Street West in Parkdale. It built upon a growing body of existing literature from Toronto and elsewhere that examines the relationship between transportation and retail activity

Survey results showed that the majority of respondents lived in Parkdale, or close by, and used active transportation (walking or cycling) to get to the Study Area. Over 90% of visitors use active transportation or public transit to get to the Study Area. Visitors who used active transportation also reported coming to the Study Area more often and spending more money overall than visitors who used public transit or drove.

Merchants perceived things differently. They overestimated the share of their customers that drive to the Study Area and underestimated the share that use active transportation. A majority of merchants preferred the current streetscape to an altered layout with improved infrastructure for active transportation. Most merchants preferred the current layout if changes to the streetscape would result in a loss of on-street parking. In contrast, most visitors supported changes to the layout of Queen Street to facilitate walking and cycling. These preferences may be influenced by perceptions of how customers get to the Study Area.

Survey results also suggest that visitors who use active transportation to get to Parkdale have a larger economic impact within the Study Area. Respondents who walked or cycled to the area reported visiting more often and spending more money overall than visitors who drove.

The lack of parking usage data for this Study Area made it difficult to draw conclusions about the

probable effect of removing on-street parking in favour of widened sidewalks or a bike lane. The number of off-street parking spaces available in the Parkdale Study Area is comparable to the number counted on and around the Annex stretch of Bloor Street West, but the authors of this study cannot make a determination about whether the Parkdale Study Area could accommodate a loss of on-street parking without additional information. Collection of parking usage data – either from the TPA or through volunteer observation – would provide an answer to this question and suggest how drivers visiting Parkdale, and the associated commercial activity that they bring to the area, would be affected by changes to the streetscape.

Parking data notwithstanding, this study supports a continued commitment to active and public transportation in this neighborhood. These transportation modes bring a large number of visitors and a considerable amount of economic activity to Parkdale. The authors hope that this study will be a resource that contributes to planning and policy for this neighborhood, and others within the City of Toronto, going forward.



7.0 FUTURE STEPS

There are several future steps that would build on the Parkdale study and help clarify several findings that are important to future streetscape planning on Queen Street West in Parkdale.

First, it would be helpful to collect more detailed data on parking usage, either through renewed appeal to the TPA, or through volunteer data collection, in order to determine the current demand for the on- and off-street parking in the Study Area. This data would provide a clearer picture of whether parking stock on Queen Street would meet demand after installation of widened sidewalks or a bike lane.

The bike lane pilot study on Bloor Street will also provide valuable information and should be watched closely. The Bloor pilot project will provide

an indication of the economic effects of increased active transportation and lost on-street parking in a busy downtown neighborhood. A successful pilot program in that neighborhood will be an indication that a similar program in Parkdale, where studies have shown higher levels of active transportation, will be successful as well.

This study was a significant accomplishment by a group of dedicated neighbourhood volunteers, and the authors express confidence in its findings. Our findings are made more rigorous by the fact that they replicate and build on previous studies conducted by TCAT. Nevertheless, an important test of its accuracy and validity would be an attempt to replicate it, specifically through another study of Parkdale by a more formal research body.



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Appendix A: Merchant Survey

For the purposes of our survey, Parkdale Village is defined as the neighbourhood between the waterfront, Dundas Street West, Roncesvalles Avenue and Dufferin Street.

1. On average, about how many customers do you serve per day? (Choose one per question)

(1) Weekday: (2) Weekend:

[1] Less than 25 [1] Less than 25

[2] 25-49 [2] 25-49

[3] 50-99 [3] 50-99

[4] 100-199 [4] 100-199

[5] 200 or more [5] 200 or more

2. What percentage of your customers or visitors would you estimate drive to the part of Queen Street West in Parkdale Village and park in the area?

[1] ____%

3. Rank the following modes of transportation from most used to least used, in your estimation of how your customers arrive to Queen Street West in Parkdale Village, with '1' indicating the most used mode of transportation and '5' indicating least used:

Walk

Bicycle

Car

Public Transit

Taxi

Other (please specify)

4. If the City was considering changes to the street, which of the following would you prefer? (choose one only)

[1] Widened sidewalks on Queen Street West even if that means less on-street parking;

[2] A bike lane on Queen Street West even if that means less on-street parking.

[3] No Change

5. What is your opinion of the current amount of bicycle parking? (choose one only)

[A] There is too much

[B] About right

[C] Not enough

[D] Not sure/not applicable

6. What is your opinion of the current amount of car parking? (choose one only)

[A] There is too much

[B] About right

[C] Not enough

[D] Not sure/not applicable

6. Type of business: (Choose all that apply)

[1] Store

[2] Restaurant/Bar

[3] Private Service (e.g., copy centre, hair salon)

[4] Public Service (e.g. library, doctor, PARC)

[5] Other _____

Appendix B: Pedestrian Survey

For the purposes of our survey, Parkdale Village is defined as the neighbourhood between the waterfront, Dundas Street West, Roncesvalles Avenue and Dufferin Street.

1. Which best describes you:

- [1] I live in Parkdale [2] I work in Parkdale [3] I live and work in Parkdale
[4] I am visiting Parkdale [5] Other (please specify) _____

2. In a typical month, how many days (from 0 days to 30 days) do you visit Queen Street West in the Parkdale Village area? _____

3. About how much money do you spend on Queen Street West in Parkdale Village in a typical month?

- [1] Less than \$25 [2] \$25-99 [3] \$100-499
[4] \$500-999 [5] \$1,000 or more

4. What is the purpose of your trip to Queen Street West today? (Check all that apply)

- [A] Shopping
[B] Restaurant/Bar
[C] Private Services (e.g., copy centre, hair salon,)
[D] Public Services (e.g., library, doctor, PARC)
[E] Visiting friends
[F] I live here
[G] I work here
[H] I'm just passing through
[I] Other _____

5. How do you usually get to Queen Street West in Parkdale Village? (choose one)

- [A] Walk
[B] Bicycle
[C] Public Transit
[D] Taxi
[E] Car: Where did you park? [intersection/block or Green P lot] _____
[F] Other _____

6. If the City was considering changes to the street, which of the following would you prefer? (choose one only)

- [A] Widened sidewalks on Queen Street West even if that means less on-street parking;
- [B] A bike lane on Queen Street West even if that means less on-street parking.
- [C] No Change

7. *What is your opinion of the current amount of bicycle parking? (choose one only)*

- [A] Too much
- [B] About right
- [C] Not enough
- [D] Not sure/not applicable

8. *What is your opinion of the current amount of car parking? (choose one only)*

- [A] Too much
- [B] About right
- [C] Not enough
- [D] Not sure/not applicable

Demographic Section

9. *Where do you live?*

- [A] Postal Code _____ [B] Nearest Intersection _____

10. *Gender identity (please circle)*

- [A] Male [B] Female [C] Other [D] Prefer not to specify

11. *Age range (please circle)*

- [A] Under 18 [B] 18-35 [C] 36-60 [D] Over 60 [E] Prefer not to specify

To be completed by Survey Team:

Date: _____, 2015

Time: ____:____

Survey Location Number: _____

Interviewer: _____

Weather:

Precipitation in last 2hrs: Y/N Temperature <15°C 15-25°C >25°C

Other notes:

Appendix C: Training Materials

Introduction

The survey is an initiative being undertaken by Cycle Toronto Ward 14, with support from Cycle Toronto, the Toronto Centre for Active Transportation (TCAT) and the Parkdale Village BIA. The survey is modelled off TCAT's previous "Bike Lanes, On-Street Parking and Business" studies, which examined merchant perceptions concerning transportation in their neighbourhood, and also the transportation and shopping patterns of visitors to the area.

Why undertake a transportation survey?

- To provide a more informed picture of transportation methods in the area and how that impacts local business;
- To build a relationship with neighbourhood stakeholders through collaboration;
- To support our advocacy work with concrete evidence and research.

Volunteer logistics

Day of Week	Date	Time Slot 1	Time Slot 2
Saturday	Sept 26	12:00-1:30	3:00-4:30
Tuesday	Sept 29	3:00-4:30	7:00-8:30
Thursday	Oct 1	3:00-4:30	7:00-8:30
Saturday	Oct 3	12:00-1:30	3:00-4:30
Tuesday	Oct 6	3:00-4:30	7:00-8:30
Thursday	Oct 8	3:00-4:30	7:00-8:30

What you're doing: Administering a short survey to pedestrians about their transportation and shopping habits. Advise participants to fill in the survey themselves.

Where to show up: Meet the shift captain outside the Parkdale BIA office 1313 Queen Street West. The survey captain will provide a clipboard, pens and copies of the survey. Please dress appropriately for the weather.

When to show up: See the chart below for our time slots. We're asking volunteers to commit to a minimum of two shifts, however, if you are able to help out more –we appreciate it! The more responses we have, the larger our sample size, the more reliable the data.

Some Surveying DOs and DON'Ts

- DO use your own personal style in talking to participants;
- DO try and survey as many people as possible during your shift;
- DO remind participants that the survey is anonymous and voluntary;
- DO practice using neutral language in approaching participants:
 - Leading: "Oh great you ride a bike! I love cycling! Would you like to take our survey"
 - Neutral: "Hi there, I'm conducting a two minute survey of transportation habits in Parkdale. Would you like to take our survey?"
- DO be aware that body language can also convey disapproval of particular responses;

- DON'T only approach pedestrians of a particular age, gender or ethnicity;
- DON'T provide information about the questions that isn't in the survey. DO remind participants to use their own judgement;
- DON'T feel that you have to convince everyone to take the survey;

- DON'T continue a conversation if someone is making you feel uncomfortable or unsafe;

- DO remember that you can contact the shift captain at any time if you have questions ☒

AND HAVE FUN! It can be adrenaline-pumping, exhilarating, and really interesting to strike up conversations with unknown neighbours!

PARKDALE PEDESTRIAN SURVEY INSTRUCTIONS

Select respondents walking on Queen Street West and try to get a more or less representative distribution of women, men, young old, etc. *Hi! We are working on a **community-led** research project surveying people who visit Parkdale Village. The survey is **voluntary and anonymous** and will take about **2 minutes**. Will you help us with the survey today?*



If the respondent asks how Parkdale Village is defined you can show them the map of the area boundaries and/or specify that it is bounded by the waterfront, Dufferin, Roncesvalles, and Dundas.

If the respondent asks who is conducting the survey, you can tell them it is a local neighbourhood group. If they persist, tell them it is Cycle Toronto Ward 14 with support from the Parkdale Village BIA and non-profit researchers. Do not volunteer this information unless they ask for it, because we do not want to influence the way they respond.

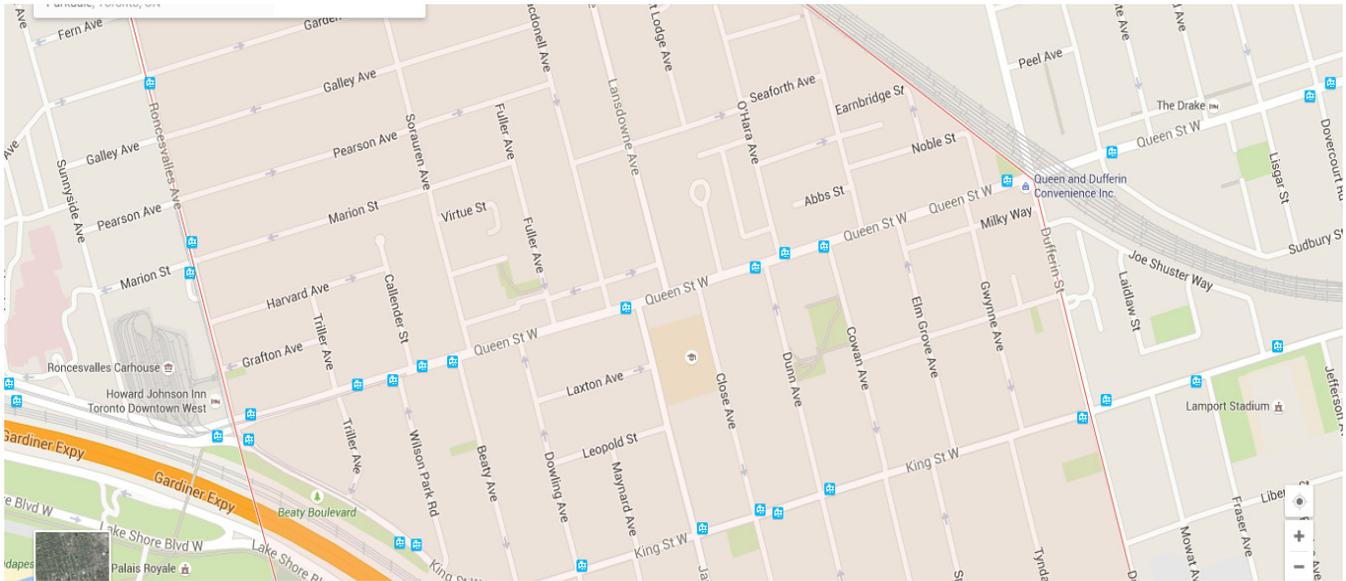
Q2. If the respondent asks what area of Queen Street you are referring to, tell them it is Queen Street between Roncesvalles Avenue and Dufferin Street.

Q5. If they use multiple modes of transportation, tell them to choose the response that corresponds to how the majority of their trip is made. If the respondent says there are seasonal differences in their transportation, then tell them to check all that apply.

Q9. The first 3 digits of the postal code are sufficient, but ask for the full code if possible.

Q10 & Q11: If respondents do not wish to answer the demographic questions, that is fine. If they ask why we are collecting demographic information you can tell them it is to gain a better understanding of who visits Parkdale and how they get there.

*After the respondent has filled out the survey, check to make sure they filled out **both pages** and make sure to thank them for their time and fill out the "Survey Volunteer" section of the form.*



Use the 24-hour clock for recording the time of the interview.

Survey Locations on Queen Street West:

1. North-East corner at Noble
2. South-East corner at Cowan
3. South-West corner at Lansdowne
4. North-West corner at Dowling

Appendix D: Parking Data

QUEEN STREET WEST (SOUTH SIDE)	PARKING SPACES
Dufferin-Gwynne Ave.	No parking
Gwynne-Elm Grove Ave.	17
Elm Grove-Cowan Ave.	4
Cowan-Dunn Ave.	10
Dunn-Close Ave.	7
Close-Jameson Ave.	No parking
Jameson-Dowling Ave.	31
Dowling-Beaty Ave.	3
Beaty-Wilson Pk. Road	13
Wilson Pk.-Triller Ave.	12
Triller-Roncesvalles Ave.	24
TOTAL	121
QUEEN STREET WEST (NORTH SIDE)	PARKING SPACES
Roncesvalles-Triller Ave.	19
Triller-Callender Street	10
Callender-Soraruren Ave.	12
Soraruren-Fuller Ave.	22
Fuller-Macdonell Ave.	14
Macdonell-Lansdowne	No parking
Lansdowne-West Lodge	8
West Lodge-O'Hara	4
O'Hara-Brock Ave.	17
Brock-Noble	26
Noble-Dufferin	No parking
TOTAL	132
GREEN P PARKING LOTS	PARKING SPACES
Green P @ 1325 Queen St West	31 spaces; and 1 accessible space
Green P @ Callender	29 spaces; and 2 accessible spaces
Green P @ Fuller	48 spaces; and 1 accessible space
TOTAL	112

PRIVATE PARKING LOTS	PARKING SPACES
LCBO	18 spaces; and 1 accessible space
Dollerama	15 spaces; and 1 accessible space
1449 Queen St. West	14 spaces; and 1 accessible space
TOTAL	50
GRAND TOTAL	415

SOUTH OF QUEEN STREET WEST				
Street	Distance (M)	Walking Time (Min)	Parking Spaces	Restrictions
Gwynne	190	2	17	1hr 8am-6pm; permit only 12am-7am;
Elm Grove	190	2	13	1hr 8am-6pm;
Cowan	190	2	11	15min 7am-10am and 3pm-6pm mon-fri;
Dunn	200	2	16	permit only 12am-7am;
Close	200	2	5	permit only 12am-7am;
Jameson	160	2	23	1hr 8am-6pm;
Triller	130	1	14	permit only 12am-7am
Wilson Park	100	1	6	permit only 12am-7am
Beaty	130	1	11	permit only 12am-7am
Dowling	110	1	8	1hr 8am-6pm; permit only 12am-7am
NORTH OF QUEEN STREET WEST				
Lansdowne	130	1	12	permit only 12am-7am;
West Lodge	110	1	5	1hr
O'Hare	160	2	14	permit only 12am-7am;
Brock	n/a	n/a	n/a	no parking
Nobel	n/a	n/a	n/a	no parking
Macdonnell	250	3	27	1hr 8am-6pm
Fuller	n/a	n/a	n/a	no parking
Sorauren	130	1	12	permit only 12am-7am;
Calendar	n/a	n/a	n/a	no parking
Triller	n/a	n/a	n/a	no parking
TOTAL			194	

