



Bike Lanes, On-Street Parking and Business

A Study of Bloor Street in
Toronto's Bloor West Village



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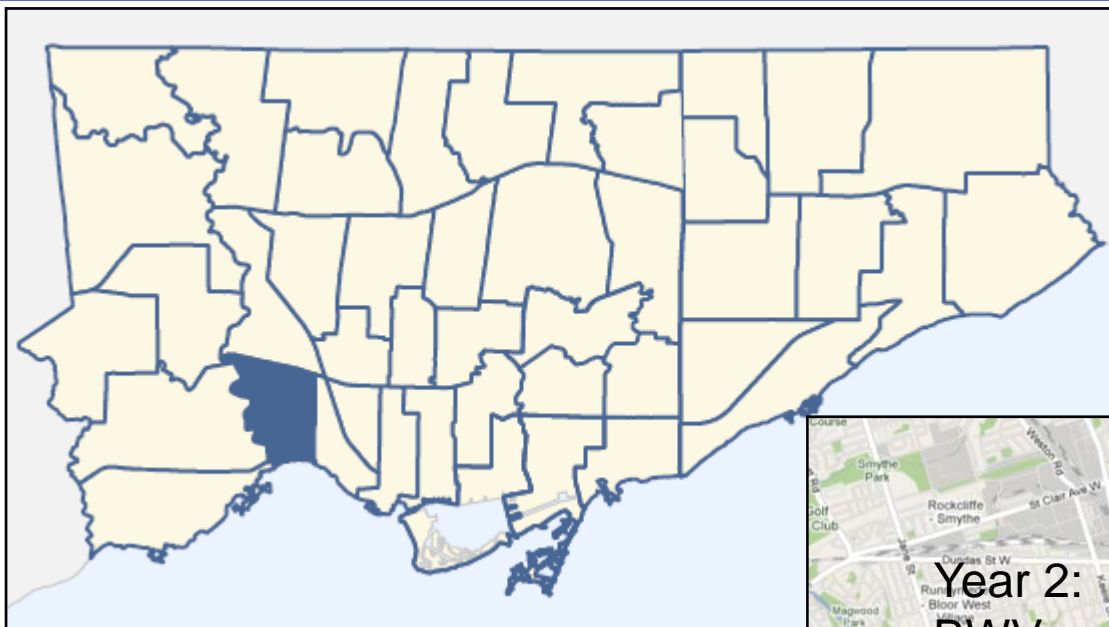
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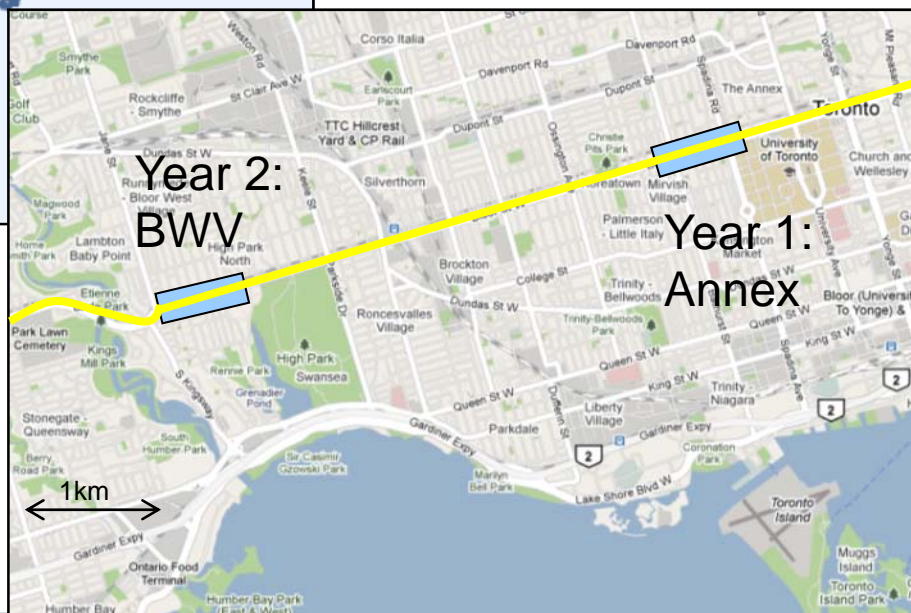
Study Purpose: To determine

- current merchant assumptions about travel mode of customers, and their perceptions about impact of reduced parking in order to accommodate widened sidewalks or a new bike lane
- actual modal share and consumer behaviour of visitors and residents, and their preferences for changes in street use allocation
- Preference surveys not always necessary

Bike Lanes, On-Street Parking and Business on Bloor Street



Source: City of Toronto, 2008



Source: modified from Google Maps

Study Findings

- 4 out of 5 visitors surveyed do not usually drive
- Merchants overestimated % who drive
- >50% of merchants believed removal of 50% of parking to accommodate active transportation would increase or not change their daily number of customers
- Visitors arriving by transit, foot or bicycle visit more often and report spending more money
- 58% of visitors surveyed would prefer to see street use reallocated for active transportation

Active Transportation Infrastructure for Livable Cities



Source: City of Toronto via Transport Canada



Source: Active Transportation - Canada



Source: CBC.ca



Source: City of Winnipeg

Active Transportation Infrastructure *in Toronto*

- City of Toronto Bike Plan (2001)
 - Proposed 495km of bike lanes by 2010
 - Installed 112 km as of October 2009
- City of Toronto Walking Strategy (2009)
- RFP issued (now closed) for Class Environmental Assessment Study of “a new bikeway on Bloor Street and Danforth Avenue”

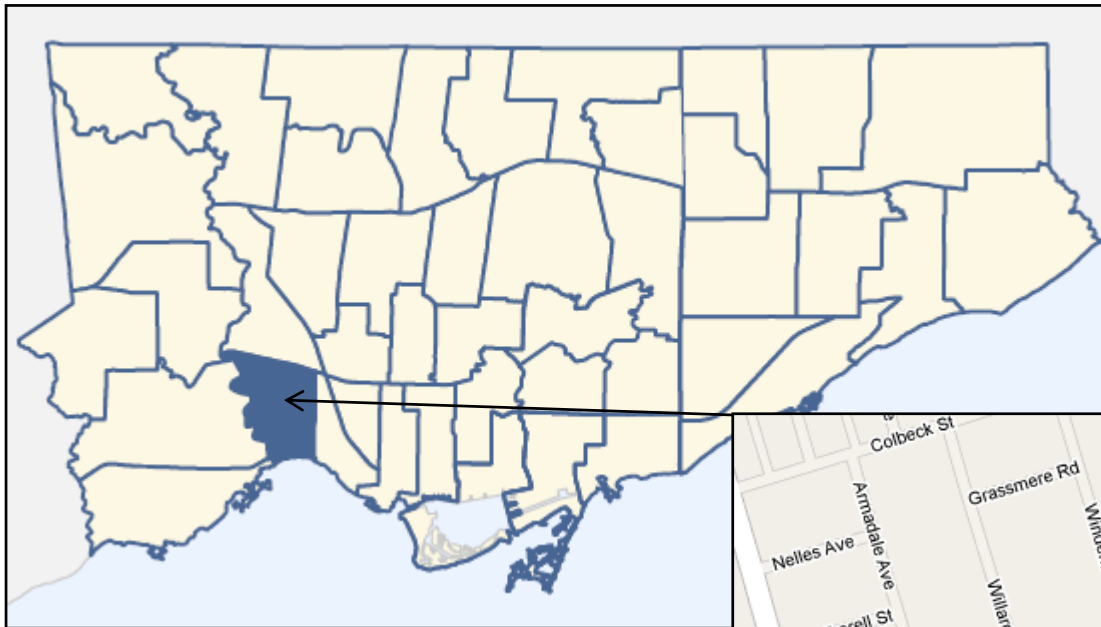
Implementation Challenges

- Funding and staffing
- Procedural delays
- Perceptions of importance of on-street parking
- Perceived resident resistance to change

Study Description

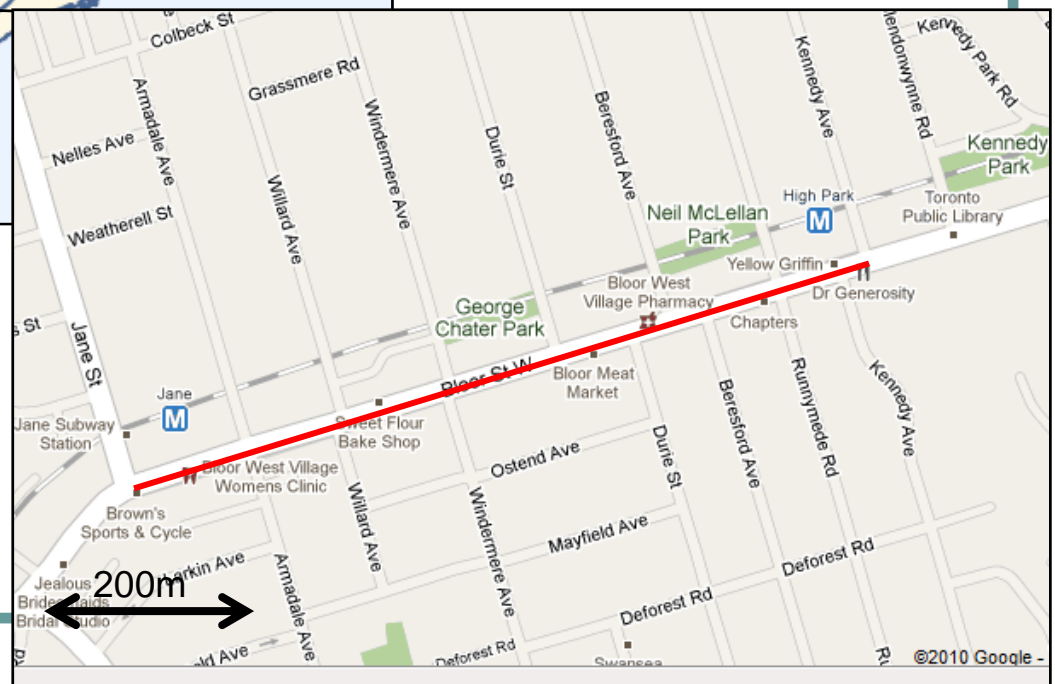
- Merchant and Visitor Surveys
- 10 days: July 20 through August 1, 2009
- Field site visit to estimate on-street parking and alley/boulevard parking capacity
- Data collection from TPA website about municipal parking lot (Green P) capacity

Study Location



Bloor Street from
Jane St to Kennedy Ave

Source: City of Toronto, 2008



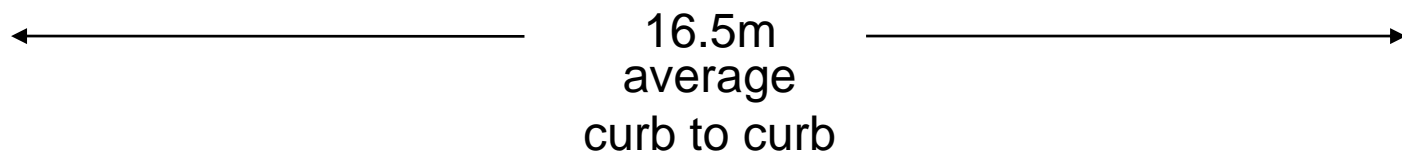
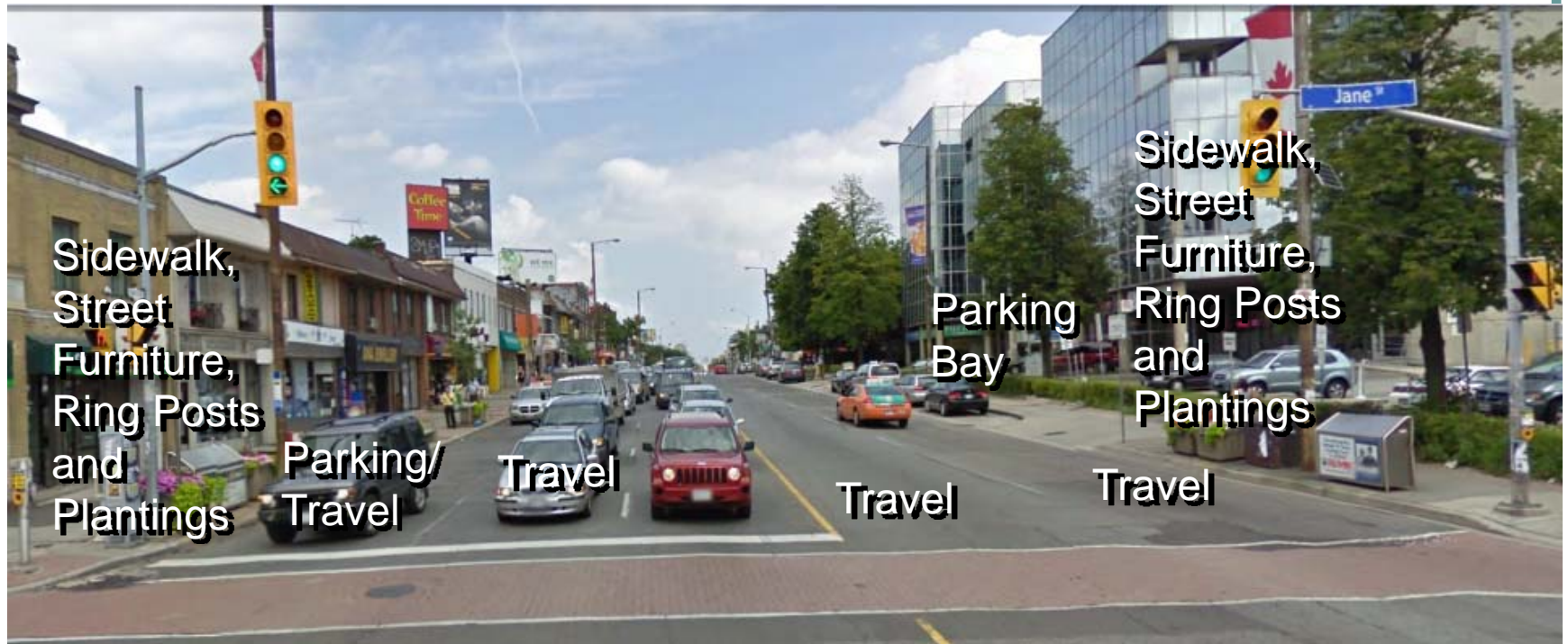
Year 2: Bloor West Village



Source: Google Maps

- Ward 13
- Ave hhld income \$97,091
- 55% work related trips made by automobile
- 38% work related trip by public transit
- 71% non-work related trips made by car

Street Layout



Source: Google Maps

Transportation and Accessibility

- Jane and Runnymede stations; 7 bus routes
- Bike Lane on Runnymede; shared roadway (Bikeway 19) on Runnymede/Kennedy Ave



Source: modified from Google Maps

Parking Infrastructure



Source: modified from Google Maps

447 Green P parking spaces

~ 100 On-street parking spaces

~ 190 additional private, alley and boulevard parking spaces

Merchant Survey

96

- Number of customers served on weekday and weekend
- % of customers who drive
- Impact of removal of 50% of on-street parking to accommodate wider sidewalks
- Impact of removal of 50% of on-street parking to accommodate a bike lane

Merchant Survey

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

<u>(1) Weekday:</u>	<u>(2) Weekend:</u>
[1] Less than 25	[1] Less than 25
[2] 25-49	[2] 25-49
[3] 50-99	[3] 50-99
[4] 100-199	[4] 100-199
[5] 200 or more	[5] 200 or more

3. What percentage of your customers or clients would you estimate drive to the Bloor Annex area and park in the area?
[1] _____%

4. If Bloor Street had wider sidewalks and half the on-street parking was removed, would you expect to have: (choose one)
[1] Fewer customers or clients daily?
[2] More customers or clients daily?
[3] A similar number of customers or clients daily?

5. If Bloor Street had a bike lane and half the on-street parking was removed, would you expect to have: (choose one)
[1] Fewer customers or clients daily?
[2] More customers or clients daily?
[3] A similar number of customers or clients daily?

Visitor Survey

510

- Purpose of visit
- Live in neighbourhood?
- Usual mode of travel
- \$ spent/month
- # visits/month
- Preference for removing 50% of on-street parking for bike lane or widened sidewalks, or no change to current state

Pedestrian Survey

1. Do you live or work in the area?
[1] Yes
[2] No

2. In a typical month, how many days do you visit this area of Bloor Street?

3. About how much money do you spend in the Bloor-Annex in a typical month?
[1] Less than \$25
[2] \$25-99
[3] \$100-499
[4] \$500-999
[5] \$1,000 or more

4. What is the purpose of your trip to the Bloor-Annex today? (Check all that apply)
[A] Shopping
[B] Restaurants/Bar
[C] Services (e.g., copy centre, medical or legal)
[D] Visiting friends
[E] I live here
[F] I work here
[G] I'm just passing through
[H] Other _____

5. How do you usually get to the Bloor-Annex? (choose one)
[A] Walk
[B] Bicycle
[C] Public Transit
[D] Taxi
[E] Car: Where did you park?
Intersection/block or Green P lot
[F] Other _____

6. If the City was considering changes to the street, which of the following would you prefer? (choose one only)
[1] Widened sidewalks on Bloor Street even if that means less on-street parking.
[2] A bike lane on Bloor Street even if that means less on-street parking.
[3] No change

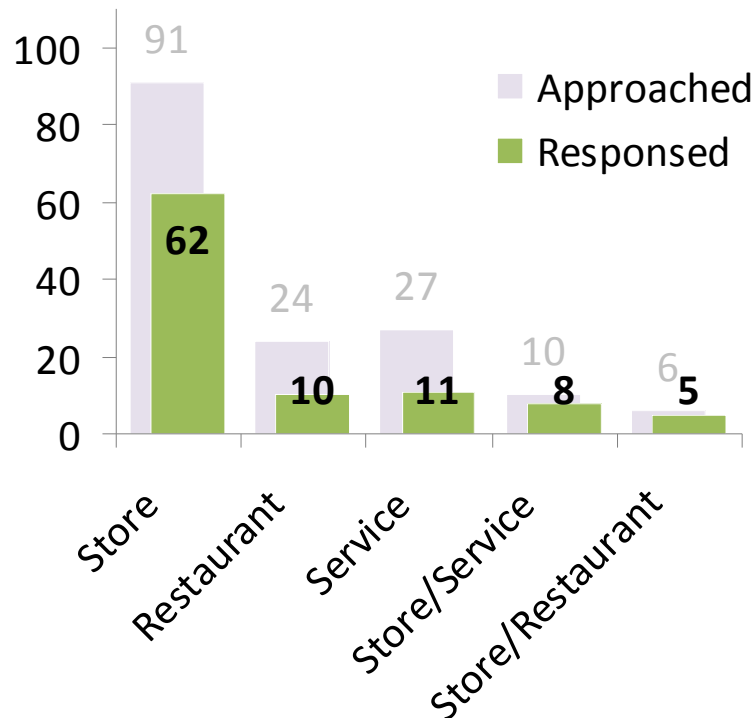
7. Where do you live?
[A] Nearest intersection
[B] Postal Code _____

Date: _____
Title: _____
Survey Location Number: _____
Interviewer: _____

Data Collection and Limitations

- Summer data collection; does not capture potential variability of travel modes due to weather
- Visitor surveys may be slightly biased towards non-drivers due to intercept locations
- Merchants and pedestrians were not asked identical questions

Merchants and their Customers

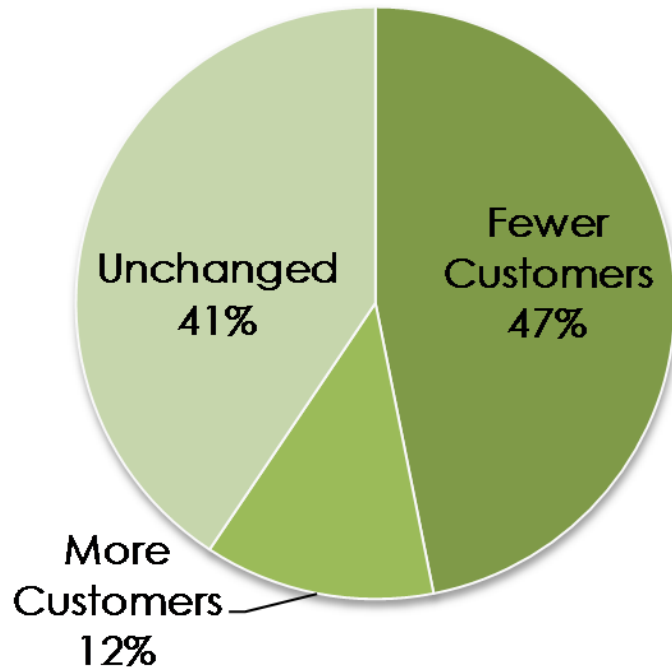


60% merchant response rate

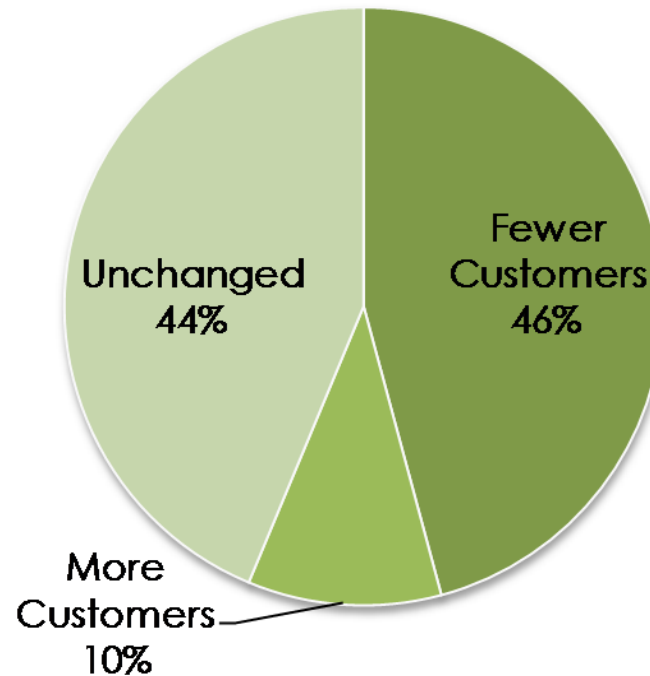
- 30% serve >100 customers on a weekday
- 47% serve >100 customers on a weekend
- 69% of merchants believe that >20% of their customers drive
- 31% of merchants believe <20% of their customers drive

Impacts of Street Use Reallocation: Merchant predictions

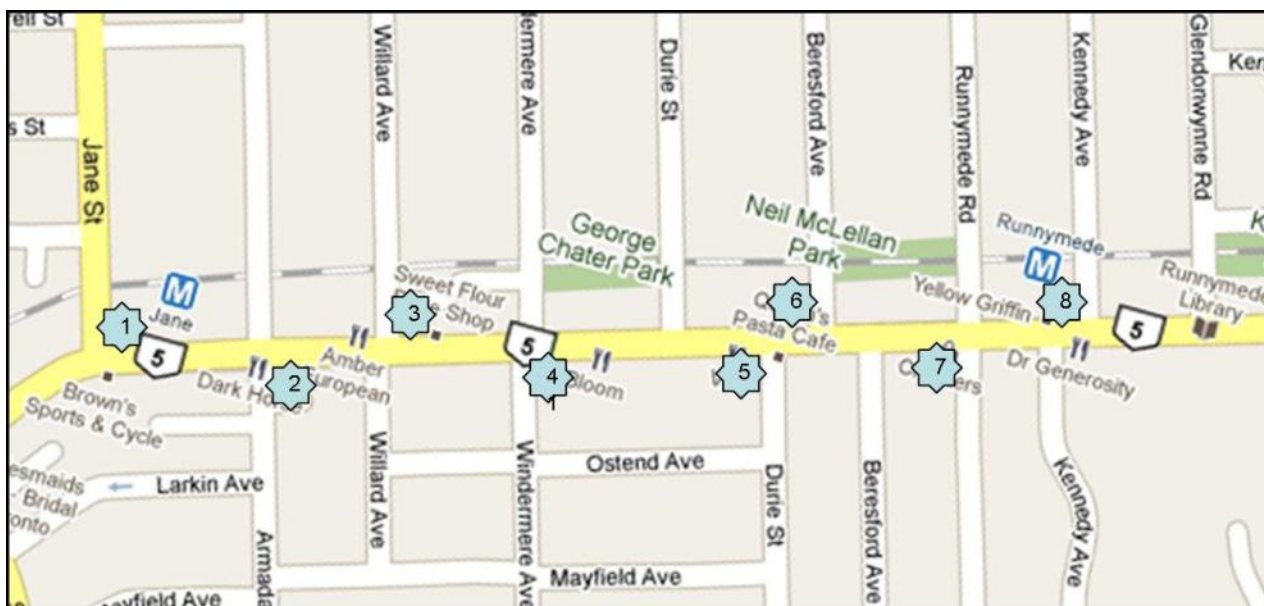
Widen Sidewalks



Bike Lane

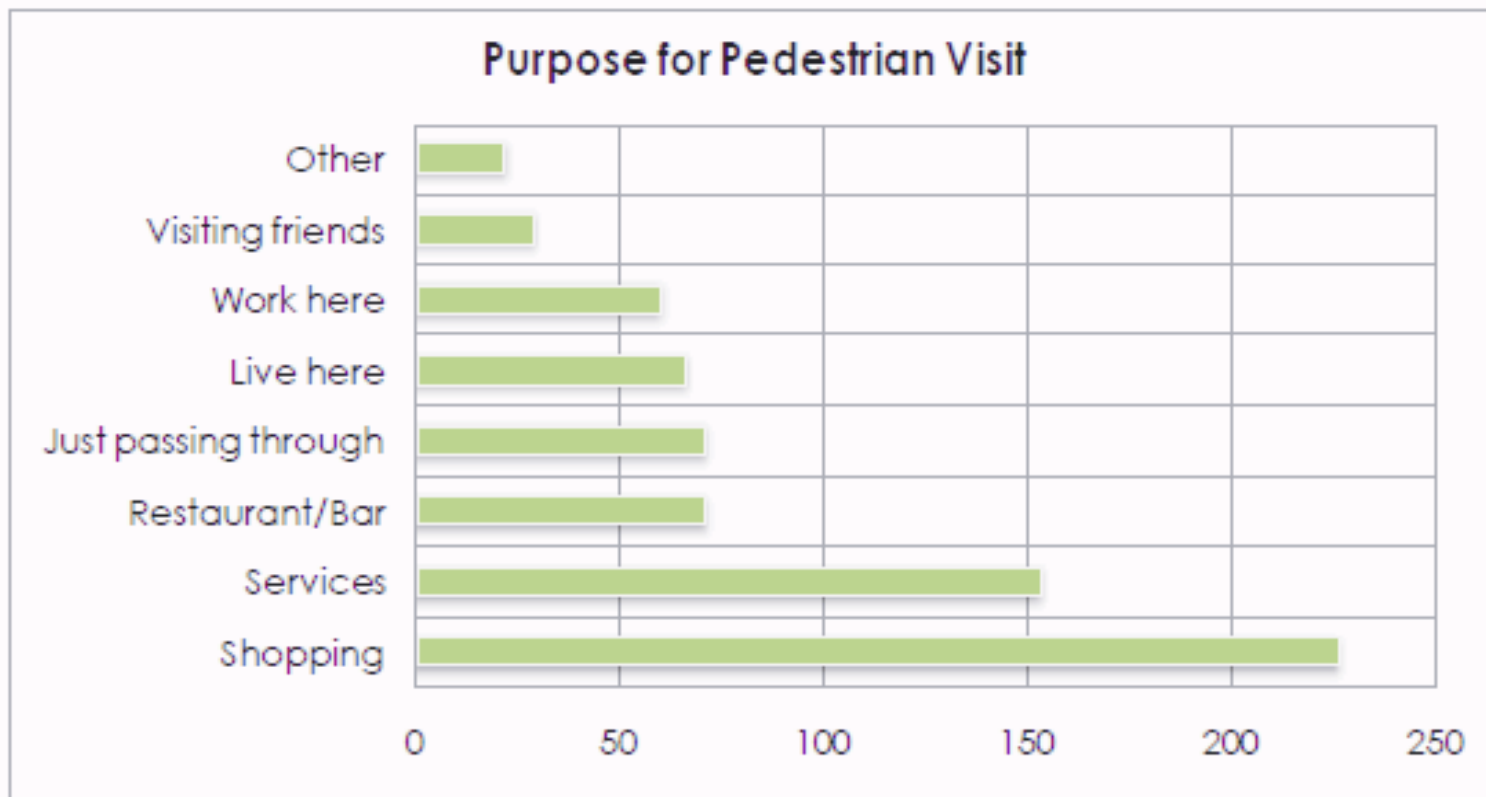


Visitors in Bloor West Village



- 510 surveys completed July 20-August 1, 2009
- Even distribution among intercept locations
- 70% respondents live 'in the area', 30% do not

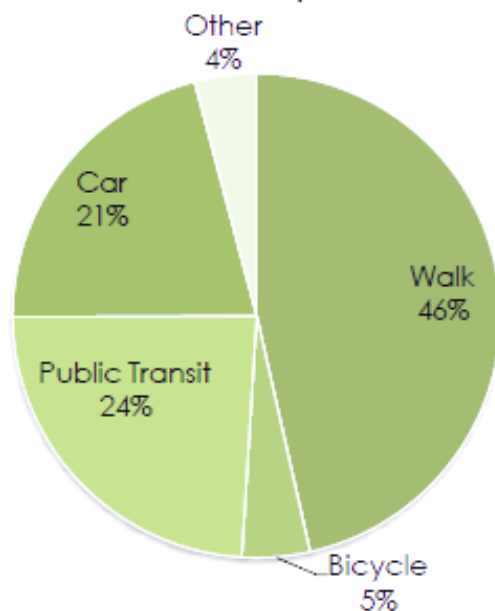
Purpose of Today's Visit?



88% (450 of 510) were in Bloor West Village to purchase goods or services

Visitors Habits and Behaviour

Mode of Transportation



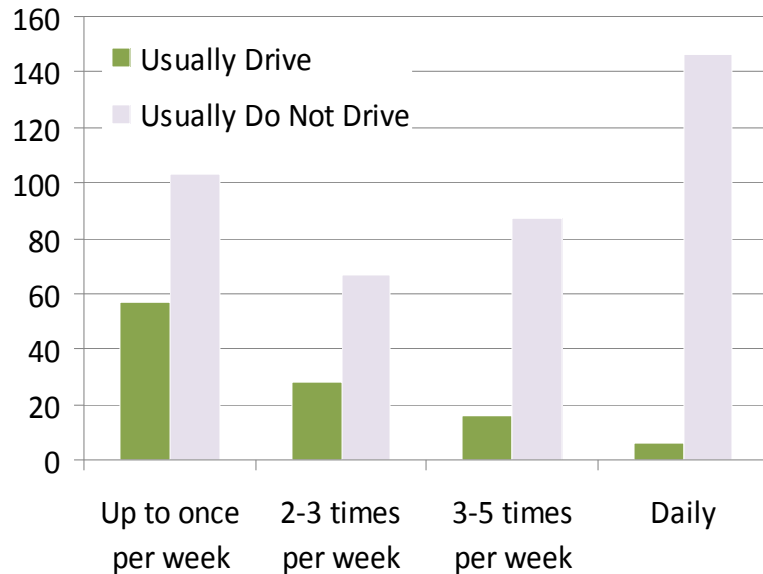
Frequency of Visits to Bloor West Village

Visits per month	Number of Responses
Up to once per week	160
2-3 times per week	95
3-5 times per week	103
Daily	152

Estimated Monthly Spending in Bloor West Village

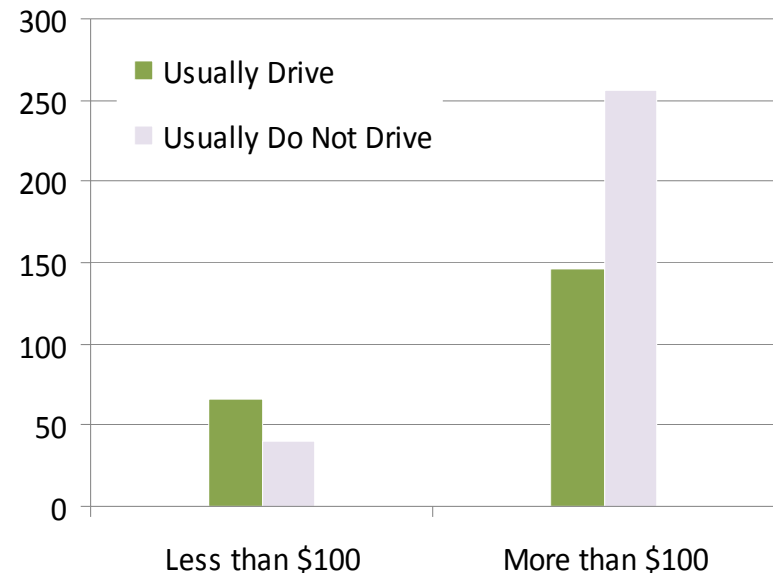
Visits per month	Number of Responses
Less than \$25	82
\$26-99	130
\$100-499	244
More than \$500	52

Who Spends and Visits the Most?

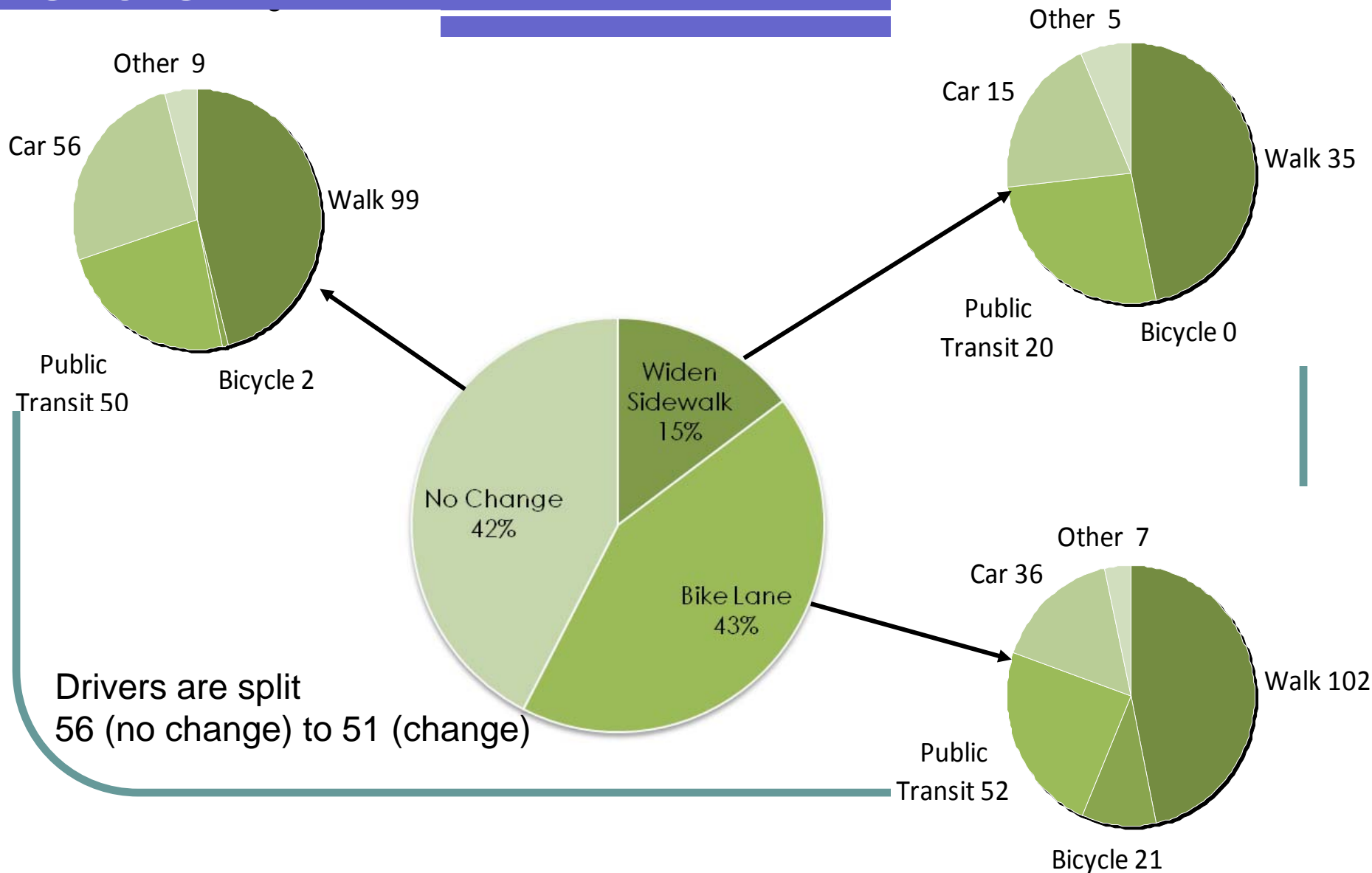


Visitors who **usually do not drive** are significantly more likely to spend more than \$100 per month, than those who usually drive

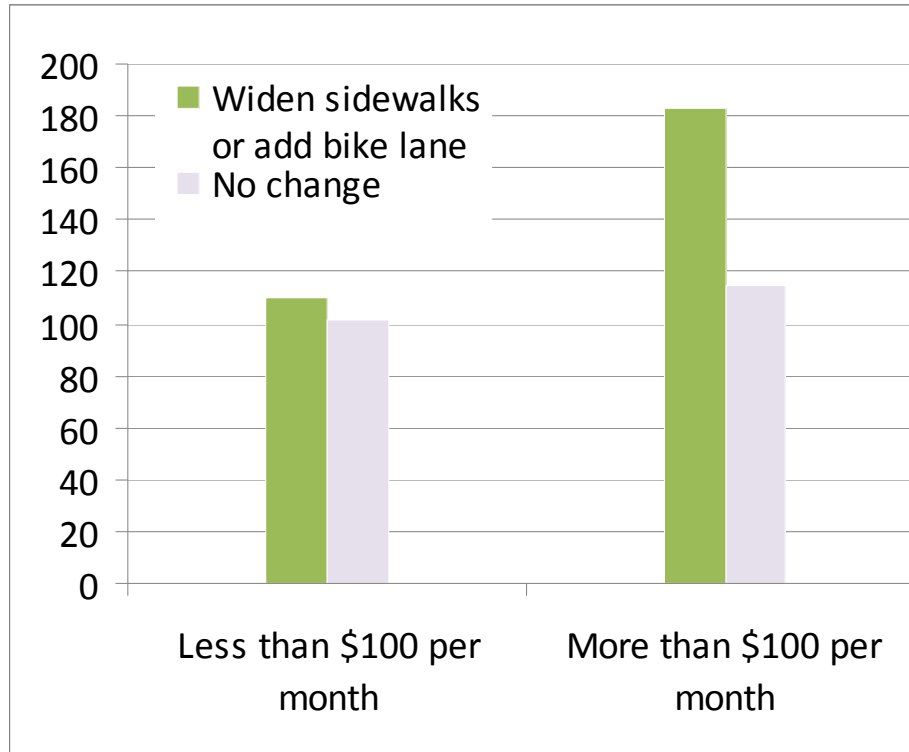
Visitors who **usually do not drive** are significantly more likely to visit more than 3 times per week, than those who usually drive



Preferences for Street Use Reallocation: Visitors



Preferences According to Spending



Visitors who **spend more than \$100 per month** are significantly more likely to **prefer a change** in street use allocation to widen sidewalks or add a bike lane

Bloor West Village vs Annex

Neighbourhood Characteristics	BWV	Annex
Typical street width	16.5m	12.2m
% work and non-work trips by automobile	55% 71%	32% 45%
Household density	2259/km ²	3882/km ²
Average household income	\$97,091	\$81,301



Comparison with Annex Merchants

Comparison of Annex and Bloor West Village Merchant Perceptions		
	Annex	Bloor West Village
Completed Surveys	61 (55%)	96 (60%)
Widen Sidewalks		
Increase Customers	35%	13%
No Change	40%	41%
Decrease Customers	25%	46%
Bike Lane		
Increase Customers	30%	11%
No Change	44%	44%
Decrease Customers	25%	46%

Comparison with Annex Visitors

Comparison of Annex and Bloor West Village Visitor Survey Results		
	Annex	Bloor West Village
Number of Surveys	538	510
Live or Work in Area	55%	70%
Mode of Travel		
Walk	46%	46%
Bicycle	12%	5%
Public Transit	32%	24%
Car	10%	21%
Preferences in Changes to Street Use Allocation		
Widen Sidewalks	16%	15%
Bike Lane	62%	43%
No Change	22%	42%

Common Findings along Bloor

- Merchants over-estimate % of customers who drive to their neighbourhood; most common mode of travel is walking
- Majority of visitors would prefer to see a change in street use allocation in favour of widened sidewalks or a bike lane
- Majority of merchants expect an increase or no change in their daily number of customers as a result of a change in street use allocation

Lessons Learned: Methodology

- Visitors and merchants have their own, unique, geographic boundaries of ‘neighbourhood’ – provide an explicit definition
- Ask similar questions for more confident comparisons – think about what types of comparisons you want to make
 - preference vs anticipated impacts or behaviour changes
- Open ended questions may provide greater insight, but could require lengthy analysis

From Here...

- Follow-up survey in June to find out if others are using the tools and survey design
- Good potential for post-implementation research if Bloor/Danforth bike lane is installed
- Complete Streets Forum – Apr 22-23 – balancing the needs of *all* road users

Acknowledgements



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- Survey Team: Department of Public Health Sciences, Faculty of Medicine, University of Toronto