

# Humber Bay Park Project Survey

## Online Summary of Findings Report



View of the ponds in Humber Bay Park East

### Planning Context of the Survey

This online survey is one part of the public consultation process for the Humber Bay Parks Project. The purpose of the survey was to get a sense of how people in the community, and across the city, use Humber Bay Park East and West and what needs to be considered in creating a Master Plan for the parks. Feedback from the survey will inform decision-making about the future design and features of the parks. Public consultation on the Master Plan will continue with a series of meetings and workshops where people can actively participate in the design discussion. The survey was open for responses from May 6 to June 30 2016. In total there were 1,021 respondents for the Humber Bay Parks Project Survey.

Here is a summary of what we found:

- 99% of survey respondents reported that they currently visit, or plan to visit, Humber Bay Parks
- 59% of survey respondents report living less than 1 kilometer from Humber Bay Parks (i.e. a ten minute walk to the park)
- The top three ways that respondents reported travelling to Humber Bay Parks were:
  1. Walking (comprised 41% of the reported ways respondents travel to the park)
  2. Cycling (comprised 26% of the reported ways respondents travel to the park)
  3. Car (comprised 21% of the reported ways respondents travel to the park)
- The top three most cited time-of-day use of the park were:
  1. Weekend afternoons
  2. Weekend mornings
  3. Weekday evenings

- 52% of all respondents reported that their residential postal code (i.e. the first three digits of the postal code) was in the M8V postal code area; the same postal code for the Humber Bay Parks
- 31% of respondents reported being in the age group 25 to 44 years of age, 41% reported being in the age group 45 to 64, and 21% reported being age 65 or older.
- 64% of respondents reported that they did not 'live with children' (i.e. couples with no children and adults living alone)
- 25% of respondents reported they 'live with children' (i.e. couples with children or single parents)
- Quantitative data was generated through 20 questions with pre-set response options
- Qualitative data was generated through 7 questions with open-ended comment fields

Here are some background details on the survey:

- The 2016 Humber Bay Parks Survey questionnaire was created as an online survey using the Fluid Surveys online survey application
- The sampling method was self-selection in the online survey
- Public awareness of the survey was promoted through the City of Toronto's website page for the Humber Bay Parks development project, social media and email notices
- The target population for the 2016 Humber Bay Parks Survey was open to all residents living in the City of Toronto
- The resulting sample was not intended to be statistically significant, nor accurately representative, of the local population living in proximity to the Humber Bay Parks. The survey data will be used to provide an information base on which to shape the next phase of park design community engagement.

### Note on the Presentation of the Survey Data

Note that for many of the questions below, individuals were able to submit multiple responses (i.e. for checklist questions). The total number of responses cited for these questions equals the sum of all items selected in the checklist questions (Sum of Checklist). If the question was a ranking question or multiple choice question, then only one selection can be recorded and the total for these questions is recorded by the 'Total Respondents' who answered the question.

Question	Percentage Frequency Response of Total Count
<p><b>How far do you live from Humber Bay Parks?</b></p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p>59% A 10 minute walk away (Less than 1 km)  13% Less than 30 minutes walking distance (Less than 3 km)  10% Between 30 minutes and 60 minutes walking distance (3km to 5 km)  9% Over 1 hour walking distance (6 km to 15 km)  9% Distance too far to walk (16+ km)</p> <p>Total respondents = 1,002</p>
<p><b>How do you travel to Humber Bay Parks?</b></p> <p><b>This is a multiple choice question.</b> Respondents were allowed to provide only one response.</p>	<p>21% Car  26% Bicycle  41% Walk  6% Public Transit  2% Canoe / Kayak  2% Other Boat  1% Mobility aid/ Scooter  1% Other non-motorized vehicle  2% Other, please specify...</p> <p>Total Respondents = 1,986</p>
<p><b>When do you normally visit Humber Bay Parks and at what time of day?</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p>	<p>Weekdays/ Mornings 9.9%  Weekdays/ Afternoon 10.7%  Weekdays/ Evenings 11.9%  Weekends / Mornings 14.0%  Weekends / Afternoons 14.3%  Weekends / Evening 10.1%  Holiday/ Mornings 10.4%  Holiday/ Afternoons 10.8%  Holiday/ Evenings 8.0%</p> <p>Sum of the Checklist = 5,277</p>
<p><b>How often do you visit Humber Bay Parks? Please let us know by the season of your visit.</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p>	<p><b>Spring - March, April, May</b>  1.7% Zero visits in season  13.7% 1 to 2 visits  15.1% 3 to 4 visits  19.4% 5 to 10 visits  50.0% 10 or more visits</p> <p><b>Total Spring Sum of the Checklist = 1,057</b></p> <p><b>Summer - June, July, August</b>  0.7% Zero visits in season  6.3% 1 to 2 visits  9.2% 3 to 4 visits  14.8% 5 to 10 visits  69.0% 10 or more visits</p>

Question	Percentage Frequency Response of Total Count
	<p><b>Total Summer Sum of the Checklist = 1,064</b></p> <p><b>Fall - September, October, November</b></p> <ul style="list-style-type: none"> <li>1.5% Zero visits in season</li> <li>11.9% 1 to 2 visits</li> <li>13.9% 3 to 4 visits</li> <li>20.1% 5 to 10 visits</li> <li>52.7% 10 or more visits</li> </ul> <p><b>Total Fall Sum of the Checklist = 1,054</b></p> <p><b>Winter - December, January, February</b></p> <ul style="list-style-type: none"> <li>15.7% Zero visits in season</li> <li>22.7% 1 to 2 visits</li> <li>15.9% 3 to 4 visits</li> <li>15.7% 5 to 10 visits</li> <li>30.0% 10 or more visits</li> </ul> <p><b>Total Winter Sum of the Checklist = 1,006</b></p>
<p><b>Why do you visit Humber Bay Parks?</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<ul style="list-style-type: none"> <li>13.1% To go for a walk or hike</li> <li>12.7% To enjoy nature</li> <li>9.2% To view the skyline</li> <li>7.9% To visit the Farmers' Market</li> <li>7.4% To go cycling</li> <li>7.2% To take photographs</li> <li>5.3% To meet friends</li> <li>5.3% For bird watching</li> <li>5.0% To engage in unstructured activity</li> <li>4.4% For a picnic</li> <li>4.1% Just passing through</li> <li>3.7% To walk the dog</li> <li>2.1% To attend a special event</li> <li>2.0% To use the dog off-leash area</li> <li>1.6% To participate in an organized activity</li> <li>1.2% To visit the Air India Memorial</li> <li>1.2% As a member of a sailing club</li> <li>0.9% To paddle</li> <li>0.9% To fly a kite</li> <li>0.8% To sail model boats</li> <li>0.7% To launch a boat</li> <li>0.4% As a park volunteer</li> <li>0.4% To fish</li> <li>2.5% Other, please specify...</li> </ul> <p><b>Total Sum of the Checklist = 6,794</b></p>

Question	Percentage Frequency Response of Total Count
<p><b>When you visit the Humber Bay Parks do you travel alone, with your family or with a group of friends? This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<p>22.9% I am usually with my partner  22.6% I am mostly on my own  13.2% I enjoy visiting the park with a few friends  9.6% Usually I visit with a friend  8.8% Most often, I am with my family  8.3% Just me and my dog  2.9% I like to visit the park for a special date  2.5% I accompany my elderly parent or friend  2.2% As a caregiver of young children  2.0% My visits are usually with a large group of friends  1.5% Usually I visit the park with my community group  0.6% My work colleagues and I visit the park as a group  2.9% Other, please specify...</p> <p>Total Sum of the Checklist = 2,137</p>
<p><b>How could your visits to Humber Bay Parks be improved? This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<p>10% Better washrooms  9% Natural habitat enhancement  8% More benches  7% Improved pathways  6% Better maintenance  5% More litter bins  5% More flower beds  5% Better lighting  5% Better access to water  4% Better control of off-leash dogs in parks  4% More recycling bins  4% Better nature interpretation  4% Better design and planning  4% More shade  3% Better park safety, please specify...  3% More bike parking  3% Better wayfinding signage  2% Less parking  2% Improved dog off-leash area  2% Improved physical accessibility  1% More parking  4% Other, please specify...</p> <p>Total Sum of the Checklist =5,559</p>
<p><b>What kinds of new outdoor recreational activities, services and features do you think should be available in</b></p>	<p><b>Outdoor Activities</b>  15.3% Water bottle filling  13.1% Bird and nature observation  12.1% Skating (natural ice)</p>

Question	Percentage Frequency Response of Total Count
<p><b>the Humber Bay Parks?</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<ul style="list-style-type: none"> <li>8.8% Kayak and canoe launching</li> <li>8.8% Nature interpretation signage</li> <li>7.3% Play for young children</li> <li>7.1% Bike Share Toronto station</li> <li>6.8% Outdoor fitness/exercise on equipment</li> <li>6.4% Outdoor performance and presentation</li> <li>6.1% Park stewardship</li> <li>3.6% Recreational fishing</li> <li>4.5% Other, please specify...</li> </ul> <p>Total Sum of the Checklist = 4,096</p>
<p><b>What kinds of new indoor recreational activities, services and features do you think should be available in the Humber Bay Parks?</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<p><b>Indoor Activities</b></p> <ul style="list-style-type: none"> <li>15.2% Accessible / all season washrooms</li> <li>9.7% Buy a coffee and a snack</li> <li>9.6% Classes (e.g. yoga, bird or plant ID classes, camps)</li> <li>8.5% Quiet reflection / retreat</li> <li>7.7% Change into and out of equipment (e.g. skates, skis, inline skates, etc.)</li> <li>7.6% Nature interpretation</li> <li>7.0% Warm up /cool down indoors</li> <li>6.0% Art and educational exhibitions</li> <li>5.9% Small performances</li> <li>4.9% Informal seating and meeting</li> <li>4.5% Small group meetings</li> <li>4.0% School trips</li> <li>2.9% Other, please specify...</li> </ul> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;"> <p>6.5% I don't think any of these indoor activities should take place in Humber Bay Parks</p> </div> <p>Total Sum of the Checklist = 3,674</p>

Question	Percentage Frequency Response of Total Count
<p><b>Five Guiding Principles of the Master Plan</b></p> <p><b>1) Natural &amp; Restful</b>  Humber Bay Parks is a place of natural beauty and respite from the busy city. The Master Plan should enhance this quality and the experience of the site while designing to accommodate the growing number of park users in the area.</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p><b>I support Guiding Principle #1 [Natural &amp; Restful]</b></p> <p>76.1% #5 Strongly Agree  17.5% #4 Somewhat Agree  2.9% #3 Neither Agree nor Disagree  1.1% #2 Somewhat Disagree  1.3% #1 Strongly Disagree  1.1% No Opinion</p> <p>Total Respondents = 1,010</p>
<p><b>2) Ecology &amp; Habitat</b>  Humber Bay Parks is a valuable habitat for plants and wildlife. The Master Plan will provide a framework that will enhance the ecological value of the park while improving opportunities for interpretation and appreciation of the park's natural heritage.</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p><b>I support Guiding Principle #2 [Ecology &amp; Habitat]</b></p> <p>74.9% #5 Strongly Agree  16.3% #4 Somewhat Agree  4.7% #3 Neither Agree nor Disagree  1.8% #2 Somewhat Disagree  1.5% #1 Strongly Disagree  0.8% No Opinion</p> <p>Total Respondents = 1,013</p>

Question	Percentage Frequency Response of Total Count
<p><b>3) A City Park</b>  Humber Bay Parks is both a local park for nearby residents and part of a network of greenspace along Toronto's waterfront. The Master Plan should design for a diversity of park users and needs.</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p><b>I support Guiding Principle #3 [A City Park]</b>  42.0% #5 Strongly Agree  28.7% #4 Somewhat Agree  10.8% #3 Neither Agree nor Disagree  11.3% #2 Somewhat Disagree  6.2% #1 Strongly Disagree  1.0% No Opinion  Total Respondents = 1,008</p>
<p><b>4) Innovate &amp; Evolve</b>  The potential of Humber Bay Parks to meet the needs of its users is not fully realized. The Master Plan will identify new opportunities, and propose innovative ways to provide more recreational opportunities while maintaining and protecting the natural and ecological qualities of the park.</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p><b>I support Guiding Principle #4 [Innovate &amp; Evolve]</b>  37.9% #5 Strongly Agree  25.8% #4 Somewhat Agree  11.5% #3 Neither Agree nor Disagree  12.4% #2 Somewhat Disagree  11.4% #1 Strongly Disagree  0.9% No Opinion  Total Respondents = 1,007</p>



Question	Percentage Frequency Response of Total Count
<p><b>5) Plan for the Future</b></p> <p>Establish a plan that is flexible and can evolve and respond to the needs of the community for future generations.</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p>	<p><b>I support Guiding Principle #5 [Plan for the Future]</b></p> <p>50.8% #5 Strongly Agree  24.2% #4 Somewhat Agree  12.7% #3 Neither Agree nor Disagree  5.6% #2 Somewhat Disagree  5.2% #1 Strongly Disagree  1.5% No Opinion</p> <p>Total Respondents = 1,009</p>
<p><b>How did you hear about this survey?</b></p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p> <p><i>*Ranked - From largest to smallest number of times item selected in the checklist question</i></p>	<p>29.2% Residential Neighborhood Group  16.8% Personal Social Network  11.8% Community Organization  7.9% City Councillor Notice/Website  5.0% City of Toronto Website  4.7% Recreation/Sports Group  4.1% City of Toronto Facebook Page  3.1% City of Toronto Twitter Message  17.3% Other, please specify...</p> <p>Total Sum of the Checklist = 1,082</p>

Question	Percentage Frequency Response of Total Count
<p><b>Reasons for Not Visiting Humber Bay Parks</b></p> <p>Listed below are some possible reasons that may prevent you from visiting Humber Bay Parks.</p> <p>Please select as many as apply to you.</p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p>	<p>Count</p> <p>3 This park is not conveniently located for me</p> <p>1 I don't have time</p> <p>1 I only visit parks close to home</p> <p>0 I 'm not interested</p> <p>0 I don't feel safe in City parks</p> <p>3 Other, please specify...</p> <p>Total Sum of the Checklist = 8</p>
<p><b>What would make you more likely to visit Humber Bay Parks?</b></p> <p>Listed below are some possible options that may apply to you.</p> <p><b>This is a checklist question.</b> Respondents were allowed to provide multiple responses.</p>	<p>Count</p> <p>3 More information</p> <p>1 Different park features like sportsfields, swimming pools etc.</p> <p>1 More accessible parks for people with physical disabilities</p> <p>0 Finding a park closer to home</p> <p>0 Nothing would make me more likely to visit Humber Bay Parks</p> <p>2 Other reason, please specify</p> <p>Total Sum of the Checklist = 6</p>
<p><b>Are you a member of a group or league that regularly permits or relies on City of Toronto parks and recreation facilities?</b></p>	<p>18% Yes</p> <p>82% No</p> <p>Total Respondents = 939</p>

Question	Percentage Frequency Response of Total Count
<p><b>Please provide the first 3 digits of your postal code.</b></p>	<p>88% Provided Postal Code (First 3 Digits, FSA, Only)  12% Prefer Not to Answer</p> <p>Total Respondents = 647</p>
<p><b>Which choice best describes your household?</b></p>	<p>36.7% Couple with no children  27.1% Adult living alone  20.7% Couple with children  2.3% Extended family  2.2% Single parent with children  5.3% Prefer not to answer  5.6% Other, please specify...</p> <p>Total Respondents = 943</p>
<p><b>What is your age?</b></p>	<p>1.9% 15-24  14.0% 25-34  17.4% 35-44  18.0% 45-54  23.4% 55-64  16.2% 65-74  4.1% 75-84  0.5% 85+  4.3% Prefer Not to Answer</p> <p>Total Respondents = 948</p>
<p><b>What is your gender?</b></p>	<p>52% Female  42% Male  6% Prefer not to answer</p> <p>Total Respondents = 943</p>
<p><b>Tell us about your vision for Humber Bay Parks</b></p> <p>Please provide any suggestions or comments about the Humber Bay Parks Master Plan and the Guiding Principles that you think are important.</p>	<p><b>In total there were 812 open-ended written comments provided by respondents in the survey. These comments were sorted into the following 12 key themes:</b></p> <p>21% Maintain or enhance habitat and natural character of park  19% Improve outdoor amenities/programs  12% Improve access to park and waterfront  11% Improve indoor amenities/programs  10% Improve police presence and by-law enforcement through park  7% Improve maintenance and safety in the park</p>

**Question**

**Percentage Frequency Response of Total Count**

	5%	Prohibit indoor amenities/programs
	5%	Separate pedestrian and cycling facilities
	3%	Improve park safety measures; lighting, signage, phones/camera
	2%	Improve safety at the waterfront
	2%	Improve enforcement at Dogs Off-Leash area
	1%	Maintain or enhance Dogs Off-Leash area

**Themes of Written Comments**

