



Western Beaches Public Life Study

Prepared for the City of
Toronto Parks, Forestry and
Recreation Division By 8 80
Cities



Table of Contents

- Executive Summary 3**
 - Purpose of Study 3
 - Methodology..... 3
 - Key Findings 3
 - Conclusion..... 4
- 1.0 Introduction 5**
 - 1.1 Background 5
 - 1.2 Public Life Study 6
 - 1.3 Western Beaches Public Life Study Overview 6
 - 1.4 Methodology 9
 - 1.5 Public Life Study Zones 11
- 2.0 Key Observations 12**
- 3.0 Summer Findings 14**
 - 3.1 Summary of Travel Counts and Activity 14
- 3.2 Summer by Zones 19**
 - 3.2.1 Comparative Analysis 32
 - 3.3 Summer Intercept Surveys 33
- 4.0 Fall Findings 36**
 - 4.1 Summary of Travel Counts and Activity 36
- 4.2 Fall by Zones 41**
 - 4.3 Fall Intercept Surveys 57
- 5.0 Comparing Summer and Fall 59**
 - 5.1 Total Travel Counts 59
 - 5.2 Total travel counts by location 61
 - 5.3 Total travel counts by type 63
 - 5.4 Total activity counts 64
 - 5.5 Total activity counts by location 66
 - 5.6 Intercept Survey Data 68
- 6.0 Amenity Assessment 69**
- 7.0 Additional Conflict Site Observations 73**

Executive Summary

Purpose of Study

The Western Beaches Public Life Study was conducted in the summer and fall of 2023 to provide insights into how visitors engage with the current park's recreational uses and diverse activities and to inform and support the City's waterfront revitalization efforts. Since the initial adoption of the 2009 Western Waterfront Master Plan, significant changes in priorities and conditions within the Western Beaches area warranted a 'refresh' of the plan in the form of the Western Beaches Public Realm Plan to identify new opportunities for improvement to the programming, parks, trails, and other facilities that support the Western Beaches. This report details key findings from public life studies and site assessments completed by 8 80 Cities.

Methodology

The study identified five zones aligned with the 2009 Western Waterfront Master Plan, covering over four kilometers and 120 hectares from Humber Bay Bridge to the eastern end of Marilyn Bell Park.

Using quantitative observational tools, data was collected on the perceived gender and age of park visitors within the Western Beaches to identify over- and underrepresented groups. The study also tracked the movement of pedestrians, cyclists, and mobility device users, focusing on crossings and entry points. Observations were made on diverse recreational activities (e.g., physical activity, sitting, eating) to identify gaps and opportunities for improving amenities. Intercept surveys with 279 responses were conducted to gather demographic information, insights on visiting motivations, and suggestions for improvements.

Additionally, assessments of amenities (e.g., seating, washrooms, lighting) were conducted, along with observations of conflict sites during rush hours, focusing on areas where vehicles, pedestrians and cyclists have had negative interactions (e.g. near hit or accident).

Key Findings

Some key observations that were revealed during this study include:

- **Visitor Demographics**
 - Children, teenagers, and older adults are underrepresented across all study zones.
 - There is a significant disparity in the number of male and female park users, especially when cyclist counts and activity levels after dark are examined. Male users dominate the space after dark and comprise the majority (61-73%) of cyclists observed during the studies.
- **Summer versus Fall**
 - Overall, more people were observed travelling to and spending time in the Western Beaches during the summer studies than in the fall. Based on our intercept surveys, most people spend a shorter time within the Western Beaches in the fall than in the summer.
 - In the summer, the Western Beaches is a population destination for visitors outside the local community. In the fall, we observed more consistent use of this space by neighborhood residents.
- **Mobility**
 - People with mobility devices (e.g., wheelchairs, rollators, etc.) were noticeably absent from our observations, signaling a need to explore possible barriers.

- Visitors tend to travel to/from the Western Beaches through east-west access points at the bookends of the study area (i.e. Humber Bay Bridge and the east end of Marilyn Bell Park) rather than north-south pedestrian/cyclist crossings. Coupled with observations made at conflict sites, this highlights safety concerns at these crossings that may deter use.
- **Peak Usage Times**
 - During the fall and summer studies, activity and travel counts tend to peak in the afternoon and decline into the evening.
- **Activity**
 - We observed more diversity in park users' activities in the afternoon than the evening.
- **Sentiments**
 - Over 80% of people surveyed have positive feelings towards this space. The water greatly contributes to why people visit, basking in its beauty and peace.
People want to see more food/drink vendors, improvements to water quality and better maintenance of existing amenities (i.e. bathrooms).
- **Amenities**
 - Lighting was identified as the most room for improvement, as key destinations, walkways, and multi-use trails lack a sufficient and consistent lighting strategy, impacting perceptions of safety after dark.

Conclusion

The findings of the summer and fall public life studies highlight the opportunity to:

- Mitigate conflicts and increase safety for all users by creating better delineation between multi-use trail users and improving intersection crossing conditions.
- Improve maintenance of existing facilities and expand access to high-need amenities such as social seating (i.e. picnic tables), washrooms, and water fountains.
- Create a public space design program that leverages existing assets and encourages the public to engage with the Western Beaches throughout all seasons.

1.0 Introduction

1.1 Background

The City of Toronto plans to update the Western Waterfront Master Plan, which was originally adopted in 2009, by introducing the Western Beaches Public Realm Plan.

The objectives of the Western Beaches Public Realm Plan are to:

- Improve blue and green park user experience for all ages;
- Celebrate Indigenous history, stewardship, and placekeeping;
- Address pedestrian, active transportation, and motor vehicle conflicts;
- Protect for and ensure continuous public access to the water;
- Adapt to climate change;
- Restore and reinforce terrestrial, riparian, and aquatic habitat; and
- Lay the foundation for future “big moves”.

Through this study, we have gained a clearer understanding of the current state of the Western Beaches area and identified opportunities for further improvement that can be incorporated into the new public realm plan.

This plan is being conducted by the Waterfront Secretariat, along with staff from City Planning, Transportation Services, Parks, Forestry and Recreation, Toronto Water, Corporate Real Estate Management and the Toronto Region and Conservation Authority. The findings and proposed implementation recommendations are anticipated to be reported to the Infrastructure and Environment Committee in late 2024.

This report presents the findings of the public life studies and site assessments completed by 8 80 Cities from August to November 2023.



1.2 Public Life Study

Public Life Studies (PLS) provide a snapshot of the daily rhythms and patterns of a public space. The data collected during the PLS, provides insights into understanding who visits the Western Beaches; when they go, and what they do there. This information will inform the Western Beaches Public Realm Plan, and ground future decision-making with practical data.

Phase 1: Summer (August to September 2023)

The first phase of the Public Life Study took place on Thursday, August 31, Saturday, September 2, and Saturday, September 9. The study occurred from 9:00 am to 8:00 pm.

Phase 2: Fall (October to November 2023)

The second phase of the Public Life Study took place on Thursday, October 12, and Saturday, October 14. The study occurred from 9:00 am to 8:00 pm.

The study observed over 120 hours of public life in the park with the participation of 50 volunteers. It covered peak and off-peak hours across summer and fall, providing insights into park usage during an 11-hour timeframe.

Public Life Study by the Numbers

- 18 study locations and 7 additional conflict observation points
- 169 movement studies
- 155 activity mapping studies
- 282 intercept interviews
- 112 hours of public life studied
- More than 50 volunteers engaged
- Over 75 kilometers biked along the route

1.3 Western Beaches Public Life Study Overview

Public Life Studies help us take a snapshot of how residents, visitors and passersby interact with the Western Beaches. Public Life Studies are limited to observing the trends of users already accessing the space.

The findings of the summer and fall Public Life Studies can be categorized into the following three categories:

- Minimizing Conflict
- Maintenance and Amenities
- Activation and Programming

1. Conflict Points Exist

Extra observation points were added to the study's original proposed Public Life Study zones. These extra observation points were chosen after the Summer Public Life Study where it became evident that certain intersections and pedestrian crossings were deserving of an additional study due to high incidences of conflict. Accessing the Western Beaches as a pedestrian crossing any junction along Lake Shore Blvd. W is a difficult and dangerous task. The negative pedestrian experience of crossing Lake Shore Blvd does not accurately reflect the vibrant and comfortable space that the waterfront provides.

We recommend that the City invest in the following to minimize conflict between all road users:

- Widen the Multi-Use trail (MUT)
- Create dedicated pedestrian path adjacent to MUT
- Re-envision parking lot entrances and exits where cars block the MUT during peak usage times. Re-engage with Palais Royale on how the middle parking island is advertised. Currently, banner signs read "Palais Royale Parking" and line Lake Shore Blvd. The nature of the isolated parking lot, and signage tell drivers that this is a private space not intended for beach recreation users.
- Transform key intersection crossings, namely Parkside Drive and Lake Shore Blvd. W, Ellis Ave. and Lake Shore Blvd. W, Colborne Lodge and Lake Shore Blvd with Rapid Urban Prototyping.

What is Rapid Urban Prototyping?

Rapid Urban Prototypes, also known as pilot projects, involve temporary, quick and inexpensive interventions that can be used to test out new ideas and optimize investments in mobility and public space. This iterative approach actively engages community members throughout the design and building process, allowing their feedback to directly guide final designs and permanent installations.

2. Improve Maintenance and Amenities

There is limited seating across the Western Beaches. Social seating like picnic tables is consistently at capacity during peak times and every zone could benefit from additional picnic tables, more flexible and diverse seating options, and strategically placed benches that face the water.

During peak times, washrooms usage is over capacity and during the off-season, there remains demand for washrooms and water fountains.

- Winterizing existing washrooms and invest in additional washroom facilities, also improving signage and lighting for better visibility,
- Invest significantly more picnic tables strategically placed across the Western Beaches, concentrating around amenities and vendors,
- Invest in additional benches and lighting on the boardwalk that face the water.

3. Creating a focused public space design

The Western Beaches are a valuable asset to the city. However, certain zones outshine others in terms of performance, use, number of visitors, and diversity of activities on-site. The Western Beaches already has a successful public space design program within the summer months, but would benefit from strategic capital investments within the cooler months that supports liveliness and creates a space where public life truly thrives. This signals opportunities for targeted improvements across the waterfront.

Sir Casimir Gzowski Park Playground and the area around the Humber Bay Arch Bridge offer a variety of amenities but lack food and beverage options. Additionally, the dog park in the area is rarely used. Activating the space could include:

- Bring in local businesses and other commercial activities into this part of the waterfront.
- Coordinating with Toronto's City-Wide Dog Off-Leash Areas Study for comprehensive improvements to the dog park.

The Sunnyside Pavilion has the potential to provide more public benefit:

- Work with Sunnyside Pavilion management on ways to activate and program the space yearround, outside of private events.

Parkside Drive to Roncesvalles Ave, including Budapest Park is well activated compared to other study areas. The public life study results and additional conflict site observations indicate that conflicts do exist among divers, pedestrians, and cyclists especially around the Palais Royale loading dock.

- To address this, consider implementing improved signage to enhance pedestrian safety.

Marilyn Bell Park is a beautiful space that is currently underused. Activating the space could include:

- Transform Marilyn Bell Park through an activation strategy where play and movement will be prioritized.
- Improve the sense of safety in the park with Blue Light Emergency Phones.

Across all zones there is an opportunity to create a more comprehensive approach to public space design:

- Embark on a lighting strategy to encourage usage after dark and to support the diversity of users and uses at all times of the day throughout the Western Beaches study area.
- Exploring a larger public space design strategy to encourage consistent use through all seasons that prioritize warmth, play and movement.

1.4 Methodology

The Public Life Study designed for this project uses three tools:

1. Intercept Interviews

Involve engaging with a diverse range of users within the study area; gathering qualitative data that establishes a baseline of who accesses the space, how they get there, motivations for visiting the park, improvement recommendations, and demographic information

2. Travel Counts

Quantify the number of people who walk, bike, or use mobility devices that pass through a specific area across the Western Waterfront. Travel counts are conducted for 15 minutes each study shift.

3. Activity Counts

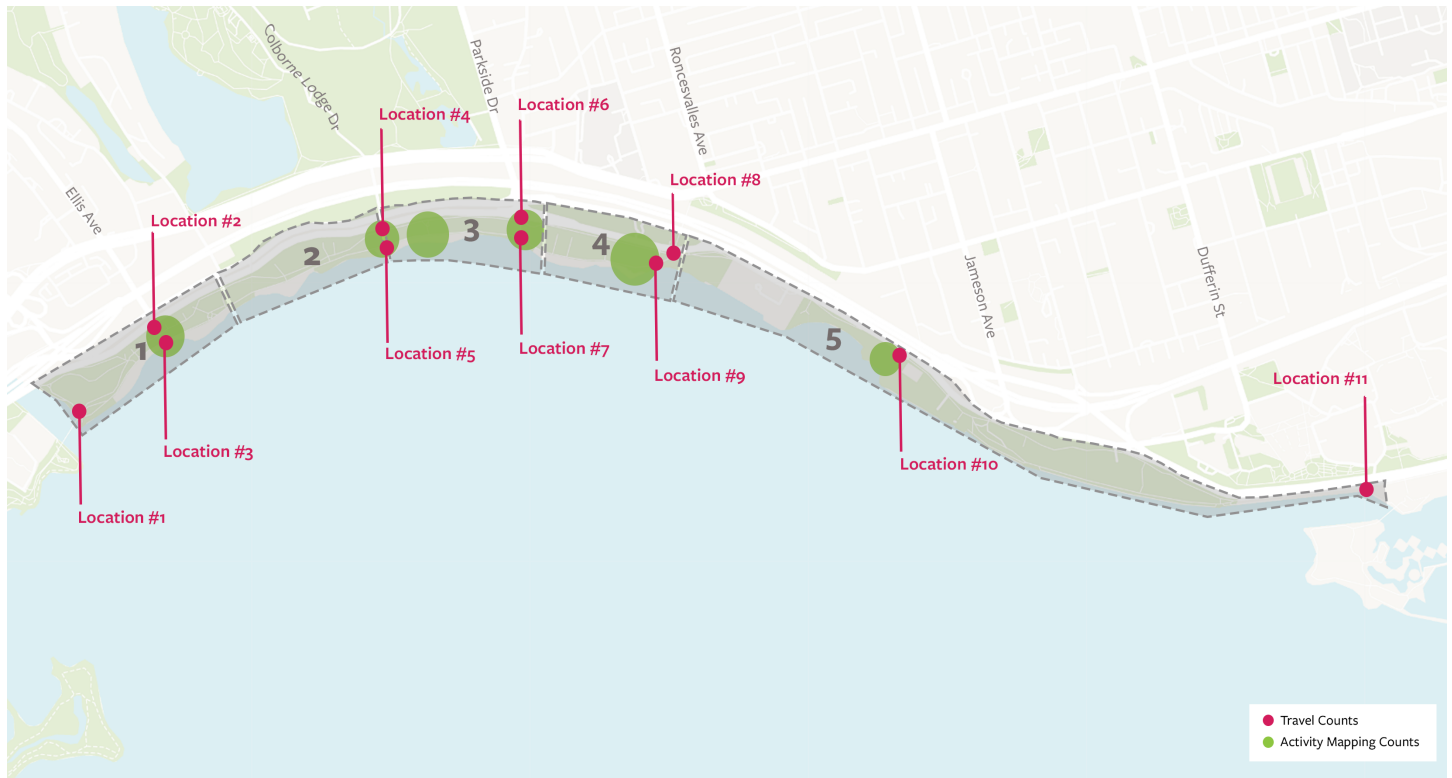
Identify the number of people who spend time engaging in activities in a specific area of the Western Waterfront, capturing diverse recreational uses such as water-based play, sitting, dining, drinking, and physical activity. Activity counts occur for 15 minutes each study shift.

The following table defines each activity tracked while using the activity counts tool.

Activity	Definition
Standing	Anyone standing within the area (not engaged in any of the categories below)
Waiting for a Ride	Anyone waiting for a taxi, rideshare, tour bus, etc.
Bench Sitting	Anyone sitting on public benches or similar, that is designed for sitting
Cafe/Patio Sitting	Anyone sitting in an area reserved for eating/drinking at a restaurant or cafe
Secondary Sitting	Anyone sitting on things like ledges, stairs, lawns, or pavement
Eating & Drinking	Anyone eating or drinking, not including people on restaurant patios
Commercial Activity	Anyone shopping and selling at on-street vendors and stalls
Cultural Activity	Anyone performing music, magic, dancing, busking, etc.
Physical Activity	Anyone engaging in activities such as skateboarding, jogging, children playing, etc.
Walking a Pet	Anyone standing, waiting, or walking within the area with a pet
Beach recreation	Anyone sitting on the beach, swimming or using paddle boards, kayaks, etc.
Taking Photos	Anyone taking photographs with a camera or phone
Walking on the path	Anyone who steps onto the path or crosses the path
Other	Any other activities that does not fit within the previous categories

1.5 Public Life Study Zones

To align with the 2009 Western Waterfront Master Plan, five study zones were identified. The zones cover eleven main landmark locations and span over four kilometres, covering an area of 120 hectares.



Travel Count Locations

1. Humber Bay Bridge
2. Sir Casimir Gzowski Park & Ellis Ave.
3. Sir Casimir Gzowski Park & Sunnyside Boardwalk
4. Sunnyside Park & Colborne Lodge Drive
5. Sunnyside Park & Sunnyside Boardwalk
6. Parkside Drive & Lake Shore Blvd. W
7. Parkside Drive & Lake Shore Blvd. W, on Sunnyside Boardwalk
8. Budapest Park & Roncesvalles Pedestrian Bridge
9. Budapest Park & Sunnyside Boardwalk
10. Marilyn Bell Park & Dowling Ave.
11. Remembrance Drive

Activity Mapping Locations

1. Sir Casimir Gzowski Park Playground
2. Sunnyside Park
3. Sunnyside Beach
4. Parkside Drive
5. Budapest Park
6. Marilyn Bell Park



2.0 Key Observations

Marilyn Bell Park is an underperforming park.

This location offers the greatest opportunity for improvement, with data showing significant disparities and drops in usage compared to other locations.

Two areas that stand out are:

1. **Gender:** On both weekdays and weekends, individuals perceived as male consistently dominate the space, comprising 62% of users in the summer at 74% of users in the fall. This differs from other locations where the percentage of perceived female users is equal or grows.
2. **Activity Type:** There is a notable lack of diverse activity at this park, with 'Physical Activities' accounting for over 70% of documented activities in the summer and 63% in the fall. The park is most active during the morning and declines throughout the day. This decline might be attributed to the park's inadequate lighting and amenities. In contrast, Sir Casimir Gzowski Park in the study shows a more consistent usage and different types of activities throughout the day.

Male cyclists outnumber female cyclists, but pedestrian data is more balanced.

- There is a noticeable gender disparity among cyclists, with more males cycling, especially during the morning and late evening hours. Cycling counts range from 61 - 73% males, while females range from 27 - 37%.
- Pedestrian travel counts exhibit a relatively even balance, with a slightly higher percentage of perceived female pedestrians (ranging from 51% to 61%) compared to perceived male pedestrians (ranging from 39% to 45%).

Ages of 25-44 dominate all zones showcasing a lack of use of the waterfront by children, teenagers, and older adults across all locations.

- Few children, teenagers, and older adults were observed overall. The highest concentration of those observed to be 15-24 was on the weekends at Marilyn Bell Park.
- Children between the ages of 0-4 were found in areas surrounding Sir Casimir Gzowski Park and Budapest Park, where most children's play amenities are located.
- The 2016 census data indicates that the largest percentage of the population falls within the 25-54 age group, which is consistent with the PLS observations. However, 2016 census data reports a higher female population, confirming that females are underrepresented in the area. Census data was based off of City of Toronto Neighbourhoods Profiles: Fort-York Library Village, Mimico-Queensway, South-Parkdale, and Humber Bay Shores.

There is high pedestrian activity along the water's edge area on weekday evenings.

- In the summer evenings (approx. 7:30pm), there is a higher frequency of people walking by the water compared to other locations where the peak times are typically around 1:00pm or 4:00pm. This trend is most pronounced at Location #5 (Sunnyside Park & Sunnyside Boardwalk). The peak times during the fall was earlier, peaking at 4:00pm.

There is almost double the amount of usage of people using the east-west pathways as compared to the north-south routes.

- Location #1 (Humber Bay Bridge) and Location #11 (Remembrance Drive) serves as the largest passage point, with significantly higher travel counts compared to north-south passage points.

There was an observed lack of diverse activity in the evening compared to the afternoon.

- All parks in the study area show a lack of diversity in the evening, with more varied activities happening in the afternoon. Across all zones, the most common activities are 'Walking on the path' and 'Physical Activity.' However, at Sir. Casimir Gzowski Park and Budapest Park, there is a greater variety of activities. 'Cultural activity' was recorded only in Budapest Park.

Dominant users are more pronounced in the evening.

- In the evening, the number of males becomes more noticeable, except for Pedestrian activity in the Summer weekday where females outnumber male pedestrians.

Children between the ages of 0-4 were found in areas surrounding Sir Casimir Gzowski Park and Budapest Park, where most children's play amenities are located.



3.0 Summer Findings

This section presents an overview of travel and activity counts followed by data highlights and key findings for each zone during the summer study period that took place between August to September.

3.1 Summary of Travel Counts and Activity

Total Travel Counts by Time of Day

The graphs in this section illustrate the total number of people passing along the Western Beaches at different times on an average weekday and weekend during our summer public life studies.

Figure 1: total weekday travel counts by time of day

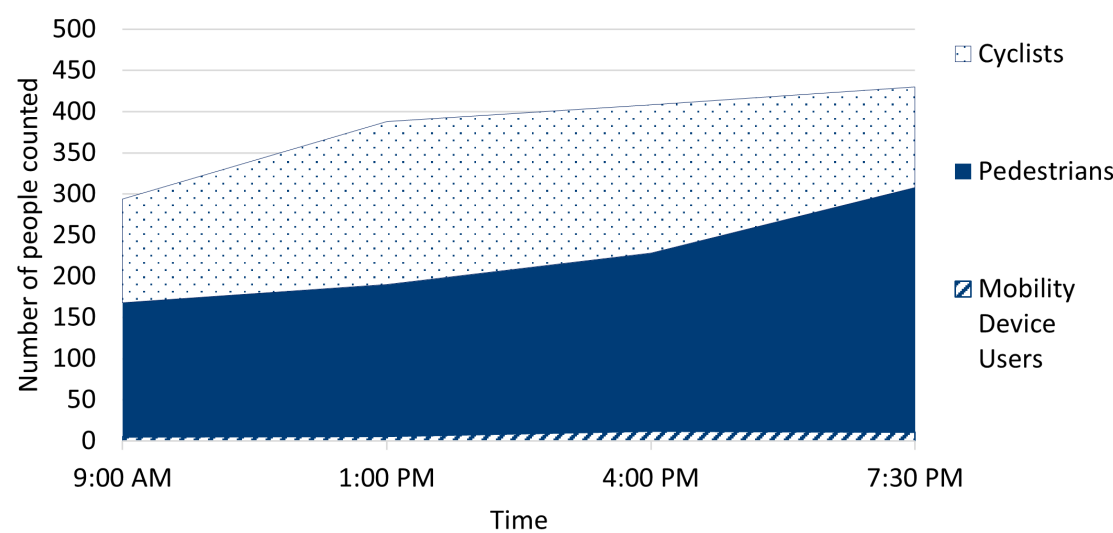
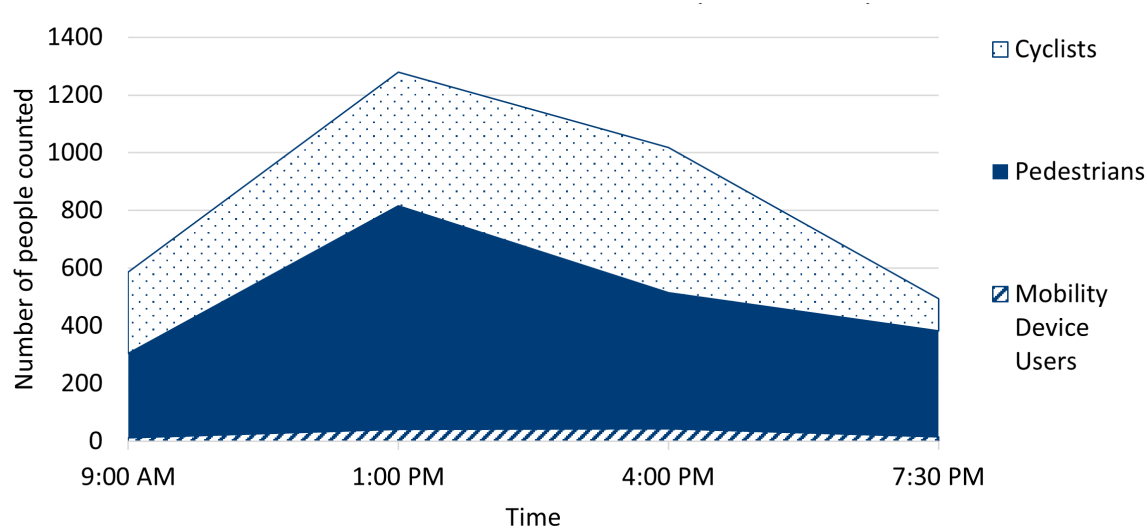


Figure 2: total weekend travel counts by time of day



- The number of people using mobility devices travelling through Western Beaches area is very low compared to the pedestrian and cyclist counts.
- Pedestrian counts gradually increase throughout the day during the weekday. While on the weekend, these counts peak at 1pm and decline significantly by 7:30pm.

North-South versus East-West Travel Counts

The following graphs compare the total number of people passing through both east-west and north-south travel routes along the Western Beaches on an average weekday and weekend day during our summer public life studies.

North-South Travel Count Locations

Location #2 - Sir Casimir Gzowski Park & Ellis Ave

Location #3 - Sir Casimir Gzowski Park & Sunnyside Boardwalk

Location #4 - Sunnyside Park & Colborne Lodge Drive

Location #5 - Sunnyside Park & Sunnyside Boardwalk

Location #6 - Parkside Drive & Lake Shore Blvd W

Location #7 - Parkside Drive & Lake Shore Blvd W on Sunnyside Boardwalk

Location #8 - Budapest Park & Roncesvalles Pedestrian Bridge

Location #9 - Budapest Park & Sunnyside Boardwalk

Location #10 - Marilyn Bell Park & Dowling Ave

Figure 3: total weekday travel counts at each north-south study location

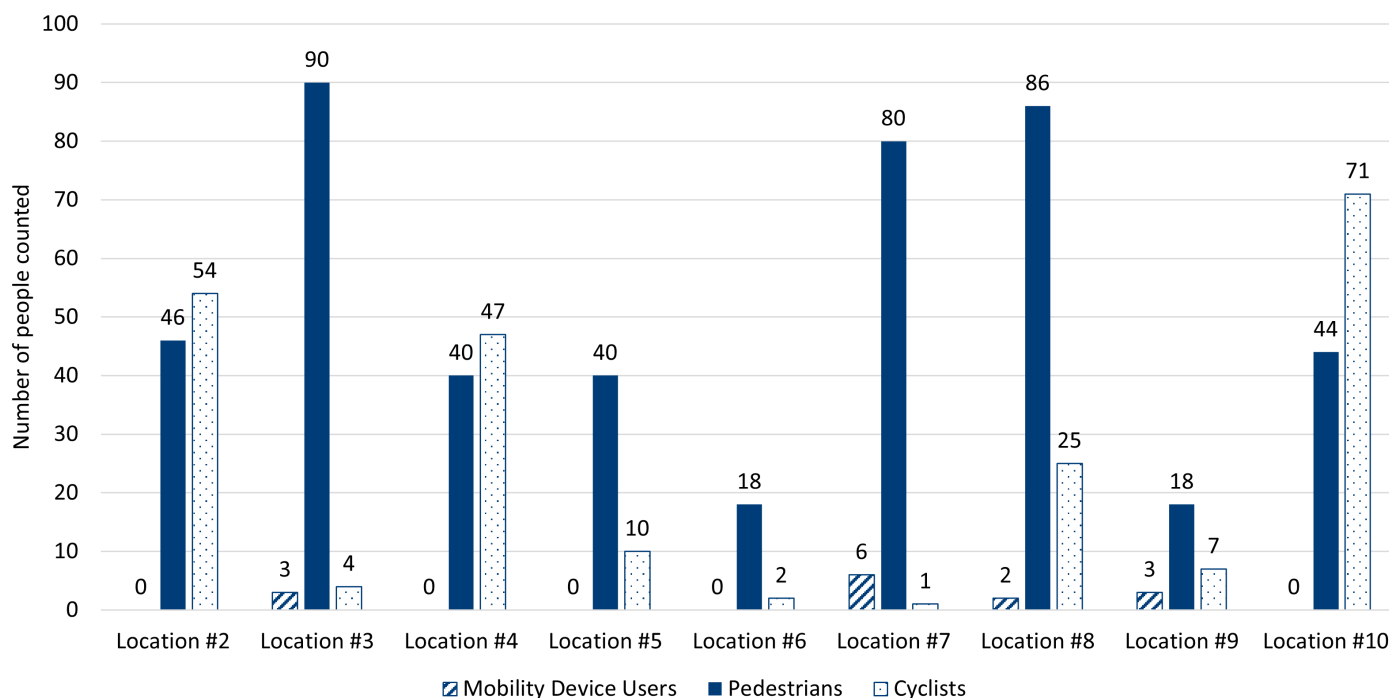
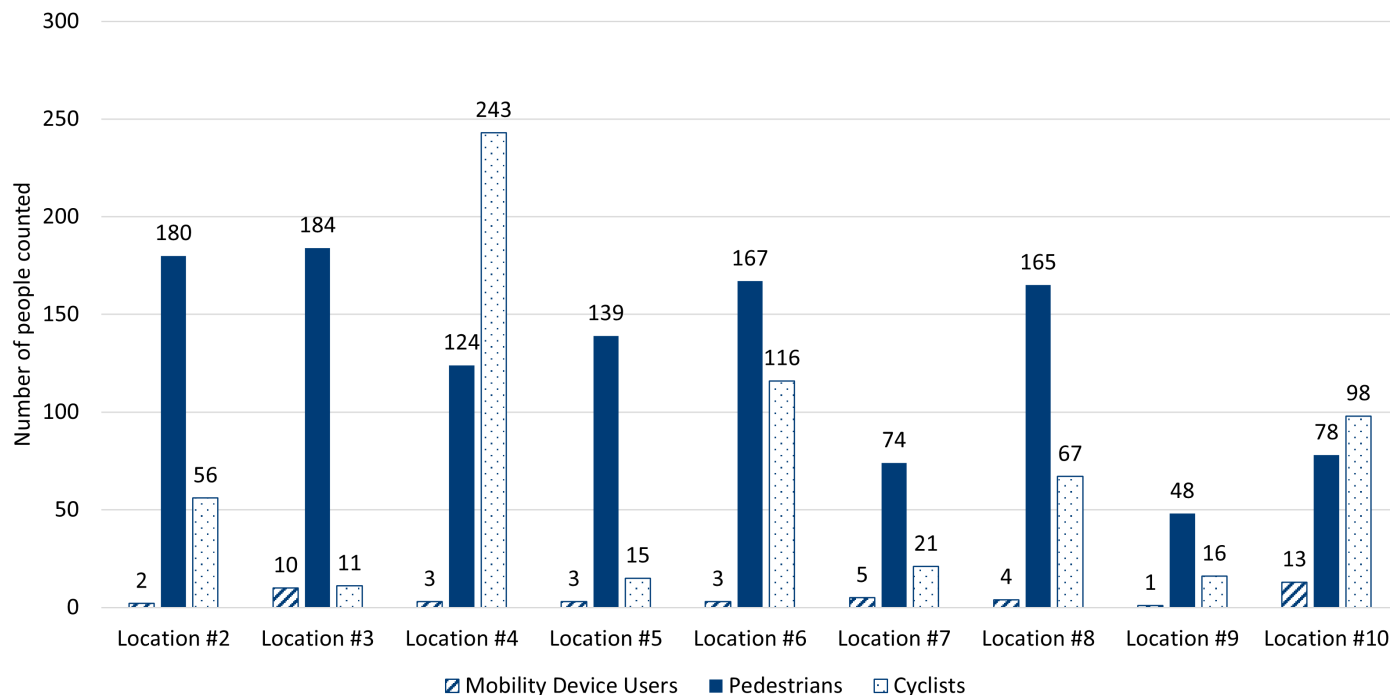


Figure 4: total weekend travel counts at north-south study locations



- Location #4, 10, and 11 are the most popular routes amongst cyclists.

East-West Travel Count Locations

Figure 5: total weekday travel counts at each east-west study location

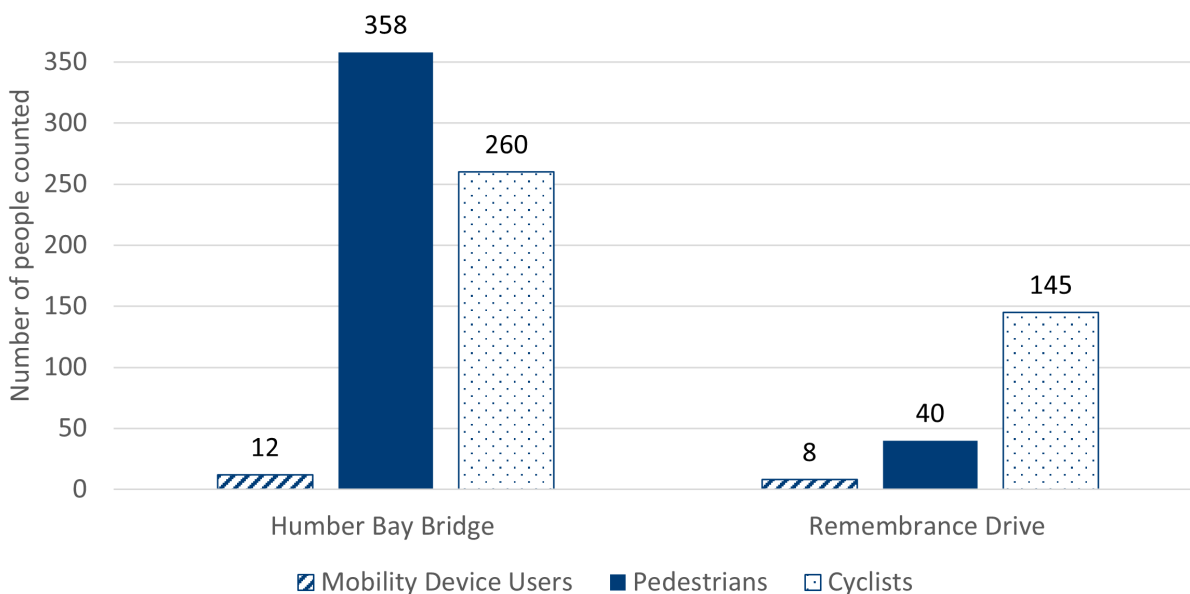
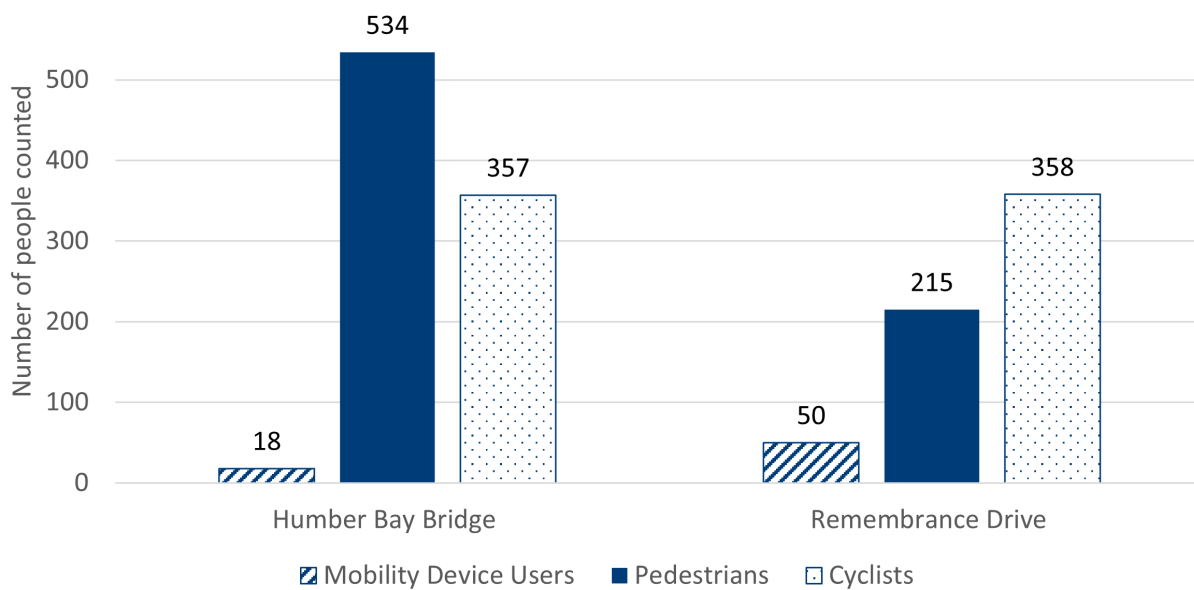


Figure 6: total weekend travel counts at each east-west study location



- East-west travel routes are the most popular way to enter the Western Beaches area, with walking being the most common form of travel.
- Humber Bay Bridge has the highest pedestrian traffic among all travel count locations.

Who spends time in the Western Waterfront?

The following graphs show total activity counts across all locations by perceived age and gender during the weekday and weekend.

Figure 7: percentage of park users during weekdays by perceived gender during summer study

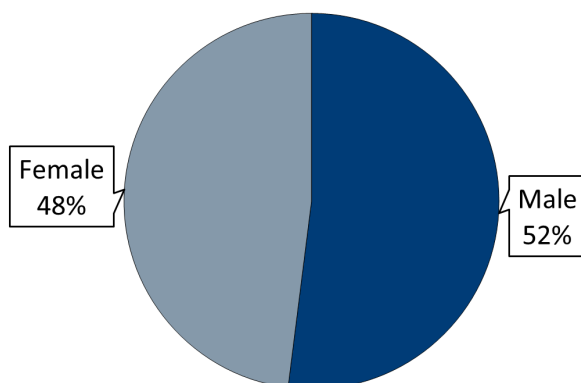


Figure 8: distribution of park users during weekdays by perceived age during summer study

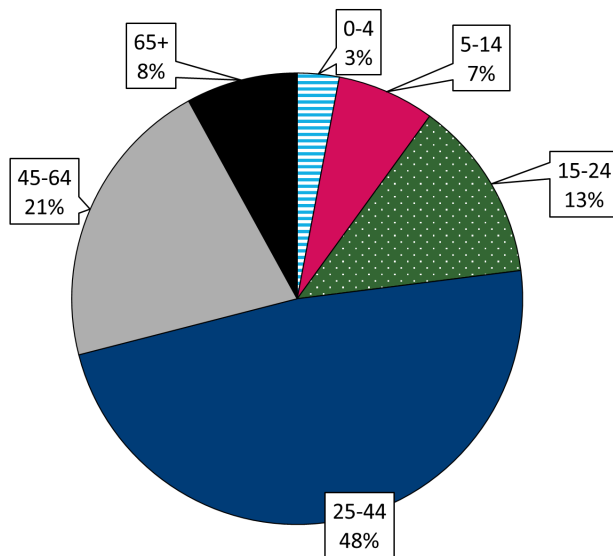


Figure 9: percentage of park users during the weekend by perceived gender during summer study

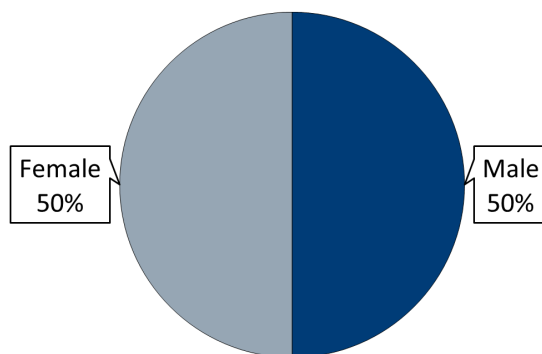
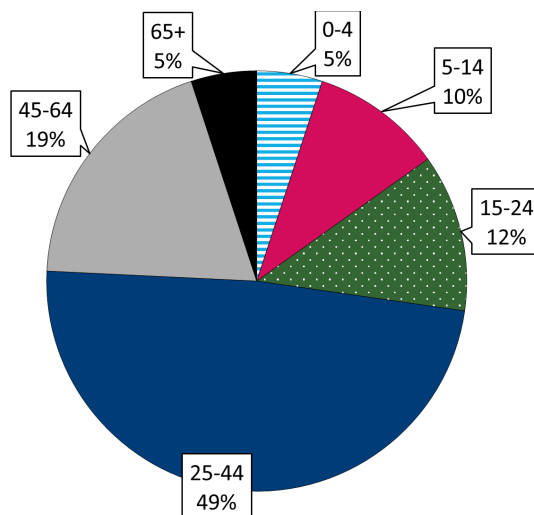


Figure 10: distribution of park users during the weekend by perceived age during summer study

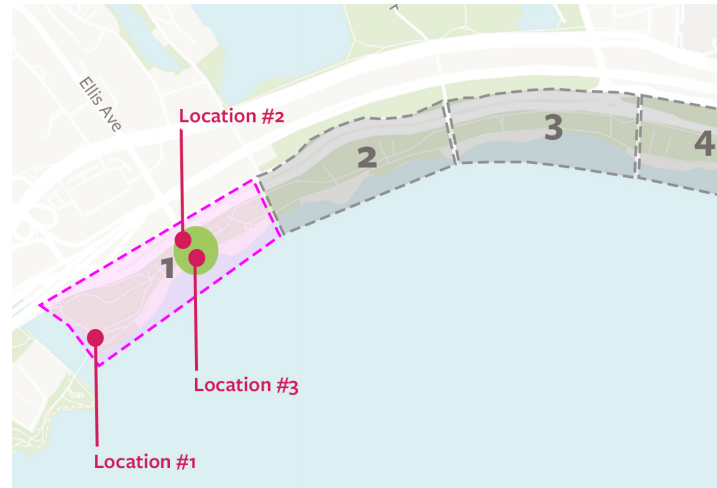


- Gender is fairly balanced on both study days.
- Nearly half of people observed spending time within the Western Beaches were perceived to be aged 25-44.

3.2 Summer by Zones

Zone 1

This zone includes Humber Bridge to Ellis Ave and Sir Casimir Gzowski Park Playground.



Data Highlights

Travel Counts

- Location #1 (Humber Bay Bridge) appears to be a major east-west travel route with a consistent flow of traffic, the busiest time being 4 pm on a weekday and 1 pm on the weekend.

Figure 11: Total weekday travel counts by time of day at Humber Bay Bridge

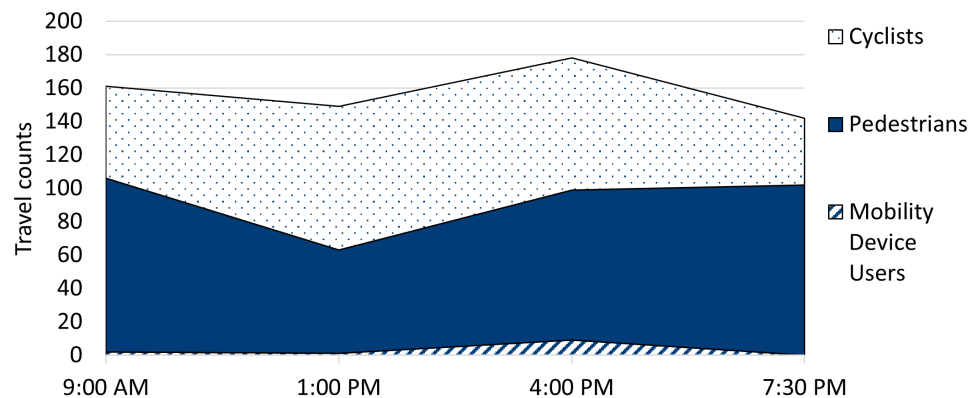
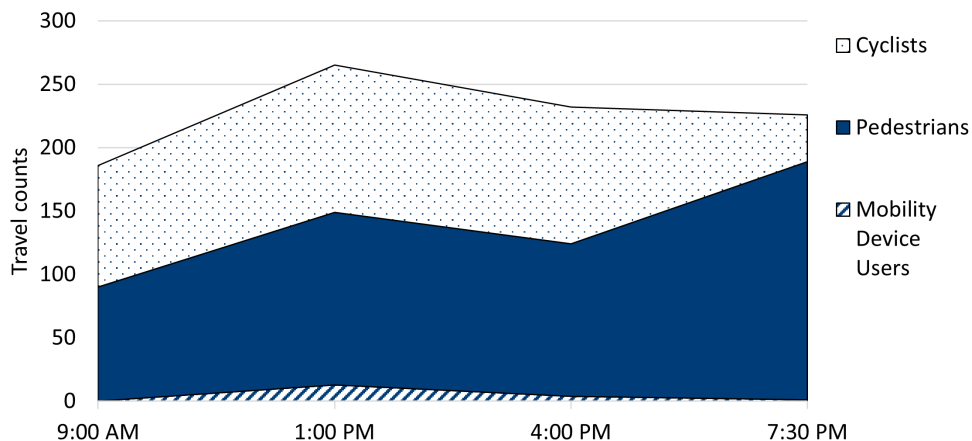


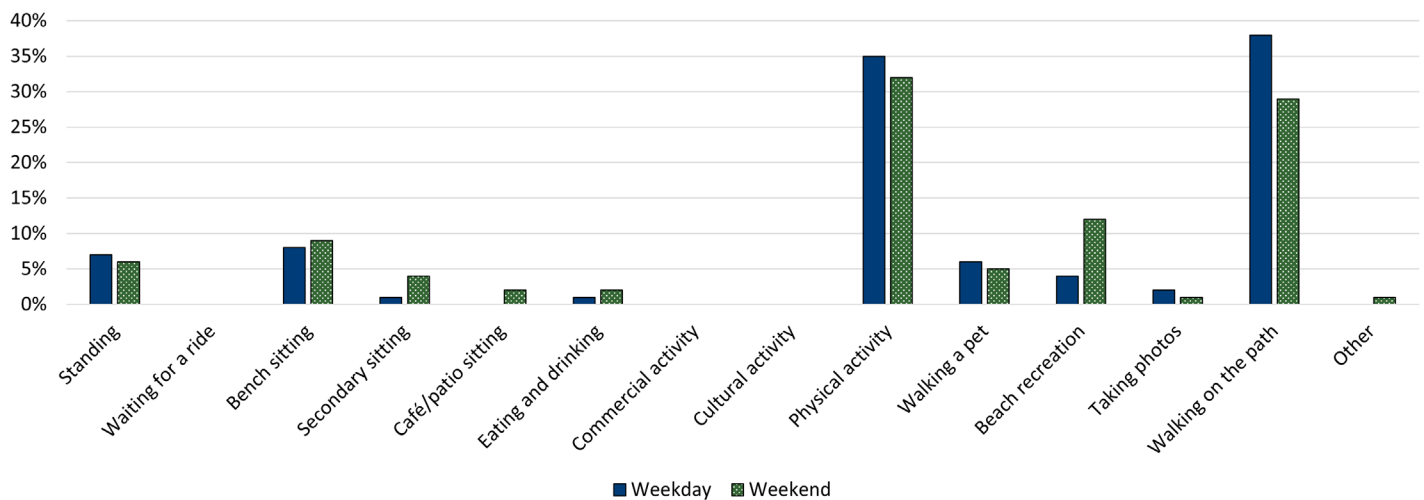
Figure 12: Total weekend travel counts by time of day at Humber Bay Bridge



Activity Counts

- Eating and drinking accounted for only 1% of activity, and no commercial activity was recorded.
- While still low, Sir Casimir Gzowski Park has one of the higher rates of 0 to 4 year-olds observed in the activity counts, 5% on the weekday and 9% on the weekend.
- Similar to Budapest Park, Sir. Casimir Gzowski Park has a good mix of activity types present throughout the day.

Figure 13: Distribution of counts by activity on the weekday and weekend at Sir Casimir Gzowski Park



Key Observations

- When exiting the bridge there is friction between higher-speed cyclists and pedestrians who are walking slowly or at a leisurely pace.
- Movement in and out of the bridge was counted, but pausing and staying activity on the bridge was not counted.
- The park is well-used by families with young children, and the wading pool is a significant attraction, but teenagers were not observed in the area.

Strengths

- Well-performing overall.
- The Humber Bay Bridge is an iconic west-east gateway and destination.

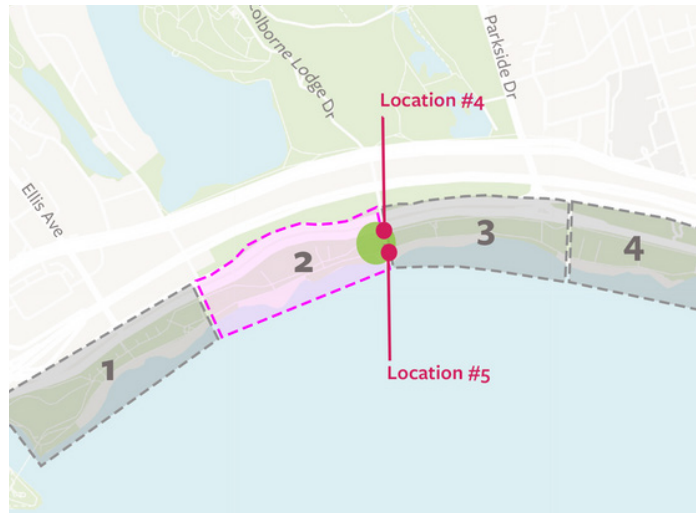
Opportunities

- Zone 1 offers a variety of amenities but lacks food and beverage options. There is an opportunity to bring in local businesses and other commercial activities into this part of the waterfront.
The Sir Casimir Gzowski Dog Park is seldom used.
There is an opportunity to reduce conflict between Multi-use Trail users when sharing space with electrified scooters with signage and widening of the trail to facilitate clearer separation.
- The currently vacant Joy Oil Station historical site could be renovated to provide more benefits to park users than its current state, such as a community space or food/beverage facility.



Zone 2

This zone includes Ellis Ave. to Colborne Lodge Drive and Sunnyside Park and Sunnyside Beach.

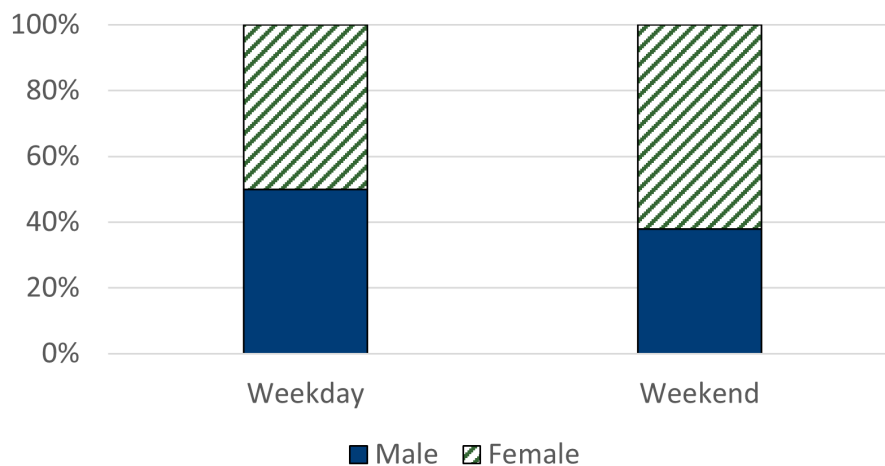


Data Highlights

Activity Counts

- Sunnyside Beach has the highest beach recreation rates on both weekdays (23%) and weekends (22%) compared to other nearby locations and zones.
- Secondary seating ranks highest at Sunnyside Park at 20% compared to the other locations whose secondary seating percentage is lower, ranging from 0-8%.

Figure 14: Distribution of activity counts by perceived gender at Sunnyside Beach



- On the weekday, the perceived gender count of activity on Sunnyside Beach is evenly split at 50/50 over the weekend, women make up the majority of beach users at 62%.
- There is a slightly higher percentage of people perceived to be between 15 to 24 years old in this zone (9%-19%) compared to others, but those between the ages of 24 to 55 still make up the majority of users (46%-86%).

Key Observations

- Activity on the waterfront is higher during weekday evenings.
- Existing bench sitting is usually at full capacity; users often resort to secondary sitting (i.e., on rocks, on the edge of a boardwalk and in a grass area).
- Naturally, Sunnyside Beach has the highest beach recreation, users in this space are very physically active, predominately used by volleyball players, exercise groups and dragon boaters throughout the day.
- Sunnyside Park and Sunnyside Boardwalk were temporarily closed in the evening for an event, causing disruptions to the usual activities and travel routes in the area.
- Counts of watercraft users (canoers, kayakers, stand-up paddle boarders etc.) are captured in the beach recreation counts.

Strengths

- Well-used by Dragon Boaters for warm-up exercises.
- All available seating is used during summer.

Opportunities

- When construction occurs, ensure that seating and garbage access are added to make up for lost seating in the blocked-off areas.
- There is an opportunity to add more seating to accommodate all users.



Zone 3

This zone includes Colborne Lodge Drive to Parkside Drive, sections of Sunnyside Beach, Sunnyside Pavilion and Paddling Club, and Gus Ryder Outdoor Pool.



Data Highlights

Travel Counts

- More people travel through Location #7 (Parkside Drive & Lake Shore Blvd W, on Sunnyside Boardwalk) during the weekend compared to the weekday.
- Travel peak times are significantly different between the weekday and weekend, at 7:30 pm and 1:00 pm respectively.
- On weekends, travel counts significantly drop by approximately 4 pm, but steadily increase into the evening on the weekday.

Figure 15: Total weekday travel counts by time of day at location #7

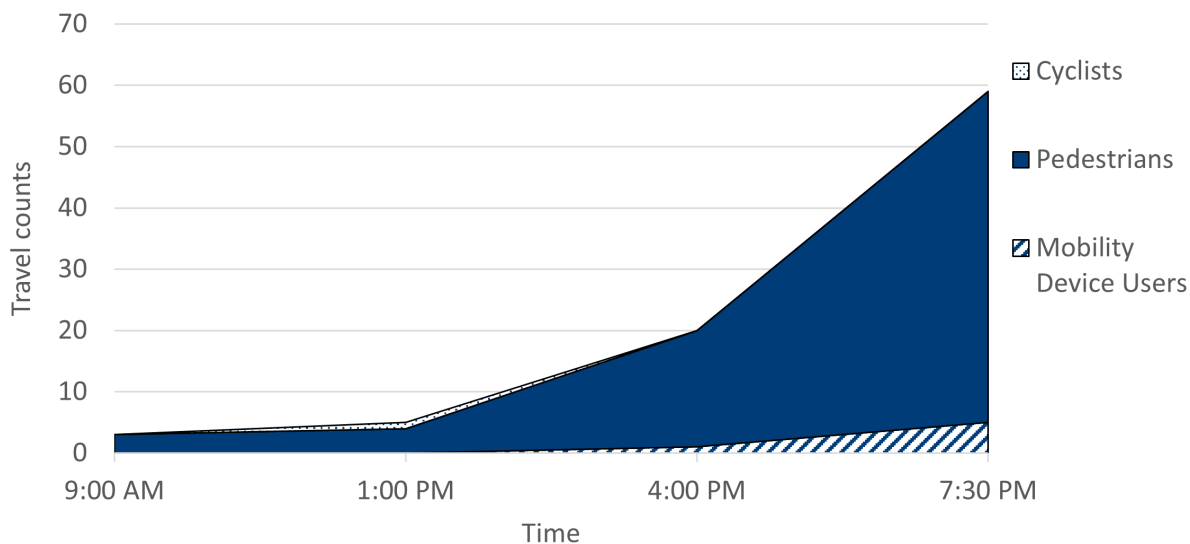
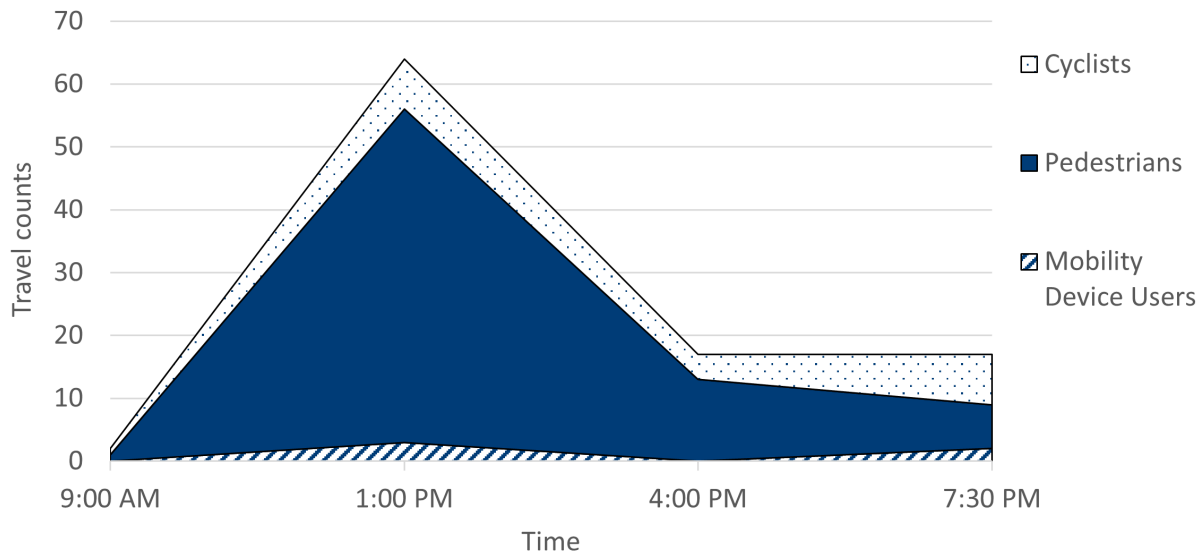


Figure 16: Total weekend travel counts by time of day at location #7



Activity Counts

- On the weekend, there is a jump in activity in the early afternoon at Parkside Drive with “physical activity” and “walking on the path” being the most common activities. On Parkside Drive, the gender distribution remained the same for both weekdays and weekends, with females accounting for 46% and males accounting for 54%.

Key Observations

- Within Zone 3, the existing dinosaur playground and wading pool are key features heavily used by families.
- Children are mainly observed playing while guardians take advantage of nearby bench sitting.
- There is some beach recreation beyond the boardwalk area.
- Fairly balanced use across all ages and genders.
- Rocky beach portions are used for fishing by some park users.

Strengths

- Gender balance is more equal, likely due to caregivers bringing children to the playground.

Opportunities

- Lighting can be improved.
- Pavilion has potential for other uses.

Zone 4

This zone extends roughly from Parkside Drive to Roncesvalles Ave (Pedestrian Bridge) and includes Budapest Park.



Data Highlights

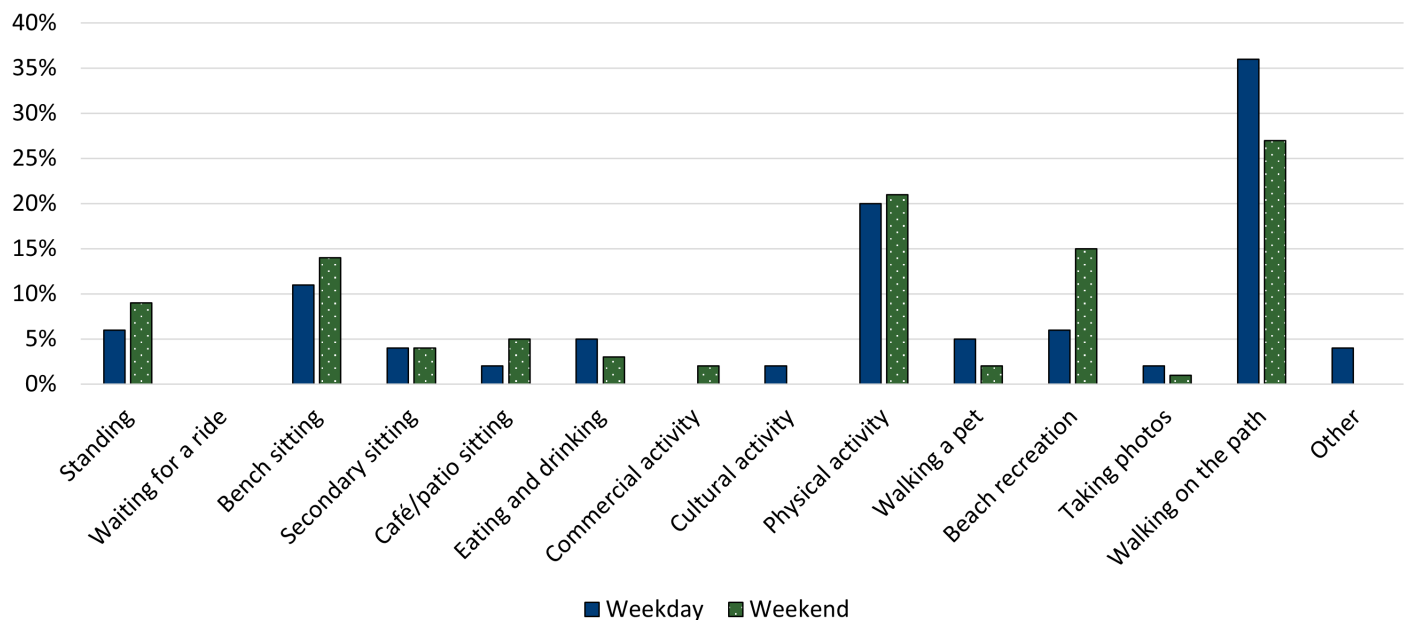
Travel Counts

- On the weekday, usage of the Roncesvalles Pedestrian Bridge by pedestrian traffic is consistent from 9 am to 1 pm, peaking at 4pm and gradually declining by the evening. Along the boardwalk, pedestrian and cyclist movements peak at 1 pm, drops later in the afternoon and peaks again in the evening.
- On the weekend, travel by pedestrians and cyclists on the Roncesvalles Pedestrian Bridge peaks at 1 pm, dips at 4pm and gradually rises in the evening.
- Location #8 (Roncesvalles Pedestrian Bridge) is the most common way for people to access the Western Beaches during the weekday in this zone.

Activity Counts

- “Walking on the path”, “physical activity” and “bench sitting” are the most popular activities observed at Budapest Park on the weekday.
- Budapest Park is the only location where cultural activity (i.e. music, dancing etc.) was observed.
- In Budapest Park “Beach recreation” more than doubles from 6% on the weekday to 15% during the same time on a weekend.

Figure 17: Distribution of counts by activity on the weekday and weekend at Budapest Park



- In the evening, there is significantly less activity across all of Zone 4, which is even more pronounced on the weekend. The most diverse range of activities occur during early and late afternoon.
- Budapest Park is the second most popular location for children aged 0 to 14 on both the weekday (6%) and weekend (6%), compared to other areas.
- In Budapest Park the majority of users in the park between 25 to 44 of age account for 49% of uses on the weekday and 58% on the weekend.
- In Budapest Park, the use of this space is fairly balanced between both genders.

Key Observations

- There is some beach recreation and people taking photos by the water's edge.
- The pedestrian bridge exit is an area of friction between users coming off and pedestrians/cyclists moving east-west along the multi-use trail.
- The bridge itself is not wide enough to safely accommodate pedestrians, cyclists, and mobility transport devices if it is during a period of heavy use.
- The slope of the pedestrian bridge potentially presents safety concerns, especially for individuals using mobility devices.
- There is diverse use of this space during the day as people within this zone were typically observed leisurely walking along the boardwalk, sitting, eating/drinking, or jogging.

Strengths

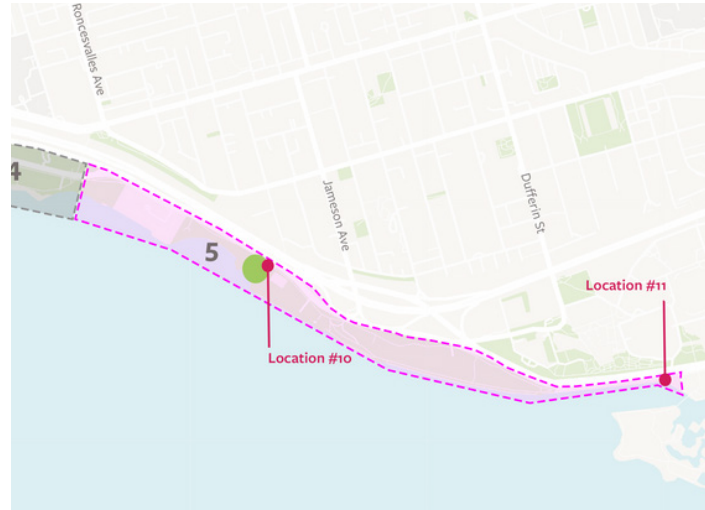
- Zone 4 is well used based on the wider age demographic observed using the space, more balanced gender representation and variety of activities observed.
- The diversity of memorial plaques, different types of seating and waterfront memorial garden make for a vibrant zone.

Opportunities

- The Palais Royale middle parking lot could help alleviate some of the waterfront parking lot congestion.
- Exits and entrances of loading zones could be better marked for drivers to yield to pedestrians.

Zone 5

Zone 5 is the largest of the five zones. It extends from the Roncesvalles Pedestrian Bridge to Remembrance Drive, including Marilyn Bell Park.



Data Highlights

Travel Counts

- On both the weekday and weekend north-south pedestrian and cyclist travel through Location #10 (Dowling Ave & Lake Shore Blvd W) peak at 1 pm and dips significantly in the late afternoon and evening.

Activity Counts

- During both the weekday and weekend, male users dominant this zone with people main engaged in physical activity.
- Activity within Marilyn Bell Park peaks in the early morning and drastically decreases throughout the day into the evening.

Key Observations

- The predominant users of this space are males aged 25 to 44.
- Overall, compared to other zones, Zone 5 (Marilyn Bell Park) has the least variety of activities that people took part in and the smallest proportion of female users.
- Seating options within Zone 5 are diverse (including benches, picnic tables and Muskoka chairs) and located in various locations. However, most seating (specifically benches and picnic tables) are not wheelchair accessible, fair/poor, and not sheltered from weather.
- Washrooms in Zone 5 are limited to portable and pay-per-use facilities, which poses a significant accessibility concern.
- Despite Zone 5 being the most popular for physical activity, there are few drinking fountains available. The few fountains available work properly, though they are not clean/well maintained.



Strengths

- This park has various recreational/exercise facilities that allow users to be physically active including the tennis courts, exercise equipment, disc golf course and multi-use trails.

Opportunities

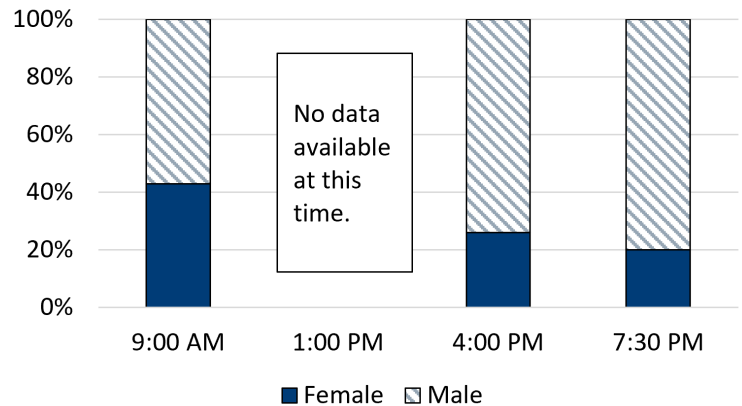
- The key features in this zone, including the Marilyn Bell Tennis Court, Disc Golf Course and exercise equipment playground, are poorly lit at night.
- There is an opportunity to improve lighting to ensure a safe and welcoming space for all users and encourage users to stay and linger at night.
- There is an opportunity to offer a variety of activities to activate the space and encourage more people to stay and linger at all times of day.
- This zone could benefit from more covered seating areas, to encourage multi-season activation. Adding additional lighting sources would also make the space feel more welcoming and safer for all users at night.
- There are currently no food or beverage facilities in this zone, and there is an opportunity to invest in more commercial opportunities.

3.2.1 Comparative Analysis

Marilyn Bell Park & Sir Casimir Gzowski Park

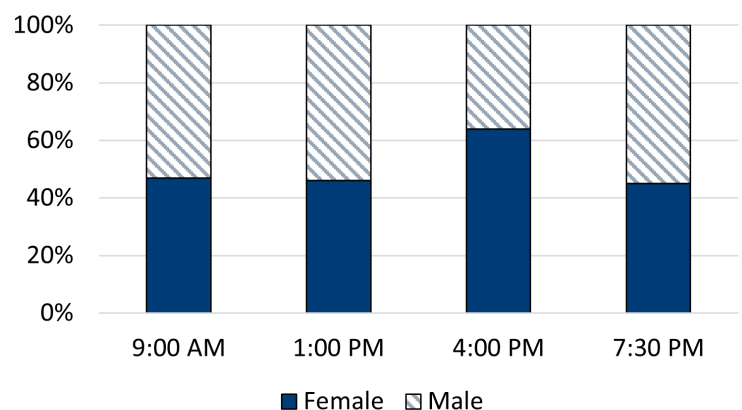
Marilyn Bell Park experiences a significant drop in public space use in the evenings. The presence of female users within the space declines significantly throughout the day as well from 43% in the morning to 20% in the evening. The overwhelming presence of male users within this space, together with it being relatively poorly lit and less activated than other locations, is consistent with the dip in usage among all users.

Figure 18: Gender representation in Marilyn Bell Park



At Sir Casimir Gzowski Park, the space's use is relatively balanced between genders throughout day and evening. In the late afternoon, female users even make up a majority of people in the space at 64%.

Figure 19: Gender representation in Sir Casimir Gzowski Park



Compared to Marilyn Bell Park, Sir Casimir Gzowski Park has a greater variety of activities that users take part in, and it is better utilized in the evening. Sir Casimir Gzowski Park also has a more diverse range of ages groups represented within space. This can likely be attributed to the play facilities within this park including the wading pool, playground, swing sets, social seating and commercial opportunities that encourage people to stay and linger in the space with their families. Spaces that are more frequented by women, children and families typically feel more welcoming and inviting for users across all ages and genders. Marilyn Bell Park would benefit from increased play and commercial opportunities.

3.3 Summer Intercept Surveys

- A total of 159 intercept surveys were completed by park visitors at the Western Beaches across the five zones for 30 minutes of each of the four scheduled shifts on the weekday and weekend. The key data findings from the summer intercept surveys are summarized below.

3.3.1 Nature of Visit

- About 67% of people surveyed visit the Western Beaches a few times a month or more.
- Active transportation (walking and bicycling) and public transit contribute to 58% of responses of how people travelled to the space. Vehicular modes (private car and taxi/rideshare) account for 41% of responses.
- When asked “How would you rate your trip?”, 88% responded excellent or good. Many respondents who rated their trip as fair or poor travelled by car (68%) or public transit (21%). About 50% of those who rated their trip as good or excellent travelled by walking or bicycling.
- 91% of survey respondents planned on spending 30 mins or more. 66% planned to spend 1 hour or more.
- Most people surveyed came to the Western Beaches to engage in recreational activities, meet friends and family, spend time by themselves or sightsee.

Figure 20: What brings people to the Western Beaches in summer



3.3.2 Sentiment

- The Western Beaches are primarily a destination for neighborhood residents (42%), local visitors (42%), and tourists (8%).
- 92% of survey respondents feel “positive” or “extremely positive” about the Western Beaches. Less than 1% feel “negative”. There was little variance in responses among residents, employees, students, tourists and local visitors.
- Respondents who answered “neutral or negative” raised concerns with water quality, lack of activities, maintenance/upkeep, accessibility and limited food vendors.

- Most of those surveyed feel “extremely safe” (70%), and 30% feel “neutral,” “somewhat safe,” or “somewhat unsafe” at the Western Beaches. These ratings are consistent across women, men, people aged 18 and under, and people aged 65+.
- According to those who responded, what would make them feel safer in this area is "more police/security" and "better lighting/visibility at night". It is worth noting that groups who typically feel uncomfortable with increased police presence, such as racialized communities, are underrepresented in the survey sample size. It is important to acknowledge the complicated and violent history such groups have had with police when considering how to make the waterfront safer for all users.
- What people surveyed like the most about this space is its natural beauty/scenery, opportunities for active recreation and leisure activities, as well as the overall welcoming and relaxing atmosphere.

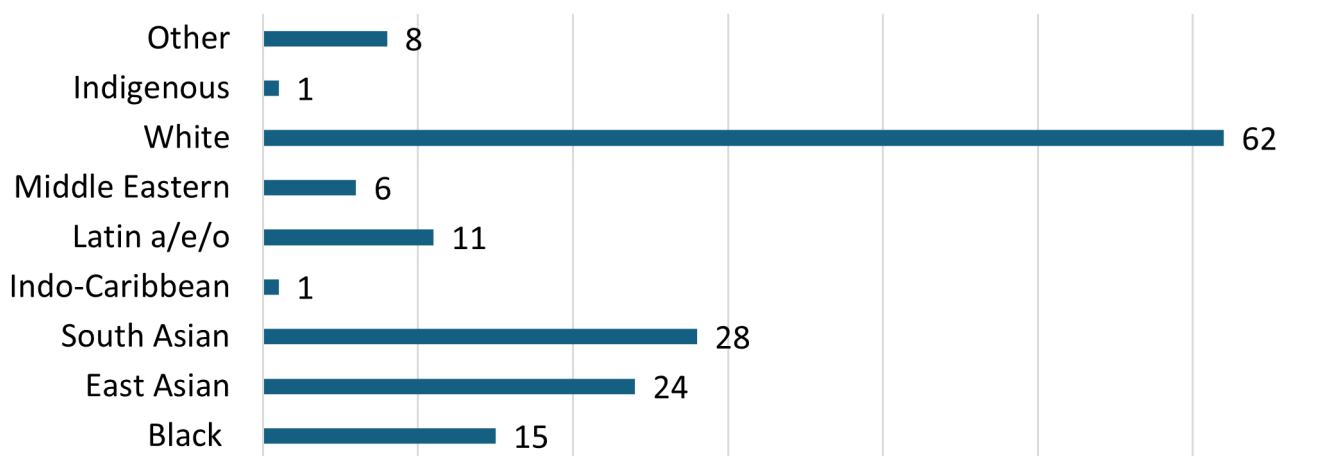


- There is large support for upgrading public facilities/amenities at the waterfront. Among those who listed “upgrades to public facilities/amenities,” 15 of those comments refer specifically to improvements to public bathroom facilities. 11 of the comments received had to do with wanting better maintenance of pathways, including the boardwalk. 9 of the comments suggest upgrades or expansion of recreational and play facilities.
- The majority of those surveyed wish they could enjoy more diverse recreational options, such as water activities, dance classes and walking clubs. Also, more dining and entertainment choices such as bars, restaurants and cafes. Additionally, increased access to bathroom facilities that are also well-maintained and available all year round.

3.3.3 Identity

- Majority of survey respondents identified as White, women, aged 30 to 55 that are university educated.
- 60% of those surveyed have an annual household income of \$80,000+ before taxes. (Appendix A, Graph 23)
- 2SLGBTQ+ folks and people with disabilities are underrepresented in this space. 1 in 20 people surveyed considered themselves to be a person with a disability. 1 in 13 people surveyed considered themselves to be 2SLGBTQ+.
- Racialized communities are also underrepresented in those surveyed.

Figure 21: Racial identity of survey respondents



- Many survey respondents have access to private outdoor space (37%), 32% of respondents only have access to public spaces like parks.

4.0 Fall Findings

This section presents an overview of travel and activity counts followed by data highlights and key findings for each zone during the fall study period that took place in October.

4.1 Summary of Travel Counts and Activity

Total Travel Counts by Time of Day

These graphs show us the total number of people passing along the Western Beaches at different times on an average weekday and weekend during our fall public life studies.

Figure 22: Total weekday travel counts by time of day during fall studies

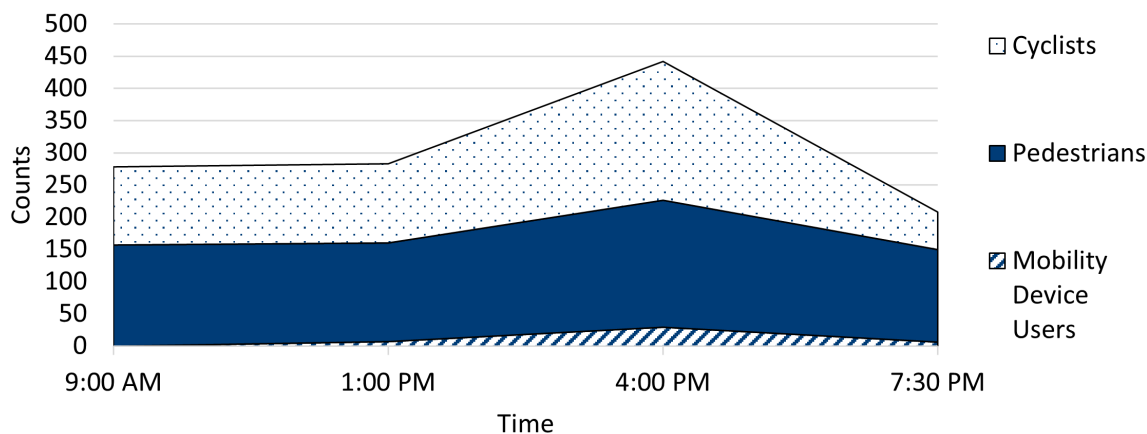
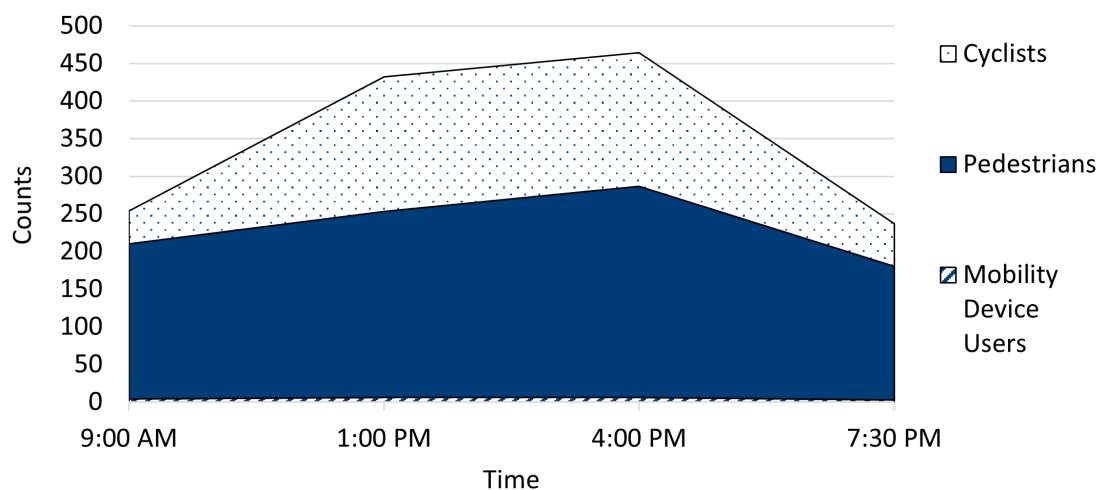


Figure 23: Total weekend travel counts by time of day during fall studies



- During both study days total travel counts peak at 4 pm and decline significantly by 7:30 pm.
- Weekday travel counts remain at similar levels between the morning and early afternoon whilst weekend travel counts experience an increase during this time period.

North-South versus East-West Travel Counts

These charts show us the total number of people passing through east-west and north-south travel routes along the Western Beaches on an average weekday and weekend day during the fall public life studies.

North-South Travel Count Locations

- Location #2 - Sir Casimir Gzowski Park & Ellis Ave
- Location #3 - Sir Casimir Gzowski Park & Sunnyside Boardwalk
- Location #4 - Sunnyside Park & Colborne Lodge Drive
- Location #5 - Sunnyside Park & Sunnyside Boardwalk
- Location #6 - Parkside Drive & Lake Shore Blvd W
- Location #7 - Parkside Drive & Lake Shore Blvd W on Sunnyside Boardwalk
- Location #8 - Budapest Park & Roncesvalles Pedestrian Bridge
- Location #9 - Budapest Park & Sunnyside Boardwalk
- Location #10 - Marilyn Bell Park & Dowling Ave

Figure 24: Total weekday travel counts at each north-south location

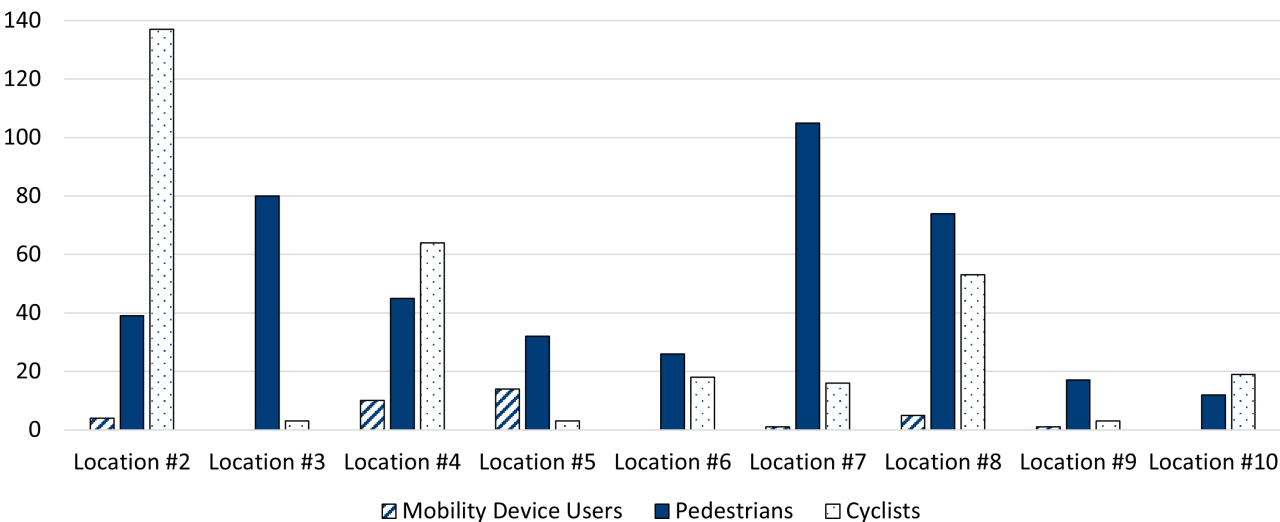
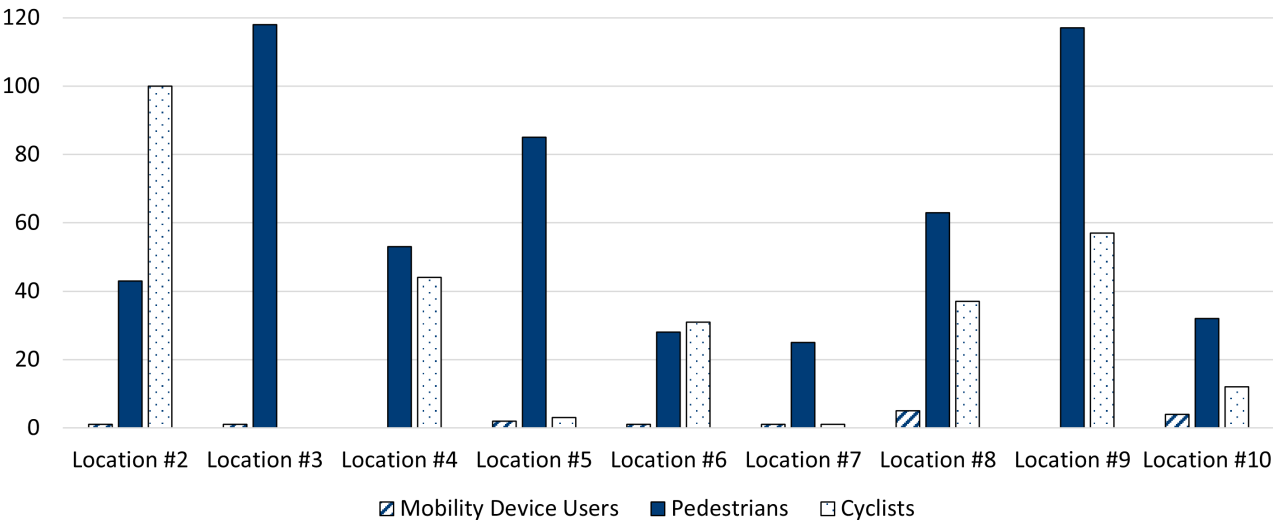


Figure 25: Total weekend travel counts at each north-south location



East-West Travel Count Locations
Location #1 - Humber Bay Bridge
Location #11 - Remembrance Drive

Figure 26: Total weekday travel counts at each east-west location

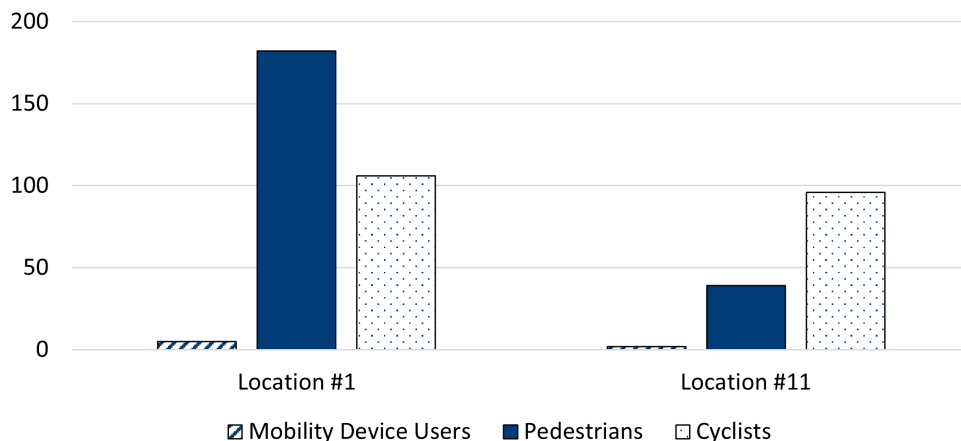
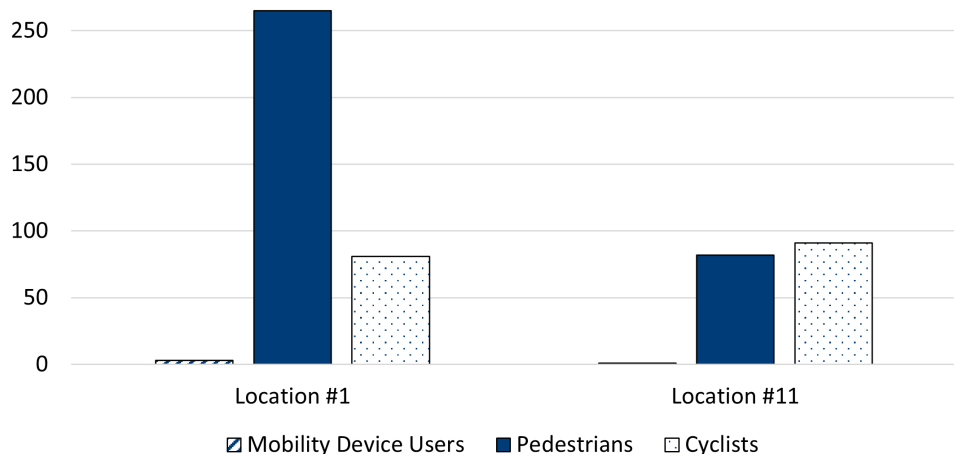


Figure 27: Total weekend travel counts at each east-west location



- Location #1 is the most used east-west passageway.
- Location #2 is a popular north-south access point for cyclists.
- Location #3 and #8 are consistent access points for pedestrians.
- On weekdays, Location #1 sees high pedestrian counts, almost double that of cyclists while Location #11 sees higher cyclists, more than double that of pedestrians.
- On weekends, Location #1 sees pedestrian counts more than 3x that of cyclists.

Who spends time in the Western Beaches?

These graphs show total activity counts across all locations by age and gender.

Figure 28: percentage of park users during weekdays by perceived gender during fall

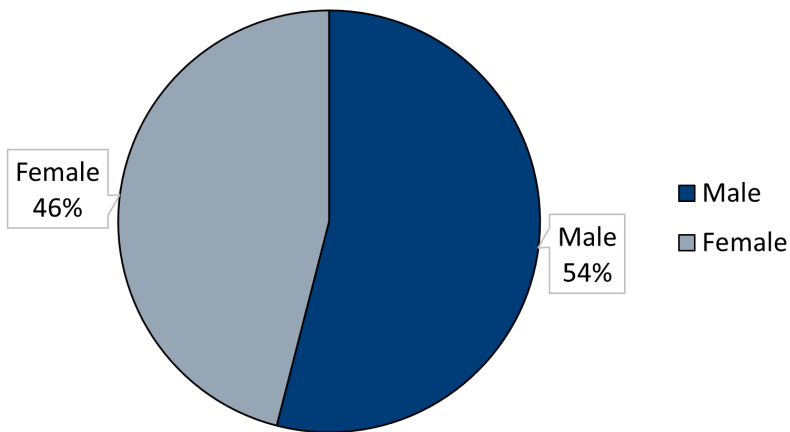


Figure 29: distribution of park users on weekdays by perceived age during fall study

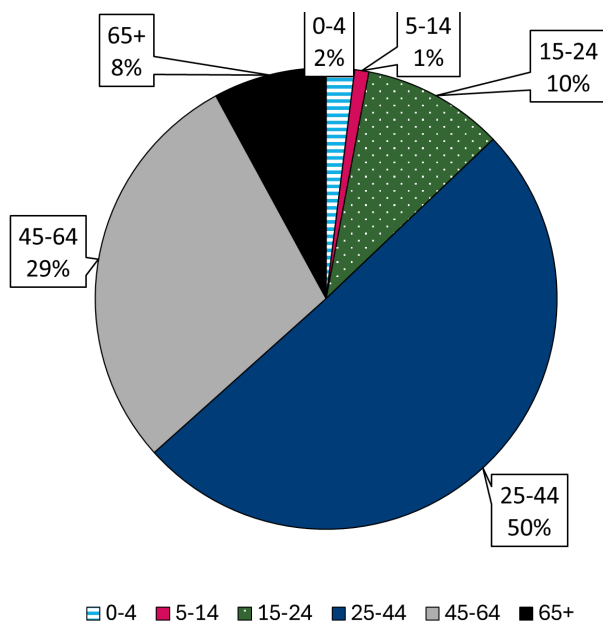


Figure 30: percentage of park users during the weekend by perceived gender during fall study

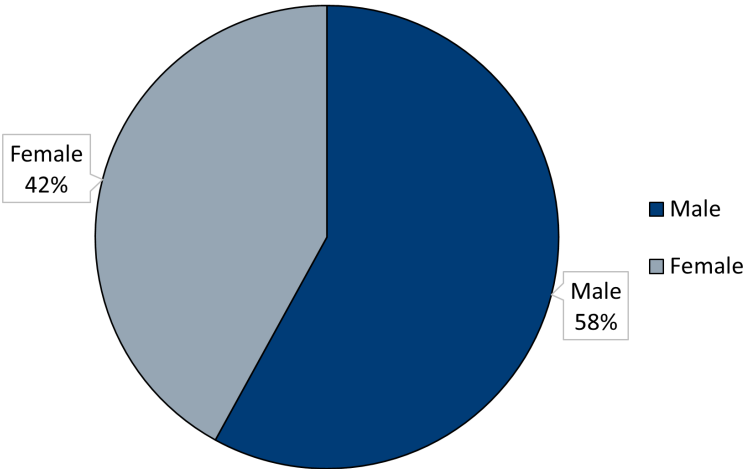
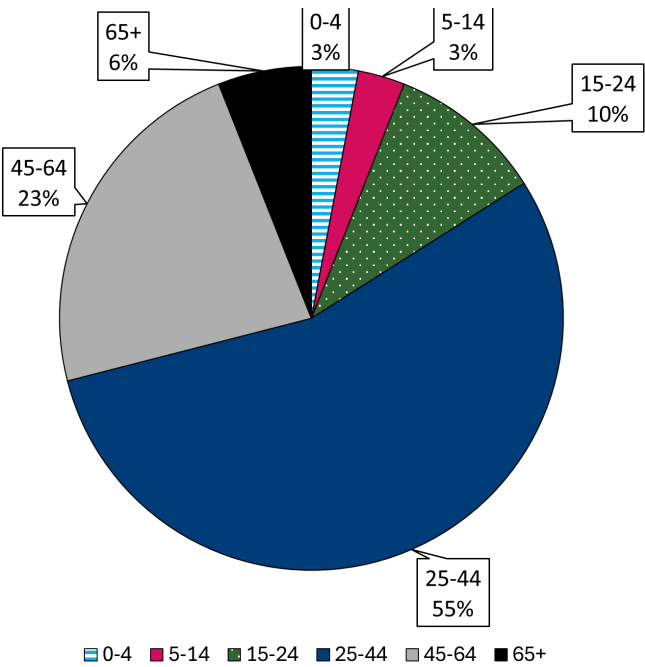


Figure 31: distribution of park users during the weekend by perceived age during fall study

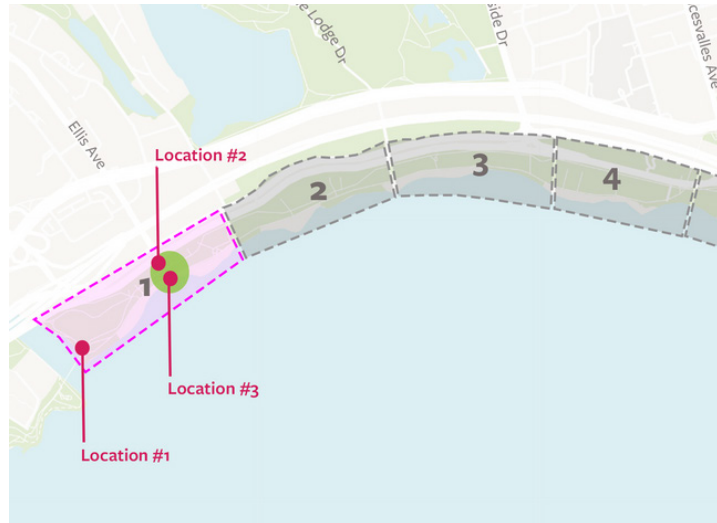


- Dominant users are those perceived to be males aged 25-44.

4.2 Fall by Zones

Zone 1

This zone includes Humber Bay Bridge to Ellis Ave and includes Sir Casimir Gzowski Park Playground.



Data Highlights

Travel Counts

- During the weekday and weekend, Location #2 (Sir Casimir Gzowski Park & Ellis Ave) had the highest number of cyclists passing through as compared to the other north-south travel count locations.
- At Location #2, the number of cyclists peaked at 1 pm on the weekday and 4 pm on the weekend, both days experience a significant drop in counts into the late evening by 7:30 pm. Pedestrian traffic tends to peak at 1 pm and dip in the early afternoon.
- On the weekend, Location #3 (Sir Casimir Gzowski Park & Sunnyside Boardwalk) is the most popular travel location for pedestrians to access the Sunnyside Boardwalk travelling southwards. It is the second most popular location on weekdays.
- At Location #3 (Sir Casimir Gzowski Park & Sunnyside Boardwalk), pedestrian travel counts were relatively low in the morning to late afternoon then peaked at 7:30 pm during the weekday. On the weekend, pedestrian traffic peaks at 9 am, drops by 1 pm and gradually rises again at 7:30 pm.
- Location #1 (The Humber Bay Bridge) has the highest number of pedestrians passing through during the weekday and weekend. Pedestrian and cyclist travel counts at this location tend to peak at 4 pm and decline significantly by 7:30 pm.
- At Locations #1 and #2, there are more male than female users travelling through at all times of day on both study days.
- At Location #3 female travel counts outnumber male counts during the late afternoon and late evening.

Activity Counts

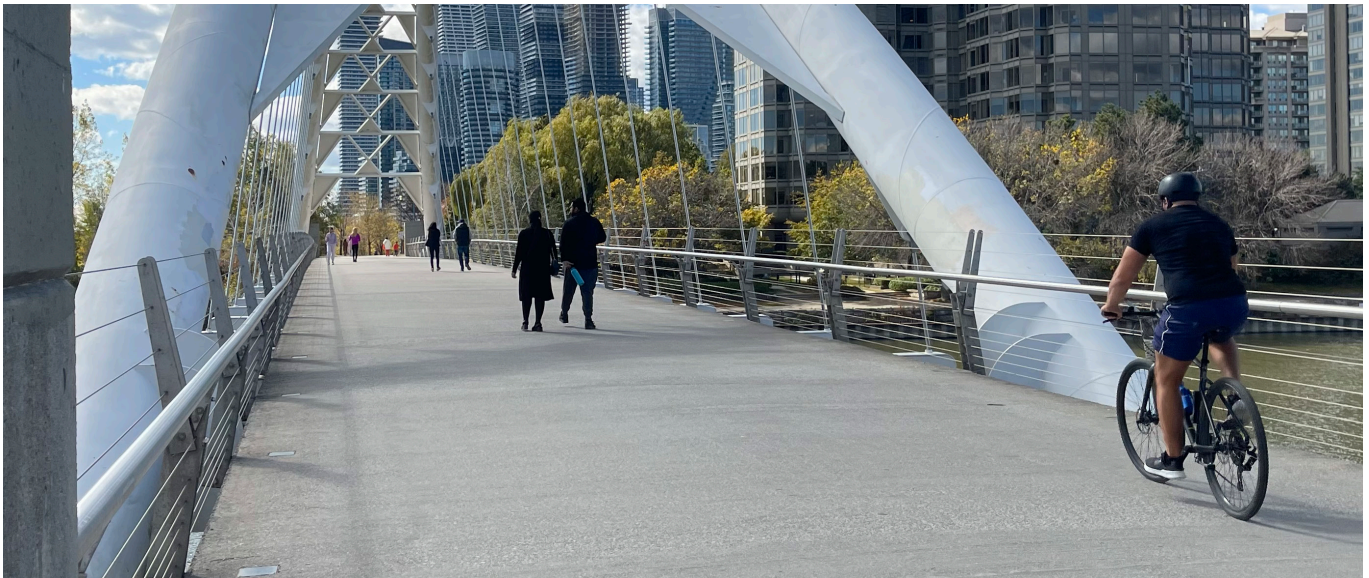
- On the weekday and weekend, the primary users who spend time at Sir Casimir Gzowski Park are women aged 25 to 44 and 45 to 64.
- The presence of users aged 5 to 14 increases by 7% from the weekday to the weekend.
- The most popular uses of this space observed on both study days were "Walking on the path", "Physical activity", and "Walking a pet". Walking on the path is most popular in the late weekend afternoon.
- Women make up a greater proportion of people spending time Sir Casimir Gzowski Park at 4 pm.

Key Observations

- Walking and cycling are the most common forms of travel across the Humber Bay Bridge.
- Like the summer findings - the Humber River Bridge is a popular lookout point, many pause on the route, making it prone to traffic congestion/conflicts between users.
- The majority of those observed passing through this zone were male cyclists aged 25 to 44.
- Based on the intercept interviews, the people we spoke to said they typically spend over 1hr at the park. Families using the park commented that they view this park as their "backyard."
- A wider age demographic is represented in this space.
- Most popular after 4 pm on weekdays and consistently busy throughout the day and evening on weekends.

Strengths

- Sir Casimir Gzowski Park and the Humber Bay Bridge appear to be popular destinations for tourists, nearby residents, and people of all ages. The playground equipment in this park is particularly attractive for families.
- Sir Casimir Gzowski on the Sunnyside Boardwalk has low foot traffic during the day, but sees a significant increase in visitors during the evenings.
- Remembrance Drive & Lake Shore Blvd W. sees large spikes in people passing through in the morning, more than double that at other times of the day.
- People spending over 1 hour indicates a strong sense of satisfaction and "stickiness" quality, meaning that it has the ability to attract and retain visitors over a long period of time.
- This zone serves as a major east-west access point to the Western Beaches.



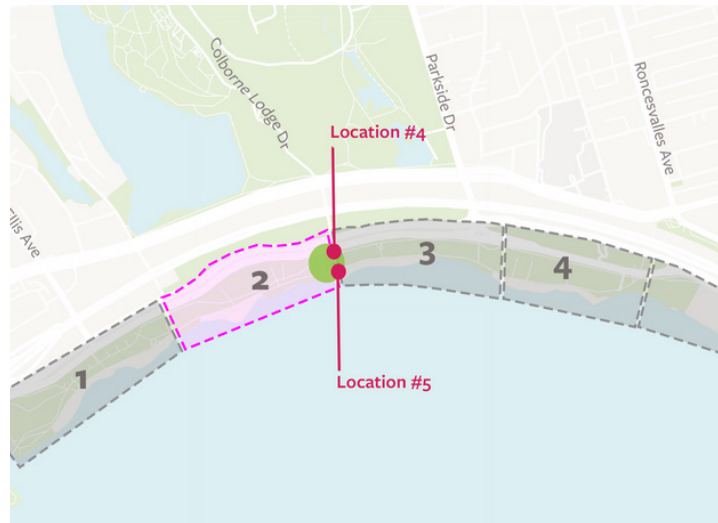
Opportunities

- The high number of male cyclists presents an opportunity to explore strategies for achieving gender balance in all areas. For instance, organizing all-female cycling events and activations.
- Consider improving infrastructure along the trail to reduce congestion and conflicts between users, particularly during peak hours. This could enhance the safety and experience of all trail users, park visitors, and commuters.

Zone 2

This zone extends from Ellis Ave. to Colborne Lodge Drive and includes Sunnyside Park and Sunnyside Beach.

Note: Sunnyside Beach had construction closures during the public life study period which impacted pedestrian access and how space could be used by visitors.



Data Highlights

Travel Counts

- Location #4 (Sunnyside Park & Colborne Lodge Drive) is the second most popular location for cyclists to travel southwards into the Western Beaches area during the weekday. The number of pedestrians, cyclists and mobility device users reaches its highest level at 4 pm and sharply decreases by the late evening (i.e. 7:30 pm) during the weekday. On the weekend, pedestrian travel counts reach their peak at 1 pm and begin to decline by the late afternoon but remain steady throughout the evening. Cyclist counts peak at 1 pm, stay relatively constant in the afternoon then decrease by 7:30 pm.
- When we look at total travel counts by gender, at Location #4, men tend to outnumber women observed passing through on both study days. This trend is most pronounced at 4 pm and 7:30 pm. An exception to this trend is at 1 pm, where women outnumber men.
- The number of pedestrians observed passing through Location #5 (Sunnyside Park & Sunnyside Boardwalk) increased by 143% from the weekday to the weekend.
- At Location #5, pedestrian travel fluctuates throughout the weekday; decreasing from 9 am to 1 pm, rising to its peak at 4 pm and dipping again in the evening. The number of mobility device users passing through follows a similar trend, gradually increasing from 1 pm to 4 pm and plunging down to zero by 7:30 pm.
- On the weekend, pedestrian counts increase steadily from 9 am to 4 pm and gradually decline in the evening.
- At Location #5, the gender division is generally more balanced during the day. On both study days, men still outnumber women in the late evening.

Activity Counts

- During the weekday, female users (63%) and those aged 25 to 44 (74%) make up most people observed spending time at Sunnyside Park. We observe an opposite trend in gender on the weekend, where male users (66%) make up most people engaging in activities within this space.

Figure 32: distribution of park users during weekdays by perceived gender

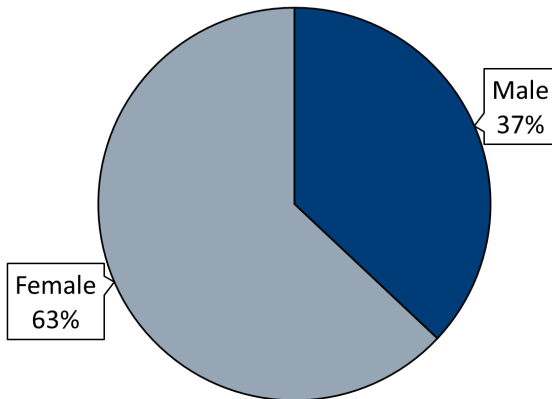


Figure 33: distribution of park users during weekdays by perceived age

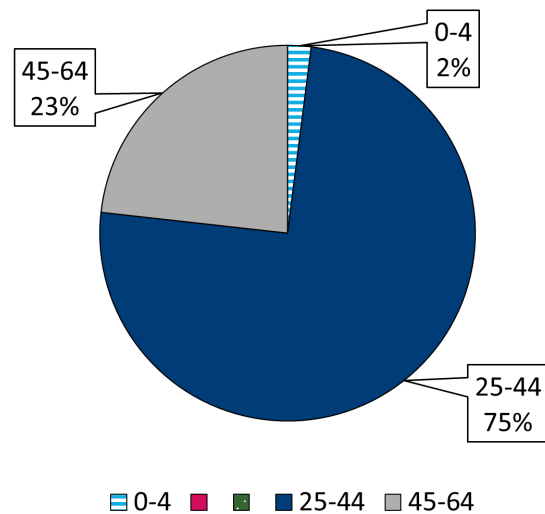


Figure 34: distribution of park users during the weekend by perceived gender

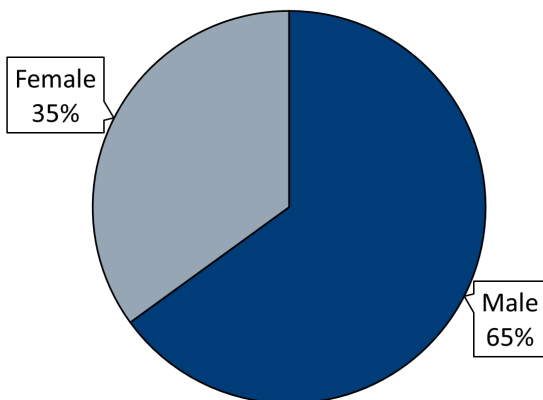
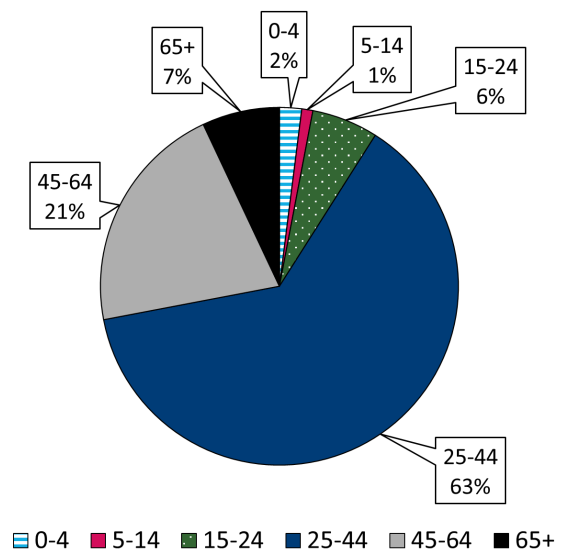


Figure 35: distribution of park users during the weekend by perceived age



- When we look at who is using the space on the weekday during each study shift interval, we can see that women make up most users during the day. On the weekend, we observe the opposite, men make up most users of this park, except for the morning when women outnumber men by 10%.
- On both study days, the most popular ways people were using the park are 'Walking on the path', 'Walking a pet', and 'Physical activity'.
- At Sunnyside Park, people engaging in physical activity increases significantly from 20% on the weekday to 71% on the weekend. On both study days, physical activity peaks during the late afternoon and decreases significantly by the evening.

Key Observations

- Some dog walkers commented that the hoarding area would be a perfect location for a dog park.
- The Bike Share station and the adjacent transit stop are frequently used.
- Cyclists usually reach this area of the Western Beaches by heading southbound from Colborne Lodge Drive.



Strengths

- Gender representation is more balanced between men and women, with women being the dominant users of Sunnyside Park on weekdays.
- Location #2 (Sir Casimir Gzowski Park & Ellis Ave) serves as one of the main north-south entry points to the Western Beaches, with cycling being the most popular mode of travel along this route, possibly due to its proximity and bike paths originating from the north in High Park.

Opportunities

- With the significant decrease in activity counts in the evening, there is an opportunity to explore strategies to maintain engagement and attract users during the evening hours. Possibilities include enhancing lighting and including local vendor options open into the evening.
- Build on dog owners' expression of interest to test out or implement a dog park in this zone which could supplement the underused Sir Casimir Gzowski Dog Park. Its proximity to Sunnyside Beach and Park, a popular spot for pet owners to walk their pets, makes it a good choice.

Zone 3

This zone includes Colborne Lodge Drive to Parkside Drive, sections of Sunnyside Beach, Sunnyside Pavilion and Paddling Club, and Gus Ryder Outdoor Pool.



Data Highlights

Travel Counts

- Location #6 (Parkside Drive & Lake Shore Blvd W.) consistently has one of the lowest total pedestrian travel counts recorded when compared to other north-south locations. This suggests that there may be obstacles hindering its appeal as a pedestrian crossing and was further studied in our additional Conflict Zone counts [[See Section 7.0](#)]. Male users are more prominent after 4 pm at this location.
- Looking at how travel patterns change throughout the day along Location #6, cyclist traffic is at its highest point at 4 pm and drops by the evening on both study days. A similar trend is observed in pedestrian counts on the weekday. On the weekend, however, pedestrian counts peak at 4pm and remain constant into the evening.
- Similar to the summer, Location #7 (Parkside Drive & Lake Shore Blvd W. on Sunnyside Boardwalk) had the highest recorded pedestrian travel count over the weekday. However, the total pedestrian count for all the north-south access points decreased significantly (-76%) on the weekend. At this travel count location, female users slightly outnumber male users during the morning and late afternoon shifts. Males are the predominant user in the evening.

Activity Counts

- During the weekday and weekend, male users and those aged 25 to 44 make up the majority of people observed spending time along Parkside Drive.
- On Parkside Drive, the top three activities observed on the weekday and weekend are 'walking on the path', 'physical activity' and 'walking a pet'. 'Walking on the path' increases by 19% from the weekday to weekend, while 'physical activity' decreases by 15% during the same period.
- Physical activity is most observed in the early afternoon on the weekend and in the morning on the weekday.
- During the weekday, male users were found to be using this space at all times of the day, except in the morning when female users accounted for 56% of the people spending time in this zone. On the weekend, we observe a similar trend, with more gender balance around 4 pm.

Key Observations

- "Walking on Path" and "Physical Activity" are the most popular activities in this zone.
- Afternoons seem to be the busiest time in this zone, and gender representation is balanced, potentially linked to its proximity to the children's play areas.
- During the study period, the benches and garbage bins next to Sunnyside Pavilion were inaccessible due to construction hoarding.

Strengths

- The park amenities are well-used and contribute to a balanced experience across genders and ages.
- At 9 am on weekday mornings, Location #7 (Parkside Drive & Lake Shore Blvd W., on Sunnyside Boardwalk) stands as the second most utilized north-south path toward the Western Beaches by pedestrians. This suggests its popularity as a commuting site, possibly due to its proximity to transit stops and its route leading to the Roncesvalles Pedestrian Bridge.

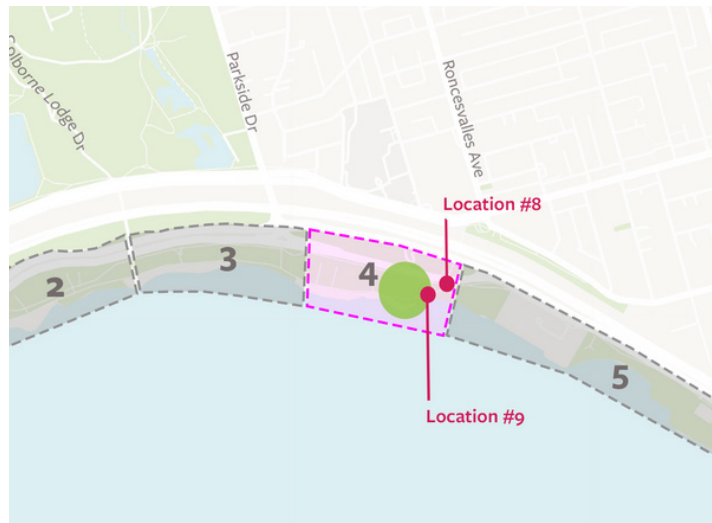
Opportunities

- Despite it being a popular north-south path on the weekdays, during weekends, both travel and activity significantly decrease in the evening. This highlights an opportunity to explore ways to incorporate more diverse amenities and lighting in the zone so that the space can be utilized more effectively throughout all times of the day, especially in the evening.
- Consider ways of leveraging the high pedestrian traffic during the weekday mornings. This can be an opportunity to look into suitable vendors along the pedestrian route.
- The Sunnyside Pavilion is a key feature of this zone with the potential to provide more public benefit. Based on Social Pinpoint comments users would like to see it be open to the public year-round when it is not being used for private events.



Zone 4

This zone extends roughly from Parkside Drive to Roncesvalles Ave (Pedestrian Bridge) and includes Budapest Park.



Data Highlights

Travel Counts

- At Location #9 (Budapest Park & Sunnyside Boardwalk) the total number of pedestrians travelling south to the boardwalk increased by 149% from weekday to weekend.
- On the weekday, Location #8 (Budapest Park & Roncesvalles Pedestrian Bridge), cyclist counts peak in the morning and drastically decline by 1 pm. The number of cyclists observed increases by 4 pm but gradually decreases to levels observed in the early afternoon by 7:30 pm. Pedestrian counts follow a similar trend, gradually falling from the morning to early afternoon, peaking at 4 pm and falling back down by 7:30 pm.
- At Location #8 and Location #9, the number of pedestrians and cyclists observed increase significantly from 9 am to 1 pm and dip by 4 pm on the weekend. At Location #8, pedestrian and cyclist counts begin to steadily increase from 4 pm to 7:30 pm, whilst location #9 decreases during this period.
- When we look at gender, the use of the Roncesvalles Bridge to access the Western Beaches is dominated by males in the morning and late evening but becomes relatively balanced during the afternoon on the weekday. On the weekend, the number of males observed outnumbers females at all times of day.

Activity Counts

- On the weekday and weekend, the gender divided stayed the same with the primary users being male (66%) and aged 25 to 44.
- On the weekday, Budapest Park has the highest number of people aged 15 to 24 (15%) who utilize this space when compared to other study locations.

Figure 36: distribution of park users during weekdays by perceived age

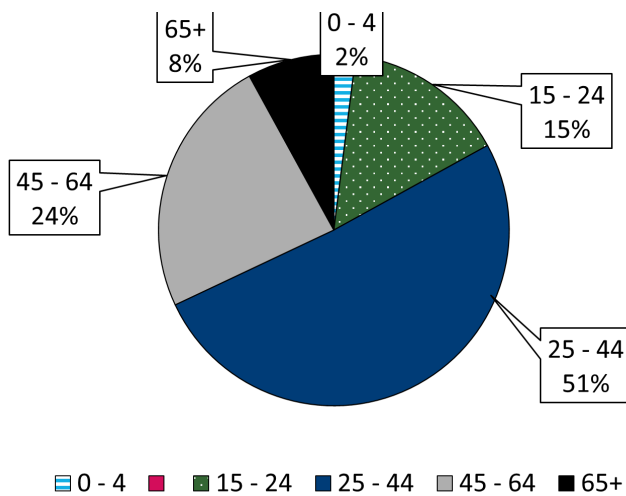
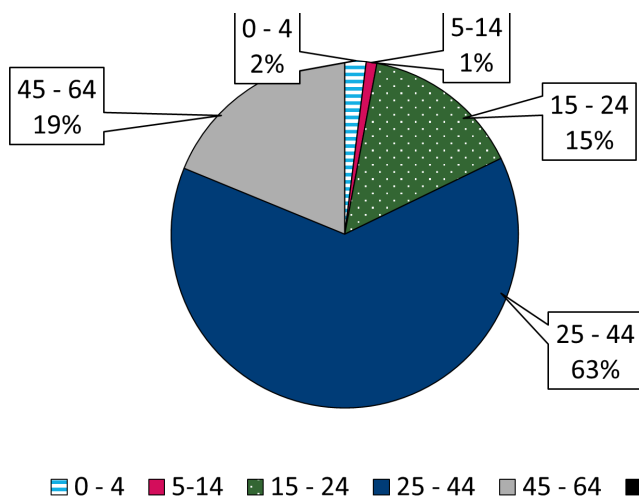


Figure 37: distribution of park users during the weekend by perceived age



- On both the weekday and weekend, the most popular activities people observed during the fall at Budapest Park are 'walking on the path', 'physical activity', and 'bench sitting'. Budapest Park is the only study location where 'bench sitting' is among the top three activities observed. The park's diverse seating options and locations provide users with spaces to sit, relax, and extend their time in the park. This not only enhances the overall park experience but also increases accessibility for the elderly and individuals with mobility needs.
- People were likely to engage in 'physical activity' during the morning and late afternoon on both study days. 'Walking on the path' was observed consistently at all times of day. 'Bench Sitting' was observed more often during the afternoon and evening.

Key Observations

- Bench seating is mostly used around 4pm.
- Afternoons have a higher pedestrian traffic in this area compared to other times of the day.
- Car conflict continues with vehicles making high-speed turns to access Palais Royale loading zones.
- The City has added additional markings for cyclists and pedestrians at the foot of the Roncesvalles Bridge and parking lots entrances and exits, but no additional signage or markings for cars.

Strengths

- Budapest Park appears to be a well-performing park, with a consistent flow and a wide range of activities taking place throughout the day.
- Seating in this area is functioning well and is among the most highly rated activities, enhancing the site's usability and access for a variety of both passive and active park uses.

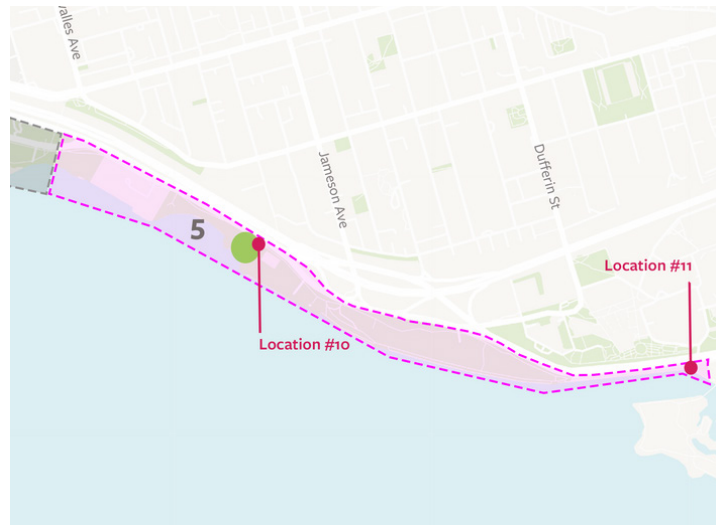
Opportunities

- Although the percentage of youth traffic in this area is still low, it is the highest observed within the Western Beaches study areas. This presents an opportunity to investigate further and understand why more young people are drawn to this area. This knowledge can then be used to develop similar strategies for attracting youth throughout the Western Beaches.
- Social Pinpoint results highlight the opportunity to improve the flow of users between Roncesvalles Pedestrian Bridge and Palais Royale and other parking lot entrances/exits within the site.



Zone 5

Zone 5 is the largest of the five zones. It extends from the Roncesvalles Pedestrian Bridge to Remembrance Drive, including Marilyn Bell Park.



Data Highlights

Travel Counts

- On the weekday, Location #10 (Marilyn Bell Park & Dowling Ave.) has the lowest number of pedestrians passing through compared to the other North-South travel count locations.
- On both study days, pedestrian and cyclist counts recorded at location #10 peak around 4pm and fall significantly in the evening.
- At Location #11 (Remembrance Drive & Lake Shore Blvd W.), there are more than twice the number of cyclists observed passing through than pedestrians on the weekday. On the weekend, the number of total cyclists and pedestrians observed is more comparable.
- On weekdays, pedestrian and cyclist counts rise significantly from the morning to early afternoon at Location #11. Cyclists' counts remain constant into the late afternoon and decline by the evening. Whilst pedestrian counts dip by the late afternoon and trend upwards towards the evening.
- On the weekend, pedestrian and cyclist counts start off strongly at 9 am and considerably decline throughout the day, reaching their lowest point at 4 pm at Location #11. Cyclist counts continue to fall slightly in the evening whilst pedestrian counts rise.
- At Location #11, there are significantly more males than females who were observed passing through at all times of day on both the weekday and weekend.

Activity Counts

- Like the summer public life study results, the primary users of Marilyn Bell Park are observed to be males aged 25 to 44 throughout all times of the day.
- On all study days, 'physical activity', 'walking on the path', 'walking a pet' and 'standing' are the top activities in this zone. Notably, physical activity is most prevalent during the early afternoon on weekdays, while on the weekend, it peaks in the morning.
- Marilyn Bell Park has the highest percentage of physically active people (63%-72%) among all study locations.

Figure 38: distribution of counts by activity during weekdays

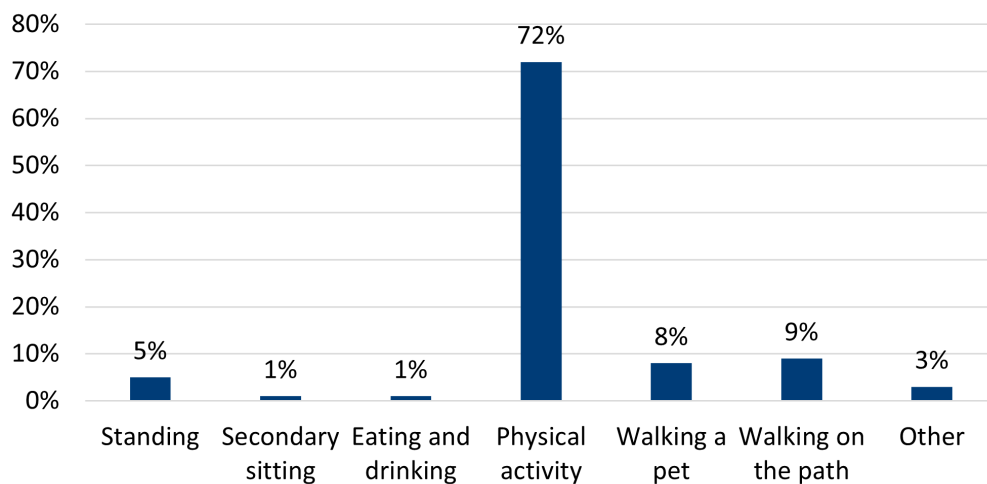
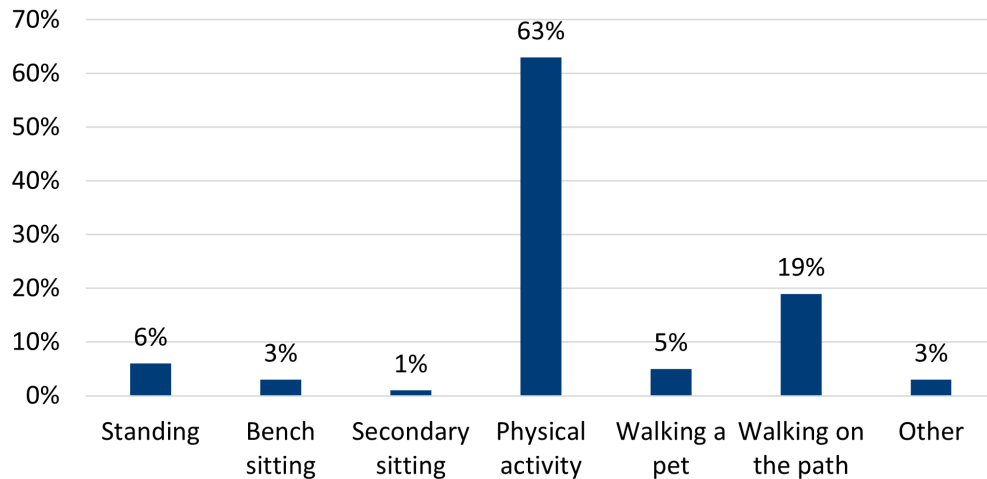


Figure 39: distribution of counts by activity during the weekend



Key Observations

- Like the summer, primary users of the outdoor fitness equipment beside The Legion are still overwhelmingly male.
- This zone appears to be the most underperforming park/zone in this study.
- Counts consistently low, with males continuing to dominate the space with very low usage in the evening.
- Through all times of the day, male cyclists were the primary people observed using the MUT to travel East-West into Western Beaches area.

Strengths

- Marilyn Bell Park is well used as a site for physical activity in the morning and early afternoons.

Opportunities

- Marilyn Bell Park is currently male dominated throughout all times of the day which can present a barrier to some park users, and there is a noticeable decrease in usage during nighttime. To attract a more diverse group of users, there is a potential to explore more lighting options and amenities or consider short-term programming that caters to underrepresented groups.

4.3 Fall Intercept Surveys

A total of 120 intercept surveys were conducted with park visitors at the Western Beaches across the five zones for 30 minutes of each of the four scheduled shifts on the weekdays and weekends. The key data findings from the fall intercept surveys are summarized below.

4.3.1 Nature of Visit

During the fall season, walking became the most popular mode of transportation to the Western Beaches (75%). Biking, on the other hand, decreased (2%). Most visitors spent 30 minutes or more, with most people engaging in recreational activities such as sports, exercise, and play during their visit.

- Fairly even split between people who have longer stays on the Western Beaches, 42% of respondents spent between 30 and 60 minutes on the waterfront, while 40% spent over an hour.
- Over half of the respondents use Western Beaches frequently, with 41% visiting a few times a week and 28% visiting every day.



4.3.2 Sentiment

The overall sentiment was positive regarding the general feeling of safety. However, those who identified themselves as women reported feeling less safe (69%) than the men (88%) who participated in the survey. Most of the respondents who participated in the survey identified themselves as residents or neighbours of the area (79%).

- 54% of respondents feel positive about the waterfront while 39% feel extremely positive.
- Water/Beach and garbage/bathroom tied as the top priorities for improvement with accessibility and restaurant/cafés closely following. Similar priorities were identified by users within the Social Pinpoint results.
- People shared specific ideas, including the need for coffee shops and food vendors along the water, separate pedestrian, cycling and mobility device user lanes, and reduced cycling speeds on the MUT.



4.3.3 Identity

There is a noticeable lack of representation from equity-deserving groups including Indigenous, Black, and 2SLGBTQ+ communities, as well as persons with disabilities. The majority of the interview responses were from individuals who self-identified as white, making up more than 50% of the responses. However, the gender distribution between men and women was relatively equal, with 43% men and 55% women with 2% identifying as gender non-binary.

- Survey participants come from nearby neighborhoods or within the Western Beaches study area. The top 3 postal codes include M6S, M6K, and M8V.

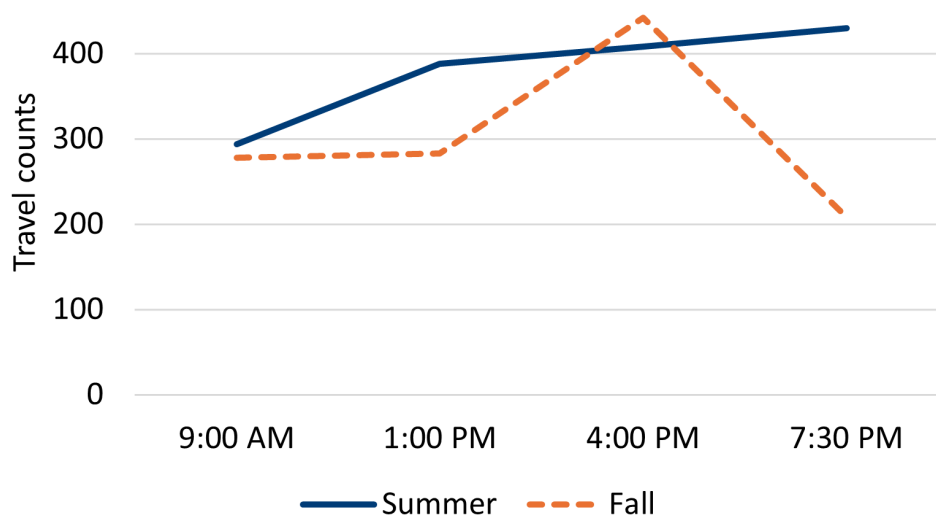
5.0 Comparing Summer and Fall

5.1 Total Travel Counts

The following bar graphs illustrate the total number of people (pedestrians, cyclists & mobility device users) who were observed travelling towards the Western Beaches area during each public life study shift in summer and fall.

Weekdays

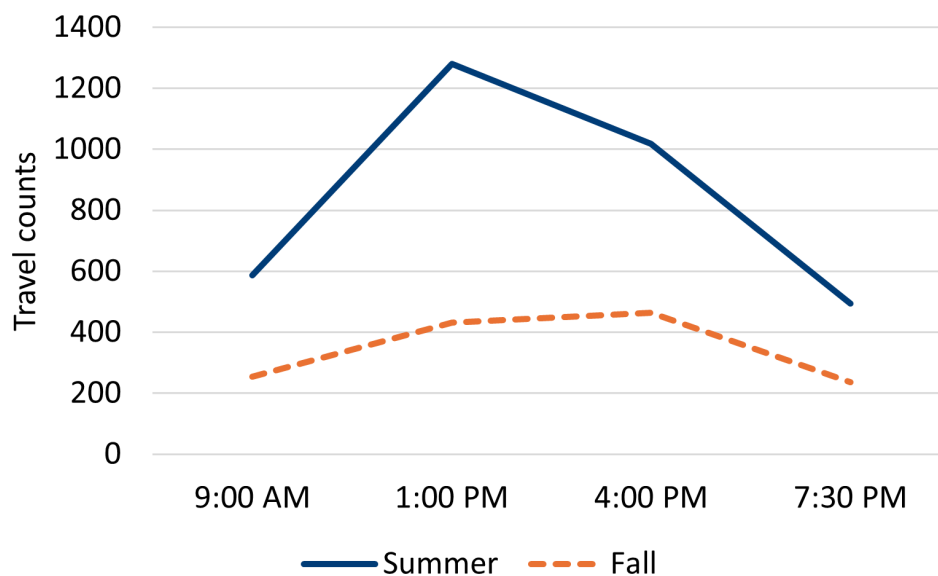
Figure 40: total weekday travel counts by time of day in summer and fall



- We can see that in the summer, total travel counts gradually increased throughout the day and peak during the evening. In our fall findings, we did not observe the same upward trend. Instead, fall travel counts reached their highest point at 4 pm (surpassing summer counts) and decreased significantly by 53% to their lowest point during the evening.
- In the summer, total travel counts in the evening are more than double of what was recorded in fall.

Weekend

Figure 41: total weekend travel counts by time of day in summer and fall



- In both the summer and fall, total travel counts increased from 9 am to 1 pm and decreased from 4 pm to 7:30 pm.
- During the afternoon, summer counts experience a significant decline whilst fall counts slightly rise.
- In the summer, total travel counts peak at 1 pm as compared to during the fall where counts peak in the late afternoon at 4 pm.

Overall

- Overall, summer counts are roughly twice as high as fall counts at nearly all times of day. The only exception to this is at 1 pm, where summer counts are closer to three times what was observed in fall. (Note: The summer weekend study day coincided with the Canadian International Air Show and may play a role in the unusually high number of people observed during the early afternoon).

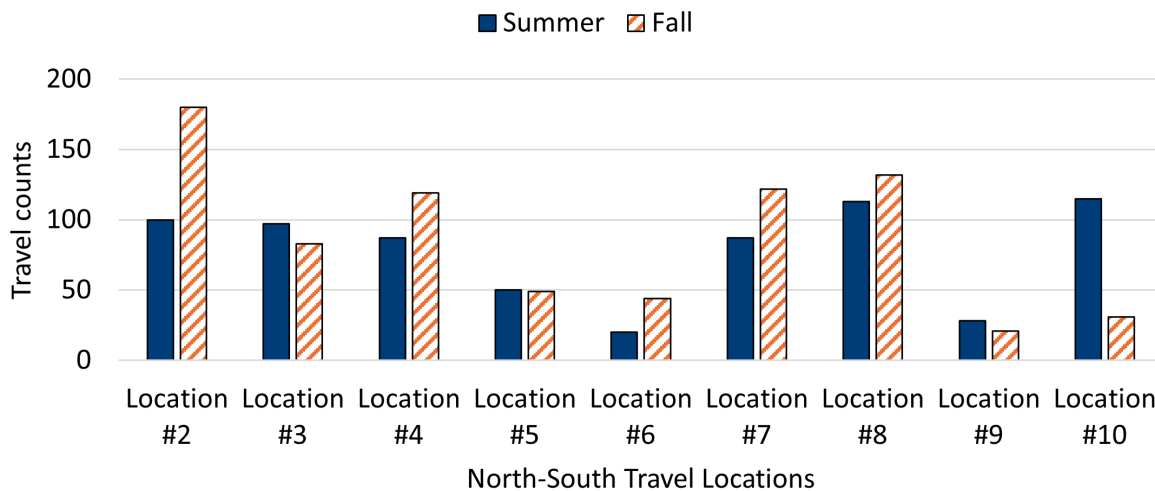
5.2 Total travel counts by location

The following bar graphs illustrate the total number of people (pedestrians, cyclists & mobility device users) who were observed travelling through each travel count location during the summer and fall public life studies.

North-South Travel Count Locations

Weekdays

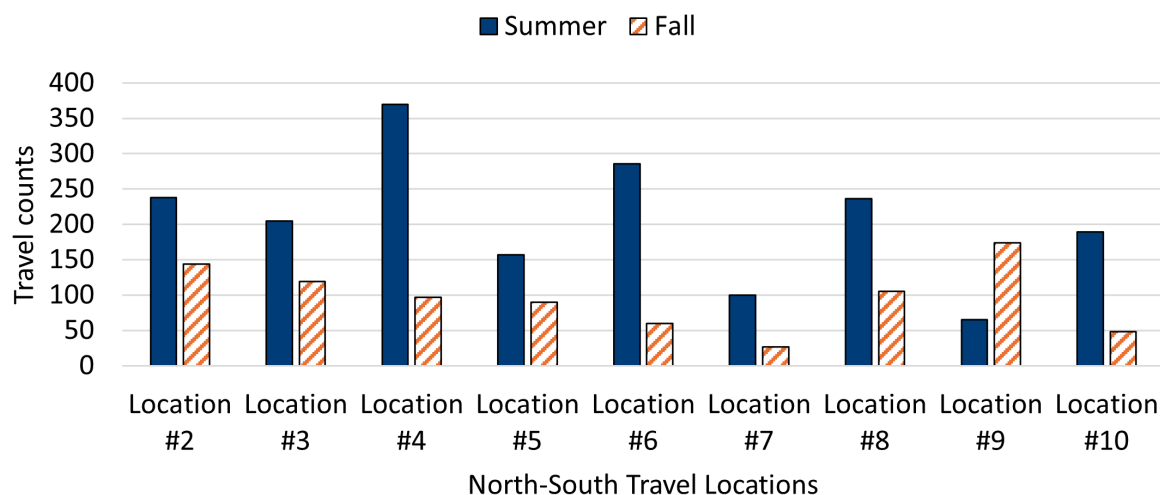
Figure 42: total weekday travels counts by each north-south location in summer and fall



- When we compare the total travel counts at each individual location from summer to fall, we can see that 5 out of 9 of the locations experienced an increase in people passing through. This trend is most prominent at Location #2 (Sir Casimir Gzowski Park & Ellis Ave.), which saw an 80% increase in people travelling to the Western Beaches area from summer to fall.
- 3 of the 9 locations (Location #3 - Sir Casimir Gzowski Park & Sunnyside Boardwalk; Location #9 - Budapest Park & Sunnyside Boardwalk; and Location #10 - Marilyn Bell Park & Dowling Ave.) experienced a decrease in total travel counts from summer to fall. At Location #10, fall travel counts were down 73% from the summer levels.

Weekend

Figure 43: total weekend travel counts by each north-south location in summer and fall



- Overall, on the weekend, we observed a significant drop in total travel counts at each of the individual travel count locations from summer to fall. The only exception was Location #9 (Budapest Park & Sunnyside Boardwalk) which increased by 168%.
- Locations #4, 6, 7, and 10 decrease by 73%-79% from summer to fall.

East-West Travel Count Locations

- Overall, both locations experienced a drop in people passing through from summer to fall. This trend is most strongly felt on the weekend, where there was a 62% and 72% decline in travel counts at Location #1 (Humber Bay Bridge) and #11 (Remembrance Drive) respectively.

Figure 44: total weekday travel counts by each east-west location in summer and fall

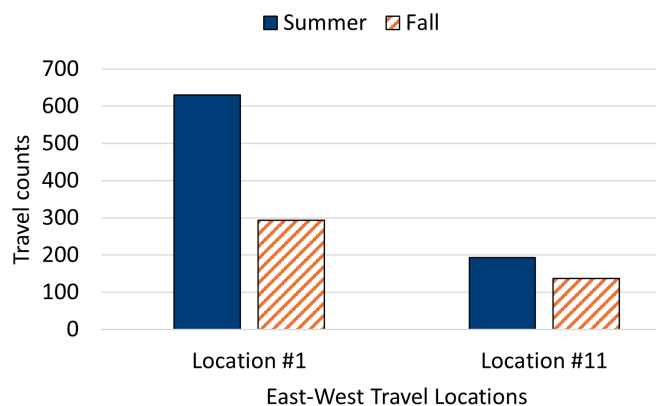
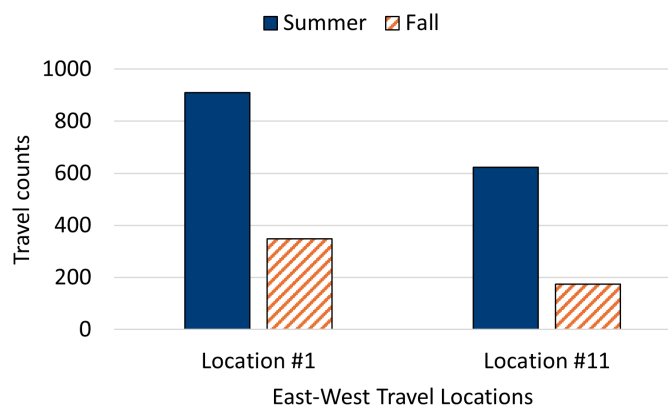


Figure 45: total weekend travel counts by each east-west location in summer and fall



5.3 Total travel counts by type

The following graphs compare the total travel counts by type (i.e. pedestrians, cyclists and mobility device users) during the summer and fall public life studies.

Pedestrians

- When we look solely at pedestrian travel counts, we can see that there is a noticeable dip in counts from summer to fall on both the weekday and weekend. This is most evident on the weekend where pedestrian counts drop by 52%.

Cyclists

- On the weekday, fall cyclist counts remain relatively like those observed in the summer, with only a 17% decrease. During the weekend, there is a 66% decrease in cyclist counts from 1,358 to 457.

Mobility Device Users

- There is a noticeable absence of mobility device users within the travel counts observed in our summer and fall findings. This signals a need for further engagement with mobility device users to better understand what barriers they might currently be facing to accessing the Western Beaches area.
- On the weekday, there are relatively the same number of mobility device users seen passing through during summer and fall. On the weekend, there is an 83% decrease in mobility device users in the fall when compared to the summer.

Figure 46: total weekday travel counts by each east-west location in summer and fall

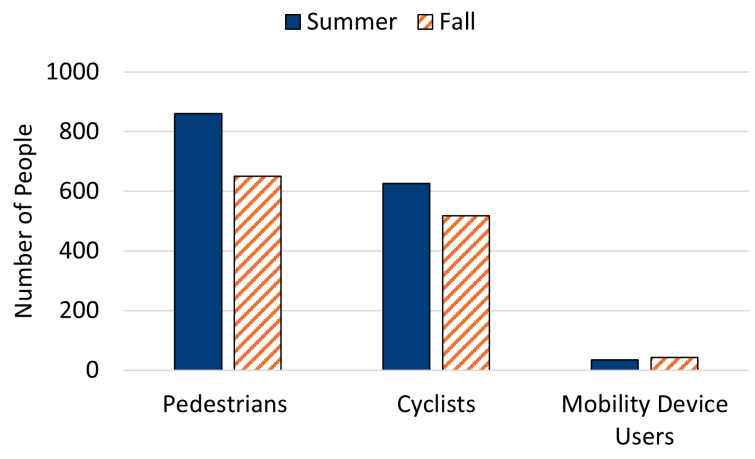
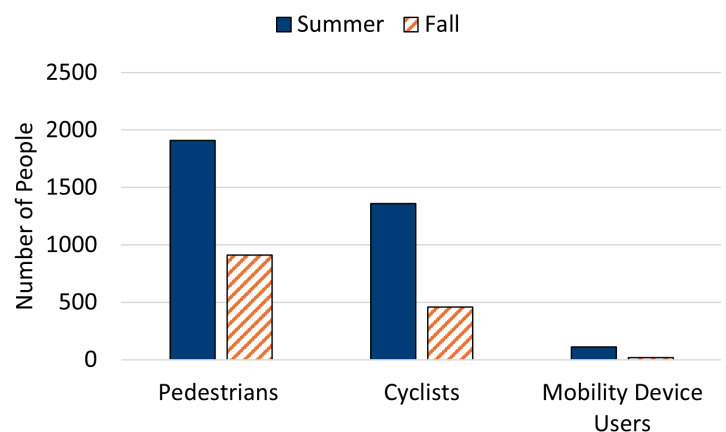


Figure 47: total weekend travel counts by each east-west location in summer and fall

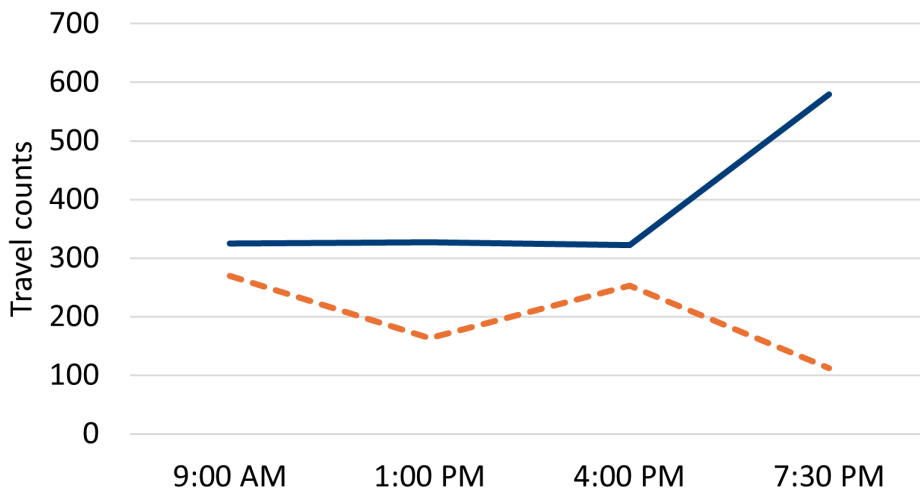


5.4 Total activity counts

The following graphs show the total number of people who were observed spending time and engaging in activities within the Western Beaches area during each public life study shift in summer and fall.

Weekdays

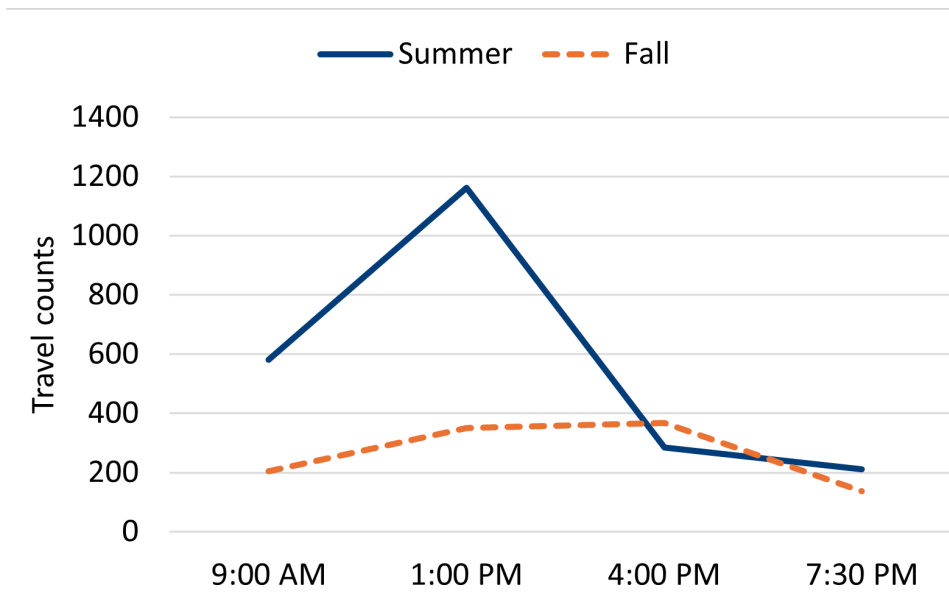
Figure 48: total weekday activity counts by time of day in summer and fall



- In the summer, the use of the space remains constant from the morning to late afternoon and continues to trend upwards into the evening.
- In the fall, the number of people observed engaging in activities within the Western Beaches fluctuates more throughout the day. Fall activity counts increase from 9 am to 1 pm, then increase from 1 pm to 4 pm and start trending downwards into the evening.
- It is interesting to note that at 7:30 pm there are about five times as many people observed using the space in the summer compared to fall. This suggests that there are more reasons for people to stay and linger within the space during the summer compared to fall. It is worth exploring how to encourage more people to stay and linger within this space through all seasons within the evening.
- Overall, there are more people observed engaging in activities within the Western Beaches area in the summer compared to fall at all times of day.

Weekend

Figure 49: total weekend activity counts by time of day in summer and fall



- In both summer and fall, activity counts increase from 9 am to 1 pm and decrease from 4 pm to 7:30 pm.
- During the afternoon shifts (i.e. 1pm-4pm), there is a sharp decline in activity counts in the summer. Compared to fall, which experiences a slight increase in activity during the afternoon shifts.
- Generally, the number of people observed using the space in the summer outnumber those observed in the fall. The only exception is at 4 pm, where there is a 30% increase in people engaging in activities within the Western Beaches.



5.5 Total activity counts by location

Sir Casimir Gzowski Park

- There a significant decrease in users engaging in active activities such as 'physical activity', 'walking on the path' and 'Beach recreation' in the fall compared to the summer public life study. More people were observed engaging in stationary activities such as 'secondary sitting', 'cafe/patio sitting' and 'eating and drinking' in the summer compared to fall. Sir Casimir Gzowski Park was consistently used by visitors in the summer and fall to walk their pets.

Sunnyside Park

- Stationary activities such as 'bench sitting' and 'secondary sitting' decreased from summer to fall.
- At this location, 'commercial activity' and 'eating and drinking' are only recorded in the summer public life studies not in the fall.
- More people were observed engaging in 'physical activity' in the summer compared to fall on the weekdays. Although we observe the reversal of this trend on the weekend, it can likely be attributed to the construction hoarding present within this activity mapping location obstructing users regular usage of this space.

Sunnyside Beach

- The activities users engaged in at this beach are more diverse in the summer as compared to fall. There is significant disparity between people observed engaging in active activities such as 'physical activity', 'beach recreation', and 'walking on the path'. This trend holds true for stationary activities as well including 'standing', 'bench sitting', 'secondary sitting', 'cafe/patio sitting' and 'eating and drinking'.



Parkside Drive

- As observed at other activity mapping locations; there is a significant decrease in the amount of people engaged in stationary activities such as 'bench sitting', 'secondary sitting' and 'eating and drinking'. This trend is most pronounced on the weekend public life studies.
- The number of people observed engaging in 'physical activity' at this location in the fall surpasses the numbers seen in summer during the weekday. However, there is a 71% decrease in 'physical activity' from summer to fall on the weekend.
- There is a 47%-64% decrease in people observed 'walking on the path' from summer to fall on the weekend and weekday public life studies, respectively.

Budapest Park

- Compared to the other activity mapping locations, Budapest Park has the greatest variety of activities people engaged in within the park. This trend remains relatively consistent from the summer to fall public life studies.
- On the weekday, several activities were seen as having fall activity levels comparable to that recorded in the summer. This can be observed with the following activities: 'secondary sitting', 'walking a pet', 'beach recreation' and 'taking photos'.
- On the weekend, there is a significant drop in people observed doing the following activities; 'standing', 'bench sitting', 'secondary sitting', 'eating and drinking', 'physical activity' and 'beach recreation' from summer to fall.
- On the weekend, the number of people observed doing 'beach recreation' falls by 84% from the summer to fall. Additionally, 'bench sitting' and 'physical activity' drop by 52% and 37% respectively.

Marilyn Bell Park

- This activity mapping location has the least variety of activities people engage in during both the summer and fall public life studies.
- 'Physical activity' makes up the greatest proportion of activity counts at this location during the summer and fall studies. However, disparities do exist in the number of people engaging in this activity in the summer compared to fall. On the weekday, there is a 45% decline in 'physical activity' from summer to fall and a 50% reduction in physical activity on the weekend.

5.6 Intercept Survey Data

There is a significant shift in the primary mode of travelling to the Western Beaches from summer to fall.

- Trips by private car decline by 20% from summer to fall.
- Walking (75%) makes up a greater proportion of how people identified getting here in fall.

There is a decline in the representation of local visitors (from the GTA).

- 42% of people that were surveyed in summer identified as local visitors, compared to just 13% in the fall.

There is a greater proportion of visitors who identify as neighbours/residents in fall (79%) vs. summer (42%).

- This suggests that outside of the summer months, this space is less of a tourist destination for visitors and more consistently used by local residents (especially those who do not presently have access to private outdoor space).

There is a decrease in how much time people intend to spend here.

- In the summer, 66% of participants said they would spend 1 hour or more compared to 40% in the fall.
- Majority of respondents (42%) indicated they would only spend 30-60 mins here in fall.

Similar in demographics and suggestions for how the Western Beaches can be improved and what they like about the area.

- Majority identify as white, university-educated and aged 30-39.
- Water is a major attraction and is connected to many of the reasons people visit this space (i.e. beauty, peacefulness)
- People want to see more food/drink vendors, improvements to overall water quality and better maintenance of existing amenities (i.e. bathrooms).



6.0 Amenity Assessment

Food and Beverage

In 60% of the zones, visitors can enjoy a variety of food and drink options.

Concession facilities are present in 60% of the zones.

Zone 2 and Zone 4 had options for healthy food choices.

- Although our assessment found that a variety of food and drink options exist in most zones, the number of food and drink options was identified within the Social Pinpoint as an area for improvement within the Western Beaches area, especially during the off-season.

Seating

The seating quality was ranked decent and located mostly along the boardwalk. There are few communal seating options, and most are not sheltered from the weather.

- Seating comfort and cleanliness received a fair rating in 80% of the zones.
- The majority of seating spaces (80%) are strategically located along the boardwalk.
- Diversity characterizes seating options in 60% of the zones.
- Social seating is available in 60% of the zones.
- Seating was identified as a feature that works for users, however, the ability to have more diverse seating options, including sheltered seating within the beach areas was introduced within the Social Pinpoint results.



Washrooms

There are accessible washrooms available throughout the study area. These facilities were rated as moderately maintained but not winterized. Additionally, it was observed that the washrooms were unlocked both before and after their posted opening and closing times. It was also observed that in some cases washrooms were not open during the posted opening period.

- Washrooms are widely available, with accessible and open facilities in 80% of the zones.
- In terms of winterization, accessibility for people with mobility devices, and baby changing stations, 60% of the zones meet these criteria.
- However, only 40% of washrooms are somewhat well-maintained.
- Finding washrooms is somewhat challenging in 40% of the zones.
- Evening lighting poses an issue in 60% of washroom areas.

The results from the Social Pinpoint echo our assessment of the washroom facilities, as the cleanliness, maintenance and winterization of these facilities were identified as an area for improvement within the Western Beaches. Despite the assessment findings that most zones have washrooms available, Social Pinpoint comments recognize the need for more washrooms within the beach areas and Marilyn Bell Park.

Drinking fountains

All zones have drinking fountains with most located along the boardwalk and near play/recreation areas. Some drinking fountains were more maintained than others. They were ranked as “somewhat” well-maintained as opposed to “very well maintained.”

- Drinking fountains are present in 60% of the zones.
- Clean and working drinking fountains are somewhat lacking, with only 40% meeting this standard.
- Drinking fountains are mainly situated along the boardwalk, with 40% near recreation/play areas.

Although drinking fountains are present in most zones, the number of drinking fountains and water refill stations to support individuals engaging in active recreation along the MUT was identified as an area for improvement within the Social Pinpoint results.

Lighting

This amenity has the most room for improvement. The area's key destinations lack sufficient lighting during the evening and night, and the lighting along walkways throughout the study area is inconsistent.

- Key destinations lack sufficient lighting in 60% of the zones during the evening/night.
- Walkway safety at night is a concern in 60% of the zones.
- Some areas lack lighting entirely in 60% of the zones.

The Social Pinpoint results echo a need for more lighting especially along the MUT with specific reference to Zone 5 (Marilyn Bell Park) as an area for improvement.



Multi Use Trail (MUT)

The MUT were found to be accessible, safe, clean, and well-maintained, but they lacked adequate lighting.

- Multi-use trails excel in 80% of the zones, boasting good ratings in accessibility, safety, and cleanliness.
- Safety and maintenance of multi-use trains are commendable in 60% of the zones.

Despite this positive assessment of the multi-use trails, comments from the Social Pinpoint suggest that significant improvements along certain stretches need to be made to enhance safety and reduce conflicts between users. Most of these comments suggest widening the MUT to accommodate all users as well as signage to create more separation between pedestrians, cyclists and scooterists. Many of these comments are concentrated around the Humber Bay Bridge, which has already been identified as a pinch point through the public life studies.

Boardwalk

The boardwalks were generally accessible, safe, and well-kept, but they lacked cleanliness and proper lighting.

- Boardwalks are notably clean in 80% of the zones.
- Maintenance ratings for boardwalks vary, with 40% of the zones rated good and 40% fair.
- Good lighting along boardwalks is present in 40% of the zones.
- Safety along boardwalks is a concern in 20% of the zones, while 40% are rated as fairly safe.

Recreation/Sports/Play Facilities



The recreational and sports facilities, which encompassed tennis courts, outdoor exercise equipment, playgrounds, picnic areas, and a disc golf course, were generally rated as clean and well-maintained but lacked signage and lighting.

- Clean and maintained recreation/sports/play facilities are prevalent in 80% of the zones.
- Accessible and safe facilities are fair in 40% of the zones.

Based on the Social Pinpoint comments, the recreation/sports/play facilities present at the Western Beaches currently work well for users. In general, users would like to see upgrades/expansion to existing facilities including the tennis courts and outdoor exercise equipment/calisthenics parks.

7.0 Additional Conflict Site Observations

While observing public life in the summer, we noticed there was an opportunity to identify additional conflict sites in and adjacent to the studied zones. These sites of conflict are areas where cars, pedestrians, cyclists and other vulnerable road users have negative interactions with each other due to unsafe crossing conditions.

We define conflict here as pedestrian near misses, car on car incidents and negative interactions between a mix of modes concentrated on the identified observation corner of the intersection. Seven conflict sites were chosen to observe during a Friday weekday morning between 8 am – 9 am, and Friday afternoon between 5 pm – 6 pm. The following details the number of conflicts observed and additional findings.

Site 1: Ellis Ave & Lake Shore Blvd

At Ellis Avenue and Lake Shore Blvd, the Northwest intersection features a traffic island and a slip through lane that provided a site for pedestrian and car conflict as drivers rush to merge onto Lake Shore Blvd as a very gradual turning radii.

Though users commend the recent additions of cycle priority lights and bike lanes, more improvements will need to be made to make pedestrians and cyclists feel safer moving through this intersection. Comments suggest increasing crossing signal time, prohibiting U-turns and right turns on red lights, creating more physical separation between vehicles and vulnerable road users, and installing a red-light camera.

Time	Number of conflicts reported
8 am-9 am	6
5 pm-6 pm	26

Relevant Social Pinpoint Comments:

“East bound Lake Shore Blvd, left turn to Ellis: the advanced green and pedestrian/bike coordination needs to be revisited given the large number of u-turn drivers now using this to get to the new condos on the north side of Lake Shore Blvd. Impact is that the u-turner have to stop and wait for pedestrians/cyclists and prevent the left turn for people going north on Ellis.”

“Safety of pedestrians feels secondary to cars in this intersection. The green light for pedestrians is too short to be able to cross.”

“This intersection is key for vulnerable road user access to the waterfront (we travel through High Park from neighbourhoods north of Bloor) yet is incredibly dangerous. Traffic needs to be slowed down here, u turns and right turns on reds need to be banned, the bike and pedestrian signals need to be lengthened, physical separation of cars and VRUs needs to be extended. VRUs shouldn’t be expected to have to wait two traffic signal cycles to make it across.”

“Eastbound red light camera, please. Cars (often still in "highway mode" from the Gardiner) run this one regularly, and it's a heavily used pedestrian crossing. Ditto the Windermere intersection.”

Site 2: Colborne Lodge Drive & Lake Shore Blvd

Colborne Lodge and Lake Shore Blvd is a large intersection where pedestrians need to cross 8 and a half lanes to access the beach. It is a well-traveled street by cyclists and pedestrians who are accessing the waterfront coming southbound from High Park.

Like site 1, the heat maps from the Social Pinpoint tell a similar story and comments highlight a need for greater protection for vulnerable road users from car traffic. This is especially important for users as Colborne Lodge Drive provides a direct connection between High Park and Lake Shore Blvd. Users would appreciate more safety improvements to this intersection including installing a red-light camera, increasing crossing signal times, and incorporating other traffic calming measures to reduce vehicle turning speeds (i.e. changes to curb radius).

Time	Number of conflicts reported
8 am-9 am	4
5 pm-6 pm	12

Relevant Social Pinpoint Comments:

“The bike crossing light timing is currently way too short to cross this intersection safely by bike. It needs to be extended.”

“Very helpful that the NW intersection corner is squared so cars from Colborne Lodge have to slow before making a right turn onto Lake Shore westbound. Please square the SE corner of Colbourne Lodge at Queensway too. Car traffic turning right from Queensway onto Colborne Lodge often speeds right into the pedestrian crosswalk. It's hard as a pedestrian to see whether there's a car that will be turning into you and a bit scary.”

“This intersection is the “safest” for VRUs to cross yet remains [very sketchy] (underscored by the presence of the ghost bike). Serious safety improvements are still needed, especially physical separation of cars from VRUs (painted bike lanes are insufficient). Car traffic needs to be slowed down, u turns & right turns on red lights need to be banned & the signals for VRUs need to be increased - pedestrians shouldn't have to wait two light cycles to cross & bikes barely make it.”

“Reduce the number of car lanes. It feels intimidating to cross an 8 lane speedway by foot, after already crossing Queensway and under the Gardner highway. Given the Gardner right next to it, Lake Shore Blvd should feel more neighborhood scale and less like a highway. Right now it feels like our lakeshore is for the cars.”



Site 3: Parkside Drive & Lake Shore Blvd

Parkside Drive and Lake Shore Blvd is a junction of criss-crossing merges, turning slips, wide lanes, staggered stop lines that has led to tension between all types of road users. Pedestrians are especially vulnerable at this intersection, specifically at the Northwest “wait for gap” crossing point that intersects with the westbound Lake Shore Blvd merge.

Social Pinpoint comments support these findings and call for more pedestrian-friendly design interventions to protect users from fast-moving vehicles at this intersection and make it more appealing and easier to navigate. Users suggest removing/blocking off the slip lane (like Ellis Ave & Lake Shore Blvd) or creating more visible signage to alert drivers travelling southbound from the underpass to yield for pedestrians. Changes to right-turns should be the priority here as users emphasize that fast-moving vehicles create risky and dangerous conditions for pedestrians moving through this intersection.

Time	Number of conflicts reported
8 am-9 am	5
5 pm-6 pm	22

Relevant Social Pinpoint Comments:

“This intersection is extremely dangerous to navigate as a pedestrian. Every junction point is either a slip lane or designed more like a highway on-ramp/off-ramp. The slip lanes have signs telling pedestrians to “wait for gap” while cars hurtle towards them. This is one of the few connection points between the neighbourhood and the western waterfront, making it very dangerous, confusing and unappealing to navigate. Please fix it asap before someone is killed.”

“Please fix this intersection asap before someone is killed.”

“its like fighting for [your] life to cross here! its like playing frogger!”

“The multi stage crossing at Parkside is not pedestrian/mobility friendly. Too much deference to cars here.”

“The pedestrian crossing especially eastbound north of here is treacherous. Drivers proceeding southbound to westbound using the slip lane often miss the yield sign that gives pedestrians the row. Especially if they exceed the speed limit which they often do. Drivers can't see the yield sign until they emerge from under the overpass and are upon it almost without warning. A solution would be to place yield signs on both sides of the slip lane so the yield is seen from under the overpass.”

“The longer term solution would be to remove the slip lane as has been done at Ellis Ave. & Lake Shore Blvd.”

Site 4: Parking lot exit by Fruit & Bean

In the summer, the parking lot entrance and exit at Fruit & Bean is a site of many conflicts between cars entering and exiting the lot and cyclists trying to navigate the MUT east and westbound. During the fall time, the conflicts are significantly reduced.

The Social Pinpoint results show that users want more measures to slow vehicles exiting the parking lot and more lighting to make pedestrians/cyclists more visible to drivers at night.

Time	Number of conflicts reported
8 am-9 am	3
5 pm-6 pm	3

Relevant Social Pinpoint Comments:

“Add speed bump for cars in advance of path or make the path itself raised above the road level so cars have to slow”

“This part of the MGT should be brightly lit at night so that motorists exiting the parking lot can see eastbound cyclists better. When cars are proceeding east on [Lake Shore Blvd] at this point their headlights produce so much glare that cyclists are extremely hard to see for exiting motorists.”

Site 5: Palais Royale Driveway

The Palais Royale delivery zone driveway intersects with the MUT and during times of use can lead to conflict between delivery truck drivers and MUT users. Additional observations surrounding the Palais Royale also took note of the parking lot situated in centre of Lake Shore Blvd. Use of this space during the peak times of summer are low due to the private appearance of this space with signs stating, "Palais Royale Parking."

Time	Number of conflicts reported
8 am-9 am	1
5 pm-6 pm	2

Based on the Social Pinpoint and observations made during the public life studies, larger vehicles completing pick-ups/drop-offs at Palais Royal often block cyclist/pedestrian access along the MGT. Users suggest more signage for drivers to ensure cyclists/pedestrians' movements along the MGT remain unobstructed and constant.

Relevant Social Pinpoint Comments:

"More signage required for event drop-offs/pickups. Ubers/Lyft drivers should not be on the MGT. I know the people at Palais Royal do their best to avoid conflict but it may be prudent to put up more signage."

"Cars, especially taxis and Uber often drive onto the MGT to pick up or drop off passengers at the front door of the Palais. Arrange planters to prevent cars from getting on the MGT here."

Site 6: The Boulevard Club

The Boulevard Club parking lot entrance and exit is well used. During the summer, we heard through the intercept surveys that this is the site of regular conflict between cars and MUT users. During the fall conflicts are reduced, but still occur between MUT users and right and left turning cars.

The Social Pinpoint comments left at this observation site have conflicting viewpoints on the source of conflict between users moving through this area. On the one hand, cyclists and pedestrians highlight the need for better regulation of vehicles entering and exiting. Whilst drivers suggest that speedy cyclists not adhering to instructions on the path to 'slow down' as the issue. Nonetheless, more needs to be done at this conflict site to make it better for all users and create more certainty in who has priority here. Users suggest adding a traffic light and/or clearer signage to direct users and minimize conflicts.

Time	Number of conflicts reported
8 am-9 am	4
5 pm-6 pm	5

Relevant Social Pinpoint Comments:

"The City should install a traffic light at the Boulevard Club. It could make everything and everyone safer: cyclists and pedestrians, cars entering & leaving, and would slow traffic on [Lake Shore Blvd]West."

"This area feels so dangerous to cross on bikes, the the cars coming in and out [of] the boulevard club"

"The city needs to add a light. The volume of traffic is too high and is dangerous for drivers, bikers and pedestrians"

"Drivers entering and exiting the club go too fast and do not slow down for pedestrians or cyclists."

"Area of conflict between members and guests of the Boulevard Club and trail users. The Boulevard Club needs to take more responsibility for better controlled access to its facilities; and the right-of-way priority should be to trail users."

Site 7: The Royal Legion

Through the intercept surveys, we learned that during events and programming times at the Legion there are conflicts between drivers accessing the parking lots and MUT users. During off peak times, conflict between MUT users and drivers is limited to the threatening proximity of high-speed traffic adjacent to the trail.

Although little to no conflicts were reported at this site, comments in the Social Pinpoint agree that conflicts do occasionally arise when drivers pull out from this parking lot mainly when they do not conduct a proper scan of possible pedestrians/cyclists travelling along the MGT leading to possible conflicts between users.

Relevant Social Pinpoint Comments:

“The Legion building here creates a [blind] corner and many times cars pull out without looking”

Time	Number of conflicts reported
8 am-9 am	0
5 pm-6 pm	2





We believe that if everything we do
in our cities is great for an 8 year old
and an 80 year old, then it will be
better for all people.

Explore what we do.

