



Destination Danforth

Intercept Survey
Evaluation Report
January 2021



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With thanks to the 17 graduate students who supported these two studies with their time and dedication.

Funding Partner

City of Toronto

In 2020, 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.

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

Table of Contents

Executive Summary	4
Key Findings	5
Introduction + Study Objectives	7
Methods	8
 Overview of Responses	 9
Neighbourhood Profile	11
Perceptions of Safety	15
Transportation Mode Profiles	20
<i>Drivers</i>	21
<i>Cyclists</i>	25
<i>Multimodal Perspectives</i>	27
<i>Pedestrians, Transit users + Mobility Impaired</i>	28
Accessibility	29
Transportation Mode Shifts	31
Public Understanding of Destination Danforth	32
Street Design Elements	34
Additional Feedback	36
<i>Expressions of Support</i>	36
<i>Education, Adjustment + Consultation</i>	37
<i>Winter</i>	38
 Appendices	 39
<i>Detailed Methodology</i>	39
<i>Cross Zone Comparisons of Key Data</i>	41
<i>Survey Questions</i>	45
<i>Summary slide deck</i>	51



Executive Summary

Destination Danforth is part of a suite of ActiveTO programs, approved by Council May 28, 2020, that are 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.

The evaluation of the Destination Danforth Complete Street installation was conducted by Park People and The Centre for Active Transportation (TCAT) over four days between September 24th and October 6th, 2020.

Over 440 surveys were conducted with the general public on Danforth Avenue using a randomized methodology to ensure a diverse cross section of respondents. Results were analyzed to find trends in perception of the diverse respondents.

Although conducted during the anomalous time of COVID-19, the study was done in warm weather and during a period of relaxed restrictions and relatively high public movement, two months after the Destination Danforth installation was completed. Wherever applicable, the study references pre-COVID-19 data from TCAT's 2015-2017 Bloor Bike Lane Economic Impact Study for context and comparison that used Danforth Avenue as a control site.

Key Findings

Danforth is a neighbourhood street

87% of survey respondents were from the immediate neighbourhood or nearby neighbourhoods, including 59% of the drivers surveyed.

People are visiting Danforth more often

Since the installation of Destination Danforth this summer, 63% of people cycling reported visiting Danforth more often, as did 22% of people driving, 25% of people walking and 25% of transit users. Respondents cited increased cycling safety and improved atmosphere as key factors. People who reported visiting less often include 15% of drivers citing difficulties with parking and traffic, 7% of pedestrians and 2% of transit users reported visiting less often due to COVID-19 concerns, and no cyclists reported a decrease in trips to Danforth.

People are switching to cycling

Both COVID-19 and Destination Danforth have inspired shifts in how people get around. 22% of cyclists surveyed were either new to cycling or restarted cycling this year. Of people who reported a mode shift this year, 71% reported a switch to cycling (28% switched from mainly transit rides, 24% switched from mainly walking, and 19% switched from mainly car trips).

Danforth cycle tracks provide a strong sense of safety

80% of people feel “safe” or “very safe” using the bike lanes (cycle tracks). Reported sense of safety is equal across genders — a statistic only seen in cities with advanced cycling infrastructure like Amsterdam or Copenhagen.

People are multi-modal

Despite there being interesting insights specific to the experience of drivers, cyclists, pedestrians, and other road users, nearly half (43%) of respondents are multi-modal and understand the trade-offs required to make the street work.

Respondents understand the intention to support businesses and active transportation

Respondents agreed that Destination Danforth had improved cycling (85%), supported businesses (74%), and improved physical distancing (61%) on the street.

Patios, bike lanes and planters have the most “positive impact” on street experience

Of the design elements added to the street, those that respondents cited most often as having a positive impact on their experience on the street were patios (77%), bike lanes (76%), and planters (72%).

Cycling among vulnerable populations has increased, especially among youth

Compared to TCAT's 2016 Danforth cyclist demographics, the bicycle counts on the Danforth (at Chester) indicate that 14% more people are riding, with the biggest increase found in the percentage of youth cyclists.

Congestion and parking issues minimal

Due to the extensive nature of changes implemented on the street, the potential impacts on congestion and parking were of particular concern, yet 42% of respondents reported not noticing a difference in traffic, while 30% reported it "a little worse" and 25% reported "a lot worse." Additionally, 71% of drivers found it "easy" or "very easy" to find parking, very comparable to the 75% who found finding parking easy before the changes to the street.

Overall support, with plenty of feedback

Although this evaluation did not explicitly ask for an expression of support or opposition for the project, categorization of responses to an open ended question (n=221) indicated 53% explicit support and 11% explicit opposition. Responses and comments are summarized in the Additional Feedback section of the report.



Introduction

ActiveTO is a set of programs that support the City of Toronto's restart and recovery response to COVID-19. In the fall of 2020, Park People provided assistance to the City of Toronto in the evaluation of the Destination Danforth Complete Street pilot project and The Centre for Active Transportation (TCAT) at Clean Air Partnership conducted a parallel study of ActiveTO Major Road Closures. TCAT and Park People worked collaboratively on these ActiveTO evaluation studies.

Study Objectives

This study was designed to provide diverse perspectives on safety, accessibility, and user impact of the new street installation and to assess the success of the program's goals to support businesses and increase safe and equitable access to active modes of transportation.

Methodologies include age and gender counts of cyclists to measure vulnerable road users, and an intercept survey administered on-street to gather all-ages, all-abilities feedback on the impact of the installation.

The cyclist demographic data collected allows us to compare ratios of vulnerable road users to 2016 cyclist demographics collected as part of TCAT's 2015-2017 [Bloor Bike Lane Economic Impact Study](#) that used Danforth Avenue as a control site.

The intercept survey provides direct user feedback on the elements of the complete street installation, including perceptions of safety by various road users and demographics, accessibility, frequency of visits, shopping habits, and whether the new street design has changed how they use the street. Analysis shows trends in responses among various demographics (age, gender, visible minority), transportation modes, locals vs. visitors, and other determinants.

Methods

This study included two methods: public intercept surveys and documentation of cyclist demographics. A detailed description of the methodology used is included in Appendix A.

Here is a brief overview:

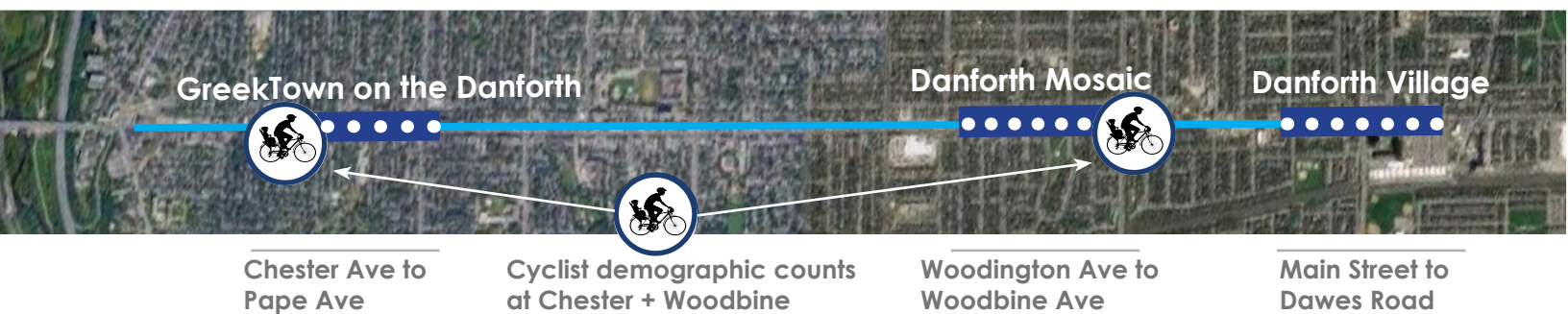
Surveys were conducted using a randomizing methodology at select locations along Danforth Avenue from Chester Avenue to Dawes Road (see map below) at the arrival side of traffic lights. This ensured that surveyors had equal chance to approach pedestrians (who also represent drivers after parking, transit riders, and rideshare users), as well as cyclists when stopped at a red light.*

Surveys were conducted on September 24, 26, 29 and October 6th, (a Thursday, Saturday, and two Tuesdays, respectively) over a total of 128 person-hours, by a team of trained Park People and TCAT staff, and urban planning graduate students who received a stipend per shift.

Training included information about the randomizing methodology as well as safe COVID practices for surveying.

Bike counts were conducted on September 24, 26 and 29 to understand cyclist demographics replicating the study locations and conditions of TCAT's 2016 Danforth cyclist counts.

*See Appendix B for a comparison of key statistics across the three study zones.



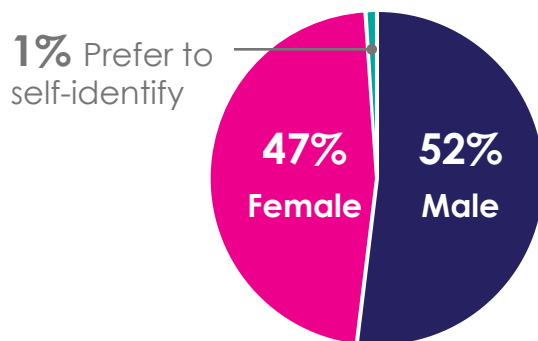
Overview of Responses

Surveyors approached passers-by at select locations along Danforth Avenue using a randomizing methodology, resulting in a total of 472 completed surveys, representing a wide range of perspectives. Respondents included a diversity of ages and genders. Household incomes of respondents represented a similar mix to [Danforth's Neighbourhood Profile](#) with a slight under-representation of the highest income bracket, and respondents who identify as Black, Indigenous or person of colour, were well represented (28%), slightly exceeding the Neighbourhood Profile of visible minorities (27%).

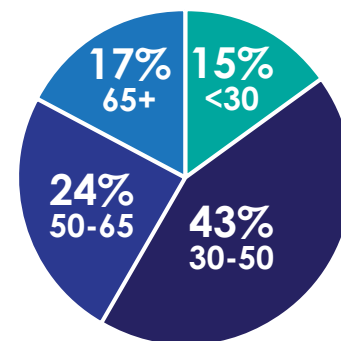
Demographics of Respondents

Gender

n=467

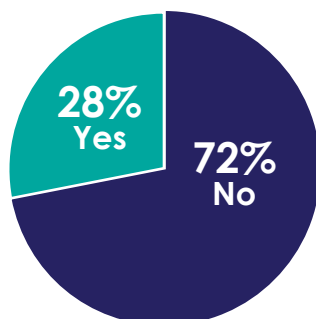


Age



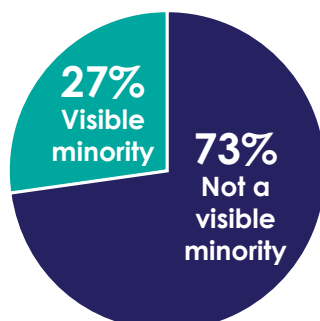
Identifies as Black, Indigenous or Person of Colour

Survey responses
n=459



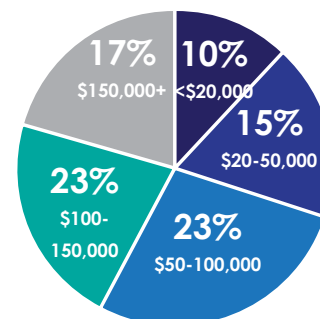
Danforth Neighbourhood Profile*

Visible minority includes Indigenous

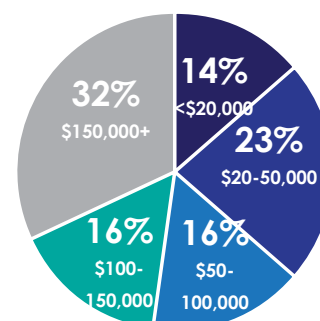


Income

Survey responses



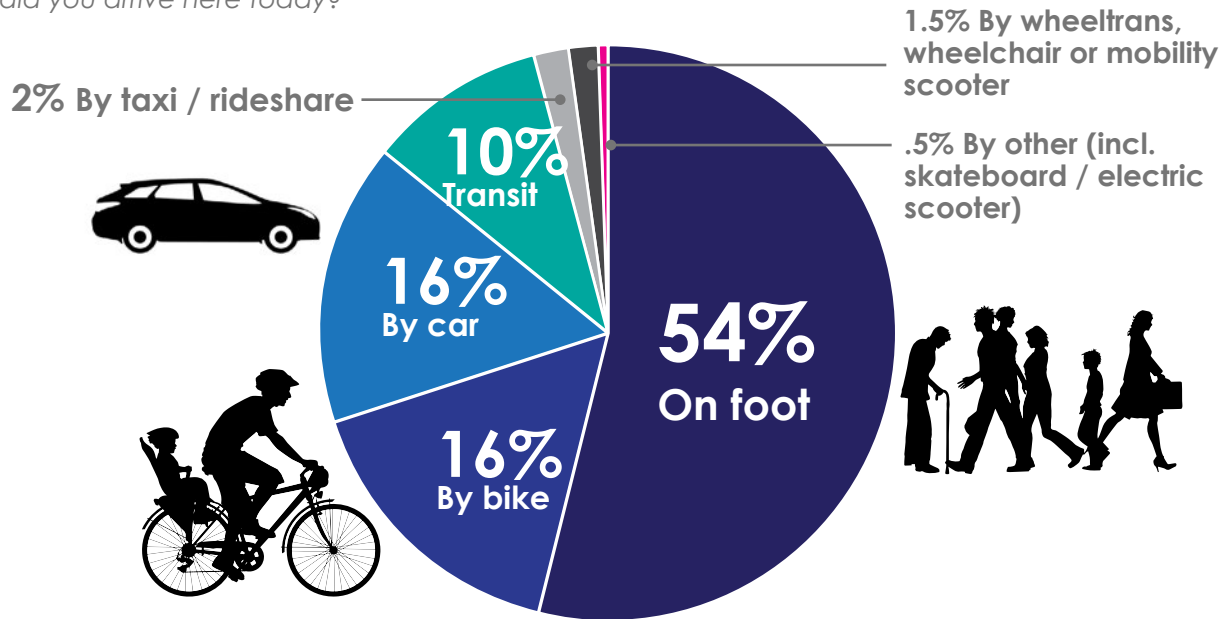
Danforth Neighbourhood Profile*



*Danforth Neighbourhood Profile: <https://www.toronto.ca/ext/sdfa/Neighbourhood%20Profiles/pdf/2016/pdf1/cpa66.pdf>

How respondents arrived to Danforth (n=472)

"How did you arrive here today?"



How respondents arrived to Danforth

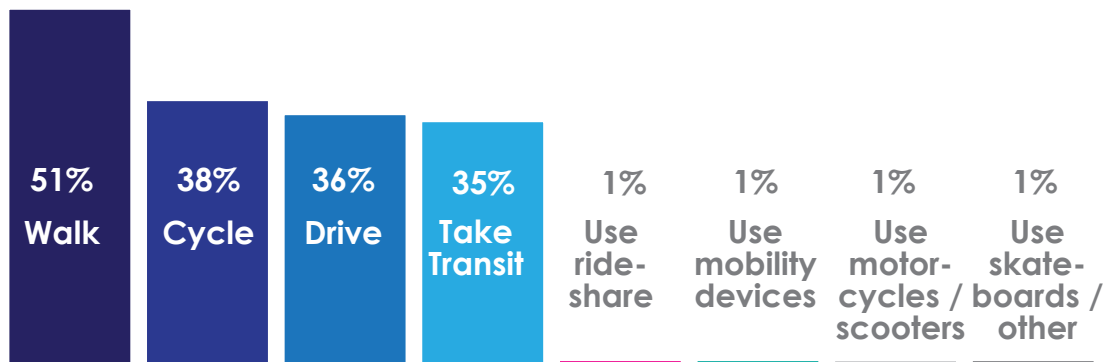
The majority of survey respondents arrived to Danforth Avenue on foot, with an equal share of respondents having arrived by car (16%) or bike (16%). Pedestrian representation will be understandably disproportionate as pedestrians are much more likely to encounter a surveyor along the street.

Respondents who arrived by public transit are notably lower than normal due to risks associated with COVID-19. Statistics Canada reported a [75% drop in ridership](#) nationwide since June 2019, and responses from TCAT's 2016 survey on Danforth showed 20% of respondents arrived by public transit at the time.

We also asked respondents about their typical mode of transportation which in some cases differed from the mode used on the day of the survey. When asked "do you predominantly consider yourself a pedestrian, cyclist, driver, wheeltrans user, or "other," with multiple response, we see the multimodality of respondents.

Multimodality of respondents (n=338)

"Do you predominantly consider yourself a Pedestrian, Cyclist, Driver, Transit Users, Wheelchair User, Other?"



Neighbourhood Profile:

Danforth is a neighbourhood street.

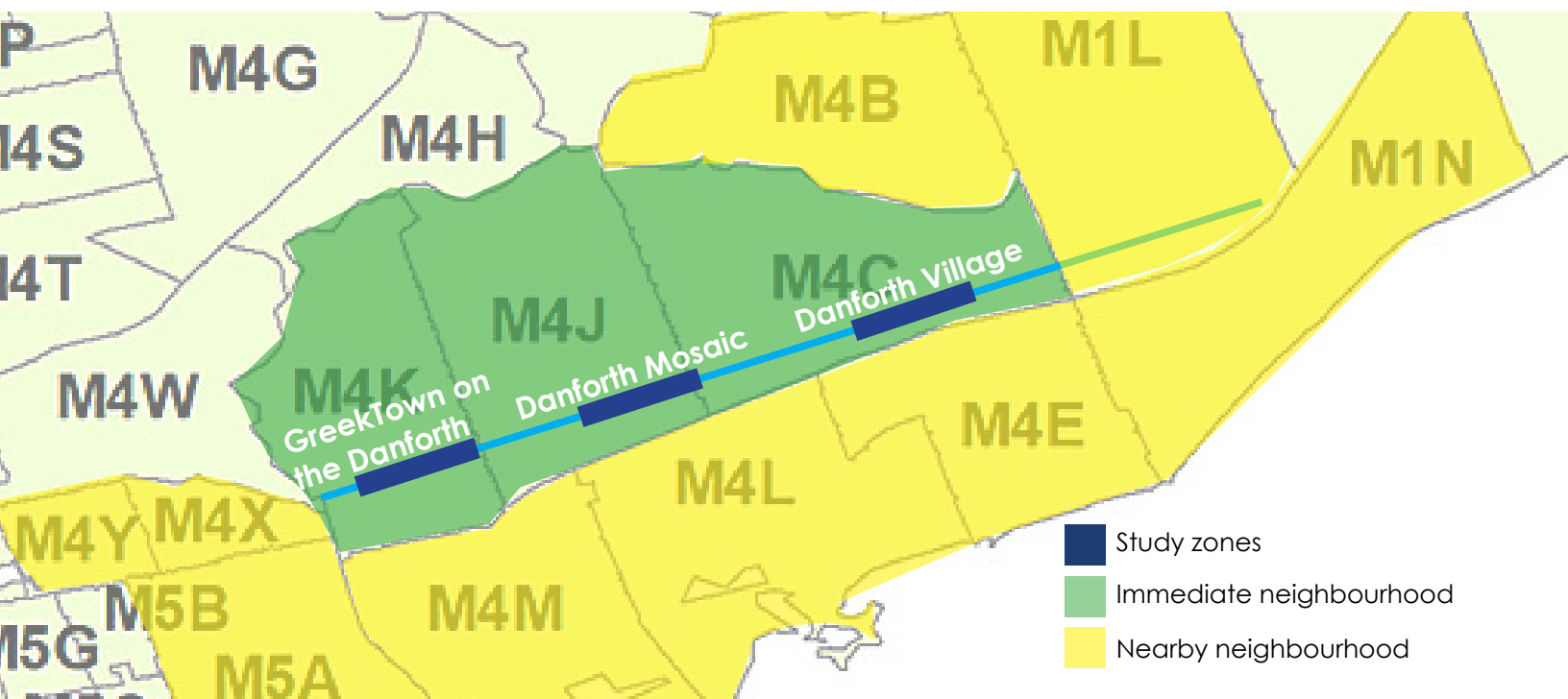
87% of survey respondents were from the immediate neighbourhood or nearby neighbourhoods.*

59% of the drivers surveyed were also from the immediate and nearby neighbourhoods.

82% of the local respondents come to Danforth Avenue everyday.

Only 2% of respondents had travelled from outside Toronto, either elsewhere in the Greater Toronto and Hamilton Area (GTHA), or beyond.

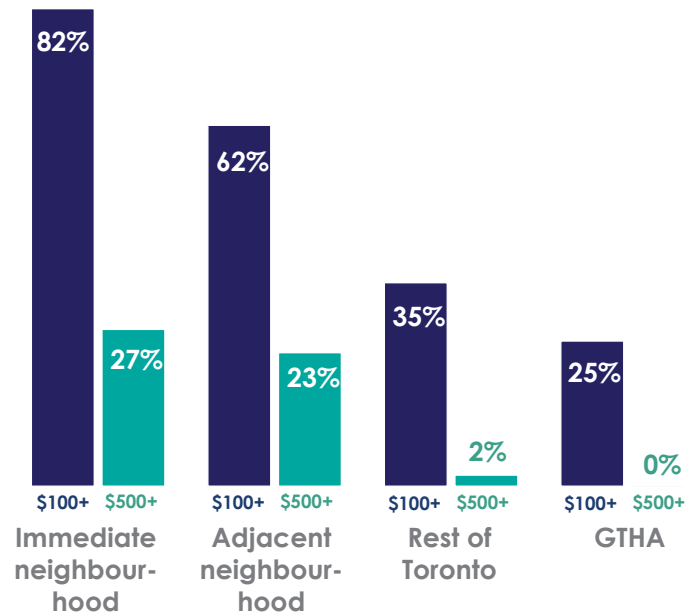
*Locality of respondents was calculated based on their FSA (Forward Sortation Area = first 3 digits of respondents' postal codes) "Immediately adjacent" respondents are from FSAs within the study zones. "Nearby" respondents are the next closest FSAs, bordering the study zone within walking distance.



We also see by studying the FSAs of respondents that locals are much more likely to spend money at local businesses which mirrors TCAT's 2017 report that found that on Bloor and Danforth spending increased with proximity and visit frequency. Locals were found to be 2.6 times more likely than those who live or work further away to spend at least \$100 per month.

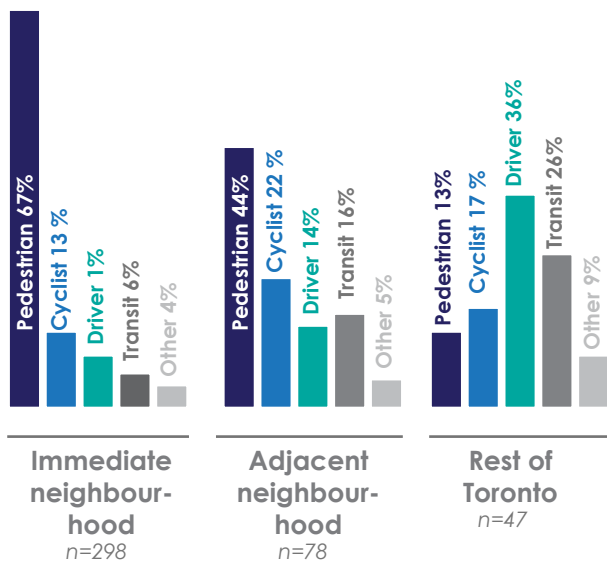
Percentage of respondents who spend \$100+ or \$500+ per month by proximity

"How much money do you typically spend on Danforth Avenue in an average month?" n=425

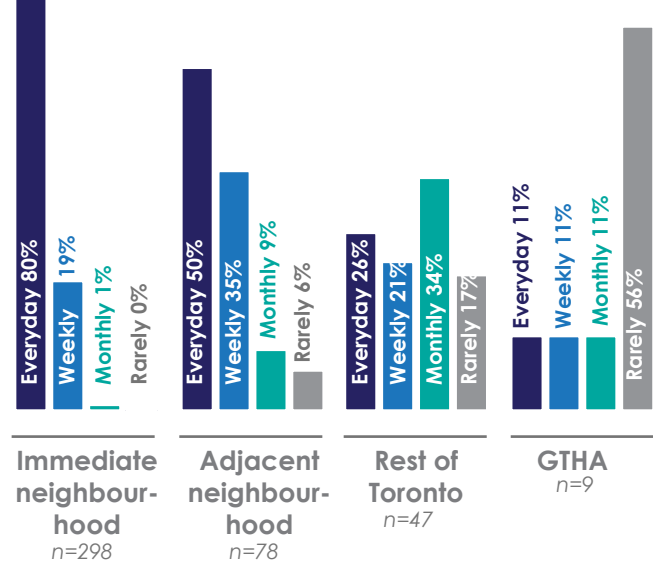


We also see that local respondents are more likely to walk or bike, and to come more often.

Mode of transport by locality n=472



Frequency of visits by locality n=472

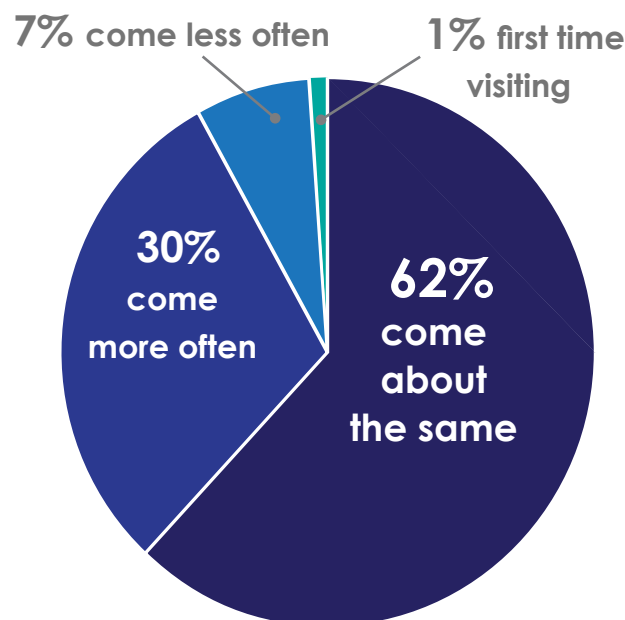


People are visiting more often.

Many people's travel patterns changed in summer 2020 both due to COVID-19 and to the street changes implemented in response to COVID-19. Being a predominantly local street, Danforth saw frequency of visits to the street unchanged for the majority of visitors, while 30% stated that they came more often. Most of these respondents stated this was mostly an effect of the bike lanes which encouraged more frequent cycling trips or to enjoy the patios, while people who came less often cited working from home or not going out much in general in response to COVID-19 as the factors.

Change in frequency of visits

"Have the Complete Street changes affected how often you use the street?" (n=466)



In seeking to understand how the Destination Danforth installation may have impacted how people normally get around, as well as how often they chose to come to the street, respondents were asked if the frequency of their visits had changed since the installation.

While 62% of all respondents stated that their frequency of visits were about the same, there are some notable differences among respondents:

63% of people who cycled state that they come to Danforth more often. Only one cyclist respondent said they come less often.

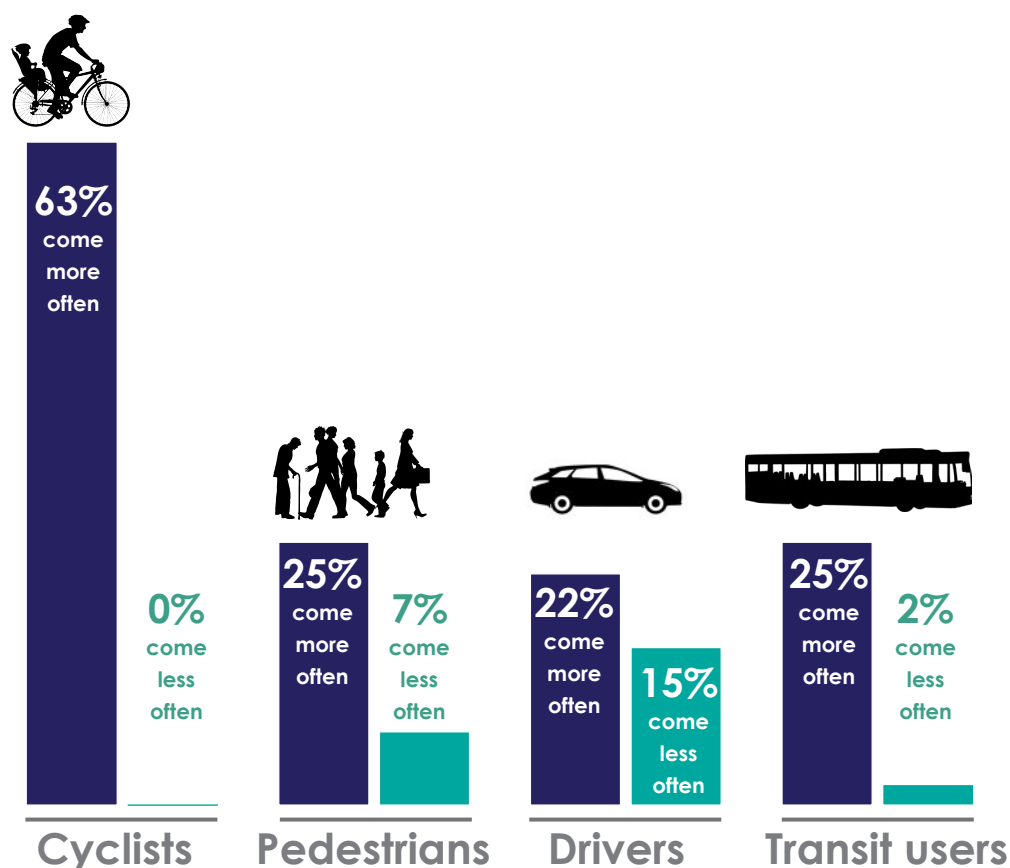
About 1/4 of those who walked, 1/4 of those who drove and 1/4 of transit users all stated that they come more often.

15% of drivers said they come less often than before, often citing switching to other routes for travelling through the city or traffic delays as the reason.

Residents from immediate and adjacent communities reported coming even more often than average (38% more often, 59% same and only 4% less often).

Change in frequency of visits by transportation mode (n=465)

"Have the Complete Street changes affected how often you use the street?"



Perception of Safety:

Bike lanes feel safe across genders.

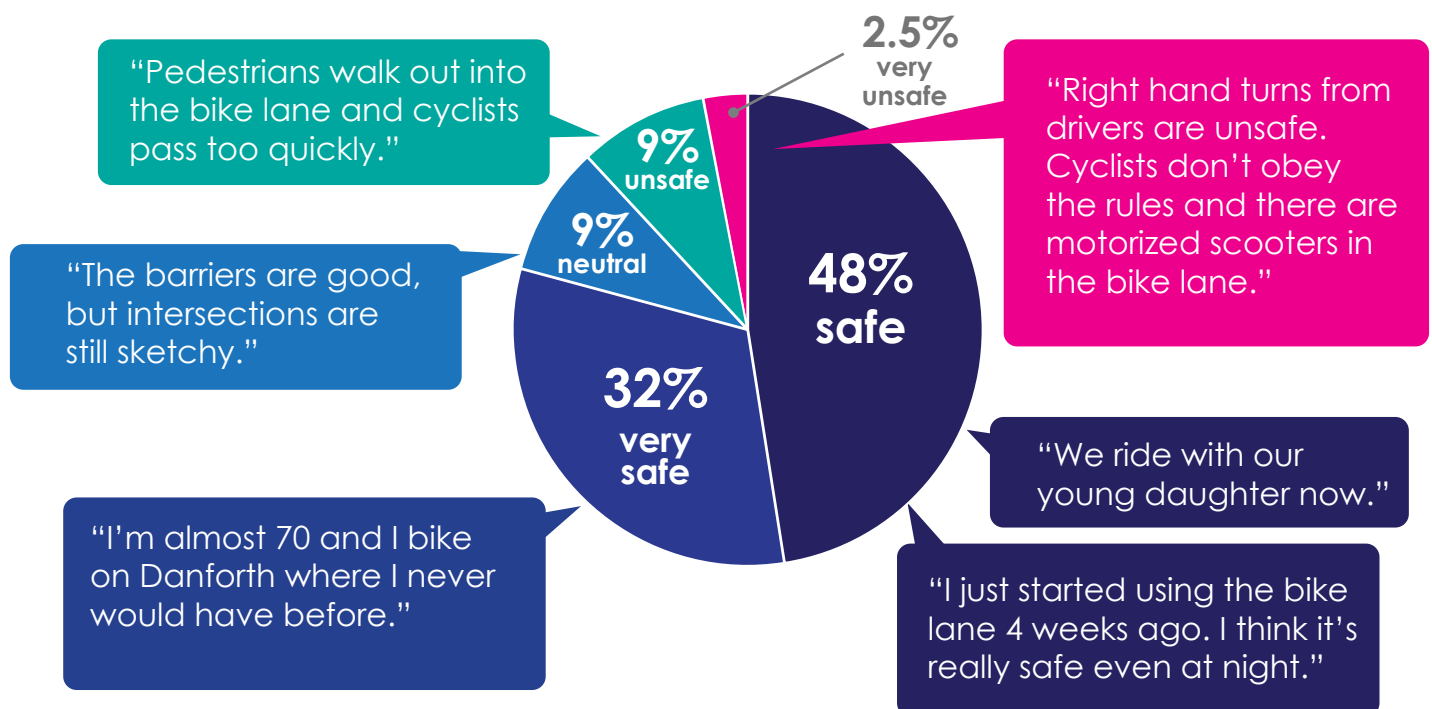
The question of safety was addressed by two distinct means in the survey. One looked at the sense of safety cycling in the bike lanes specifically, the other looked at whether the respondent's sense of safety on the street in general had changed since the installation.

SENSE OF CYCLING SAFETY

A question was posed to all respondents, as it was in TCAT's 2017 study, to gauge "With the current street configuration, how safe do you feel (or would you feel) riding a bicycle on Danforth Ave?" The results of this question show that overwhelmingly, (80%) people feel "safe" or "very safe" using the bike lanes. People who report feeling unsafe predominantly cite driver behaviour or other cyclist or road user behaviour as the reason.

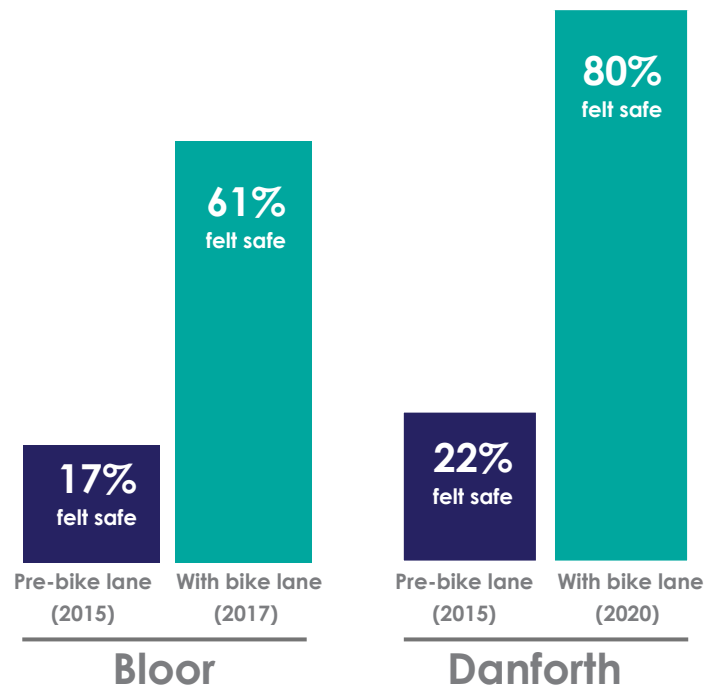
Perceptions of cycling safety on Danforth (n=455)

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



Perceptions of cycling safety on Danforth + Bloor, pre + post bike lanes

"With the current street configuration, how safe do you feel (or would you feel) riding a bicycle on [Bloor St / Danforth Ave]?" (Percentages include "safe" and "very safe" responses.)



Looking at the data from TCAT's 2015 - 2017 study, we can compare the perception of safety before and after the Bloor bike lanes were installed, with perception of safety before and after the Destination Danforth installation. We see that the increase in sense of safety has been more pronounced on Danforth than it was on Bloor Street when the bike lanes were installed there in 2017.

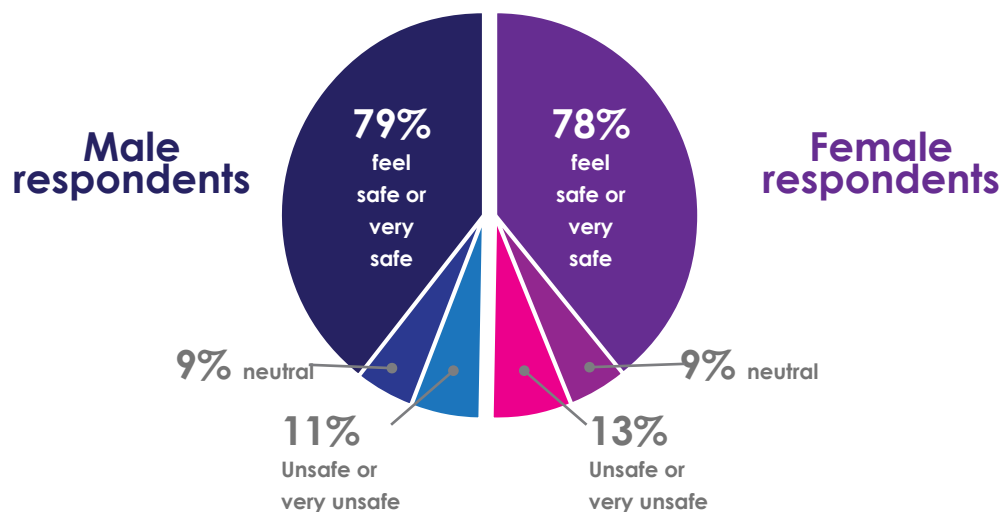


GENDER PERSPECTIVES ON CYCLING SAFETY

When we analyze these responses deeper, we find that the gender split on sense of cycling safety is almost at par between male and female respondents. This is remarkable, acknowledging the global gender discrepancy in cycling and perception of cycling safety, with males dominating cycling demographics except in cities like Amsterdam and Copenhagen where extensive investment in cycling infrastructure has increased cycling mode share and narrowed the gender gap in ridership. The gender gap is much smaller than on Bloor Street.

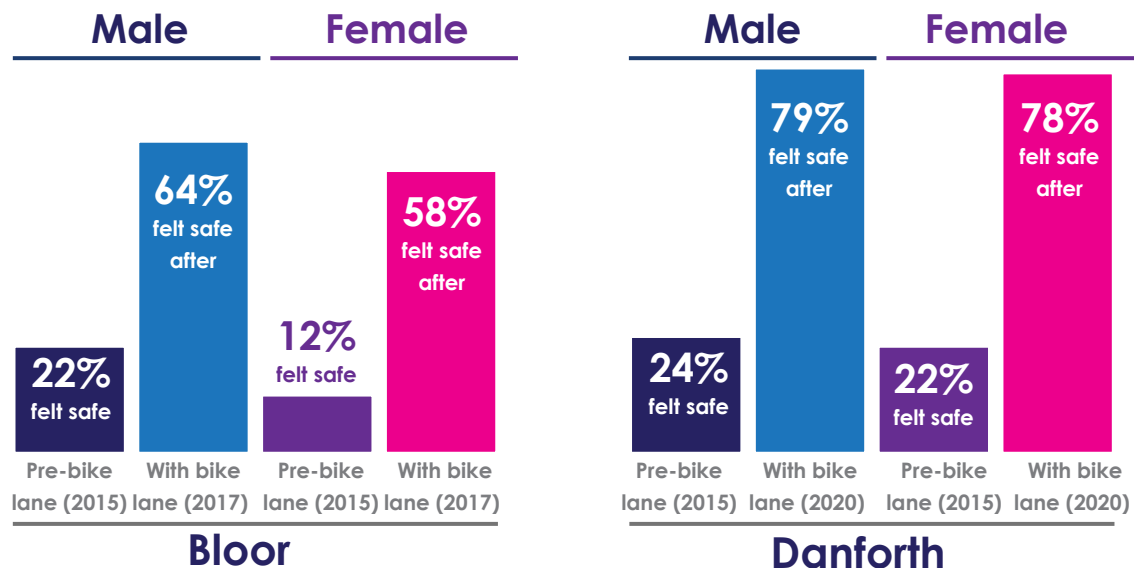
Gender split on sense of safety cycling safety on Danforth (n=450)

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



Comparison of change in sense of cycling safety on Danforth + Bloor pre + post bike lanes by gender

"With the current street configuration, how safe do you feel (or would you feel) riding a bicycle on [Bloor St / Danforth Ave]?" (Responses include "safe" and "very safe")

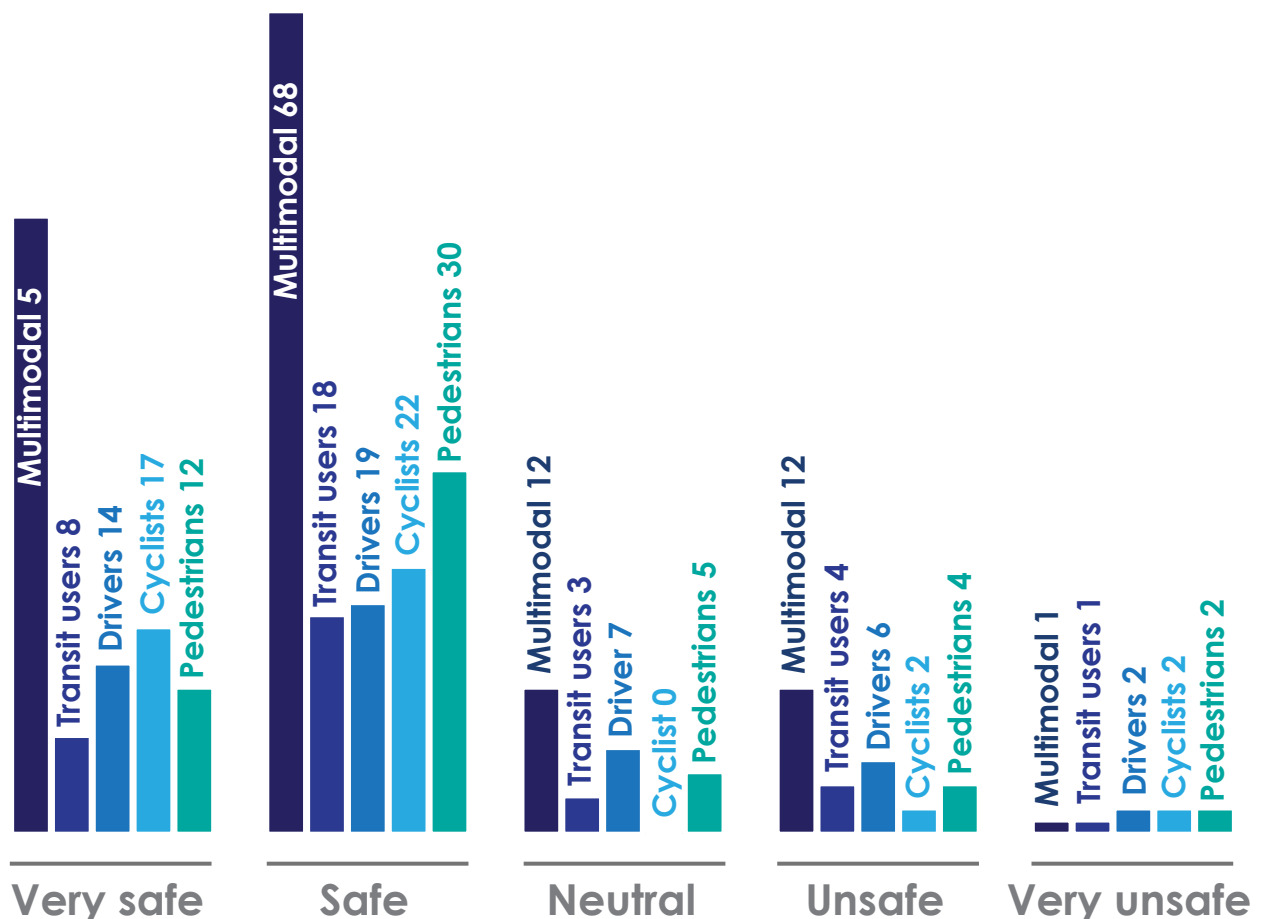


MODE SHARE PERSPECTIVES ON CYCLING SAFETY

Additional analysis of perceptions on cycling safety shows that multimodal road users (n=144) are much more likely to feel confident in cycling in the bike lanes which can be attributed to their unique perspective in understanding the attentiveness required by each different transportation mode user in order to make the street work safely.

Cycling safety perceptions by transportation mode (n=322)

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

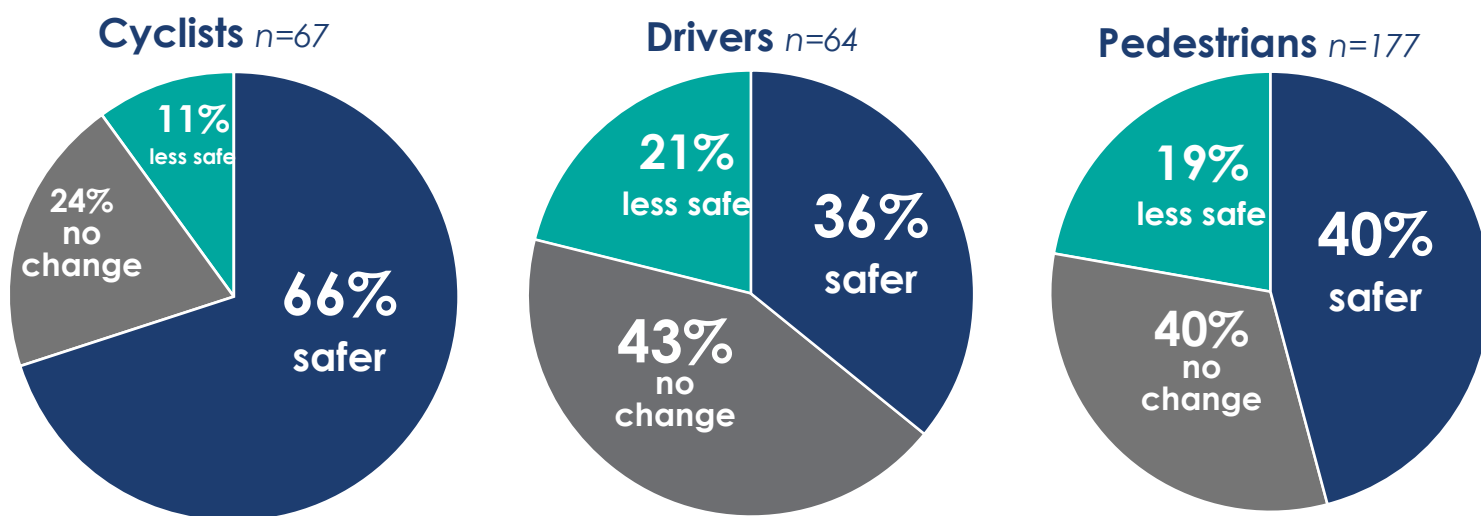


CHANGE IN SENSE OF SAFETY ON DANFORTH IN GENERAL

With the many changes as part of the Destination Danforth installation that effect how cars, bikes, and pedestrians interact, we were also curious how the sense of safety had changed for different road users, in general. We see, expectedly, that cyclists experienced the greatest sense of increased safety (66%), but also that 36% of drivers and 40% of pedestrians feel that Danforth is safer since the installation, though 11% of cyclists, 19% of pedestrians, and 21% of drivers surveyed feel that the street is less safe.

Change in sense of safety by transportation mode

"Has the complete streets installation on the Danforth changed your sense of safety on the street?"



"People constantly step out into the lane."

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

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

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

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

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



Transportation mode profiles

To understand the impact of Destination Danforth on different road users, outside of safety, we look here at their diverse perspectives, including the unique perspective of the large percentage of road users that are multi-modal.

The subsequent two segments offer insights into the accessibility impacts of Destination Danforth as well as an understanding of the transportation mode shifts that have happened along Danforth as a result of COVID-19 and the Complete Street installation.

Drivers

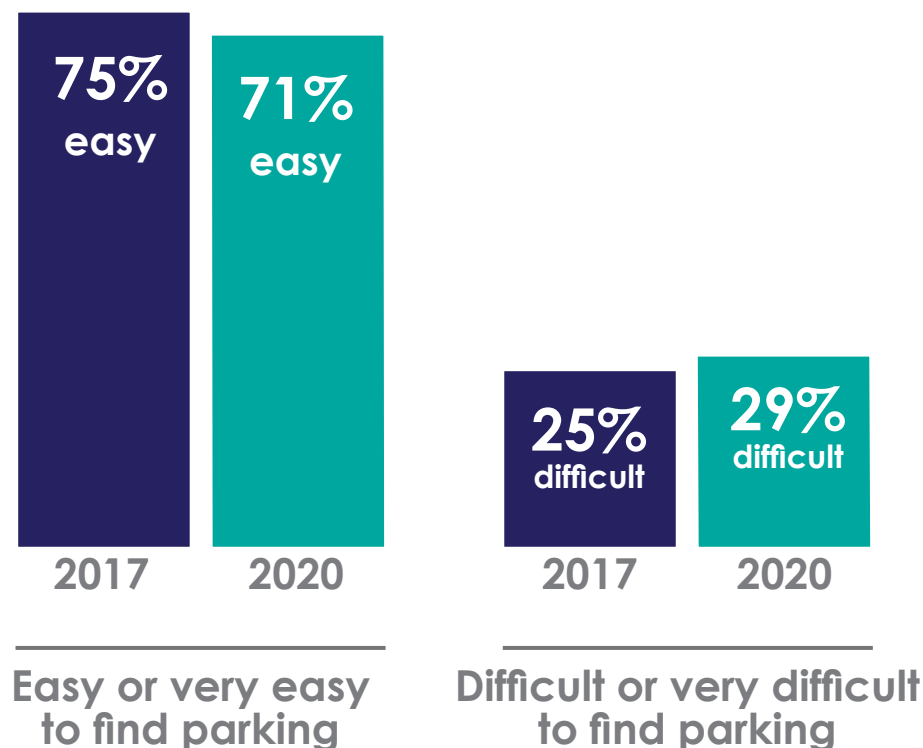
Drivers represented 16% of survey respondents (n=75), equal to the number of cyclist respondents. This section explores the particular perspective and insights of drivers in adjusting to the new street design.

PARKING

Of respondents who drove, 71% stated that finding parking on Danforth was “easy” or “very easy” while 7% found finding parking “very difficult.” This is only slightly lower than the 75% of drivers who found parking easy in TCAT’s 2017 study using comparable methodology, suggesting that parking has not become much more difficult since the Destination Danforth changes.

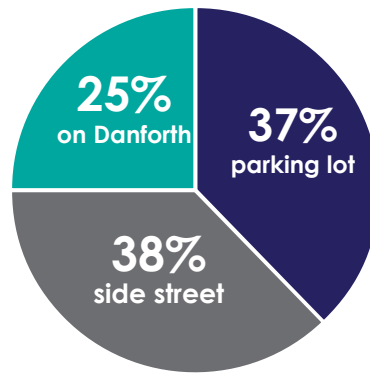
Ease of drivers finding parking - pre + post installation comparison

“What was your level of ease in finding parking today?”



Where respondents who drove parked (n=75)

"Where did you park?"



We see that where respondents parked is quite evenly split between parking on Danforth Avenue (25%), on a side street (38%), and in a parking lot (37%), though analysing the responses separated by zone, we see that ease of parking increases the further east you travel, in tandem with the higher number of parking lots. Responses also suggest that the available parking is quite easy to find as we see no difference between ease of parking for locals (75% said finding parking was "easy") and visitors from GTHA (75% also said finding parking was "easy").

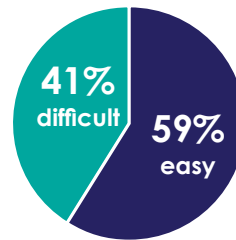
Where respondents who drove parked + ease of finding parking by neighbourhood (n=75)

"Where did you park?" + "How easy was it to find parking?"

GreekTown on the Danforth n=34



Danforth Mosaic n=17



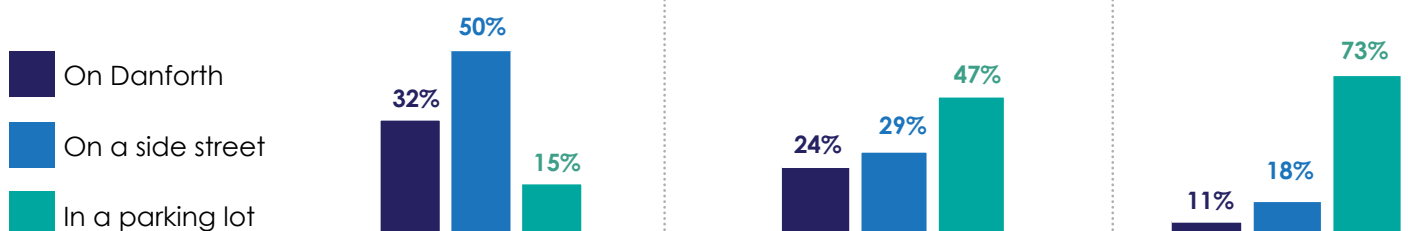
Danforth Village n=11



GreekTown on the Danforth

Danforth Mosaic

Danforth Village

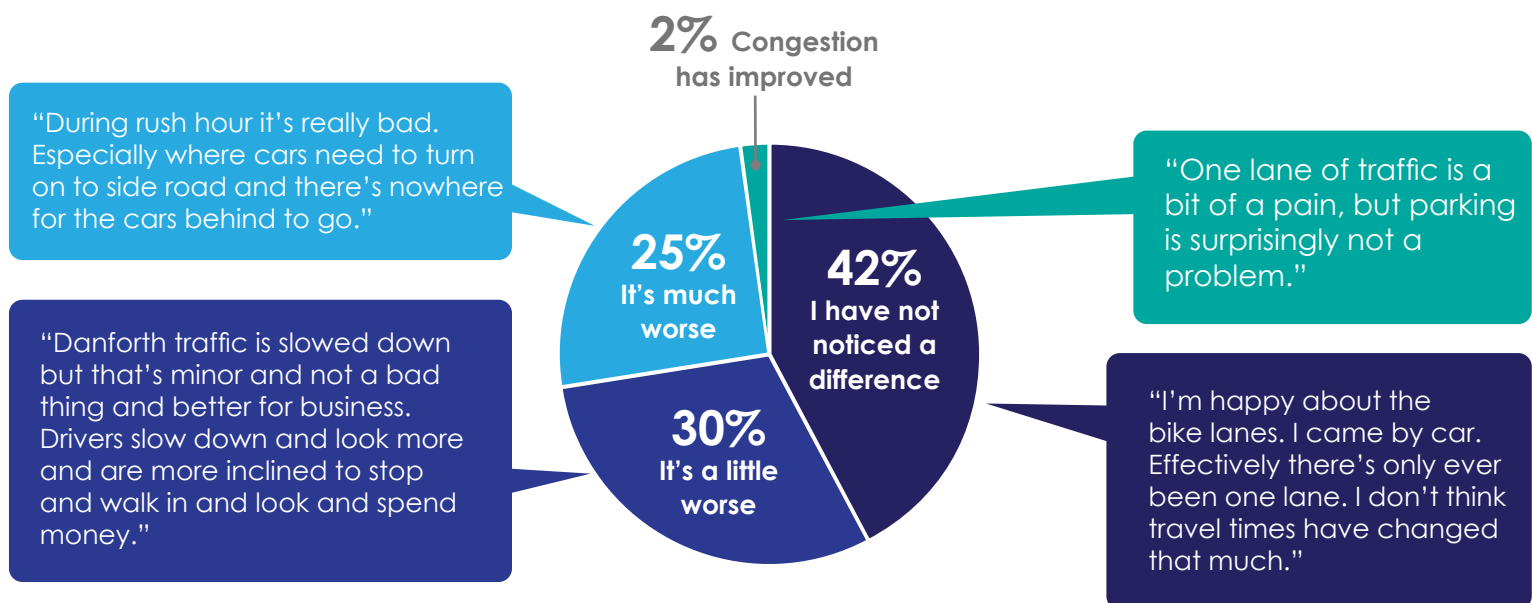


PERCEPTIONS OF CONGESTION INCREASE

There was a wide range of responses to this question, while almost a quarter of respondents stated that traffic is much worse, the majority indicated that they hadn't noticed an increase.

Perceptions of congestion increase since the installation (n=313)

"Do you find traffic on Danforth has changed since the complete street installation?"



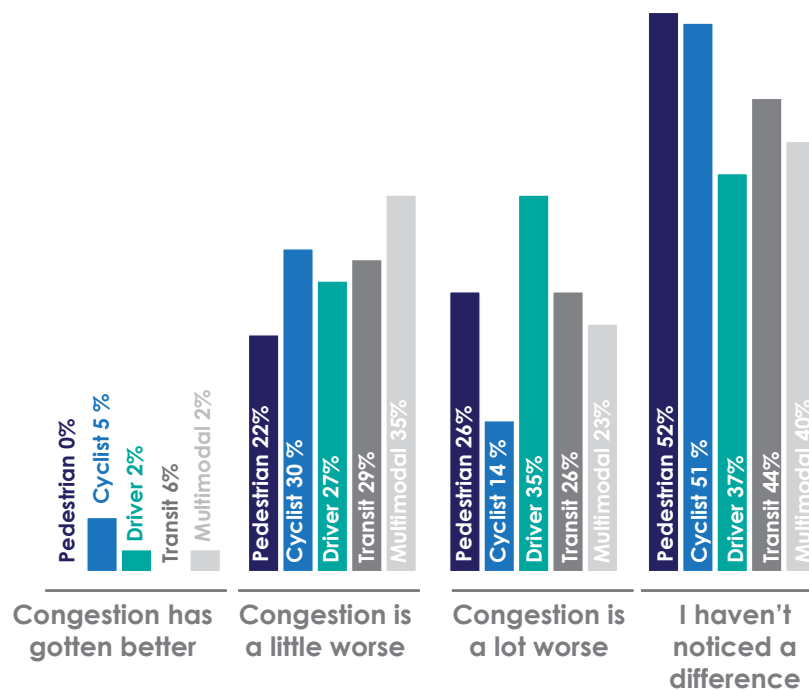
Comments related to congestion include the backing up of traffic due to turning or parking vehicles and poor traffic signal timing. Many comments also suggest that congestion is largely only a problem at rush hour. There was concern cited about emergency vehicle access when traffic is clogged, and also comments that Danforth is not meant to be a through traffic street, and we should expect an adjustment period while people find alternate routes or switch transportation modes. It was also acknowledged that traffic has lessened in general due to COVID-19 and the issue will likely change as we return to some degree of normality.

Interestingly, of the 79 respondents who cited that traffic is "much worse" on Danforth since the installation, over 1/3 of them were still supportive of the changes to the street.

We also looked at different mode share responses to this question to see if there were differences between driver / non-driver perceptions and found that drivers are slightly more likely to cite increased congestion since the installation, and that pedestrians and cyclists are least likely to have noticed a change in traffic.

Perceptions of congestion increase by transportation mode (n=313)

"Do you find traffic on Danforth has changed since the complete street installation?"



"Drivers are learning to slow down and follow the law they have changed behaviour because of fewer lanes."

"One lane traffic is a bit of a pain, but parking is surprisingly not a problem."

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

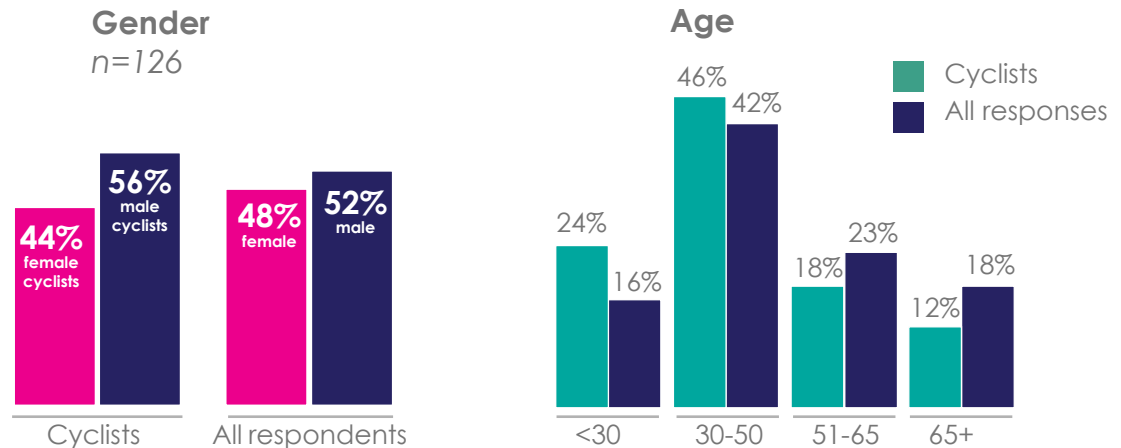
"For people going across the city there are other streets they can use. They shouldn't be using the Danforth."

"It was always busy here. Maybe where there's no left turn lane it's slower, but that's good, even though I drive. I live around here so I want it to be safe."

Cyclists

Of the 472 survey respondents, 16% arrived by bike that day, while 38% of respondents include cycling in their predominant modes of transportation.

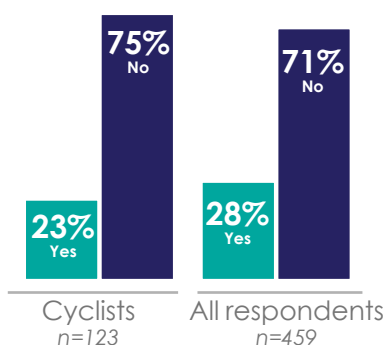
Cyclists surveyed represent a diverse cross section of gender, age, income and race and also provide an interesting spectrum of perceptions on the Destination Danforth Complete Street installation.



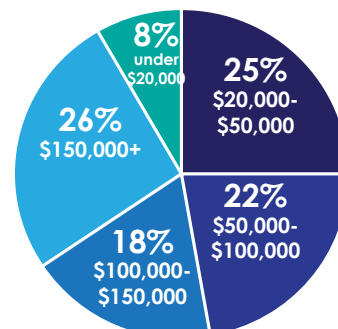
We see little difference across gender of respondents who report cycling as one of their predominant modes of transportation. Though the majority of cyclist respondents were age 30-50, we see 18% of cyclists age 50-65, and 12% over 65.

Although survey respondents identifying as Black, Indigenous or as a Person of Colour (28%) exceeded the neighbourhood profile for visible minorities (27%), slightly fewer that identify as BIPOC also identify as cyclists (23%). Income levels of cyclist respondents suggest that compared to the overall responses, cyclists are more likely to be either in the household income ranges of \$20-50,000 or over \$150,000.

Identifies as Black, Indigenous or Person of Colour



Income
n=113



Of the respondents that arrived by bike that day, only 12% (n=8) reported being “new to cycling this year,” and an additional 9% (n=6) had restarted cycling this year after cycling in the past. New and seasoned cyclists tended to have quite differing feedback on the safety and efficacy of the Complete Street installation. Interestingly enough it is the seasoned cyclists who tend to have stronger opinions about the success of the bike lanes.

Comments from new cyclists

“I’m not a cyclist, but the more of this that happens the more likely I am to become a cyclist.”

“I just started using the bike lane 4 weeks ago. I think its really safe, even at night.”

“I was saving up for a trip home but bought a bike instead. It’s keeping me off the TTC.”

“I see lots of new cyclists as the crossing guard here. Way safer for new riders. Big thumbs up for the bike lanes.”

Comments from seasoned cyclists

“I have been riding in Toronto for decades. I don’t use the bike lanes, I ride on the road. There is not enough room to pass.”

“The curve around patios slows bike traffic and umbrellas stick out into the bike lane.”

“It’s great! Long overdue.”

Increased cycling especially among youth

Bike counts and age and gender estimates of passing cyclists were conducted on Danforth over three two-hour periods matching TCAT’s 2017 study methodology to determine if any shifts in cycling demographics had occurred.

Cyclists per hour were found to have increased by 14% since before the installation of Destination Danforth, with youth cycling (cyclists under 15 years old) increasing by over 300%.



Multimodal perspectives

Besides noting how they arrived to Danforth on the day they were surveyed, respondents (n=336) were also asked which transportation modes they commonly travel by (car, bike, foot, transit, rideshare or other).

44% of respondents were multi-modal in some form or other (drivers that are also pedestrians, cyclists that are also drivers, pedestrians that are also cyclists, etc) and these respondents tended to have particularly insightful and solutions-based comments about the overall street design from both driver, cyclist and pedestrian perspectives.

"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."



Pedestrians, transit users, mobility impaired

PEDESTRIANS

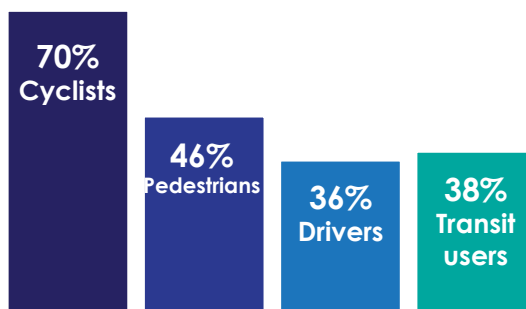
As the largest segment of respondents, pedestrians weigh heavily on the overall responses. In general, pedestrians were least likely to be impacted by the street changes in terms of how often they visit, as they are predominantly local and less influenced by the need to make choices between modes of transportation.

Outside of cyclists, pedestrians were the most likely to report that Danforth Avenue “feels safer” than before the installation.

Pedestrians were also least likely to have noticed any increase in congestion since the installation.

Percentage of respondents who state that Danforth feels “safer” on Danforth since the installation, by transportation mode (n=360)

“Has the complete streets installation on the Danforth changed your sense of safety on the street?”



TRANSIT USERS

Transit users did not have outlying perspectives as a demographic except that they were the most likely to travel from further neighbourhoods in the city, even more so than car drivers.

MOBILITY IMPAIRED

The total number of people using mobility devices surveyed was too small (n=9) to infer any trend from, but there were no outlying anomalies in their responses, except that they were more likely to comment about safety and accessibility issues which are explored below.

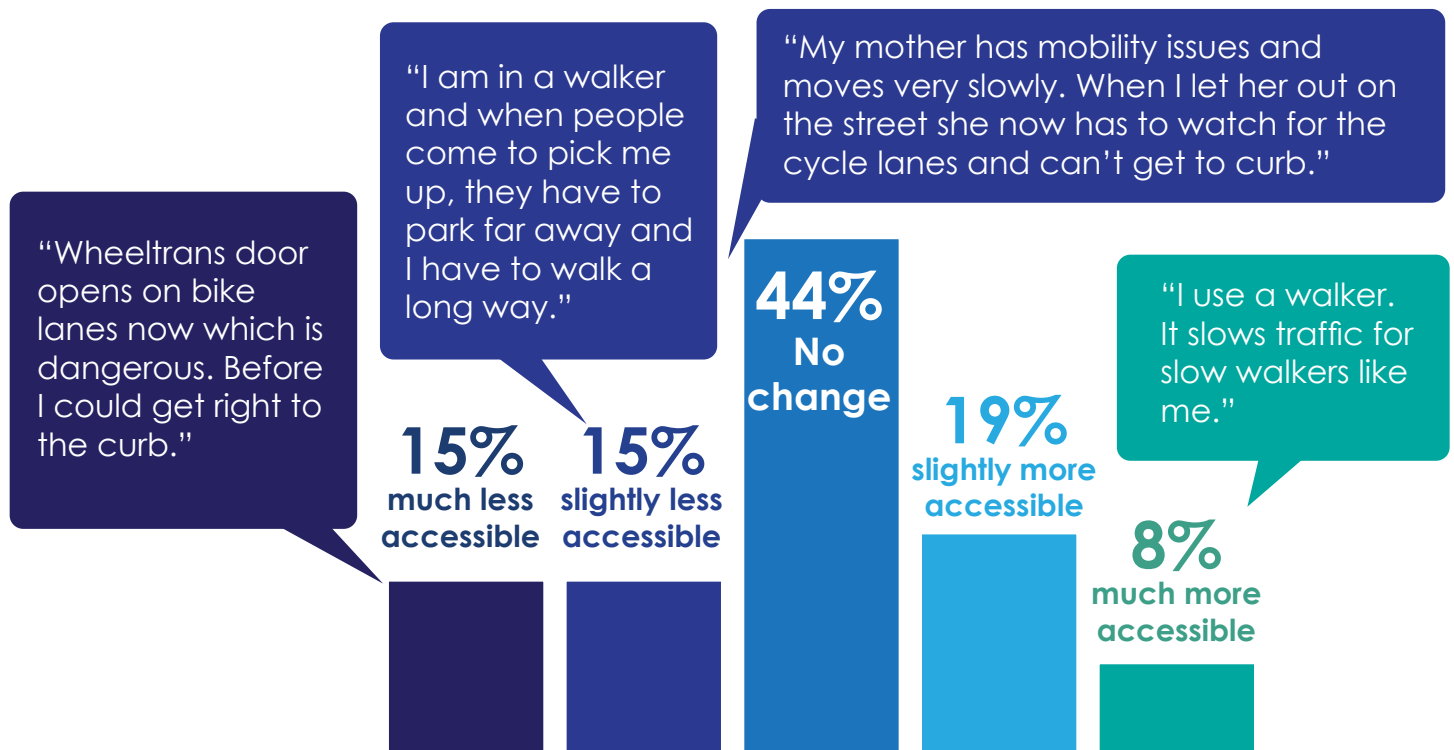
Accessibility:

Mixed feedback

Of the respondents who cited having “differing abilities or situations that can make moving through public spaces challenging,” (n=48), the majority cited that accessibility had not changed for them (44%). 27% said the installation had made the street “slightly more accessible” or “a lot more accessible,” while 30% said it had gotten “much less accessible” or “slightly less accessible.”

Respondents who felt the installation made Danforth more accessible

“Has the Danforth Complete Streets installation changed accessibility for you?” (n=48)



The majority of reasons cited for why Danforth has become less accessible include difficulty of finding pick-up or drop-off locations close to their destination. The reasons cited for why Danforth had become more accessible include slower traffic and increased ease of crossing, due to both the curb extensions and the slower traffic.

Wheeltrans stops and pick-up and drop-off locations spots nearby doctors offices, clinics, or other services could be revisited along with delivery loading zones.

Another interesting note is that respondents to this question were not only people using mobility devices, but parents with strollers and small children who benefit from the same accessibility enhancements of safer shorter road crossings, slowed traffic and ramps.

What we heard about...

RAMPS

"Accessible ramps are good for wheelchairs and strollers."

"Ramps are too narrow."

SLOWED TRAFFIC

"I use a walker. It slows traffic for slow walkers like me."

ACCESSIBLE PARKING

"My mother has mobility issues and moves very slowly. When I let her out on the street she now has to watch for the cycle lanes and can't get to curb."

"I am in a walker and when people come to pick me up, they have to park far away and I have to walk a long way."

WHEELTRANS

"Wheeltrans door opens on bike lanes now which is dangerous. Before I could get right to the curb."

"Wheel trans stops are too far away."

"It's harder for wheeltrans, but overall worth it."

CYCLING + ACCESSIBILITY

"I feel there are less bikes on the sidewalk so it is easier for an old lady like me to get around."

"I have a hearing issue makes it difficult to know where people or cars are around me when I'm cycling. The bike lanes make it much safer for me because I don't need to worry about cars coming up behind me."

Transportation Mode Shift:

Cycling increased most

Destination Danforth was designed in response to COVID-19, including the need to provide safe, equitable, socially distanced transportation options. On Danforth this has manifested in a variety of patterns in people's shifts in how they get around.

The most predominant transportation mode shifts are:

From transit to cycling representing people who are relying on safe cycling routes when public transit no longer feels like a safe option

From foot to bike representing people who are feeling safer to explore cycling as an option (especially with kids) to make their travel more efficient

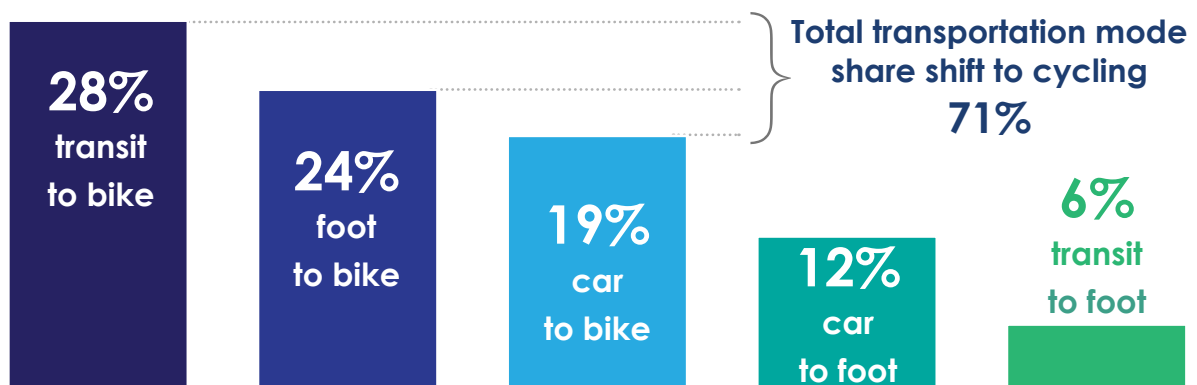
From car to bike representing people who have found the changes on Danforth to make driving less favourable than cycling and/or for whom bike lanes could now be considered a safe option

From car to foot representing people who have either found driving too frustrating, or are enjoying the street experience better by foot, particularly locals

From transit to foot representing people who are avoided TTC, but either do not feel the need, prefer to walk, do not have a bike, or do not feel comfortable 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..."



Understanding of the purpose of Destination Danforth:

The installation supports cycling and local business

The purpose of the Destination Danforth installation was very well understood by the vast majority of the respondents and they felt that the installation overall reached its goals.

Respondents were prompted that ActiveTO Destination Danforth responds to the imminent need for more room for physical distancing for walking and cycling, support for local businesses by improving access options and extending patios, and safe cycling options for people who are not comfortable taking transit. They were asked if they felt that Destination Danforth has met any of these goals.

86% agreed that it had “improved people’s ability to get around by bike”

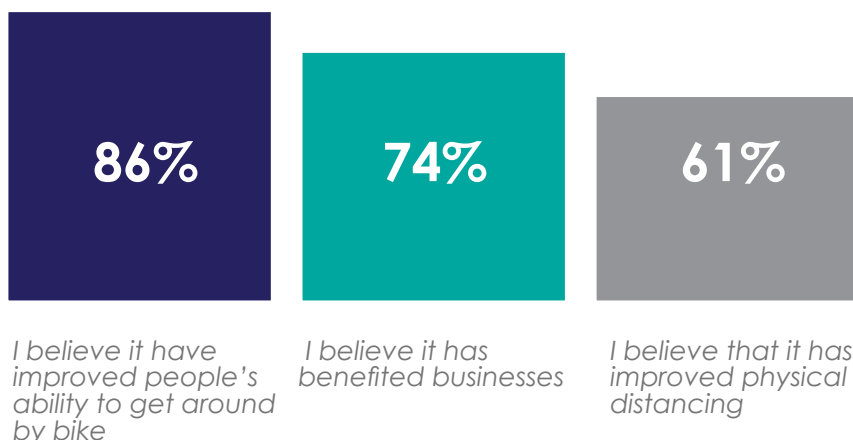
74% agreed that it had “benefited businesses”

61% agreed that it had “improved physical distancing”

Comments regarding physical distancing suggested that when patios are busy, there is crowding on the sidewalks, so in those situations, physical distancing could be even worse than prior to the installation, but that they understood the importance of the patios for the survival of local businesses. Some mentioned avoiding patios due to difficulty of physical distancing in those spaces while others mentioned that patios were what allowed them to frequent local businesses.

Respondents who felt that Destination Danforth met its goals (n=470)

*"ActiveTO: Destination Danforth responds to the imminent need for more room for physical distancing for walking and cycling, support for local businesses by improving access options and extending patios, and safe cycling options for people who are not comfortable taking transit. Do you agree Destination Danforth has met these goals?" *Multiple selection allowed*



What people said about...

CYCLING

"I'm glad the bike lanes are here. I ride more often and spend more money."

"Really appreciate the bike lanes and they're making a huge improvement to my quality of life and feel safe biking with my kids in the city which I never did before."

"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."

BUSINESSES

"Nice that the street is developing in a beneficial way. We are buying a business here and it's nice to see the street being taken care of."

"It's very important to me that businesses stay open. Anything to help business."

"I think it's good for businesses, and I appreciate the extra permanent parking in front of my store and the extra bike parking when I requested it. My business serves families and being able to park and pick up during rush hour is helpful for them."

PHYSICAL DISTANCING

"In some parts of the street, physical distancing is fine, but in other places the street has become too narrow."

"When restaurants are busy sometimes it can be crowded on the sidewalks but that wouldn't be an issue if it weren't for the virus."

"The changes have made the streets busier, so worse for distancing."

"Because of COVID, patios are the only way we've been able to go out to a restaurant in months."

Street Design Elements:

Positive impact of bike lanes, patios and planters

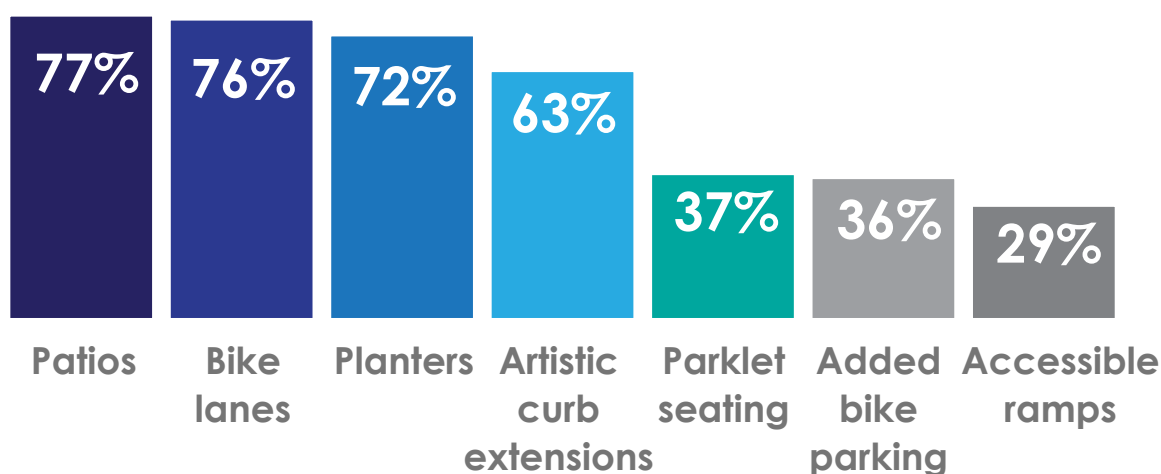
Respondents were presented a list of elements that had been added to the street as part of the installation and asked which ones had a “positive impact on your experience on the street.”

Patios, bike lanes and planters were the most often cited. Artistic curb extensions and road markings were appreciated for their colour, though respondents often cited not knowing what their purpose was, especially since some were still without bollards at the time of the study.

Parklet seating and accessible ramps to patios were often elements that people had not personally used or noticed yet, though they recognize their value. Added bike parking was appreciated, and 87% of cyclists found parking “easy” or “very easy.”

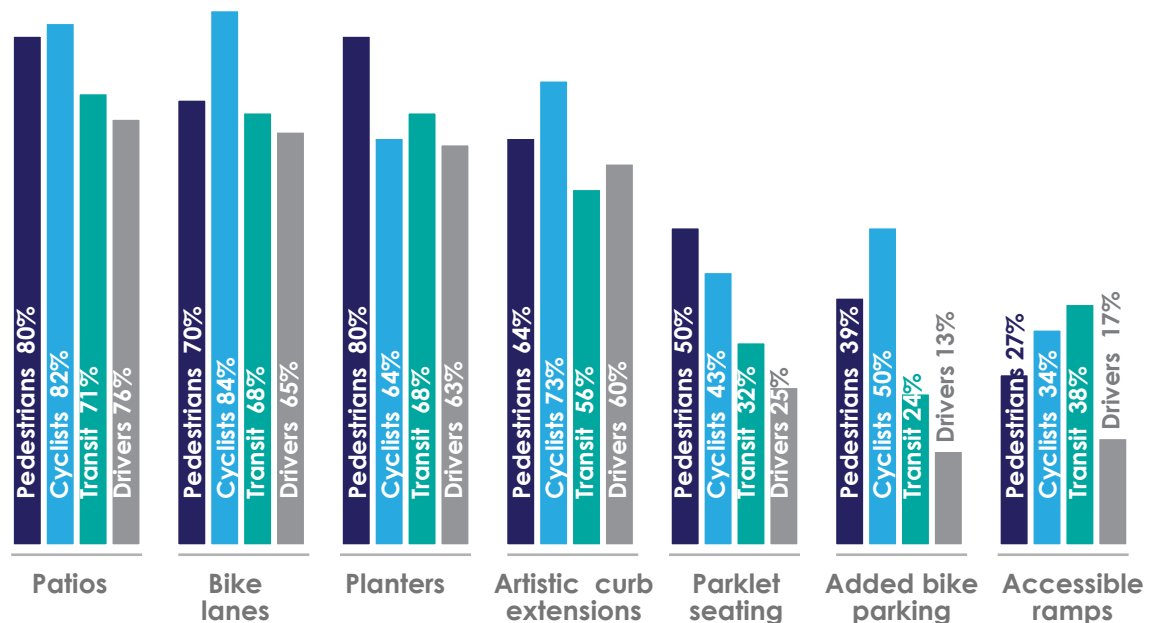
Respondents who felt these elements had a “positive impact” on their experience of the street (n=470)

“What elements of the Danforth Complete Street have positively impacted how you experience the street?”



Differences in appreciation of the street elements of Destination Danforth were generally consistent across locals and visitors, age and income. Various road users have different levels of appreciation, with patios being more highly regarded by pedestrians (80%) and cyclists (82%) as compared to drivers (71%) and transit users (67%), bike lanes being most cited by cyclists, and planters most cited by pedestrians.

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



Looking at differences across the three study zones, generally, the trend is that patios and other street elements have a higher appreciation in GreekTown on the Danforth where they are more prevalent on the street. The one anomaly is bike lanes which have a greater appreciation in Danforth Village (78%) compared to GreekTown on the Danforth (74%) which may signal a greater need with vehicle traffic becoming more predominant in the streetscape the further east you travel.



Bike lane in GreekTown on the Danforth



Bike lane in Danforth Village

Additional feedback:

Expressions of support

The Destination Danforth Intercept Survey Evaluation was designed as an exploration of the impacts and outcomes of the installation, not as a referendum regarding level of support of for or against the project. As such, we did not explicitly ask for expressions of support or opposition to the installation, but the survey did provide opportunity for open-ended comment from respondents. With many people using this opportunity to express their opinion about the program, the comments were categorized and a sense of support can be gleaned from these comments.

Of the 221 comments recorded:

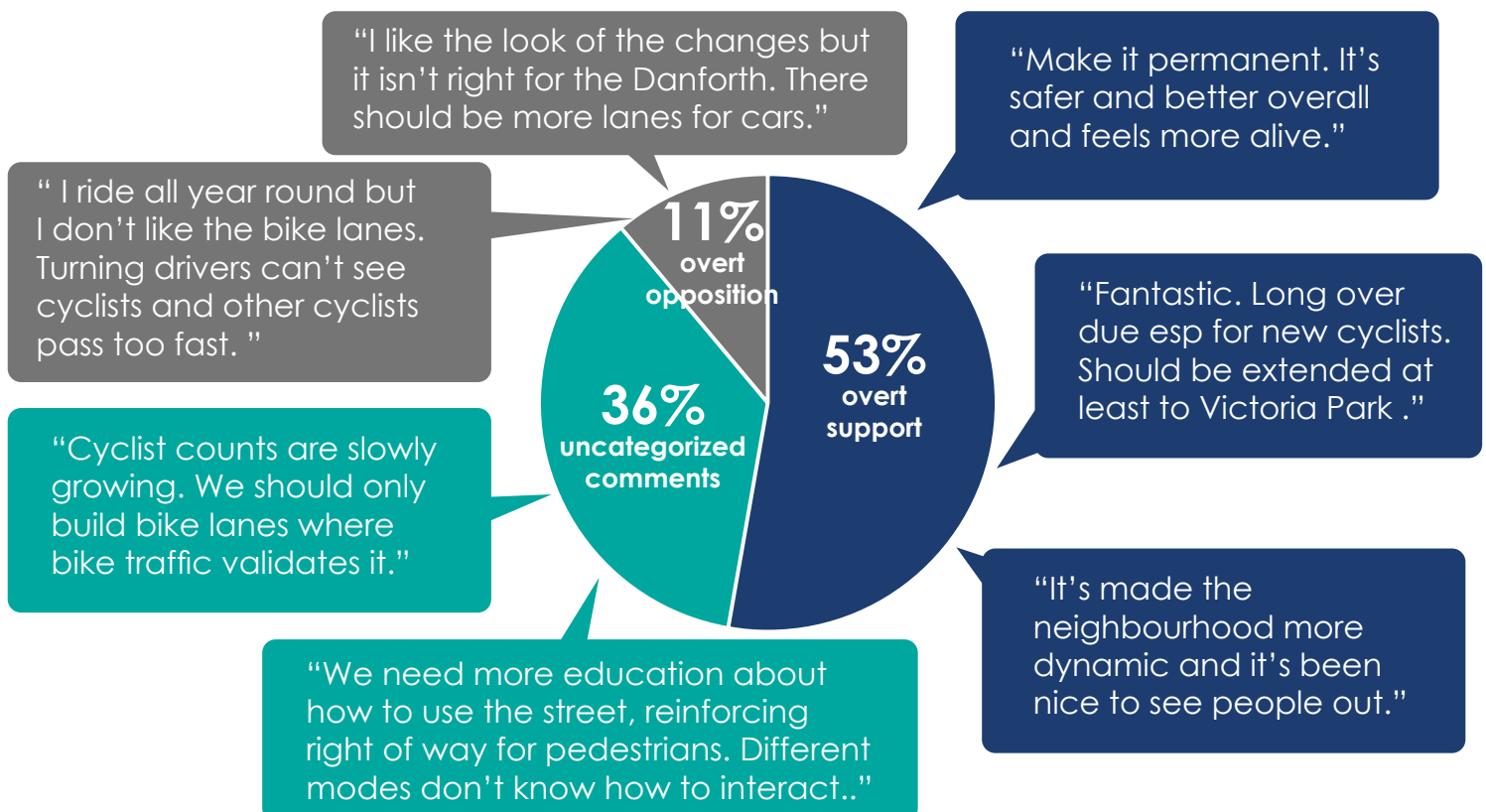
117 were overtly supportive (e.g. "I love it," or "please make it permanent")

24 were overtly opposed (e.g. "It's a mess," or "Get rid of the bike lane")

80 were uncategorized as they included highly nuanced input that neither explicitly suggested support or opposition.

Expressions of support gleaned from open-ended comments (n=221)

"Would you like to add any other thoughts?"



Education, adjustment + consultation

Many respondents acknowledged that the majority of issues they raised about Destination Danforth are the result of an adjustment period and will improve with time. Many respondents also cited the need for greater education and signage to help all road users adjust to the new street design including to encourage:

- Pedestrians to look before crossing the bike lane
- Drivers to make right hand turns across the bike lanes safely
- Cyclists to pass each other safely
- E-scooters to stay out of the bike lane

"Takes some getting used to. It's good, but not intuitive."

"We need more education about how to use the street. Bike lanes are complicated and different modes don't know how to interact."

"It'll get safer over time."

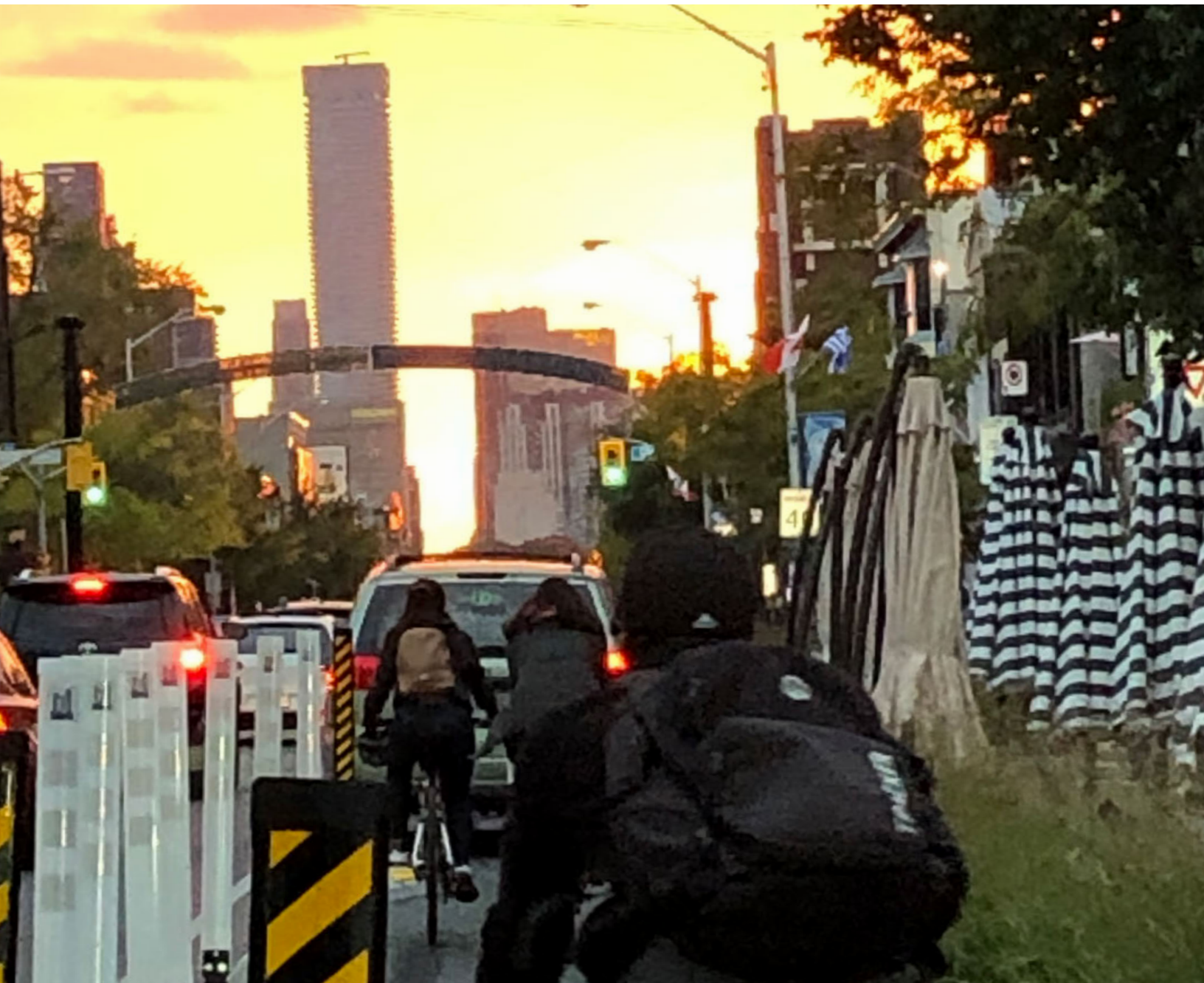
"More education of cyclists is necessary. Scooters should not be using bike lanes. We need more signage is needed to show where motorized vehicles and cyclists can be."

The Destination Danforth evaluation sparked great interest among locals, many of whom felt that there had been a lack of consultation or opportunity to provide feedback on the project which is understandable given the rapid nature of the installation and the urgent nature of the program. Acknowledging the level of detailed feedback provided in this evaluation suggests that ongoing refinement to the street design could benefit from more direct public input.

A mail out survey to business owners and residents highlighting specific hotspots of conflict requiring adjustment could be extremely beneficial.

Winter

Several respondents commented about what would happen with the patios in the winter, with some citing concerns around plowing, others that the number of cyclists would no longer justify the installation, and others still that we will need to support businesses with outdoor heaters to embrace the winter.



Appendix A:

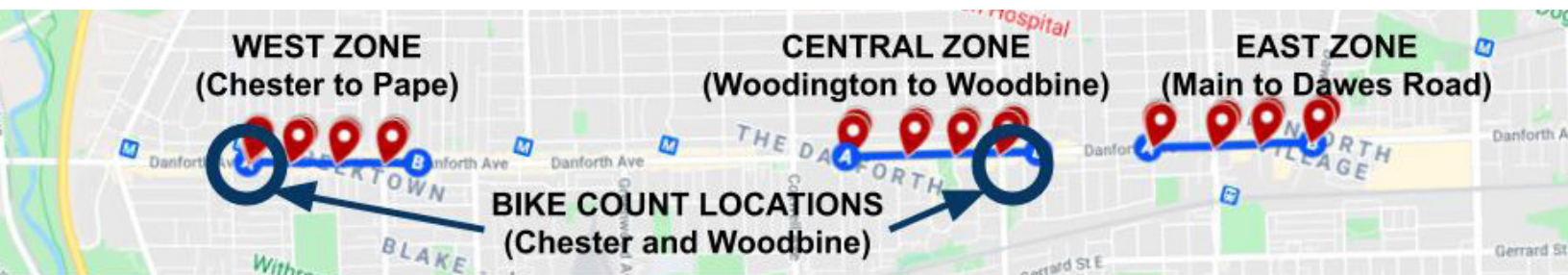
Detailed Methodology

Intercept Survey

The intercept survey was designed to provide direct user feedback on the elements of the Destination Danforth Complete Street project including perception of safety by various road users and demographics, accessibility, frequency of visits, shopping habits, and if the new street design has changed how they use the street. Survey responses were analyzed related to demographics (age, gender, visible minority), transportation modes, local vs visitors, etc.

The survey was conducted on the Danforth over four survey dates: Thursday Sept 24, Saturday Sept 26, Tuesday Sep 29, and Tuesday Oct 6th 2020. Each day was made up of two shifts, from 12-4 pm and 4-8 pm. There was one supervisor + 3-4 surveyors per shift. Volunteers were compensated \$50 per shift to encourage commitment and to value their time.

The 5km stretch of the Destination Danforth installation was divided into three study zones for evaluation, one in Greektown, one in Danforth Mosaic, and one in Danforth Village.



Surveyors were instructed to move throughout their study zone over the course of their shift and position at the arrival side of traffic lights in order to have an equal opportunity to ask pedestrians (who also represent drivers and transit users once they have parked / arrived at Danforth, as well as cyclists who would have to stop at a red light).

In order to ensure a random sampling, surveyors were instructed, when the street was busy, to approach the third person passing. This removes the bias of subconsciously approaching people who look nice, or similar to the surveyor in some way.

When the street wasn't busy enough to only ask every third passer-by, the surveyor was instructed to ask EVERY person until someone agrees to stop and complete a survey. Surveyors repeated this process by approaching the third person passing after the completion of a survey. The surveyor read out the introductory script and then ask the survey questions, noting the responses on tablets. See intercept survey questions here below in Appendix B.

Cyclist Demographic Counts

Three two-hour cyclist demographic count shifts were conducted on Thursday Sep 24, 8-10 p.m., Saturday Sep 26, 12-2 p.m. and Tuesday Sep 29, 4-6 p.m. These times were chosen specifically to align with TCAT's 2015 pre-bikelane data from their 2017 economic impact study of the Bloor Street bike lane which used Danforth Avenue as a control site.

People riding bicycles were counted by hand, including estimating their gender and age using tally sheets. Bike counters were positioned at two pre-determined locations at Danforth and Woodbine. Team members counted every cyclist that passed during the shift, using their best judgement to also mark each cyclist by age and gender. Children or infants getting carried were counted as well (e.g. if a child is in a bike seat on a parent's bike that counts as two).

Appendix B:

Cross Zone Comparisons of Key Data

In general, there were few scientifically significant differences in responses across the study zones, but a few noteworthy variations are detailed below:

TRANSPORTATION MODE OF RESPONDENTS

The mode of transportation used by respondents reveal a few trends and divergencies across the three zones:

- Driving and transit are fairly consistent across the three zones with a slightly higher number of people having arrived by car in Danforth Village (19%) and fewer having arrived by transit in Greektown on the Danforth (8%).
- On Danforth Mosaic, respondents were almost twice as likely to have arrived by bike.
- Across all zones, the majority of respondents arrived on foot, particularly so in Greektown on the Danforth (58%).

How did you get to Danforth Avenue today?

Mode Share	Greektown on the Danforth (n=297)	Danforth Mosaic (n=120)	Danforth Village (n=53)
By Transit	8%	13%	19%
By Car	15%	15%	19%
By Bike	12%	23%	11%
On foot	58%	43%	47%
By Wheelchair	2%	2%	2%
By taxi / rideshare	2%	1%	2%
Other	3%	4%	0%

MODESHARE TRENDS

Reliance on modes of transportation varied across zones:

- Respondents from Danforth Village were much more likely to rely exclusively on transit or walking as their main mode of transportation while other modes are more consistent across all three zones

Of people who gave ONLY ONE RESPONSE to the question: Do you generally consider yourself a: driver, cyclist, transit user, taxi/ride share user, pedestrian / other?

Mode Share	Greektown on the Danforth (n=297)	Danforth Mosaic (n=120)	Danforth Village (n=53)
Transit rider	5%	5%	17%
Driver	11%	12%	11%
Cyclist	8%	12%	13%
Pedestrian	10%	12%	23%

PARKING

Respondents found it easiest to park in Danforth Village, where parking lots are the most common place to park.

How easy was it to find parking?

Ease of finding parking	Greektown on the Danforth (n=34)	Danforth Mosaic (n=17)	Danforth Village (n=11)
Easy or Very Easy	71%	59%	82%
Difficult or Very Difficult	29%	41%	18%

Where did you park?

Parking location	Greektown on the Danforth (n=34)	Danforth Mosaic (n=17)	Danforth Village (n=11)
On Danforth	32%	24%	11%
On a side street	50%	29%	18%
In a parking lot	15%	47%	73%

PURPOSE OF VISIT

- Respondents were much more likely to come to the Danforth for food and drink in Greektown on the Danforth and Danforth Mosaic.
- Respondents surveyed in Danforth Village were most likely to be on Danforth for shopping or simply because they live there.
- Respondents on Danforth Mosaic were most likely to be 'just passing through.'

What brings you to Danforth Avenue today? (Multiple responses allowed)

Purpose of visit	Greektown on the Danforth (n=297)	Danforth Mosaic (n=120)	Danforth Village (n=53)
Food / drink	28%	26%	4%
An appointment	15%	14%	17%
I live here	49%	42%	66%
I work here	8%	8%	8%
Shopping	32%	33%	62%
Just passing through	15%	25%	19%
Visiting friends	7%	12%	2%
Recreation	2%	4%	0%
Other	0%	0%	0%

PERCEPTION OF CYCLING SAFETY

Perceptions of cycling safety do not correspond with the complexity of cycling infrastructure. In Greektown on the Danforth where the installation included the most interventions (large planters separating bike lanes, curb lane patios and frequent artistic curb extensions), sense of safety was lower compared to Danforth Village where the intervention was often as simple as painted bike lanes. Comments suggest that lower sense of safety stems mainly from high useage and crowing in the bike lanes.

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

Perception of safety	Greektown on the Danforth (n=284)	Danforth Mosaic (n=117)	Danforth Village (n=54)
Very unsafe	3%	3%	0%
Unsafe	11%	7%	6%
Neither safe nor unsafe	10%	3%	15%
Safe	50%	41%	56%
Very safe	26%	44%	33%

CHANGE IN PERCEPTION OF SAFETY ON DANFORTH SINCE THE INSTALLATION

Perceptions of how safety on the street has changed since the Complete Streets installation suggests that despite greater degree of safety interventions included on Greektown on the Danforth, higher pedestrian and cyclist traffic volumes may be responsible for an over-all lower sense of safety for drivers, pedestrians and cyclists alike, compared to Danforth Mosaic and Danforth Village.

Has the complete Streets installation on Danforth changed your sense of safety on the street?

Change in perception of safety	Greektown on the Danforth (n=231)	Danforth Mosaic (n=89)	Danforth Village (n=34)
I feel less safe	22%	10%	9%
I feel the same	32%	37%	47%
I feel safer	46%	52%	44%

Appendix C:

Survey Questions

Danforth Complete Street Survey

Prompt:

We're collecting feedback on the recent changes to Danforth Avenue and we would love your input. Would you have a few minutes to do our survey?

If people want to know more:

We are working with the City of Toronto to understand user perspectives on the new Complete Streets installation on Danforth Avenue, installed this summer as part of the City's COVID response and recovery program. Responses will be used to help evaluate and improve the program.

1. How did you get to Danforth Avenue today?

- ☐ On foot
- ☐ Bike
- ☐ Transit
- ☐ Car
- ☐ Ride share/taxi
- ☐ Wheeltrans
- ☐

**If "car"
or "bike"**

What was your level of ease in finding parking today?

- ☐ Very Easy
- ☐ Easy
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ N/A

Where did you park?

- ☐ On the street on Danforth
- ☐ On the street on a side street
- ☐ In a parking lot
- ☐

2. Do you predominantly consider yourself a:

- ☐ Driver
- ☐ Cyclist
- ☐ Transit user
- ☐ Taxi/Rideshare user
- ☐ Pedestrian
- ☐ Other

3. What brings you to Danforth Avenue today?

- ☐ Just walking/passing through
- ☐ Visiting friends
- ☐ Food or drink
- ☐ Shopping
- ☐ I work here
- ☐ I live here
- ☐ Appointment or other service
- ☐ Other

4. How often do you come to Danforth?

- ☐ Everyday
- ☐ Once or twice per week
- ☐ Once or twice per month
- ☐ Rarely
- ☐ This is my first time here (**if so, skip to question 7)

5. About how much money do you spend on the Danforth in a typical month?

- ☐ Less than \$25
- ☐ \$25–99
- ☐ \$100–499
- ☐ \$500–999
- ☐ \$1000 or more

6. This year, new bike lanes and curb lane patios have been installed on Danforth Avenue. Have the Complete Street changes affected how often you use the street?

- ☐ I come more often
- ☐ I come less often
- ☐ About the same
- ☐ This is my first time here

Feel free to elaborate:

7. Have the Complete Street changes shifted what modes of transportation you use on Danforth Avenue?

- ☐ Yes
- ☐ No

I used to travel mainly by...

- ☐ Foot
- ☐ Bike
- ☐ Transit
- ☐ Car
- ☐ Ride share/Taxi
- ☐ Wheeltrans
- ☐ Other

If "yes":

Now I travel mainly by....

- ☐ Foot
- ☐ Bike
- ☐ Transit
- ☐ Car
- ☐ Ride share/Taxi
- ☐ Wheeltrans
- ☐ Other

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

- ☐ Very safe
- ☐ Safe
- ☐ Neither safe nor unsafe
- ☐ Unsafe
- ☐ Very unsafe

Please explain.

9. Has the Complete Streets installation on Danforth changed your sense of safety on the street?

- ☐ I feel safer
- ☐ I feel less safe
- ☐ I feel the same

Please explain.

10. Do you find traffic on the Danforth has changed since the complete streets installation?

- ☐ Congestion is much worse
- ☐ Congestion is a little worse
- ☐ I have not noticed a difference
- ☐ Other

Please feel free to elaborate:

11. ActiveTO: Destination Danforth responds to the imminent need for more room for physical distancing for walking and cycling, support for local businesses by improving access options and extending patios, and safe cycling options for people who are not comfortable taking transit. Do agree Destination Danforth has met these goals?" (select all that apply)

- ☐ I believe that it has improved physical distancing
- ☐ I believe it has benefited businesses
- ☐ I believe it has improved people's ability to get around by bike
- ☐ Other

12. Do you have any differing abilities or situations that can make moving through public spaces challenging?

- ☐ Yes
- ☐ No

If "yes":

If yes, has the Danforth Complete Street installation changed access?

- ☐ Yes, it is much more accessible
- ☐ It is slightly more accessible
- ☐ It has not changed in terms of accessibility
- ☐ It is slightly less accessible
- ☐ It is much less accessible

Please explain.

13. What elements of the Danforth Complete Street have positively impacted how you experience the street? (select all that apply)

- ☐ Patios
- ☐ Bike lanes
- ☐ Artistic curb extensions and road markings
- ☐ Planters
- ☐ Added bike parking
- ☐ Parklet seating
- ☐ Accessible ramps to patios
- ☐

14. Would you like to add any other thoughts?

The following questions provide important information that let us better understand who we are hearing from. While these questions are optional, we encourage you to complete them to the best of your ability.

May I ask the first three digits of your postal code, in order to understand where people have travelled from today? (if the respondent does not know their postal code, record major intersection or city/town).

Do you identify as Black, Indigenous or as a person of colour?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer
- ☐

What is your age range?

- ☐ Under 30
- ☐ 30–50
- ☐ 51–64
- ☐ 65+
- ☐ Prefer not to answer

How do you identify in terms of gender (they respond in words, surveyor marks):

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer
- ☐ Other

If you are willing, please share with us a rough idea of your annual household income range.

- ☐ Under \$20,000
- ☐ \$20,000 – \$49,000
- ☐ \$50,000 – \$99,000
- ☐ \$100,000 – \$150,000
- ☐ Over \$150,000
- ☐ I prefer not to answer

Thank you for taking time to tell us about your experience on the Danforth Complete Street!

Date:

- ☐ Thursday September 24
- ☐ Saturday September 26
- ☐ Tuesday September 29
- ☐ TUESDAY OCTOBER 6TH – LAST DAY :)

Surveyor Name

Survey location:

- ☐ Greektown
- ☐ Central Danforth (Mosaic)
- ☐ Danforth East Village

Time:

Submit

Powered by JotForm

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).

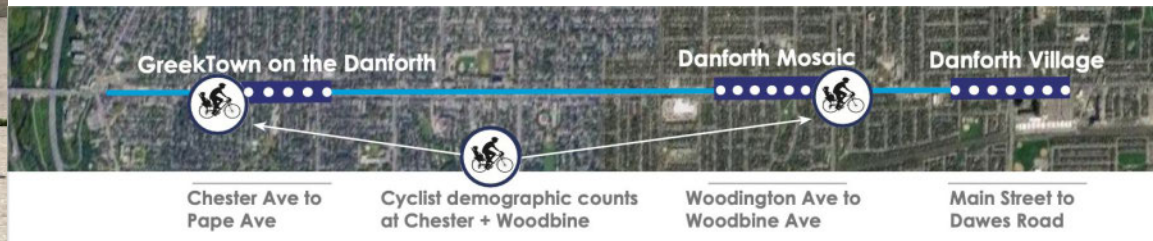


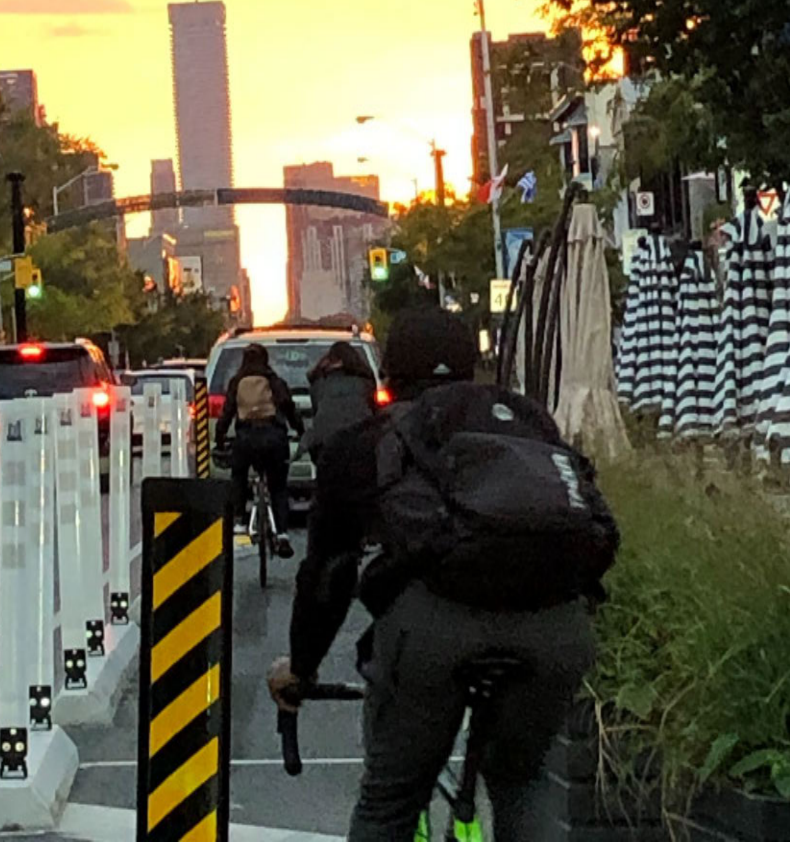
Data Collection

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.





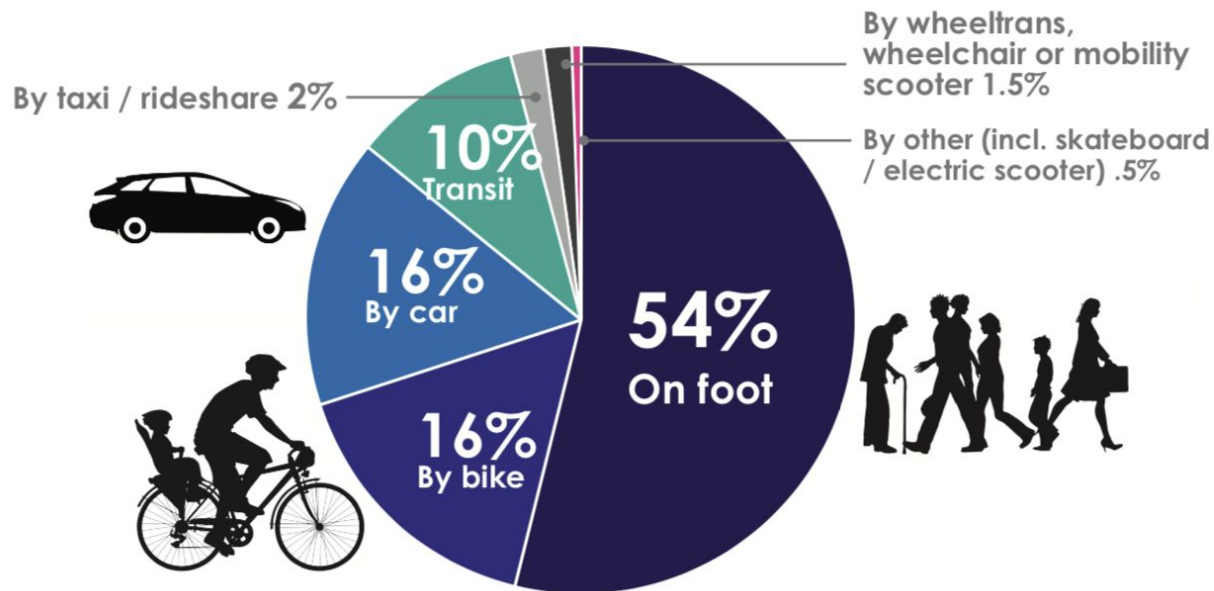
Summary of Key Findings

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."

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

"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."



"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."

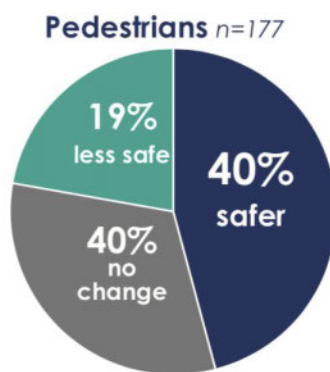
"I drive too but you just have to know your way around. Before covid traffic was intense already."

"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

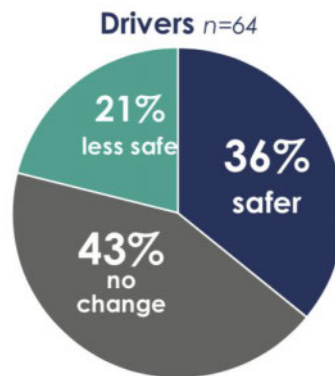
The majority of pedestrians, drivers and cyclists felt safer or no change in safety since the installation.

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



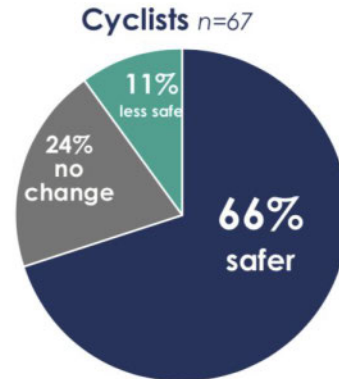
"Too busy, especially with cyclists going too fast and not following rules of the road."

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



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

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



"People constantly step out into the lane."

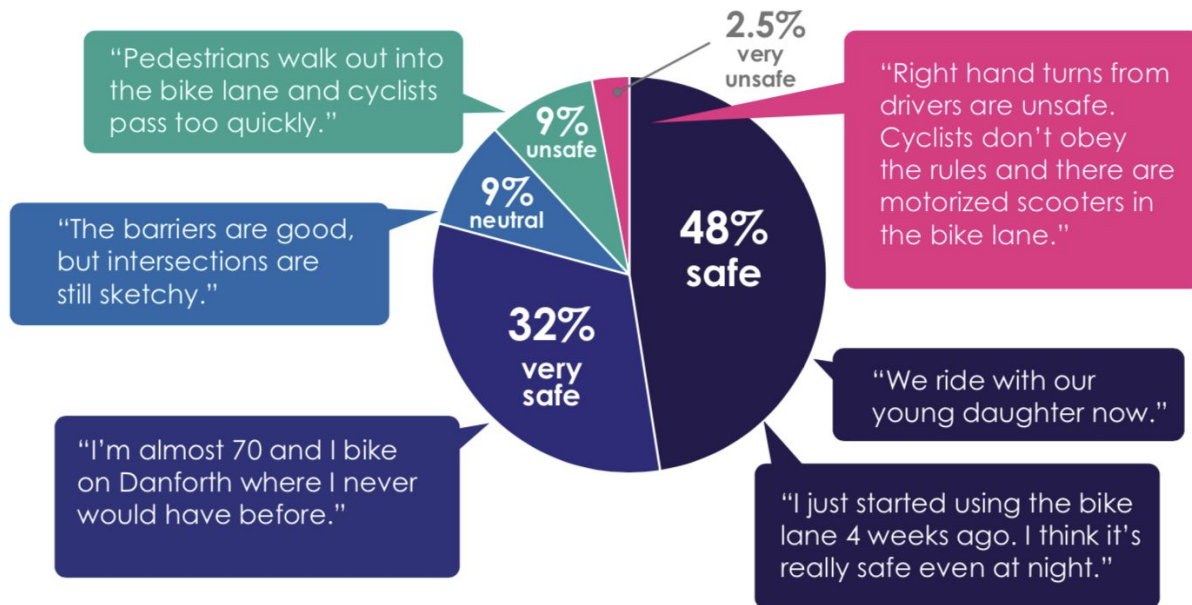
"I feel safer by all modes. There is less room for people to make mistakes."

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?"

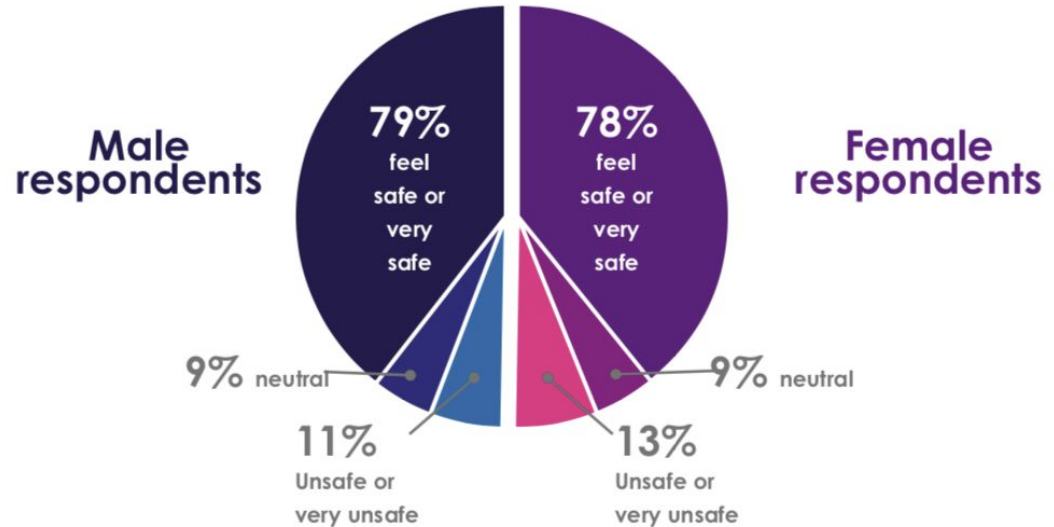


SAFETY

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?"

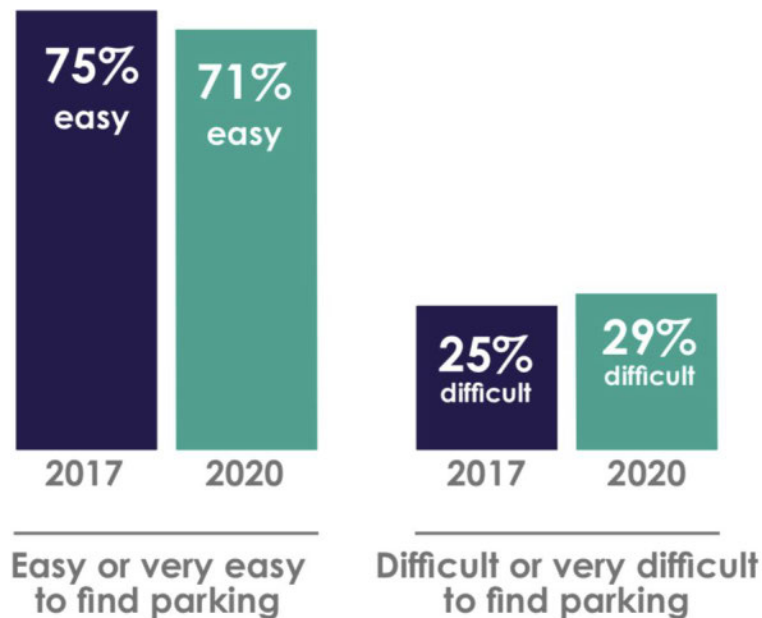


PARKING

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?"

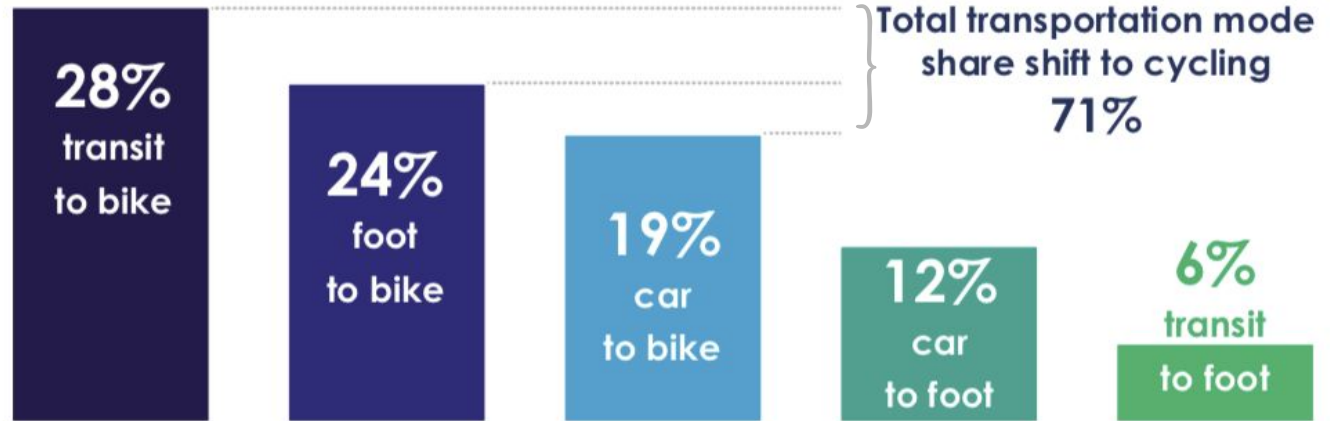


MODE SHIFTS

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

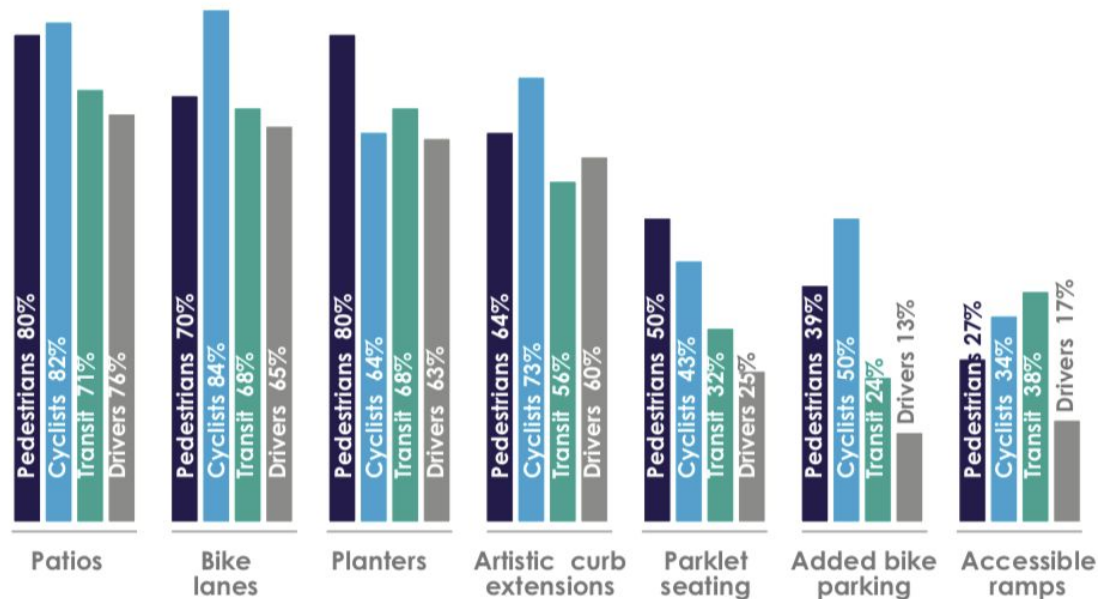
Mixed feedback about accessibility on Danforth



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.

