

Destination Danforth

*Intercept Survey
Evaluation Summary*

NOVEMBER 2020



Project Team:

Park People

Park People supports and mobilizes people to help them activate the power of parks and public spaces to improve the quality of life in cities across Canada.



The Centre for Active Transportation (TCAT)

A project of the environmental charity, Clean Air Partnership, TCAT advances the knowledge and evidence to build support for safe and inclusive streets for walking and cycling.





Destination Danforth Intercept Survey Evaluation

Destination Danforth is part of a suite of ActiveTO programs, approved by Council May 28, 2020, designed to support the City of Toronto's restart and recovery response to COVID-19. These programs are part of a period of unprecedented rapid program implementation and therefore deserve careful evaluation.

As part of the Destination Danforth evaluation, intercept surveys were conducted by Park People and The Centre for Active Transportation (TCAT).



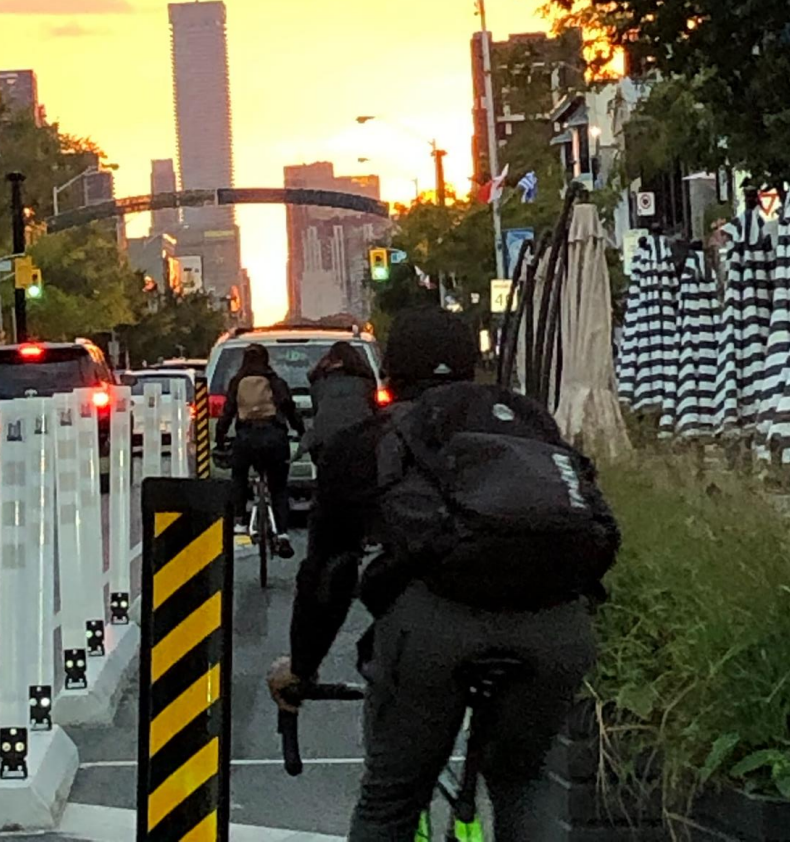
Data Collection

472 surveys were conducted by a team of trained Park People and TCAT staff, and paid urban planning graduate students over the following days:

- Thursday, September 24, 2020
- Saturday, September 26, 2020
- Tuesday, September 29, 2020
- Tuesday, October 6th, 2020

The 5km of the Destination Danforth Complete Street installation was divided into 3 study zones to understand responses to the varying degrees of changes to the street over the 5km stretch.





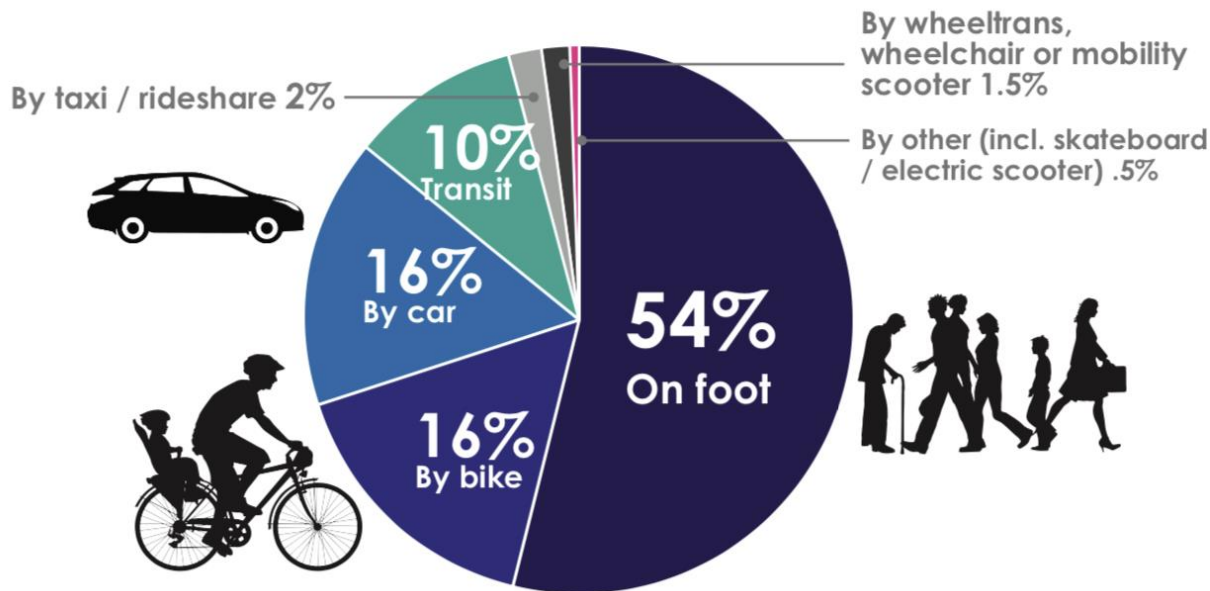
Summary of Key Findings

RESPONDENTS

The majority of survey respondents arrived by foot, with equal representation of cyclists and drivers

How respondents arrived to Danforth (n=472)

"How did you arrive here today?"



MULTIMODAL

Almost half (44%) of respondents are multimodal (they regularly use multiple modes of transportation), which give unique insights and understanding

"Love it as a cyclist. Hate it as a driver."

"I find shopping on the Danforth way easier with my bike because parking is easier than with a car if you're making multiple stops."

"I drive too but you just have to know your way around. Before covid traffic was intense already."

"Bike lanes are a saving grace especially with covid. I drive too and say they're a huge advantage."

"As a motorist, bike lanes have destroyed Danforth. I don't trust it as a cyclist. Right hand turns and pedestrians crossing are dangerous. I choose to bike on other residential streets instead."

"We love it! 100% in favor. The street is more relaxed and pleasurable. You took your life in your hands before. When I drive, I'm very aware of cyclists. Great delineation of the road space."

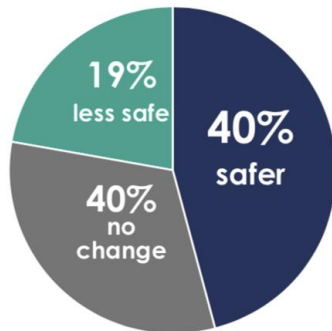


SAFETY

The majority of pedestrians, drivers and cyclists felt **safer or no change in safety** since the installation.

Concerns mainly related to high volumes of users of all modes.

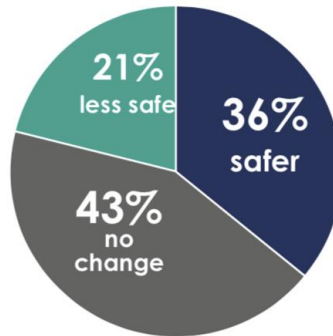
Pedestrians n=177



"Too busy, especially with cyclists going too fast and not following rules of the road."

"The best part for me is the slowing down of traffic."

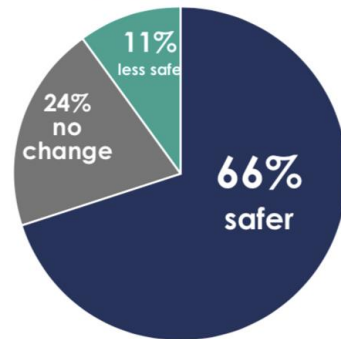
Drivers n=64



"With so many cyclists there are bound to be more incidents."

"The road is more delineated for the different mode users"

Cyclists n=67



"People constantly step out into the lane."

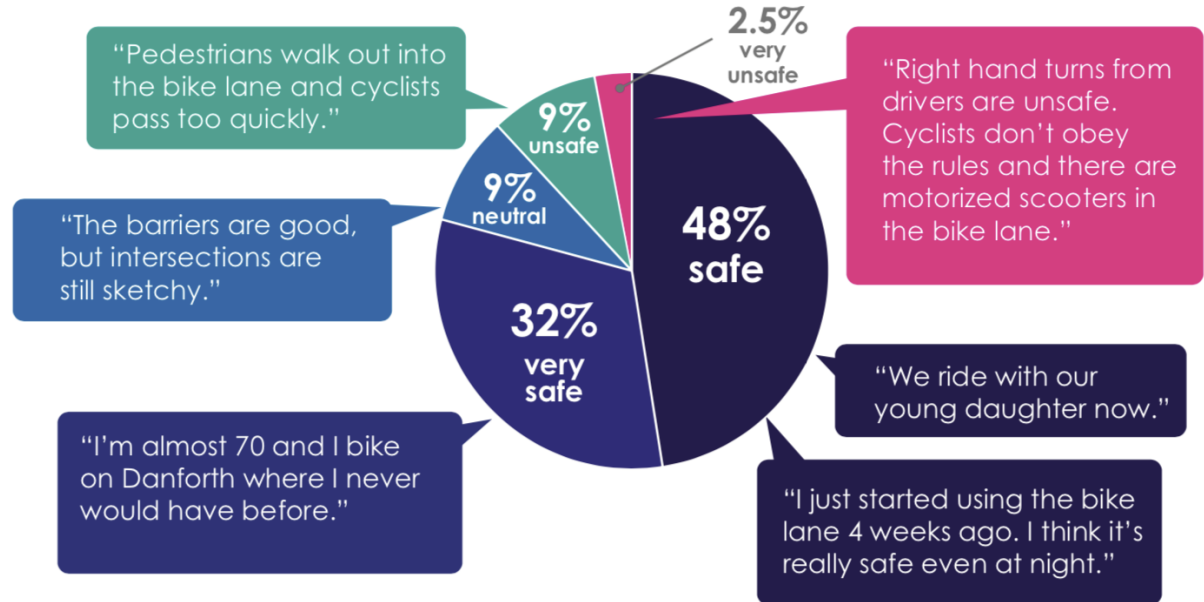
"I feel safer by all modes. There is less room for people to make mistakes."

SAFETY

80% of
respondents
consider the
bike lanes
“safe or “very
safe”

Perceptions of cycling safety on Danforth (n=455)

“With the current street configuration, how safe do you feel (or would you feel) riding a bicycle on Danforth Ave?”

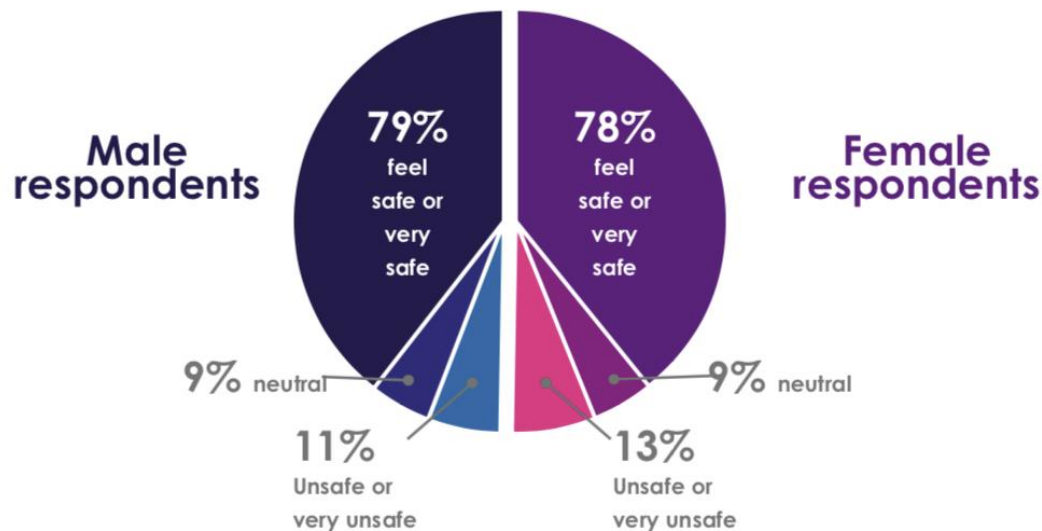


SAFETY

Even gender responses (a trend we only see in cities with very advanced cycling infrastructure

Gender split on sense of safety cycling safety on Danforth (n=450)

"With the current street configuration, how safe do you feel (or would you feel) riding a bicycle on Danforth Ave?"

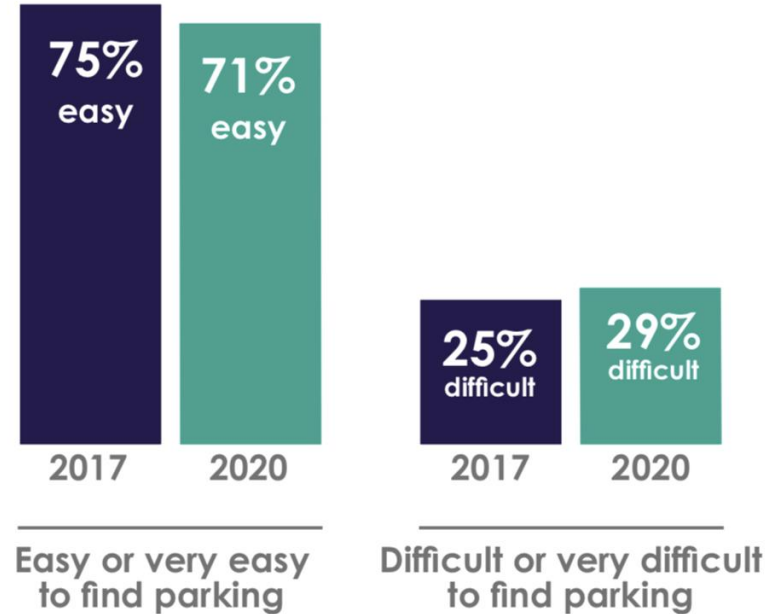


PARKING

Ease of parking changed very little since before the installation

Ease of drivers finding parking - pre + post installation comparison

"What was your level of ease in finding parking today?"

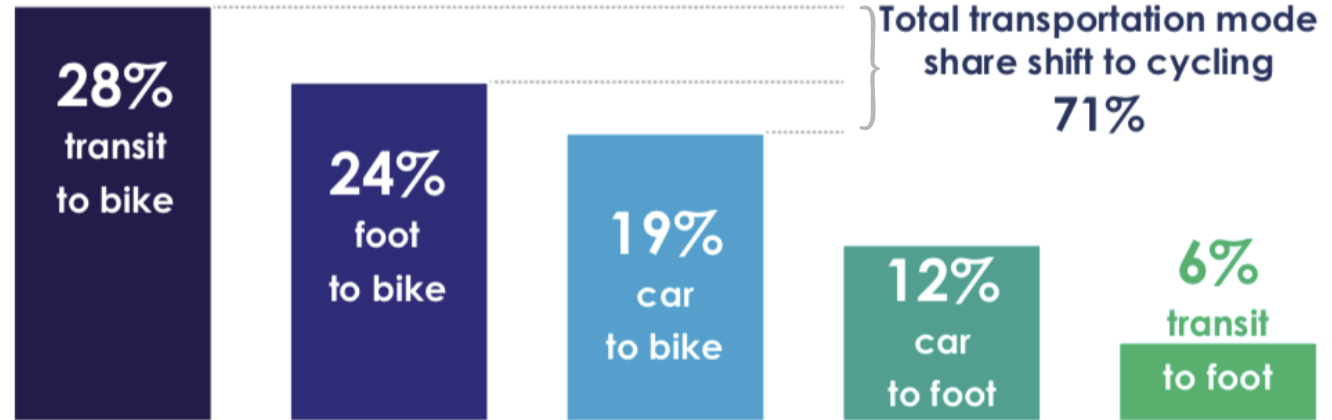


MODE SHIFTS

Of respondents whose mode of transportation has shifted over summer 2020, 71% switched to cycling

Transportation mode shifts of respondents (n=129)

"I used to travel mainly by: foot / bike / transit / car / rideshare or taxi / wheeltrans / other, now I travel mainly by..."



ACCESSIBILITY

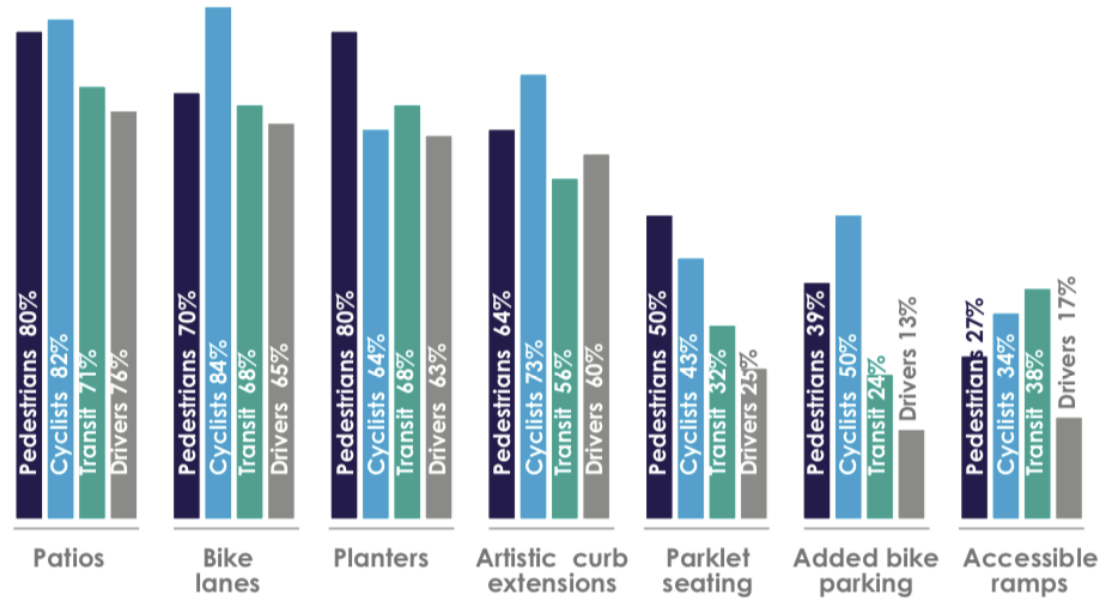
Mixed feedback about accessibility on Danforth



DESIGN ELEMENTS

The many
elements of
Destination
Danforth have
different
impact on
different road
users

Respondents who felt these elements had a “positive impact” on their experience of the street, by transportation mode (n=470)



For more detailed findings, consult the full report: Destination Danforth Intercept Survey Evaluation Report

Park People and The Centre for Active Transportation (TCAT) worked collaboratively on two ActiveTO studies. Park People led an evaluation of Destination Danforth, as outlined in this report www.parkpeople.ca/resources/en.

TCAT led an evaluation of the ActiveTO Weekend Road Closures, the results of which can be found at www.tcat.ca/resources.

