



Economic Impact Study

of Bike Lanes in Toronto's Bloor Annex and Korea Town Neighbourhoods

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Presented at **Lakeshore Corridor: Get Moving!**

A Town of Port Credit Association (TOPCA) Town Hall Meeting

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Research Team

Partner



Role

- Project Lead
 - *Nancy Smith Lea*
 - *Yvonne Verlinden*
- Study design, Research Lead
- Pre –test Data Collection (2015)
 - *Dr. Beth Savan*
 - *Daniel Arancibia*
- Post –test Data Collection (2016, 2017)
 - *Lee Vernich*
 - *Caroline Godbout*
- Data Analysis Lead
 - *Dr. Steve Farber*
 - *Jeff Allen*

Funding Partners



Study Design

Pre



- Merchant Surveys (fall 2015)
- Visitor Surveys (fall 2015)
- Bicycle Counts (fall 2015)
- Vacancy Scans (summer 2016)

Post



- Merchant Surveys (fall 2016, spring 2017)
- Visitor Surveys (fall 2016, spring 2017)
- Bicycle Counts (fall 2016, spring 2017)
- Vacancy Scans (summer 2017)

Study Design: Economic Impact

1. Customer Counts → *Merchant Survey*

2. Spending → *Visitor Survey*

3. Visit Frequency → *Visitor Survey*

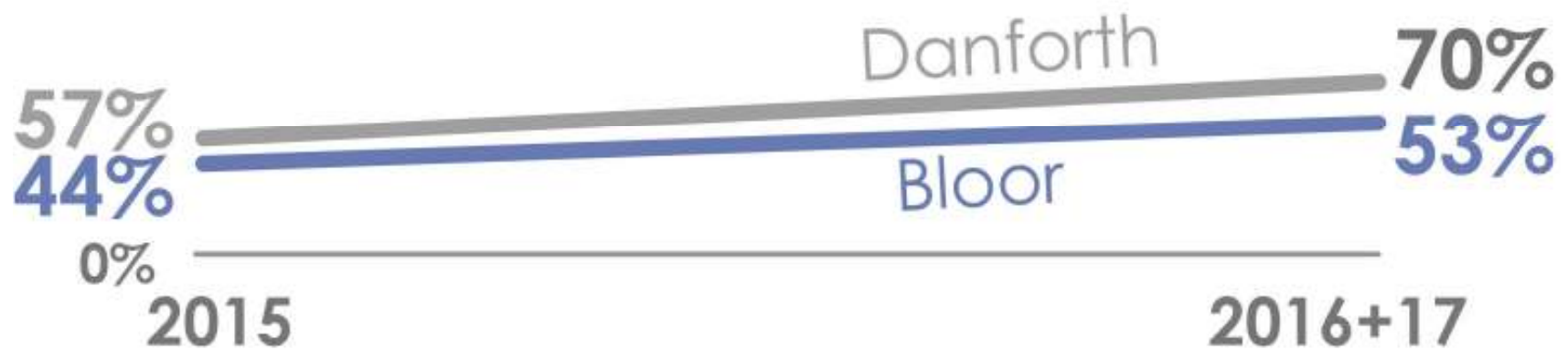
4. Vacancies → *Street-level Scan*

Data Collected

	Pre-Test (Fall 2015)	Post-Test #1 (Fall 2016)	Post-Test #2 (Spring 2017)
Visitor Surveys 3005 total	1016 completed Oct 17-Nov 26, 2015 <ul style="list-style-type: none"> • 429 in Bloor Annex • 414 in Korea Town • 173 at control site 	1025 completed Oct 28-Nov 16, 2016 <ul style="list-style-type: none"> • 407 in Bloor Annex • 407 in Korea Town • 211 at control site 	964 completed May 3-May 17, 2017 <ul style="list-style-type: none"> • 400 in Bloor Annex • 363 in Korea Town • 201 at control site
Merchant Surveys 525 total	191 completed out of 285 businesses visited (67%) Nov 13-Dec 14, 2015 <ul style="list-style-type: none"> • 68 in Bloor Annex (65%) • 95 in Korea Town (73%) • 28 at control site (56%) 	175 completed of 287 businesses visited (61%) Oct 21-Dec 2, 2016 <ul style="list-style-type: none"> • 72 in Bloor Annex (69%) • 81 in Korea Town (64%) • 22 at control site (40%) 	159 completed out of 276 businesses visited (58%) May 1-May 15, 2017 <ul style="list-style-type: none"> • 84 in Bloor Annex (70%) • 52 in Korea Town (52%) • 23 at control site (41%)
Bicycle Counts	5 completed Oct 26-Nov 28, 2015	5 completed Oct 11-Nov 12, 2016	5 completed May 2-May 27, 2017
Vacancy Counts	July 26-27, 2016	-	July 5, 2017

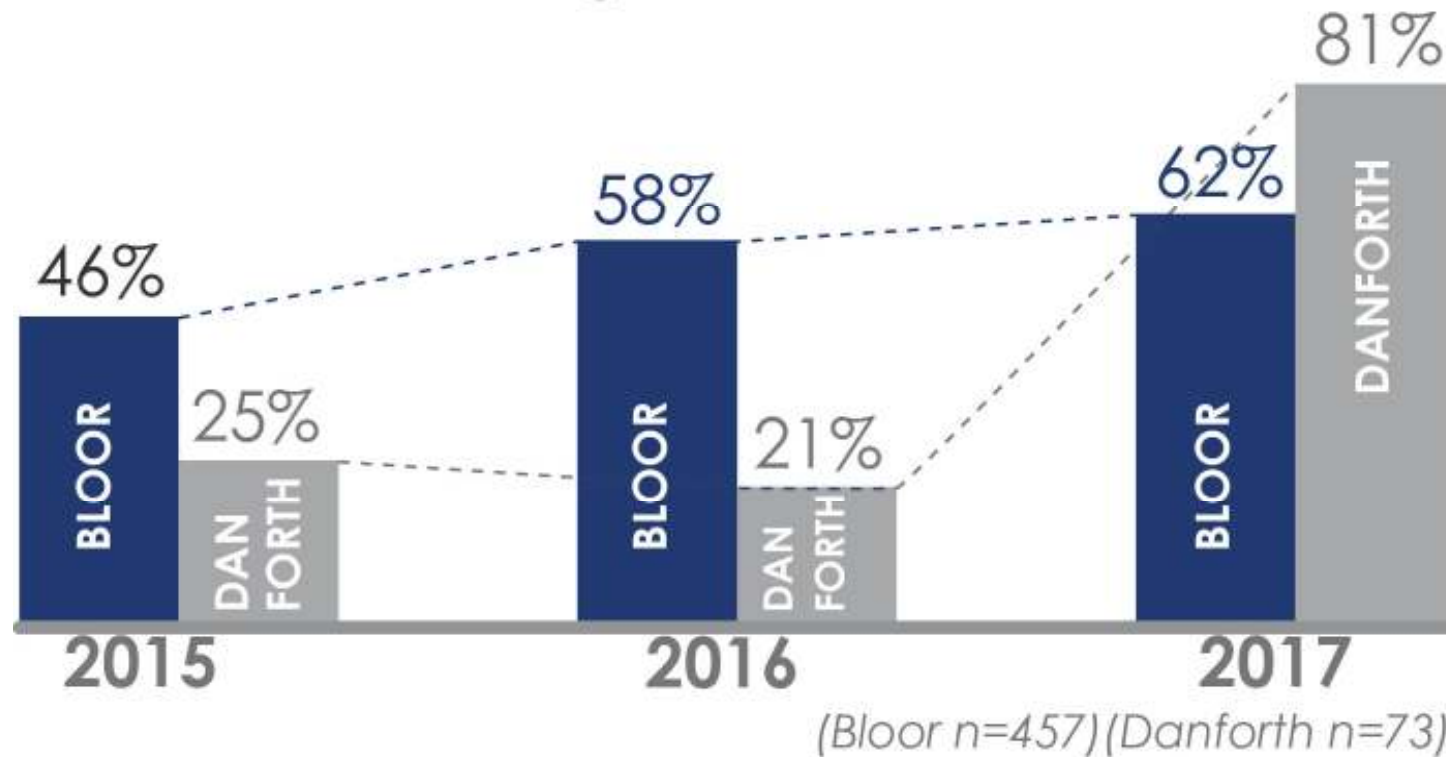
Findings: Visitor Spending

Visitors Spending \$100 or More Per Month

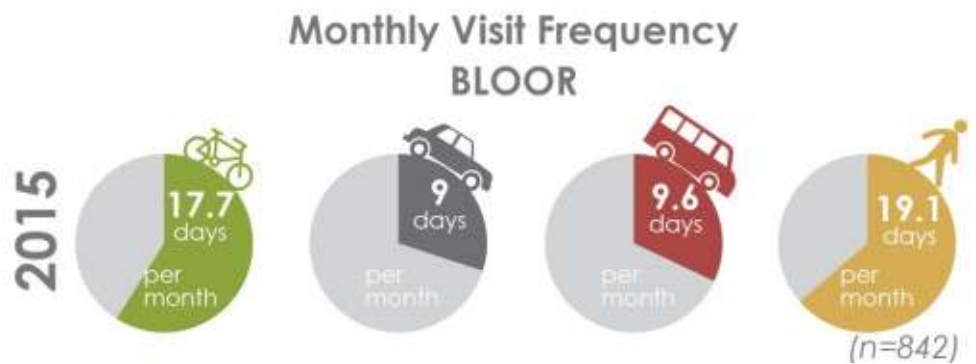


Findings: Customer Counts

Businesses Serving 100 Customers or More



Findings: Visit Frequency



Findings: Vacancies

Area	Pre	Post
Bloor Street in Korea Town and Bloor Annex BIAs (n=247)	6.5%	6.1%
Danforth Avenue (Broadview Ave to Chester Ave) (n=60)	10.0%	6.7%

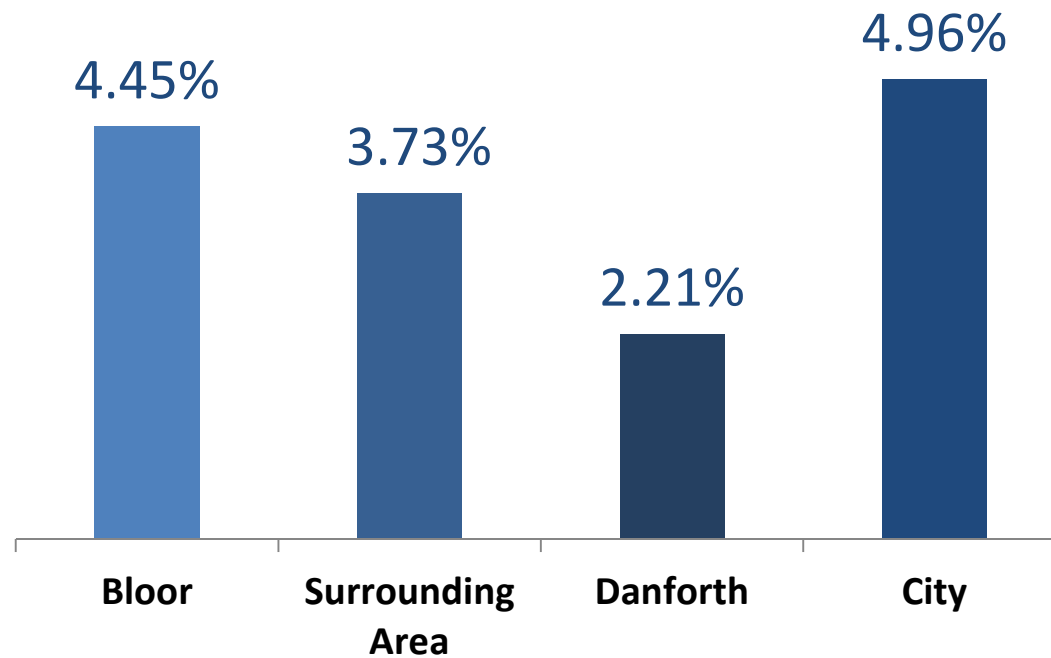
Findings: Proximity and Spending

Locals:

- **Visit 13 days more per month**
- **Are 2.6 times more likely to spend at least \$100 per month**
- **Choose to walk or cycle**

Findings: City of Toronto and Moneris

Changes in Customer Spending



Findings: Travel Patterns and Safety

- **48%** of visitors walk to Bloor.
- **49%** of merchants drive.
- Parking difficulty increased from **8% to 33%**.
Only **10%** of visitors drive.
- **61%** of visitors felt safe cycling with the bike lane, compared to only **17%** without.

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Thank you.