



Waterfront Trail User Survey

May to August 2002

A look at people and places on the Lake Ontario waterfront



Prepared by:
David Ritter
Nikki Rendle
Robert Coughlin,
Levy-Coughlin Partnership

Waterfront Regeneration Trust



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Executive Summary

Over the last ten years the Waterfront Regeneration Trust has been working with communities from Niagara-on-the-Lake to Gananoque to link together the Lake Ontario waterfront. The most visible result of these efforts has been the Lake Ontario Waterfront Trail, a community resource that provides public access to the waterfront for recreation, entertainment, and relaxation. The goal of the Trust and its partners is to have the Waterfront Trail be an uninterrupted greenway along the entire north shore of Lake Ontario. However, some sections of the Trail remain incomplete and the task of filling in the gaps is ongoing. The Waterfront Partners are also exploring ways for the Trail to reach its full potential as a tourist destination.

The objective of this study was to assist in these efforts by gathering and collating much needed information. More specifically, the survey team was asked to address four information gaps that were identified in the existing research on the Waterfront Trail:

- the economic benefits of the Trail;
- the availability and quality of events and programming;
- the awareness of the Trail; and
- the potential for tourism development.

The survey team studied the opinions of Trail users in order to address these objectives.

Findings

The Waterfront Trail continues to be a regeneration success story. Ninety-nine percent of respondents indicated that they would recommend the Waterfront Trail to other people, and 95% of respondents said that they supported a continuous trail linking waterfront municipalities. Eight-eight percent of respondents rated the overall design of the Trail as either “good” (46%) or “excellent” (42%).

The Trail is a popular family destination, and receives consistently high ratings for the quality of its views, the environment it runs through, and for its maintenance, cleanliness, and safety. The Trail stands high in the opinions of its users, who support its existence and continuation.

Profile of Users

For the most part the overall profile of the Waterfront Trail user has remained consistent over the past six years. In both 1996 and 2002, survey teams found that physical fitness was the most important reason why respondents visit the Trail, with appreciating nature and the waterfront a strong second. User opinion about the quality of the Trail has remained consistently high since 1996. In 1996, 99% of respondents rated the overall quality of the Trail as either “good” (52%) or “excellent” (38%). In 2002 these numbers were nearly identical, with 91% of respondents choosing either “good” (52%) or “excellent” (39%). Respondents in both surveys gave the number of benches and garbage bins top ratings while expressing their dissatisfaction with the number of water fountains and bicycle racks. The clarity of signs on the Trail, rated as one of the worst aspects of the Trail in 1996, demonstrated strong growth in the minds of users, who placed it in the middle of the 2002 ratings. The distance respondents traveled to get to the Trail

also increased from an average of 12 kilometers to 18 kilometers, perhaps signaling a shift away from local-only Trail use.

Economic Benefits

For the first time a preliminary study of user spending on the Waterfront Trail was conducted. Respondents spent an average of \$9.20 per trip to the Trail, with average spending varying from \$30.20 per trip in Niagara-on-the-Lake to \$2.10 in Belleville and Pickering. Respondents mostly spent this money on refreshments, although retail spending was also significant. The study also found that Light Users of the Trail spent over three times the amount of money, per trip, when compared to Heavy Users. Potential Vacationers and Visitors to the Trail also reported a much higher per-trip spending rate. We also estimated that respondents spent an average of \$270 per-person annually while visiting the Trail. The economic patterns and benefits brought to light in this study signal both a significant economic contribution to local communities and the need for further research.

Trail Programming

Interest in programming on the Trail was also high amongst respondents. They attested to the appeal of tours, heritage sites, programs offered, and especially cultural attractions along the Trail. While respondents often indicated that they did not know about programming on the Trail, those that were aware of such programming rated it highly. Users surveyed also expressed interest in further development of activities along the Trail, reporting that they would attend various programs such as concerts, festivals, plays, and museums. Trail users may not know that the Waterfront Trail is a place to find cultural/heritage programs, but they have indicated their interest in it becoming one.

Trail Awareness

Trail awareness was high among respondents, given that 74% knew that the Trail they were on was part of the Waterfront Trail. This awareness comes mostly from proximity to the Trail, as the majority of respondents became aware of the Trail from either living near it, or seeing it. It was less frequent that respondents learned about the Trail through written materials, word of mouth, event coverage, or the Internet. Users are learning about the Trail primarily through the Trail itself.

The Trail as a Tourist Attraction

The strong potential for the Waterfront Trail to maintain and increase its profile as a tourist attraction was reflected in user response. Seventy-seven percent of respondents said they would consider spending part or all of their vacation exploring other areas of the Waterfront Trail. This group also reported a per-trip spending rate over three times that of respondents who indicated they would not be interested in a vacation along the Trail. Many respondents also reported having visited sections of the Trail other than the one in their community. Therefore, it's probable that most users see the Waterfront Trail as a possible vacation destination. Respondents indicated the Trail is currently a tourist attraction, and has the potential to increase this profile.

Conclusions

These findings suggest the development of potential plans for action, and indicate a number of areas for further study. It appears that promotional efforts directed to increase people's knowledge of the Trail will increase its use, and that there are several untapped marketing channels available for this purpose. Users expressed interest in tourism and tourist attractions along the Trail, indicating that tourist promotion and development efforts will not be wasted. Users surveyed were also interested in further programming along the Trail, providing an optimistic outlook for program planning on the Trail. The spending patterns of users indicate significant economic benefits for the Trail community, and this study opens the door for further investigation into the effect of casual or frequent trail use on spending habits, as well as estimating economic benefits that fall beyond the scope this study.

This study has addressed the four information gaps, thus helping to clarify the Waterfront Trail's economic benefits, user awareness, programming potential, and tourism profile. The consistently high rating of overall quality, the positive level of user satisfaction with trail design and amenities, and the on-going support of users for a continuous trail that links communities to the waterfront is indeed a success story.

The results of this study will assist the Waterfront Trust and its local partners to continue to design a Waterfront Trail that delivers a safe and enjoyable recreation experience and that future projects and extensions to the Trail are planned and implemented successfully.



Nikki Rendle, Waterfront Regeneration Trust

Acknowledgements

The Waterfront Regeneration Trust would like to express appreciation to all those who participated in the development of this report. In particular, thanks are extended to:

- David Ritter and Nikki Rendle, the two students employed by the Waterfront Regeneration Trust, who designed and conducted the survey, and wrote this report;
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- Canon Canada Inc. for printing copies of the survey;
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- The Labatt People in Action (LPIA) program, which helps students gain valuable work experience by funding their employment with a registered charity;
- The Trail users who took the time to complete the survey and provide information that will aid in future trail design and management;
- The volunteers who donated their time to assist the summer students in conducting the survey at the survey sites;
- The Waterfront Regeneration Trust gratefully acknowledges the financial support of our other supporters: St. Lawrence Cement and the Ontario Trillium Foundation, an agency of the Ministry of Tourism, Culture and Recreation. With a hundred million in annual funding from the provinces charitable gaming initiative, the foundation provides grants to eligible charitable and not-for-profit organizations in the arts, culture, sports, recreation, environment, and social service sectors.
www.trilliumfoundation.org

1 Introduction

Launched in May 1995, the Waterfront Trail spans 350 kilometers of existing trails along the north shore of Lake Ontario. Once completed, the Trail will extend 650 kilometers from Niagara-on-the-Lake to Gananoque. A popular attraction for walkers, cyclists, in-line skaters, boaters, and nature lovers, the recreation and commuter trail links over 177 natural areas; 143 parks, promenades and trails; 80 marinas and yacht clubs as well as hundreds of historic places, fairs, museums, art galleries, and festivals.

During the summer of 1996 and 1997 the Waterfront Regeneration Trust and its local partners set out to learn more about the people who use the Trail. A trail user survey was designed and conducted which addressed a variety of topics and issue areas, from the personal motivations of Trail users, to user perceptions of safety and security. The results of the survey identified specific user groups, indicated a general pattern of user likes and dislikes, and provided recommendations from Trail users.

In early 2002 four information gaps were identified in the existing research on the Waterfront Trail. These gaps included the economic benefits of the Trail, the availability and quality of events and programming, the awareness of the Trail, and the potential for tourism development. As in 1996, a survey was again chosen in 2002 as the most suitable method of inquiry. The survey was conducted in the early summer of 2002 and was distributed at selected sites along the Waterfront Trail in 13 different municipalities. This survey was based on the 1996 study to provide consistency, but with additional questions designed to address the identified information gaps.

This report contains the findings of the 2002 Waterfront Trail User Survey. The results are presented in graphic form with accompanying interpretation.



Nikki Rendle, Waterfront Regeneration Trust

2 Methodology

2.1 Survey Development

The Waterfront Trail User Survey was developed through the collaborative partnership efforts of the Waterfront Regeneration Trust, its local partners, and the Levy-Coughlin Partnership. Twenty-eight questions were composed, and a target audience of Trail users fifteen years of age or older was identified. Efforts were made to ensure that the language and format of the survey were clear and concise. The survey questions were divided into five sections:

- 1) Your Arrival at the Trail
- 2) Your Use of the Trail
- 3) Your Activities on the Trail
- 4) Your Rating of the Trail
- 5) A Few Questions About You

A copy of the final questionnaire can be found in Appendix 7.1.

Survey Design and Sample Size

The survey was designed to be self-administered so that respondents could fill out the questions themselves, on site. The same survey questionnaires were distributed at each site to facilitate a comparison of findings. Given time and resource limitations, a sample size of 100 was targeted for each site to provide a sample of Trail users within each municipality. In many cases, this goal was not achieved for the reasons outlined below.

2.2 Survey Distribution

The surveys were distributed by two students hired for the summer as well as several volunteers. Fourteen local partners also participated in the design and in selecting locations for the 2002 survey:

City of Belleville
City of Burlington
City of Hamilton
City of Kingston
City of Mississauga
City of St. Catharines
City of Toronto
Hamilton Region Conservation Authority
Toronto and Region Conservation Authority
Town of Cobourg
Town of Niagara on the Lake
Town of Oakville
Town of Oshawa
Town of Pickering
Municipality of Port Hope

Selection of Survey Sites

The surveys were conducted at various sites along the Waterfront Trail during the month of June 2002 (see table 1). Thirteen communities were chosen in an attempt to represent a diversity of Trail characteristics as well as to cover the length of the Trail.

Table 1: Survey Sites 2002 (in order of completion)

Local Partner	Surveying Site
Hamilton Region Conservation Authority / City of Hamilton	Confederation Park
Town of Niagara on the Lake	Fort George
City of St. Catharines	Port Dalhousie
City of Mississauga	Jack Darling Park
Town of Oakville	Bronte Harbour
Town of Oshawa	Lakeview Park
Town of Pickering	Millennium Square
City of Burlington	Spencer Smith Park
City of Toronto / Toronto and Region Conservation Authority	Harbour Bridge (Etobicoke)
Town of Port Hope and Hope	The base of Lake Street and Hope Street
Town of Cobourg	Victoria Park
City of Kingston	MacDonald Park
City of Belleville	Bayfront Park

Locations of Survey Sites

Survey sites were located directly on the Trail at points identified by the municipalities as busy areas used by a variety of trail user types (i.e. cyclists, walkers, in-line skaters, etc.).

Set-up of the Survey Station

The survey site was set up as a “cooling station” to provide a visual presence for the staff, a resting point for Trail users, and free water as an enticement to stop at the site. The site provided a table and chairs, a large map of the entire Waterfront Trail, and four advance notice signs saying “Waterfront Trail User Survey and Cooling Station Ahead” designed to pique Trail user interest. The staff and volunteers wore t-shirts and nametags.

Data Collection

The survey was conducted between the hours of 9:00 am and 5:00 pm although weather conditions and relocation to different sites occasionally altered the time schedule. It was decided that weekends would be the busiest times and thus a better response could be achieved. As such, weekends were chosen as the days to distribute the survey. Surveys were also administered on two Wednesdays for scheduling reasons and because of inclement weather. User counts were recorded to estimate the level of use at each survey site. Survey times were divided into 5, 1.5 hour time periods that began at 9:00 am and ended at 5:00 pm. The number of users who passed

the survey site was recorded by activity, location, time of use, mode of transport and age group, as indicated on the sample user count sheet (Appendix 7.2).

Methods to Select Respondents

The “next to pass method” was used to select respondents. With this method the surveyor simply selects and approaches the next group or person to pass the survey site after a questionnaire has been started by someone else.



Fraser Closson

3 Overview of Findings

3.1 Response

In order to ensure reliable results for each survey site location, every attempt was made to collect a sample size of one hundred responses per site. However several factors influenced the response rate of the survey. The weather proved to be one constraint. The survey response rate was low when the surveyors visited Port Hope due to cloudiness and light rain. In addition, some stretches of the Trail were in rural areas, where a smaller population uses the Trail compared to the more urban, populated stretches. This created some difficulty in meeting the target sample size in the rural areas. As well, due to the time constraints some survey sites were grouped into one day visits such as Oshawa/Pickering on one day and Niagara-on-the-Lake/St. Catharines on another day.

In total, 745 surveys were completed.

3.2 Accuracy

The following table (table 2) displays the number of completed questionnaires and the statistical accuracy of the survey results. The accuracy of results for each individual partner ranges from $\pm 9.8\%$ to $\pm 28.3\%$. Please note that the response rates for St. Catharines, Port Hope, Pickering and Oshawa were low due to the aforementioned reasons.

Table 2: Accuracy Rates by Municipality and Overall

	Number of Surveys Completed	Accuracy
Belleville	99	$\pm 9.8\%$
Burlington	56	$\pm 13.1\%$
Cobourg	67	$\pm 12.0\%$
Etobicoke	91	$\pm 10.3\%$
Hamilton	95	$\pm 10.0\%$
Kingston	53	$\pm 13.4\%$
Mississauga	75	$\pm 11.3\%$
Niagara-on-the-Lake	50	$\pm 13.9\%$
Oakville	78	$\pm 11.1\%$
Oshawa	29	$\pm 18.2\%$
Pickering	24	$\pm 20.0\%$
Port Hope	12	$\pm 28.3\%$
St. Catharines	16	$\pm 24.5\%$
Total	745	$\pm 3.5\%$

*Due to the very low response rates in Oshawa, Pickering, Port Hope, and St. Catharines, the individual results from these municipalities should be treated with extreme caution.

3.3 Analysis

Analysis of the survey returns was undertaken using a combination of frequencies and cross-tabulations. The results of these procedures are presented as a series of graphs in Section 4.

Please note that some of the graphs are marked with an asterix indicating that the data is based on the number of responses and not the number of cases. The number of cases refers to the total number of people who responded whereas the number of responses refers to the total number of check marks given for a particular question when respondents could choose more than one option. Therefore results that are based on the number of responses means that the percentages reported are the percentage of responses made for a particular option divided by the total number of responses for the question. For example in question 11, out of the total number of check marks for the question, museums were chosen ten percent of the time.



David Ritter, Waterfront Regeneration Trust

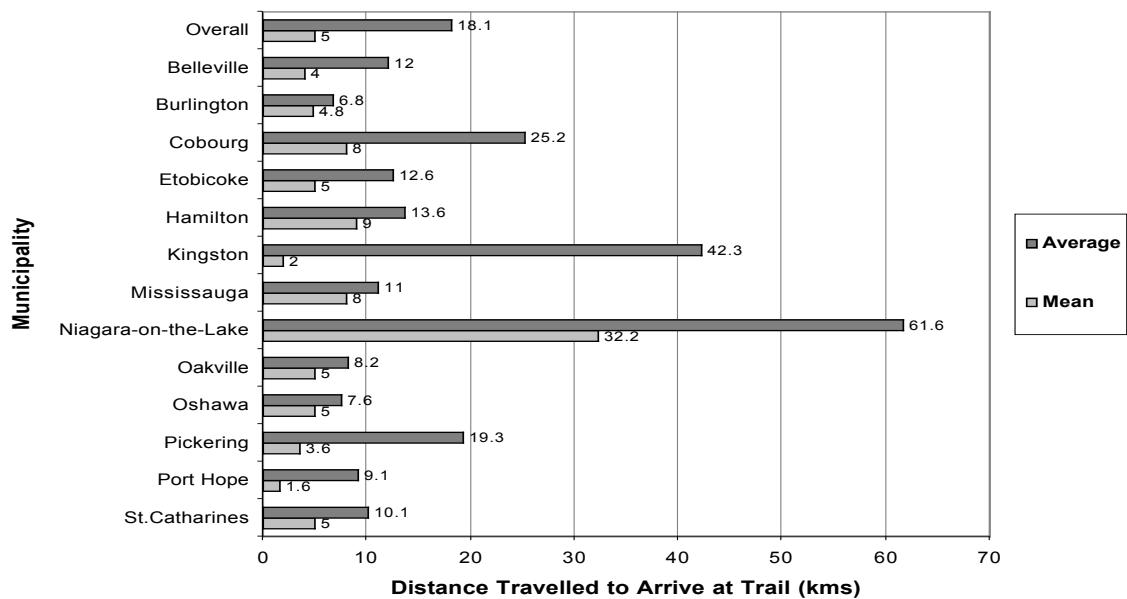
4 Results

4.1 Trail Arrival Information

Distance Traveled to Arrive at the Trail

Question 1: Estimate how far you traveled to get to the Trail today.

Response:



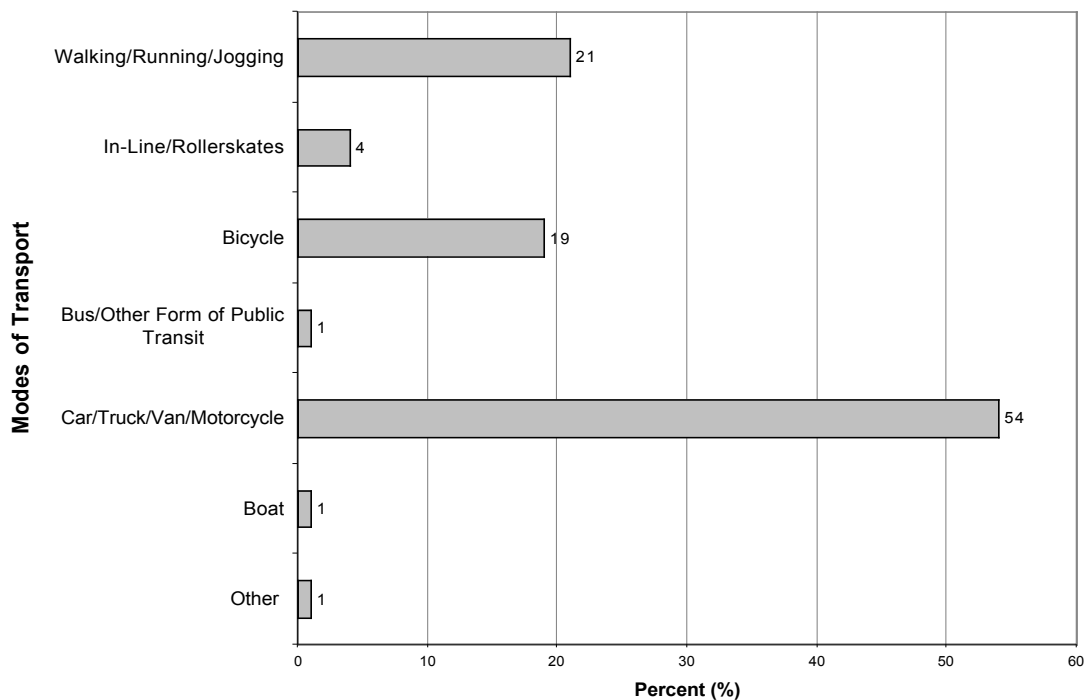
n=714

- Respondents reported traveling the farthest distance to Niagara-on-the-Lake (61.6km) and Kingston (42.3km) probably because of the inherent tourist attraction associated with these cities.
- It is assumed that in most cases respondents reported the distance from their house to the Trail. However it is possible in some cases that the distance traveled to arrive at the Trail could have been from a hotel, campground, relative's house, etc.
- Overall respondents reported traveling an average of 18.1 kilometers to arrive at the Trail. However, the median was 5 kilometers.

Mode of Transportation Used to Arrive at the Trail

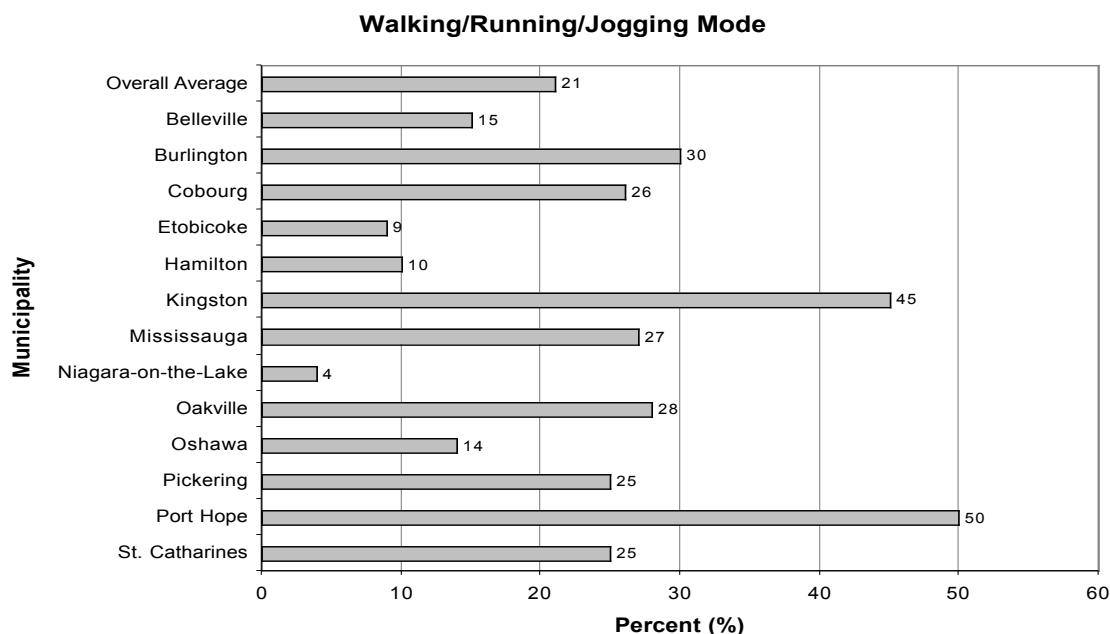
Question 2: What type of transportation did you use to get to the Trail today?

Response:



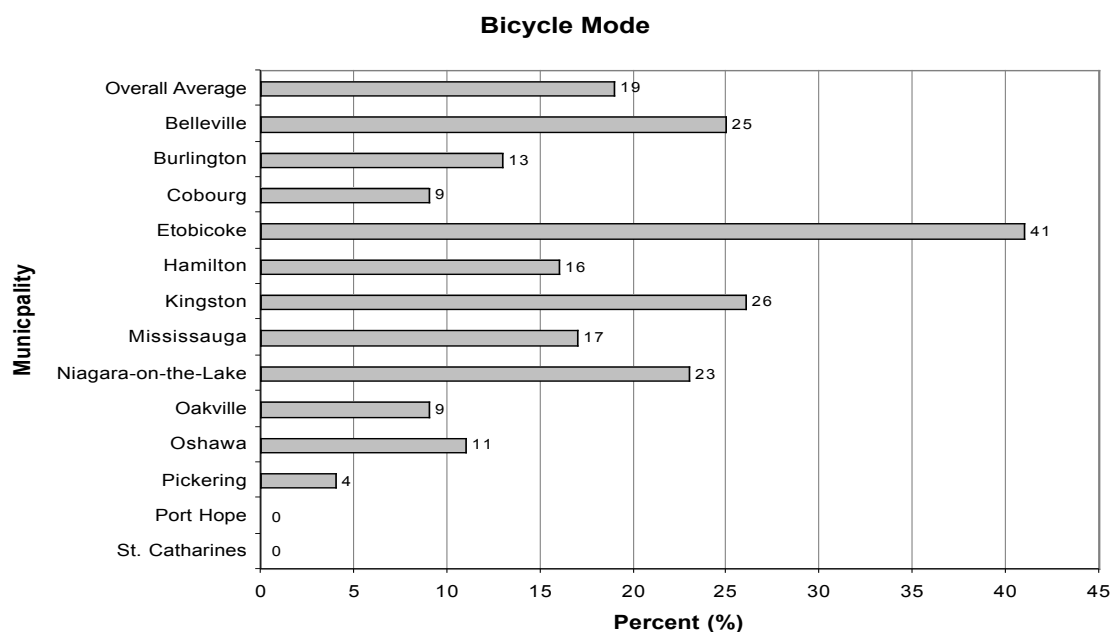
n=765

- The main mode of transportation used to arrive at the Trail was car/van/truck/motorcycle (54%). This indicates the importance of adequate parking as an amenity to the Trail.
- The low percentage of respondents reporting public transport use (1%) could indicate that many sections of the Trail cannot be easily accessed by public transit or that people who use the Trail simply don't use public transportation.



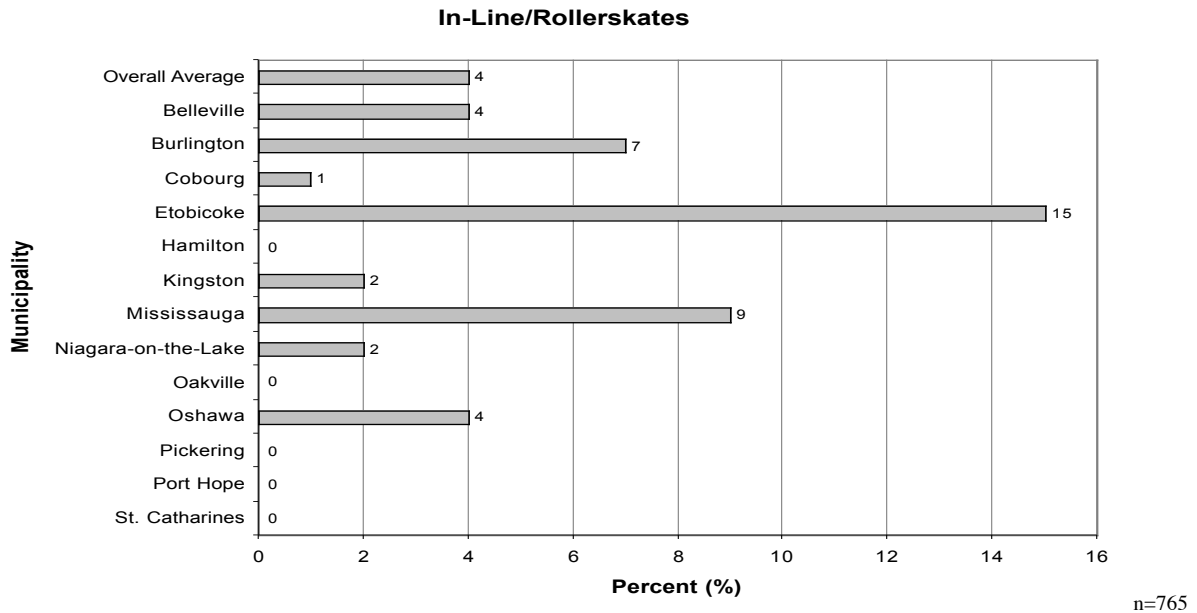
n=765

- Overall, 21% of people reported walking to the Trail, though this varied throughout the different municipalities.

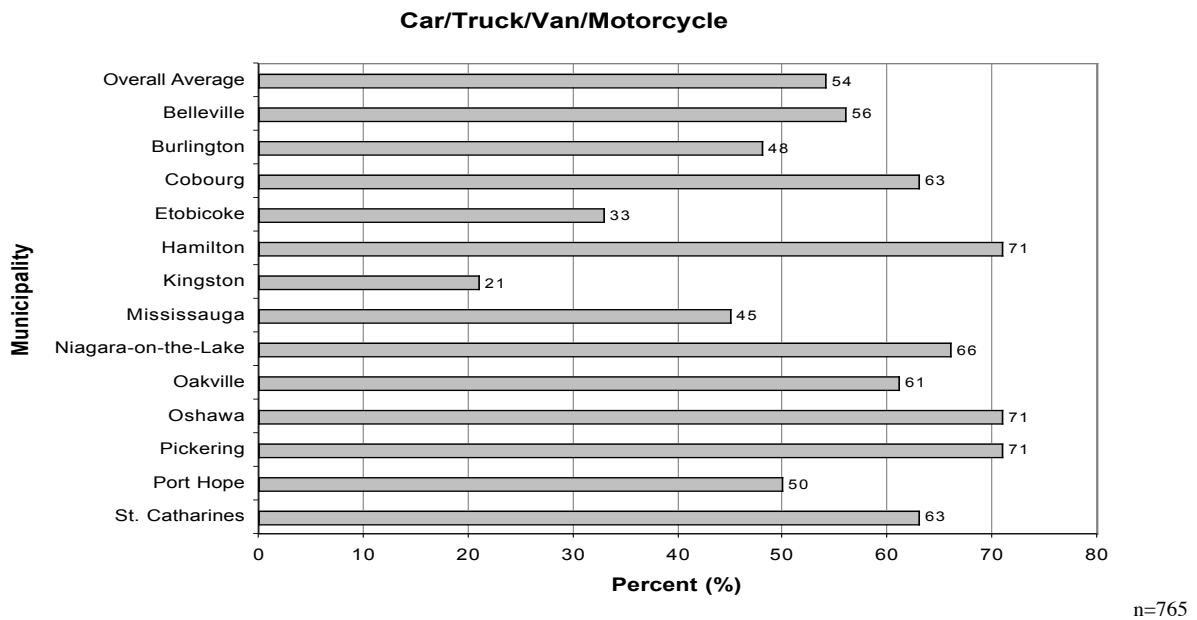


n=765

- 19% of respondents reported using a bicycle to arrive at the Trail, although this number also varied considerably from one municipality to the next.



- 4% of respondents reported traveling by In-Line or Rollerskate to the Trail, although this number varied by municipality, with the highest percentage in Etobicoke.



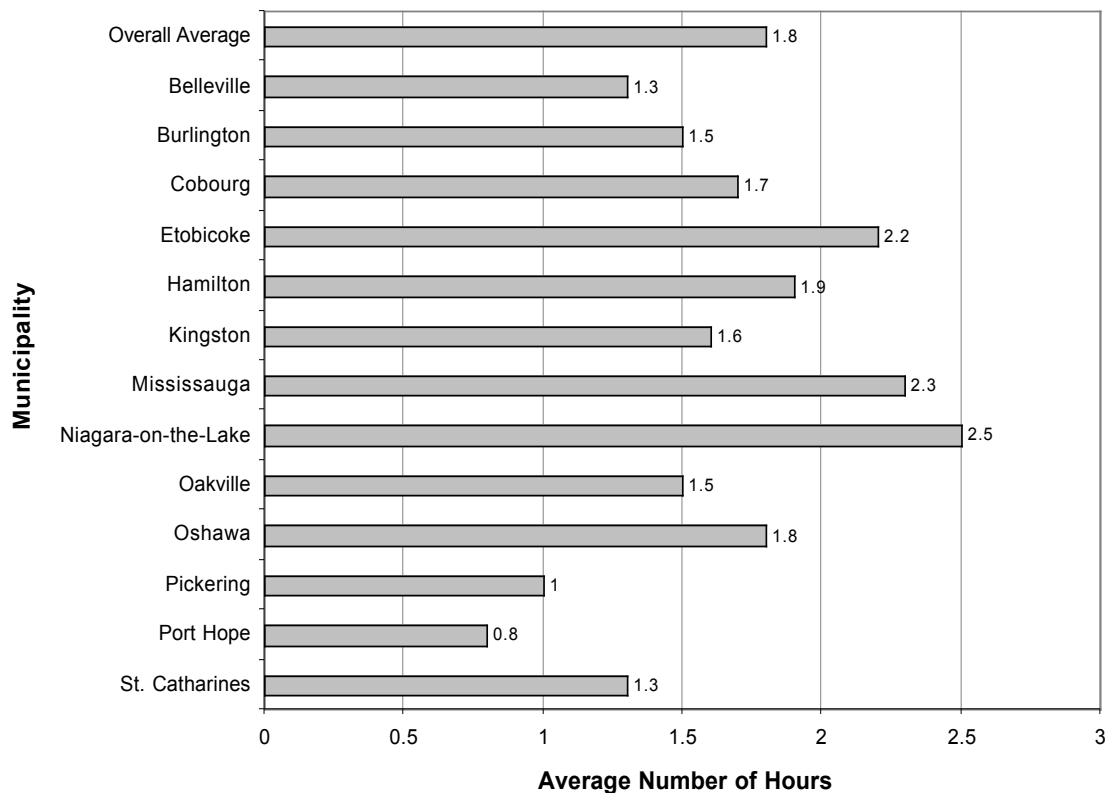
- 54% of respondents reported arriving at the Trail by motorized vehicle. The percentage of use varied by municipality with Hamilton, Oakville and Oshawa the highest at 71% and Kingston with the lowest motorized vehicle use at 21%.

4.2 Trail Use Information

Amount of Time Spent on the Trail

Question 3: How long do you plan to be on the Trail today?

Response:



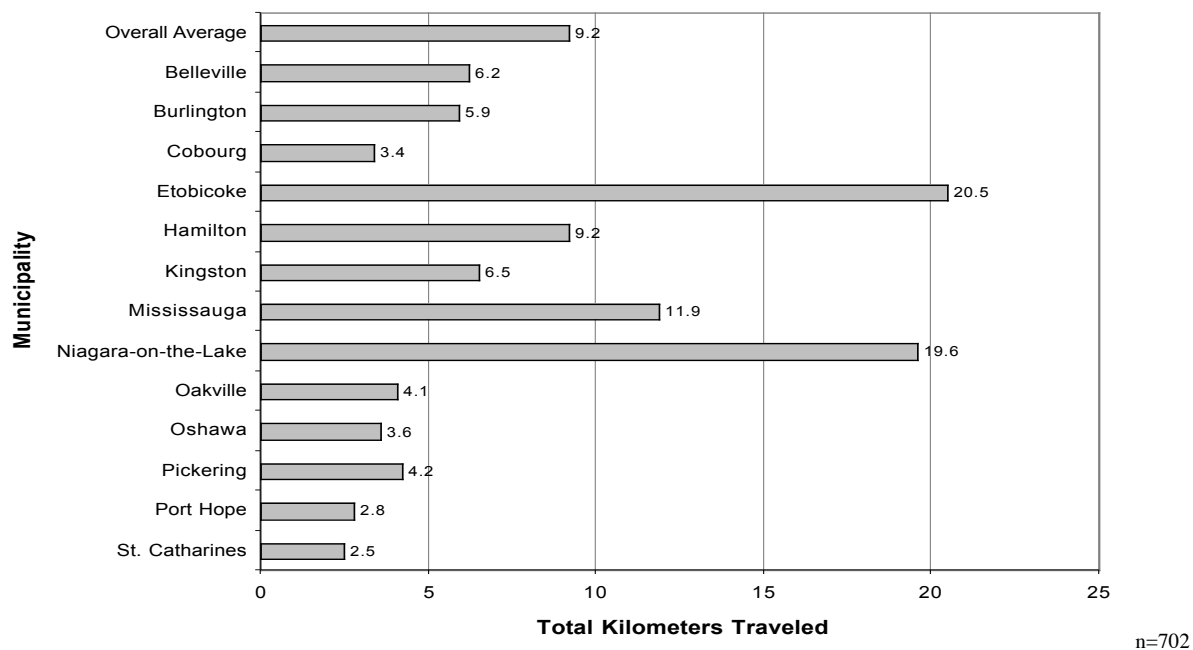
n=735

- Overall, respondents reported spending an average of almost two hours on the Trail.
- On average, respondents reported spending the longest amount of time at the Niagara-on-the-Lake trail section (2.5 hours) and at the Mississauga trail section (2.3 hours). The least amount of time was spent in Port Hope (0.8 hours) and Pickering (1 hour).

Distance Traveled on the Trail

Question 4: Estimate how far you plan to travel on the Trail today.

Response:

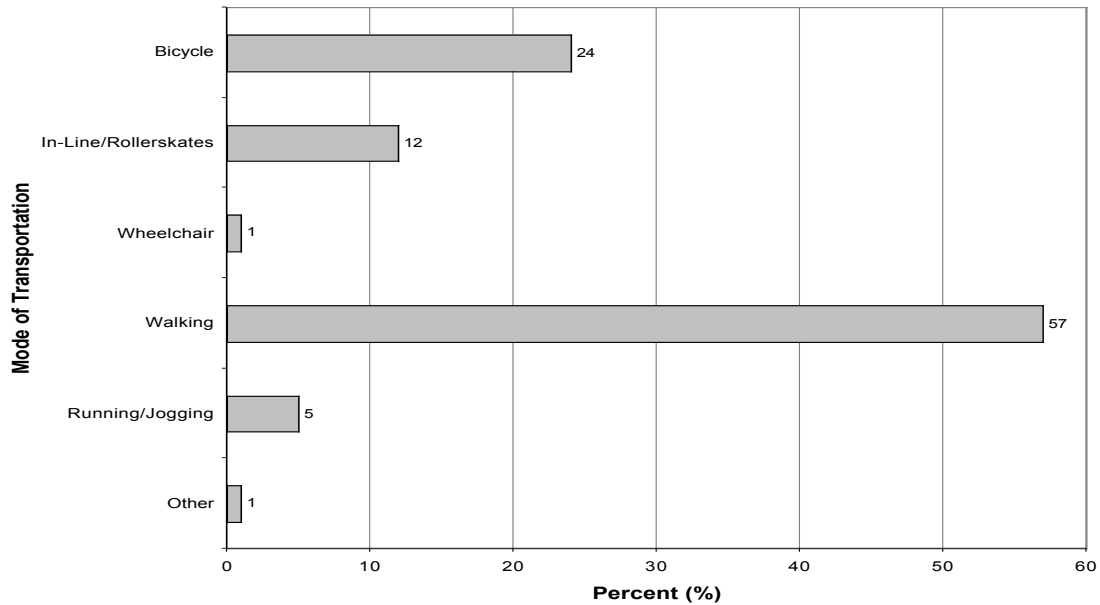


- The overall average that respondents reported traveling on the Trail was 9.2 kilometers.
- Respondents reported traveling the longest distance on the Trail in Etobicoke (20.5kms) and Niagara-on-the-Lake (19.6kms). The amount of kilometers traveled could depend on the mode of transportation used, and differences in Trail design and amenities, including such factors as the length of the Trail section and whether it links to other trails or other sections of the Waterfront Trail.

Type of Transportation Used on the Trail

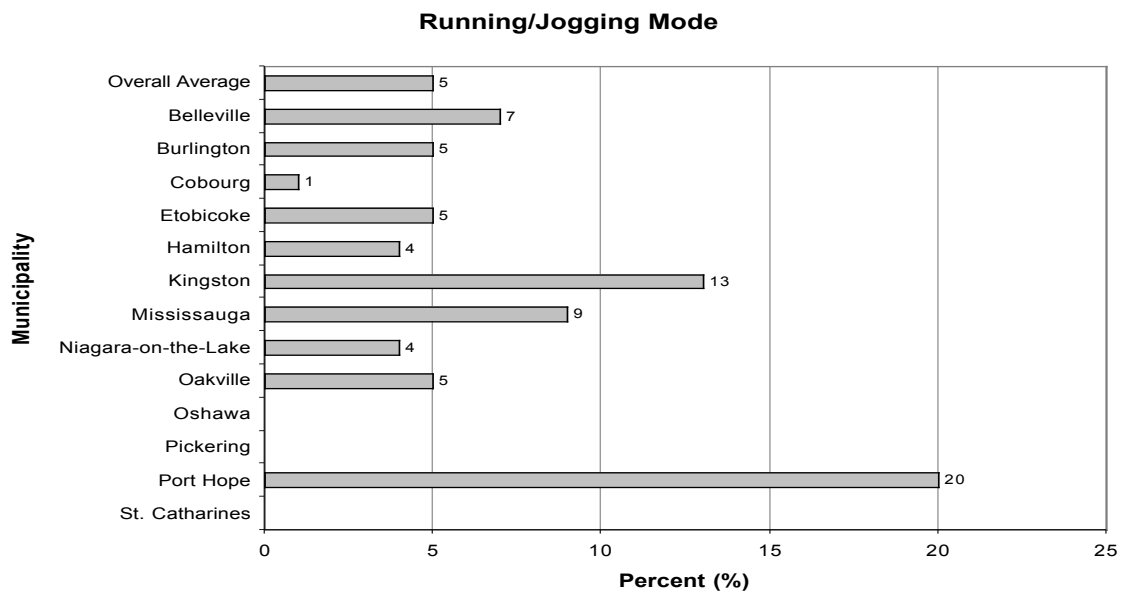
Question 5: What type of transportation are you using on the Trail today?

Response:

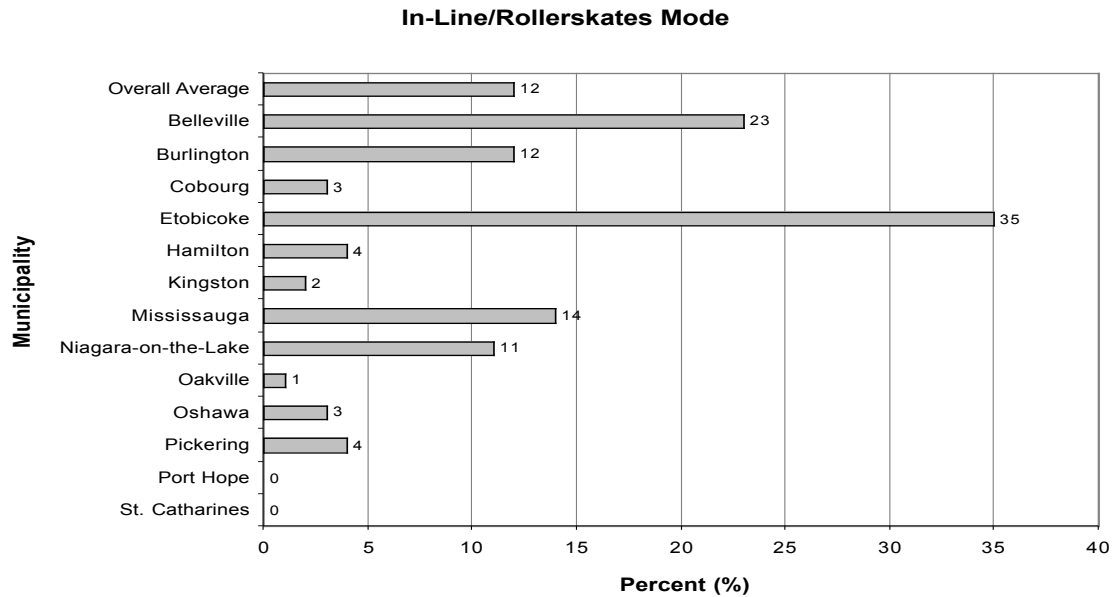


*percentages in this table are based on responses, not cases
n=801

- Walking was the most frequently used mode of transportation on the Trail at 57%. This was followed by Bicycling (24%) and Inline/Rollerskating (12%).

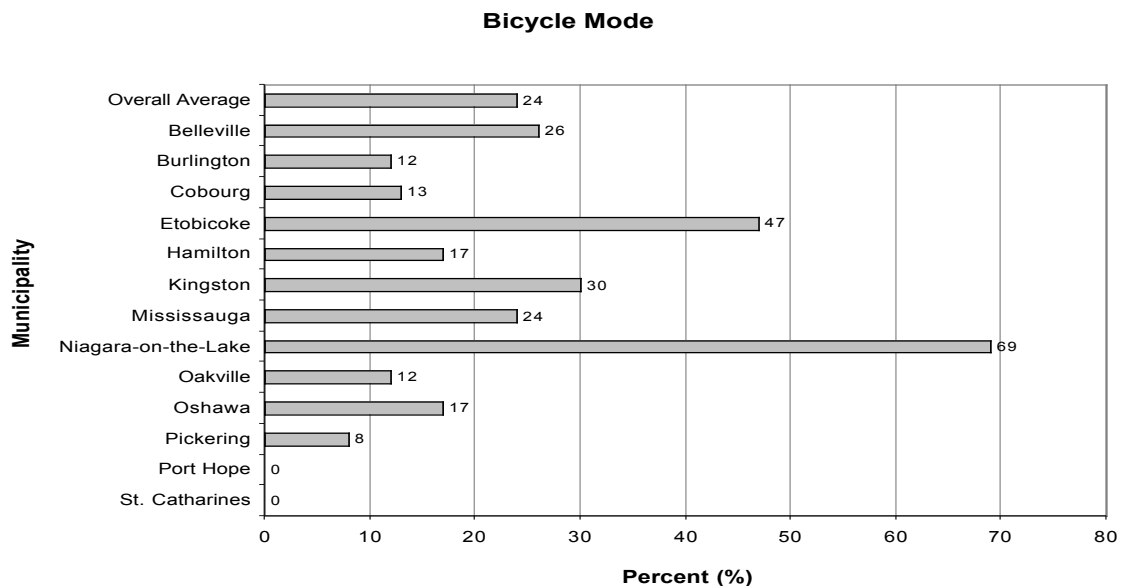


*percentages in this table are based on responses, not cases
n=801



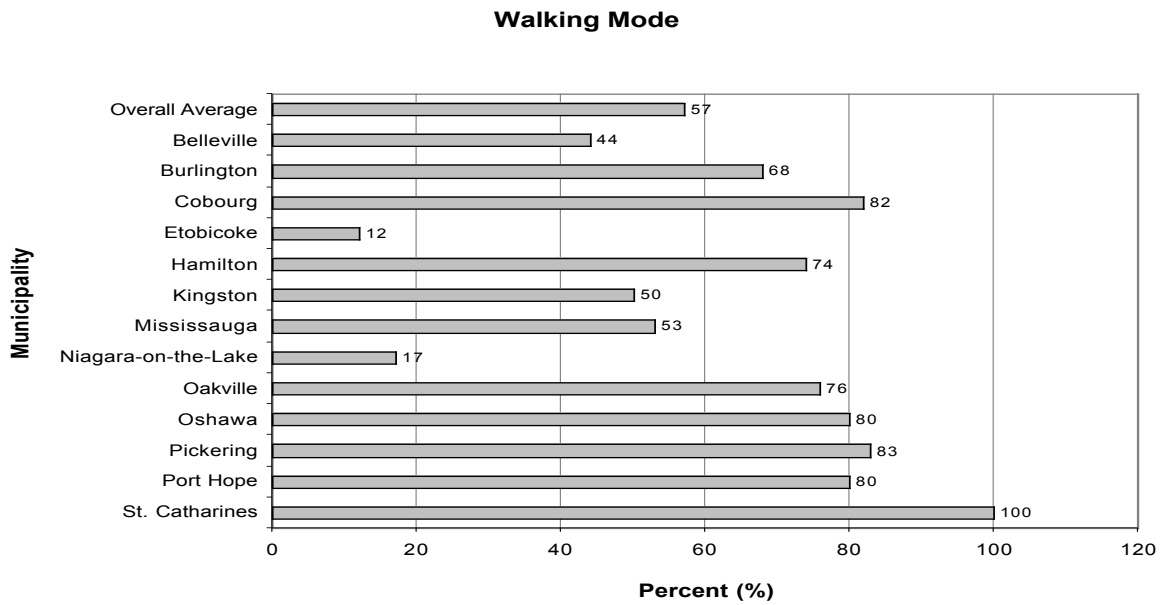
*percentages in this table are based on responses, not cases
n=801

- The use of In-Line/Rollerskates appears to be related to the surface and length of the Trail. In-Line/Rollerskate use was highest in Etobicoke (35%).
- Both Runners/Joggers and In-Line/Rollerskaters were less likely to stop and take the survey than walkers or bikers.



*percentages in this table are based on responses, not cases
n=801

- The use of bicycles on the Trail appears to relate to the surface and length of the Trail. Bicycle use was highest in Niagara-on-the-Lake (69%) and lowest in Port Hope (0%) and St. Catharines (0%).



*percentages in this table are based on responses, not cases
n=801

- Overall, walking was the most popular mode of transportation on the Trail, perhaps because it is suitable for all Trail surfaces.

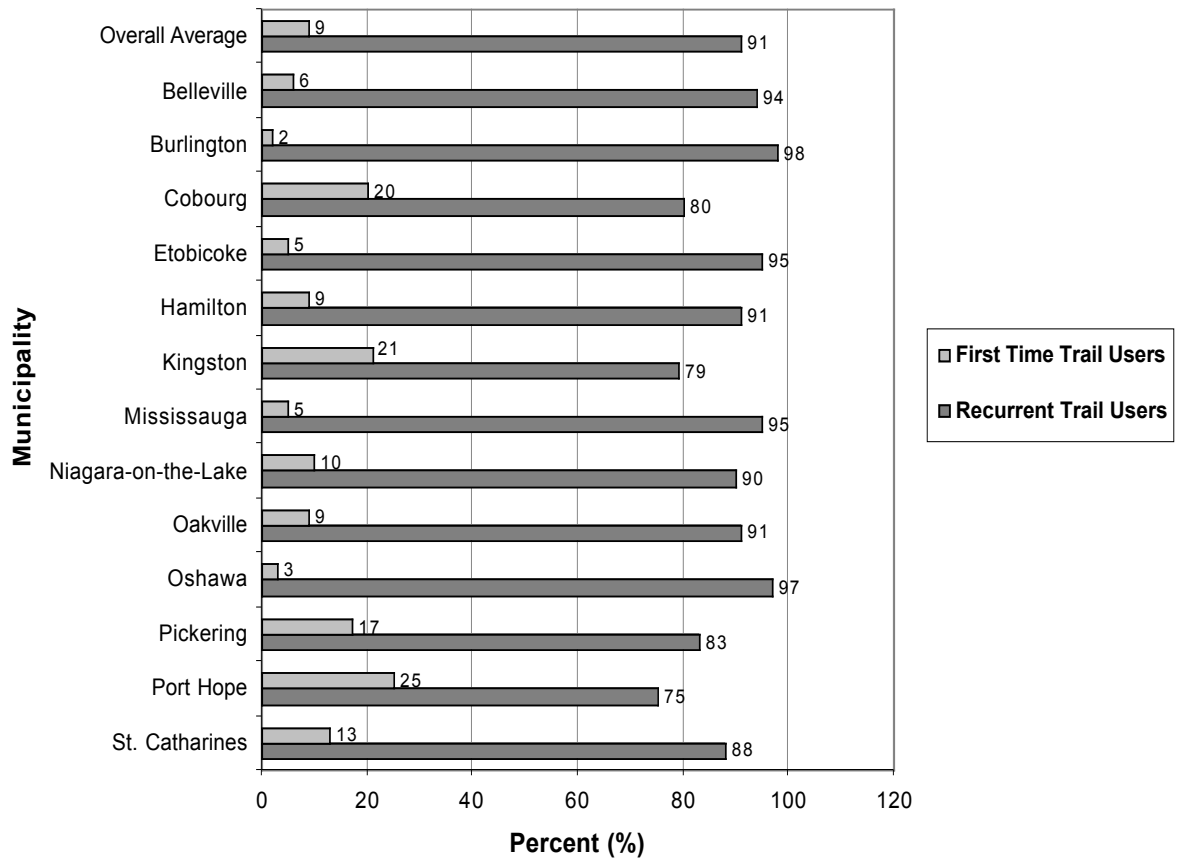


Nikki Rendle, Waterfront Regeneration Trust

Use of the Trail

Question 6: Is this the first time you have ever visited the Waterfront Trail?

Response:



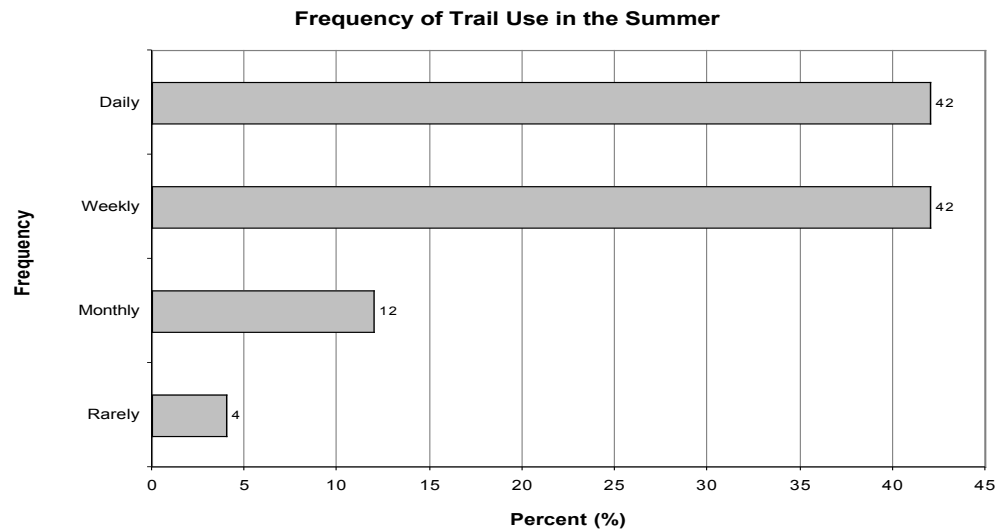
n=744

- The majority of Trail users surveyed were recurrent users (91%). Only 9% of respondents reported using the Trail for the first time.

Seasonal Trail Use

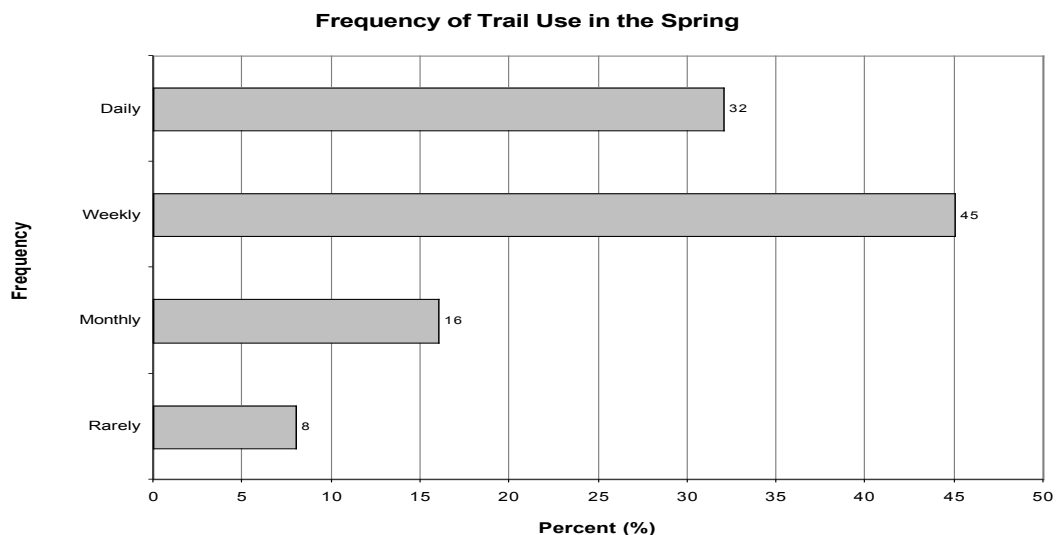
Question 6a: Rate, approximately, your Trail use in each of the seasons listed below.

Response:



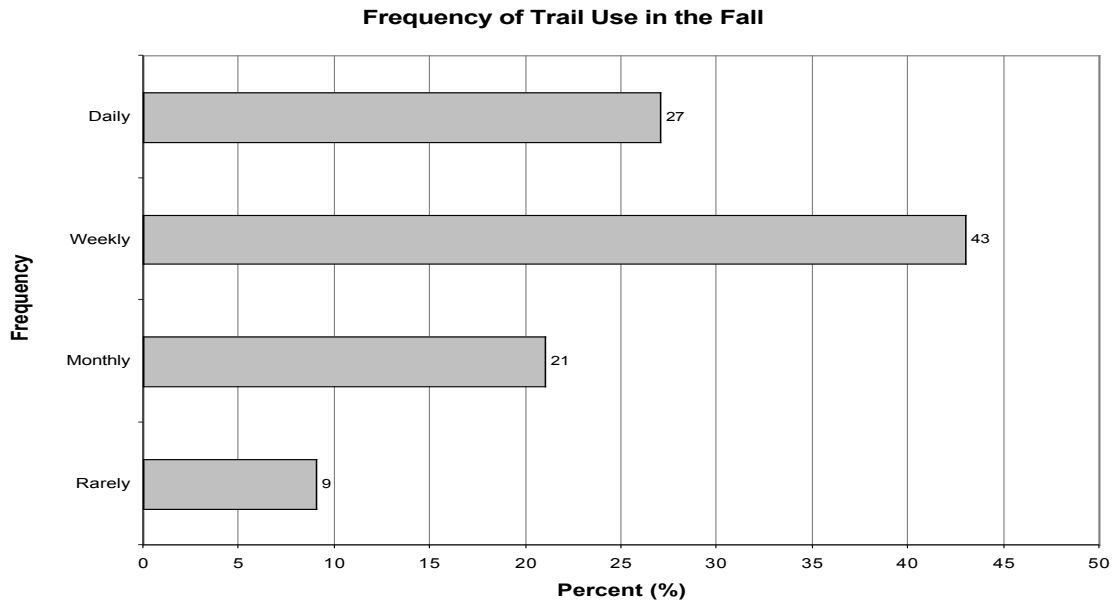
percentages in this table are based on responses, not cases
n=593

- Overall, respondents who reported they had used the Trail more than once were most likely to use the Trail on a daily (42%) and weekly (42%) basis in the summer.



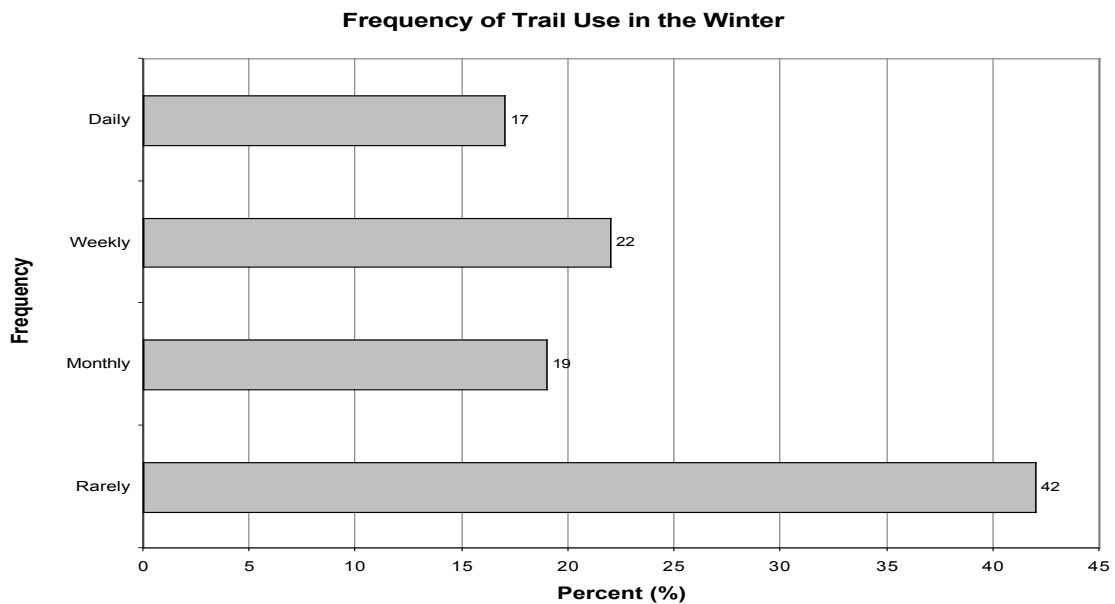
*percentages in this table are based on responses, not cases
n=593

- Respondents who reported they had used the Trail more than once indicated they were most likely to use the Trail on a weekly basis (45%) in the spring.



*percentages in this table are based on responses, not cases
n=593

- Respondents who reported they had used the Trail more than once also indicated they were most likely to use the Trail weekly (43%) in the fall.



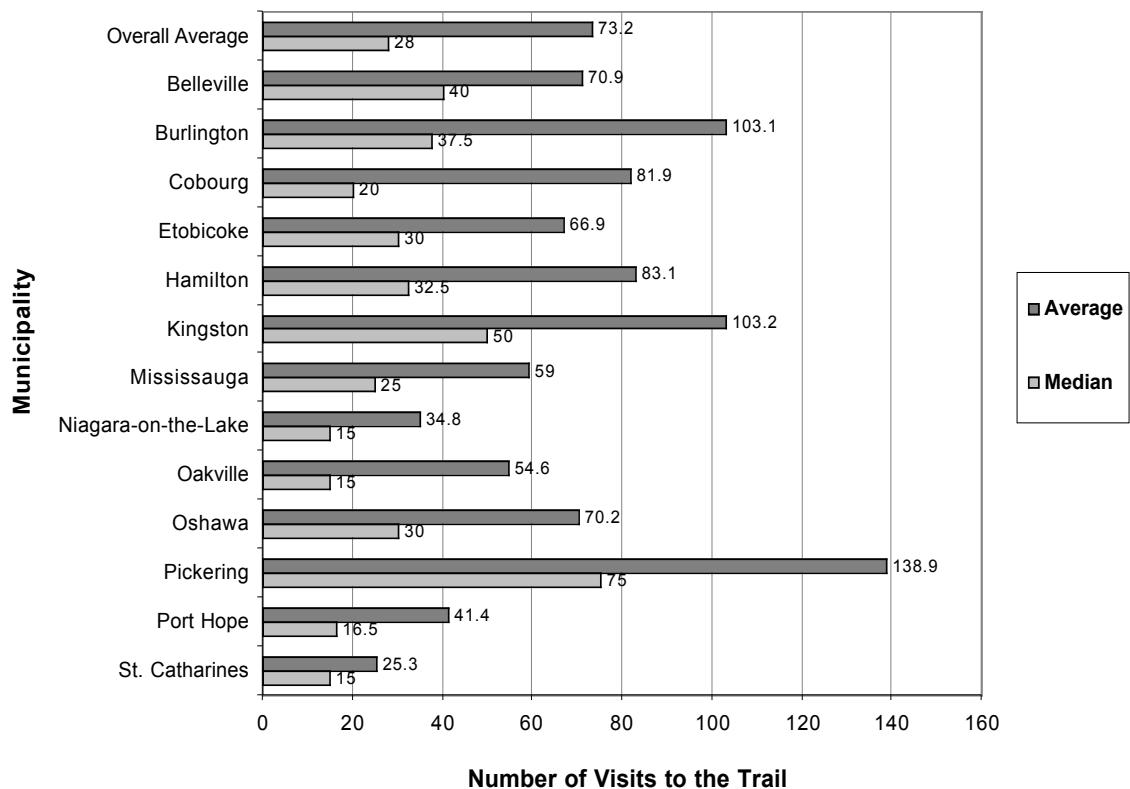
*percentages in this table are based on responses, not cases
n=593

- Respondents who reported they had used the Trail more than once indicated they were most likely to use the Trail rarely in the winter (42%).

The Number of Times Spent Visiting the Trail in the Past Year

Question 6b: Overall, about how many times have you visited the Trail in the past year?

Response:



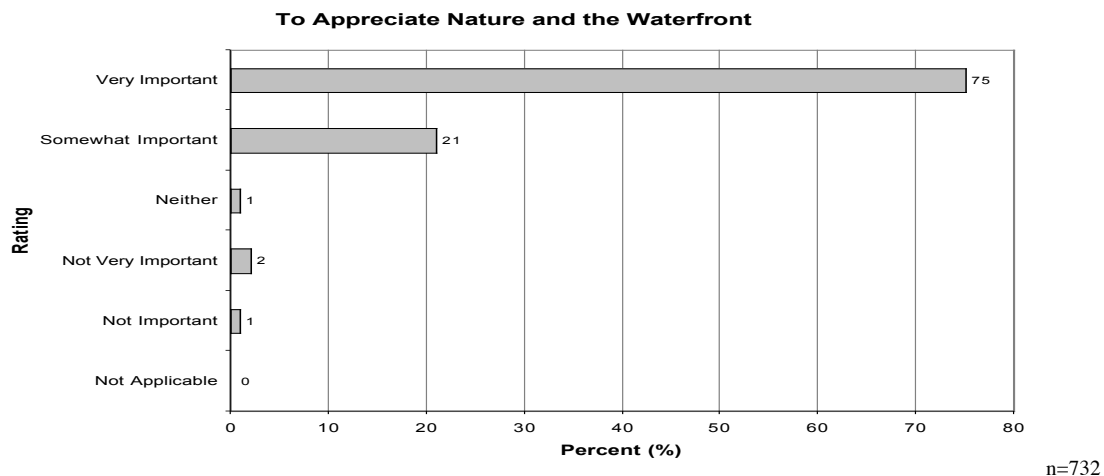
- Respondents reported visiting the Trail an estimated average of 73.2 times in the past year with a median of 28 times. Annual visitations ranged from a low average of 25.3 times in St. Catharines to a high of 138.9 times in Pickering.

4.3 Activities on the Trail Information

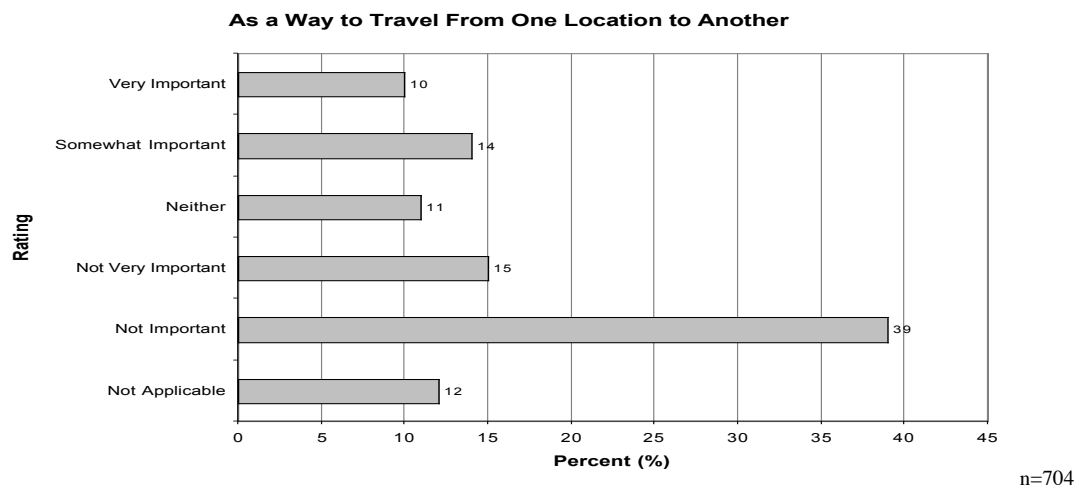
Reasons For Using the Waterfront Trail

Question 7: Please rank your reasons for using the Trail.

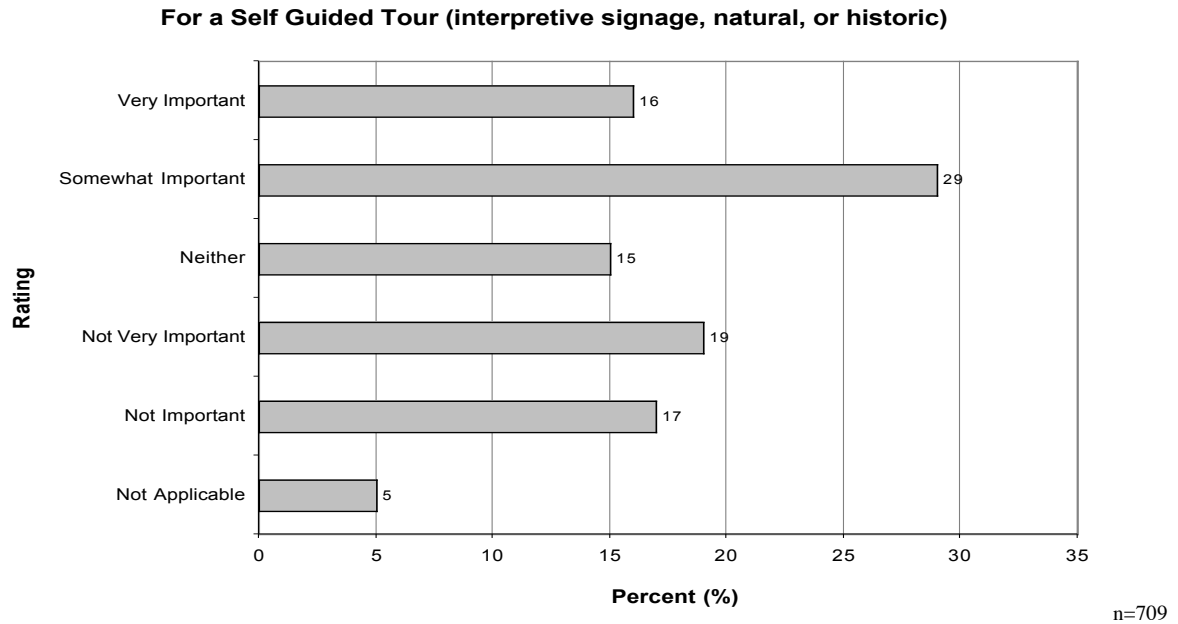
Response:



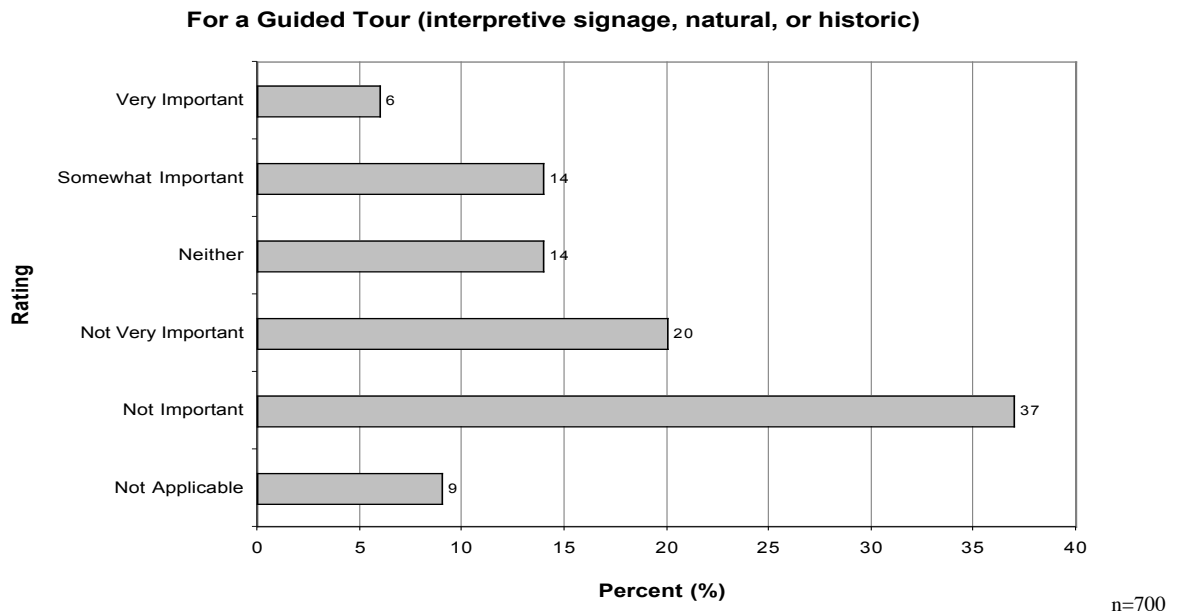
- 96% of respondents reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail.
- Respondents also reported that being close to Lake Ontario (90%), being able to see Lake Ontario (87%), and being surrounded by nature (94%) were either somewhat or very important to their experience of the Trail (see Question 13). In addition, 89% percent of respondents reported that the natural views from the Trail were either “good” or “excellent” (see Question 16).



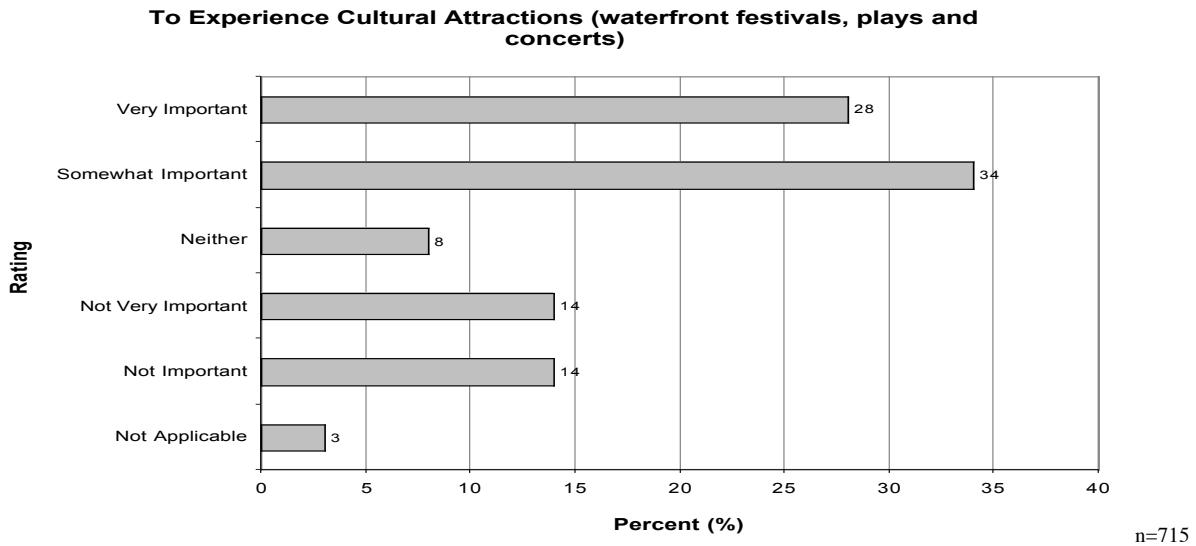
- 24% of respondents reported that using the Trail, as a way to travel from one location to another, was either somewhat or very important.



- Overall, 45% of respondents reported that a self-guided tour was either a somewhat or very important reason for using the Trail. This suggests that almost half of the respondents are interested in learning about aspects of the Waterfront Trail during their visits.



- 20% of respondents reported a guided tour to be either a somewhat or very important reason for using the Trail.
- 34% of respondents also reported that they would be interested in an organized tour (see Question 9).

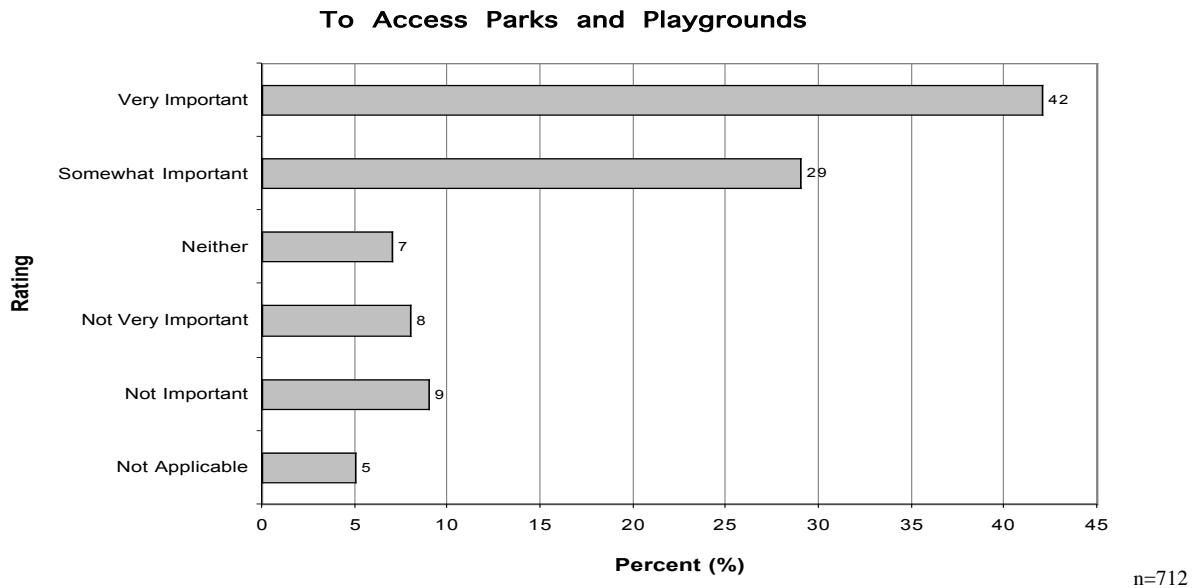


- Almost two out of three respondents (62%) reported that experiencing cultural attractions was either a somewhat or very important reason for using the Trail.
- While indicating various programs they would be likely to frequent if they were located along the Trail, respondents expressed the most interest in concerts (19%), festivals (18%), and plays (12%) (see Question 11).
- 37% of users rated the number of cultural/heritage attractions as “good”/“excellent” and 40% of users rated the quality of cultural/heritage attractions as “good”/“excellent” (see Question 14).

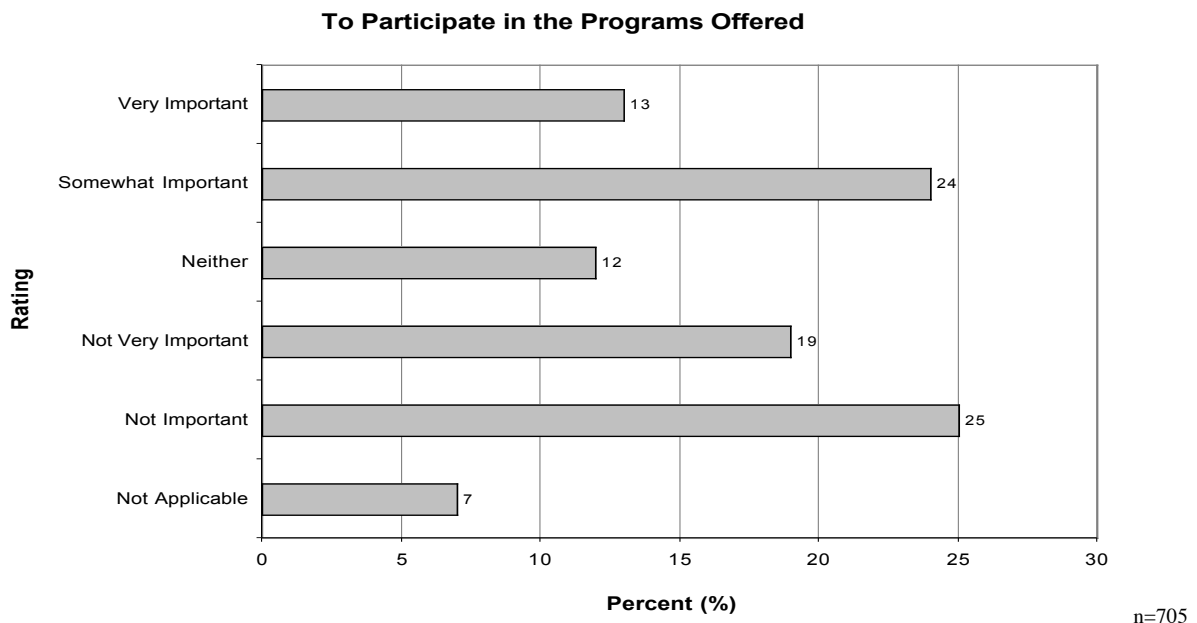


n=707

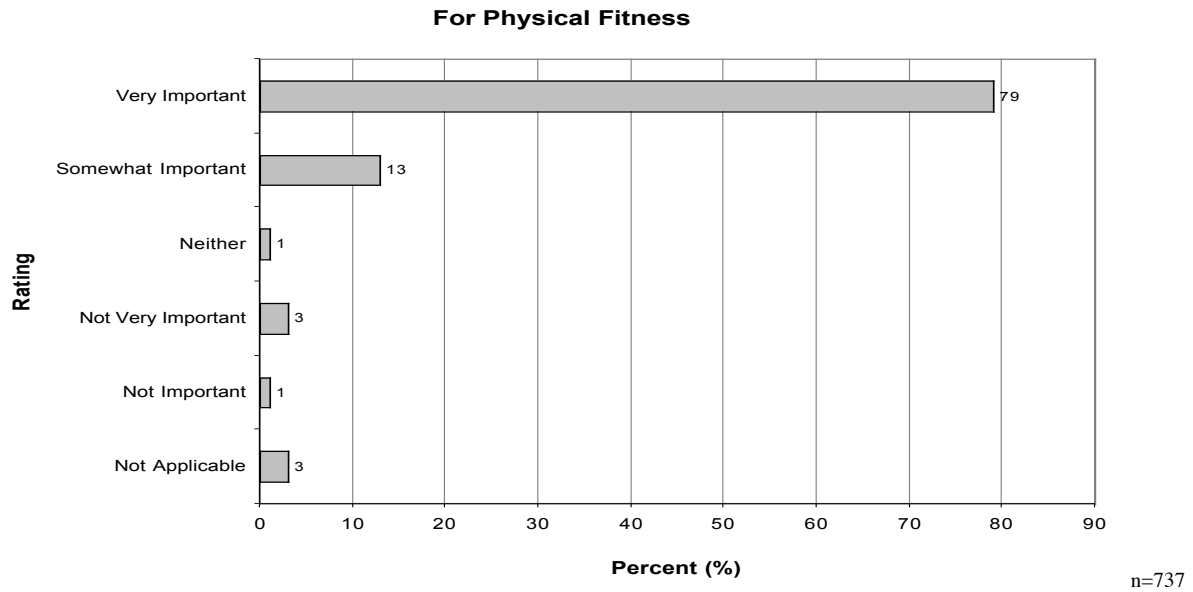
- 36% of respondents indicated that visiting heritage sites was somewhat or very important.
- Respondents also reported interest in attending museums (10%) and first nations heritage sites (9%) if they were located along the Trail (see Question 11).
- 37% of users rated the number of cultural/heritage attractions as “good”/“excellent” and 40% of users rated the quality of cultural/heritage attractions as “good”/“excellent” (see Question 14).



- Overall, 71% of respondents reported that accessing parks and playgrounds was either a somewhat or very important reason for using the Trail. This could indicate that there are many families with children visiting the Trail.
- 59% of respondents also reported that both the number and quality of playgrounds on the Trail was either “good” or “excellent” (see Question 14).



- 37% of respondents indicated that participating in the programs offered was either a somewhat or very important reason for using the Trail.
- The number and quality of family/children’s programs was rated as “good” or “excellent” by 24% and 25% (respectively) of respondents (see Question 14).



- Overall, 92% of respondents reported that using the Trail for physical fitness was either a somewhat or very important reason for visiting the Trail.

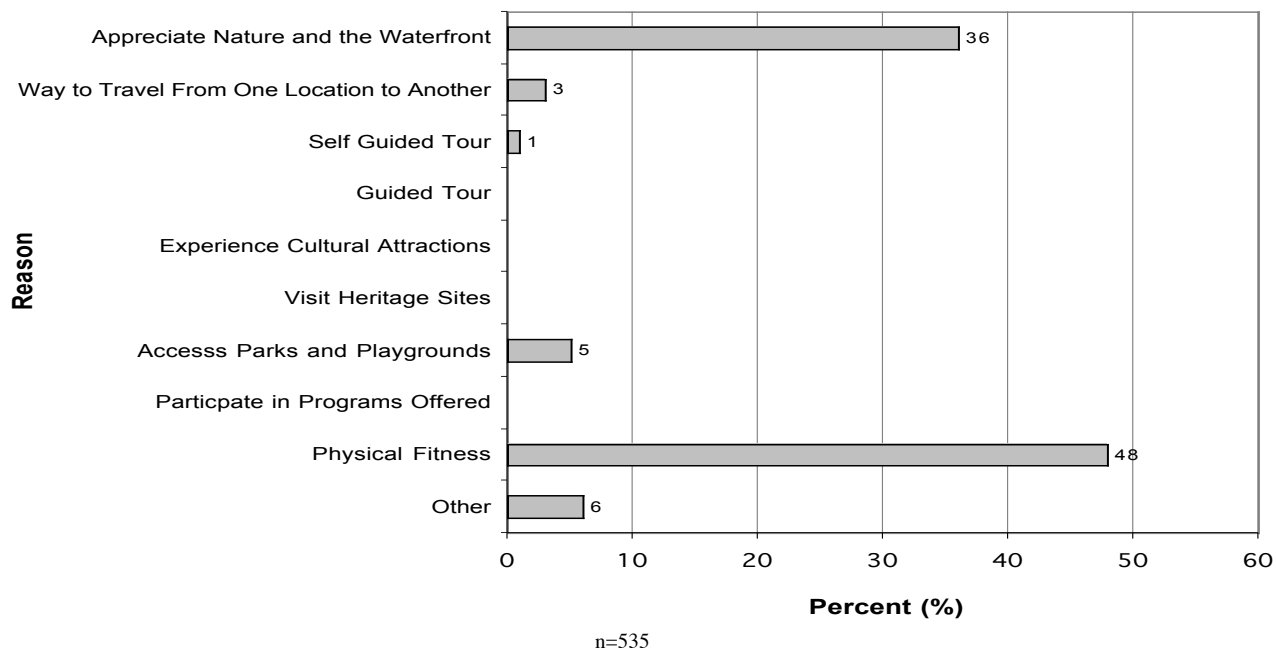


David Ritter, Waterfront Regeneration Trust

Most Important Reason for Using the Trail

Question 8: On the previous chart, please circle your most important reason for visiting the Waterfront Trail.

Response:

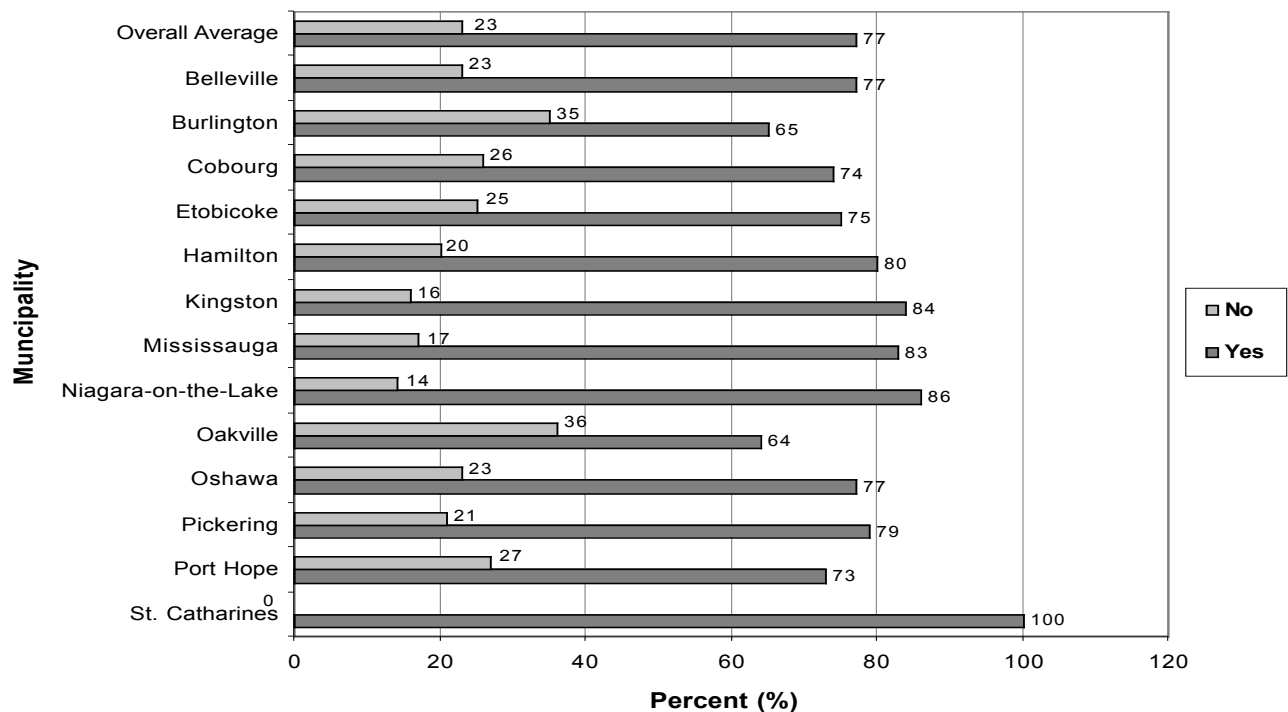


- Respondents reported that physical fitness (48%) and appreciating nature and the waterfront (36%) were their most important reasons for using the Trail.

Spending Personal Vacation Time on the Trail

Question 9: Would you consider spending a part or all of your vacation exploring other areas of the Lake Ontario Waterfront Trail?

Response:

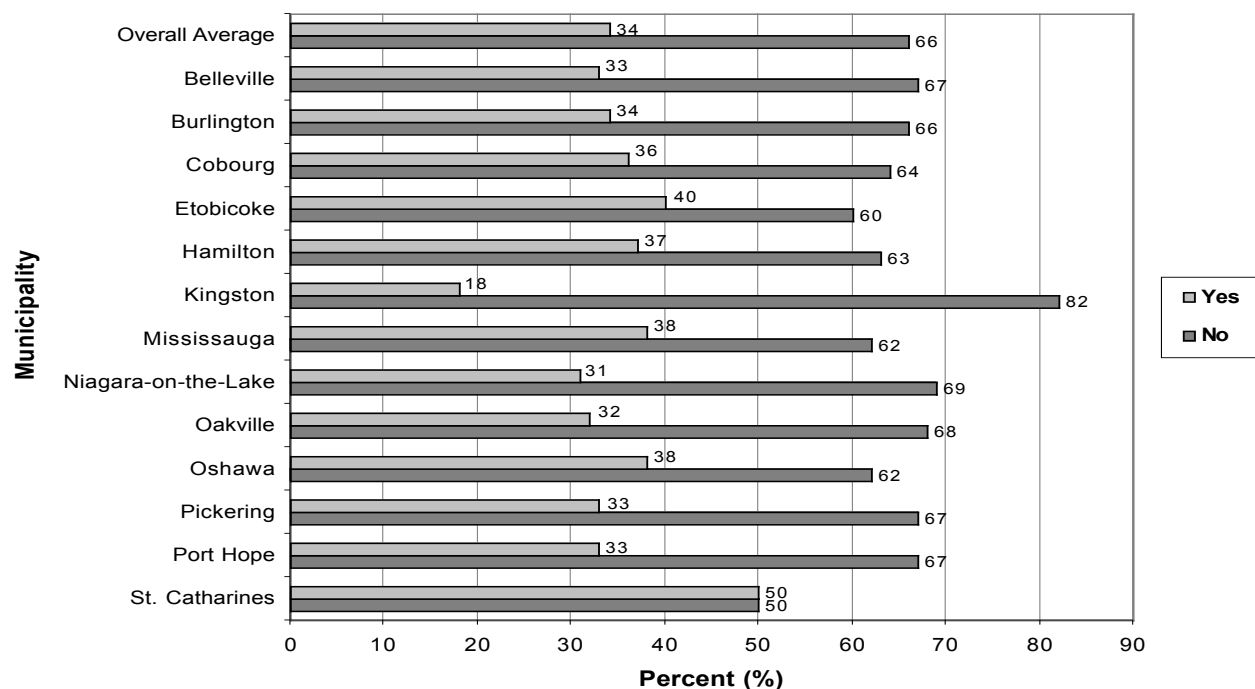


- 77% of respondents reported that they would consider spending part or all of their vacation on the Waterfront Trail, indicating a strong potential for tourism.

Interest in an Organized Tour

Question 9a: Would you be interested in an organized tour?

Response:



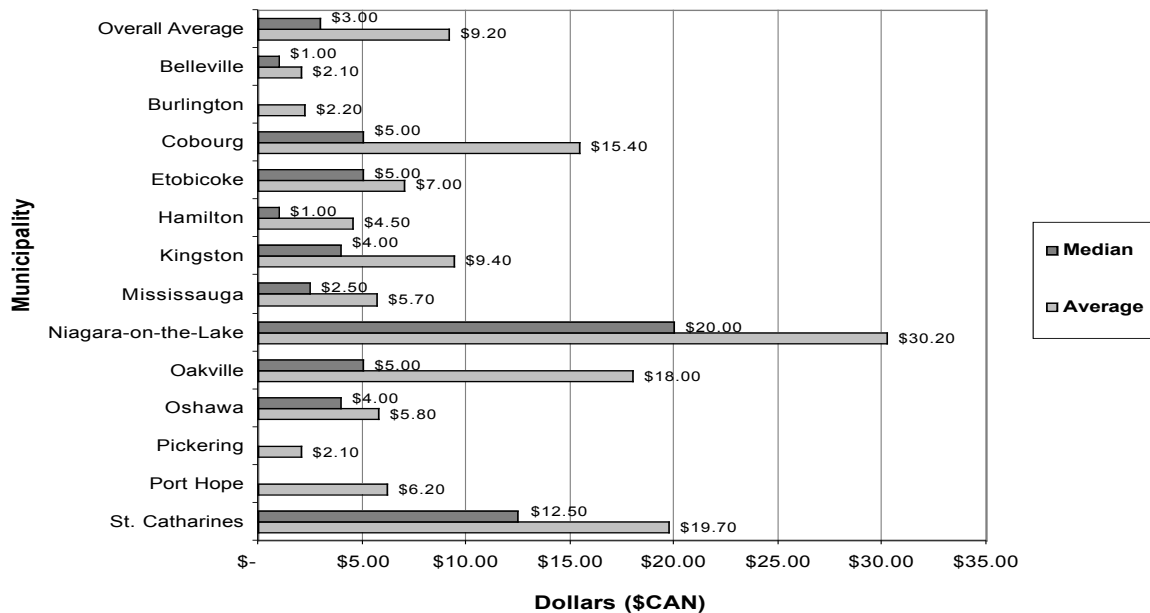
n=714

- Two out of three respondents reported that they would not be interested in an organized tour. This could reflect the trend toward self-directed, experience-based tourism.
- 45% of respondents indicated that taking a self-guided tour was an either somewhat or very important reason for using the Trail. 20% said that a guided tour was either somewhat or very important (see Question 14).

Average Amount of Money Spent, in Total, Per Trip

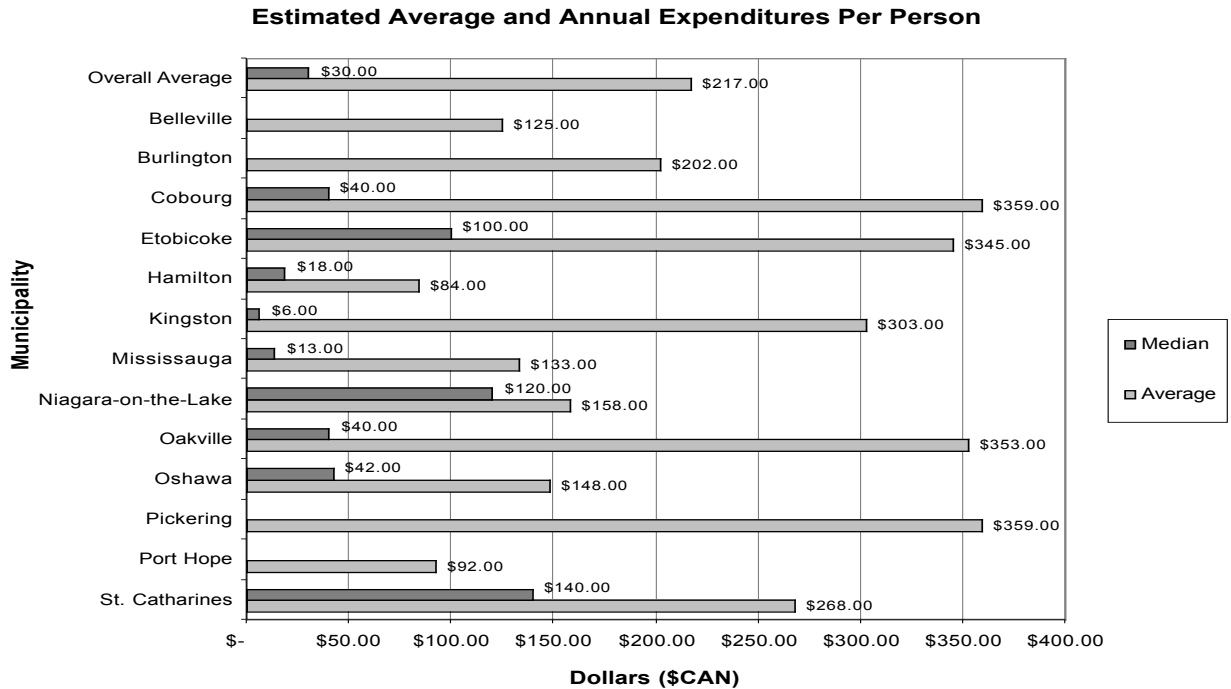
Question 10: Approximately how much do you spend, in total, per trip on the Trail?

Response:



n=652

- Across the sample, respondents reported spending an average of \$9.20 and a median of \$3.00 per trip on the Trail
- Respondents from the Niagara-on-the-Lake section reported spending the most money on the Trail with an average of \$30.20 per trip (with a \$20 median). Respondents in St. Catharines reported spending an average of \$19.70 (with a \$12.50 median).

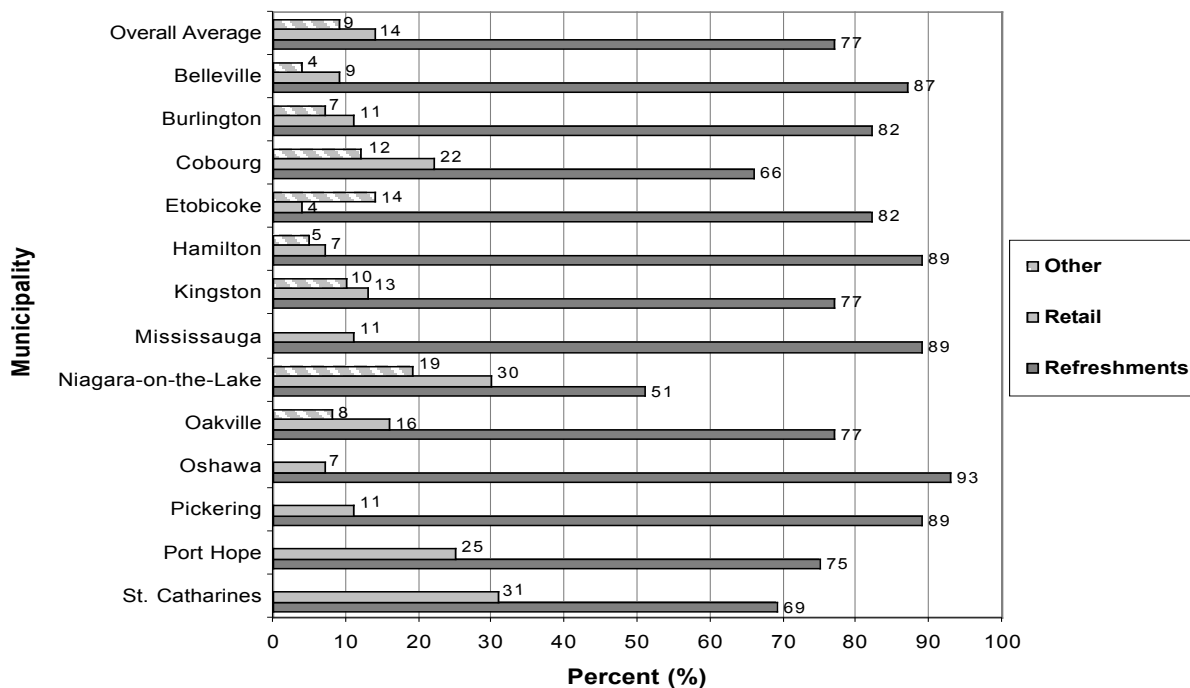


- The dollar values in the above graph were obtained by multiplying the amount respondents reported spending per trip by their total estimated trips per year on the Trail.
- The average and median annual expenditures fluctuated across the municipalities. Respondents reported spending the most annually in Cobourg (\$359 on average, with a median of \$40) and Pickering (\$359 on average, with a median of \$0).

Items Purchased

Question 10a: Please specify [what you buy while on the Trail].

Response:



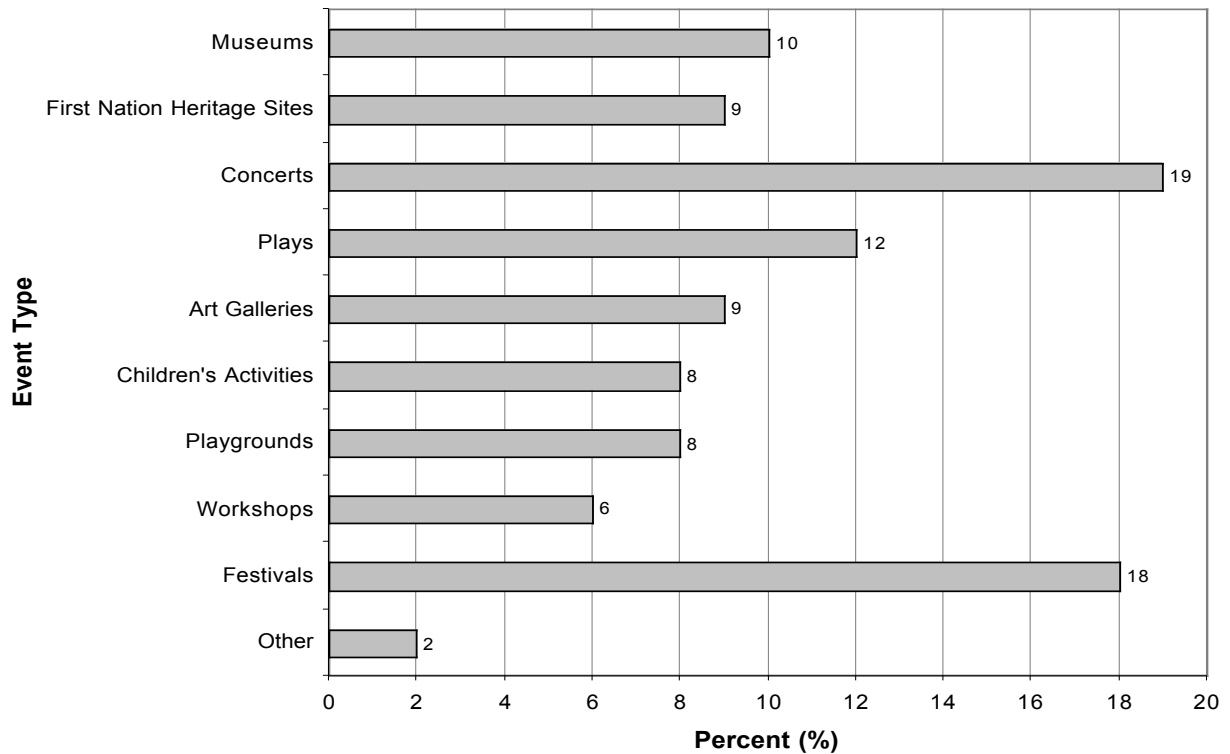
*percentages in this table are based on responses, not cases
n=530

- Overall, refreshments were reported to be the most popular category for spending along the Trail (77%). This was the case in all municipalities.
- Retail spending was highest in Niagara-on-the-Lake (30%) probably because this trail section is located in a tourist area.

The Types of Programs Users Would be Likely to Frequent

Question 11: What kinds of cultural, heritage, or family programs would you be likely to frequent if they were located along the trail?

Response:



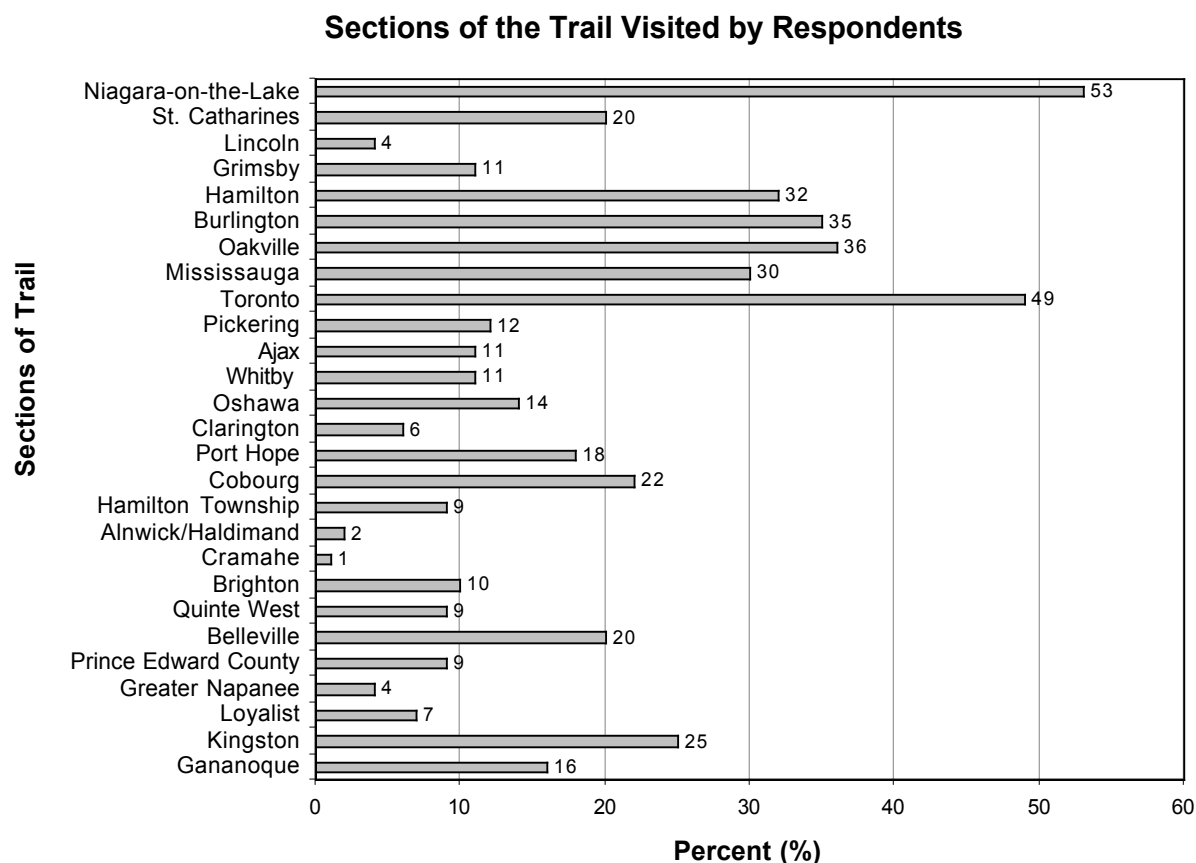
*percentages in this table are based on responses, not cases
n=2619

- Overall, respondents reported that they would be most likely to frequent concerts (19%) and festivals (18%) if they were located on the Waterfront Trail.

Use of Other Trail Sections

Question 12: Have you visited any portions of the Trail located in the following communities?

Response:



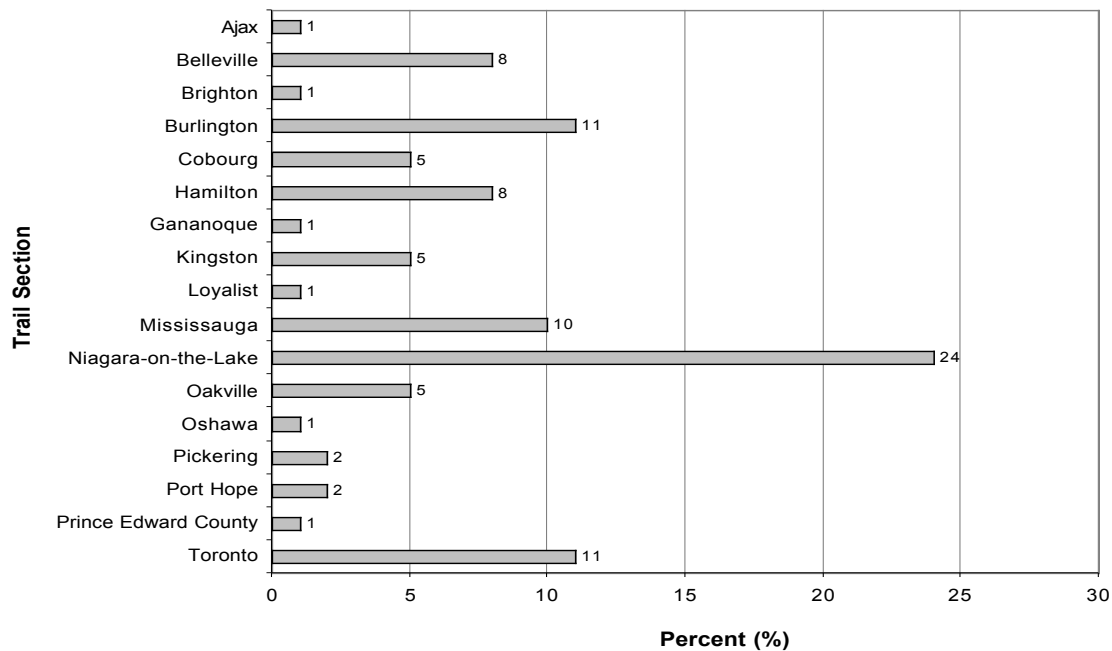
n=751

- Niagara-on-the-Lake and Toronto were reported to be the most popular sections of the Trail.
- Responses to this question varied by municipality, often resulting in a relatively higher mention of visits to neighbouring sections of the Trail. 66% of Oshawa respondents, for example, had visited Whitby's waterfront, an amount six times the average of 11%.

Trail Users Favourite Trail Sections

Question 12a: Do you have a favourite section of the trail? If yes, which?

Response:



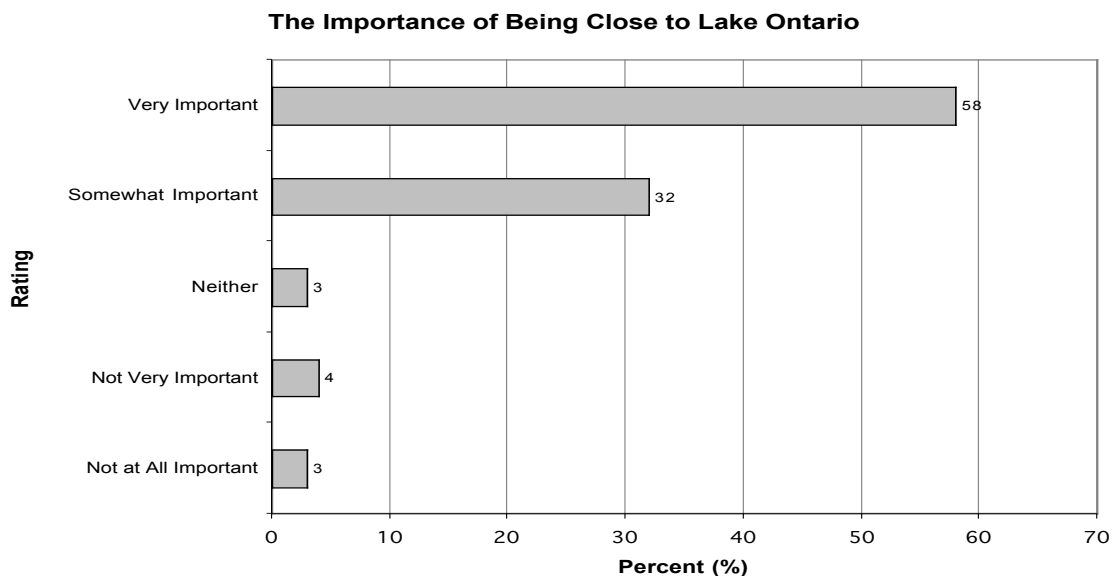
n=313

- This graph shows sections of the Trail where at least one respondent reported the section as their favourite. Those sections of the Trail with 0% responses are not shown.
- Niagara-on-the-Lake received the most responses for favourite trail section with 24%, followed by Toronto and Burlington, both at 11%.
- The majority of respondents from each municipality where the survey was conducted choose their own section of the Trail as their favourite.

Experience of the Trail

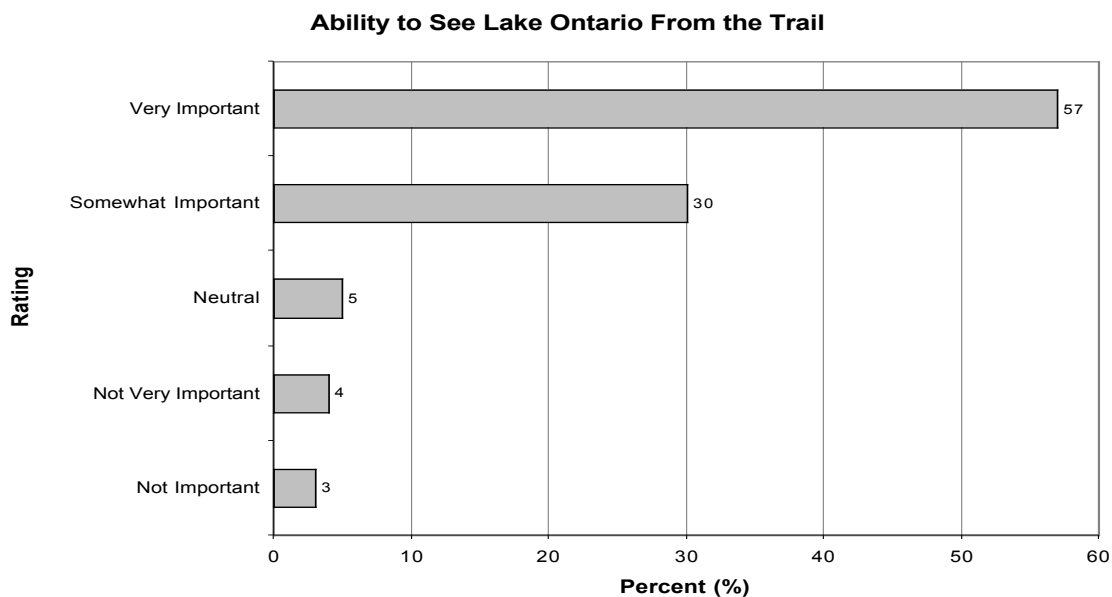
Question 13: Please rate the following considerations, in terms of how they affect your experience of the Trail.

Response:



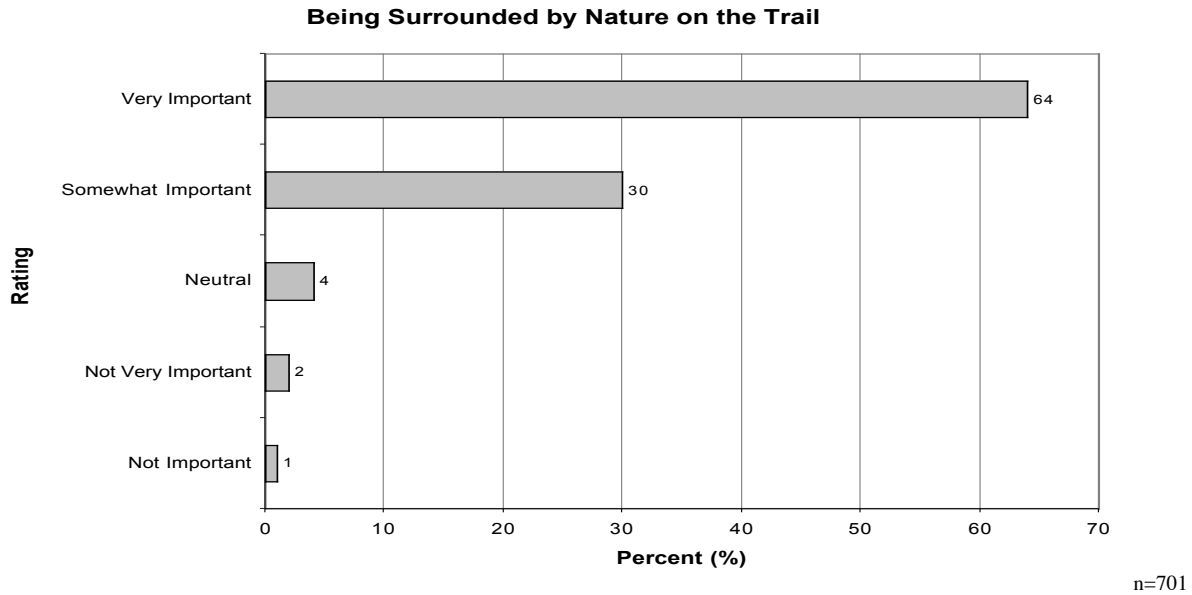
n=719

- 90% of respondents reported that being close to Lake Ontario was either somewhat or very important to their experience on the Trail.

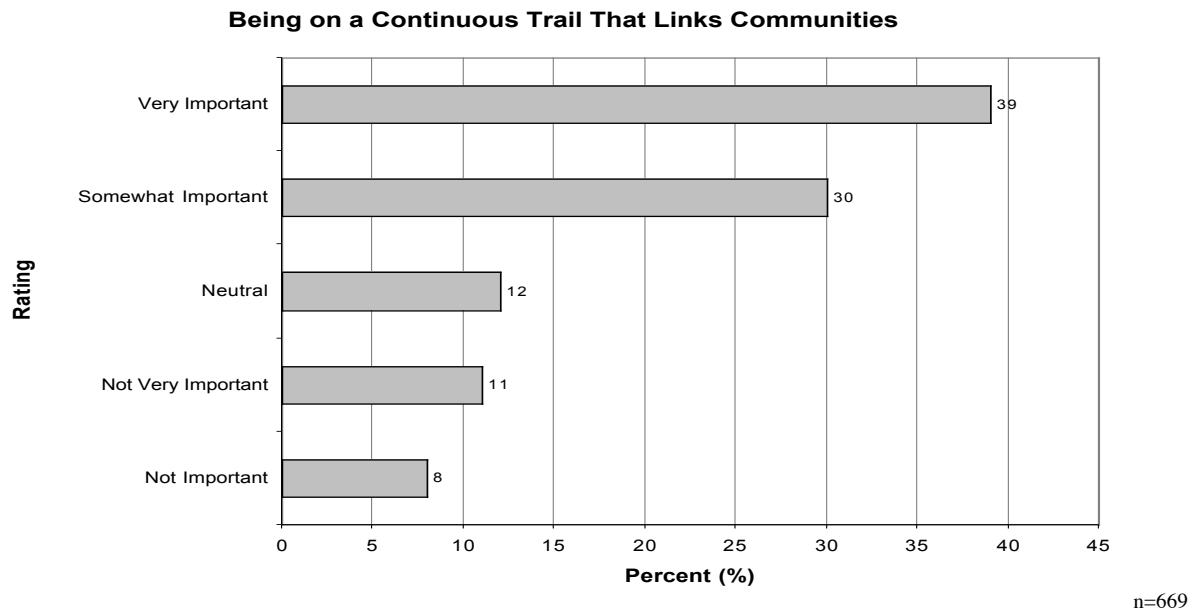


n=700

- 87% of reported that being able to see Lake Ontario from the Trail was either somewhat or very important to their experience on the Trail.



- Overall, 94% of respondents reported that being surrounded by nature on the Trail was either somewhat or very important to their experience on the Trail.



- Overall, 69% of respondents reported that being on a continuous trail was either somewhat or very important to their experience on the Trail.
- 96% of respondents indicated that appreciating nature and the waterfront was either a somewhat or very important reason for visiting the Trail (see Question 7), while 89% reported that the natural views from the Trail were either “good” or “excellent” (see Question 16).

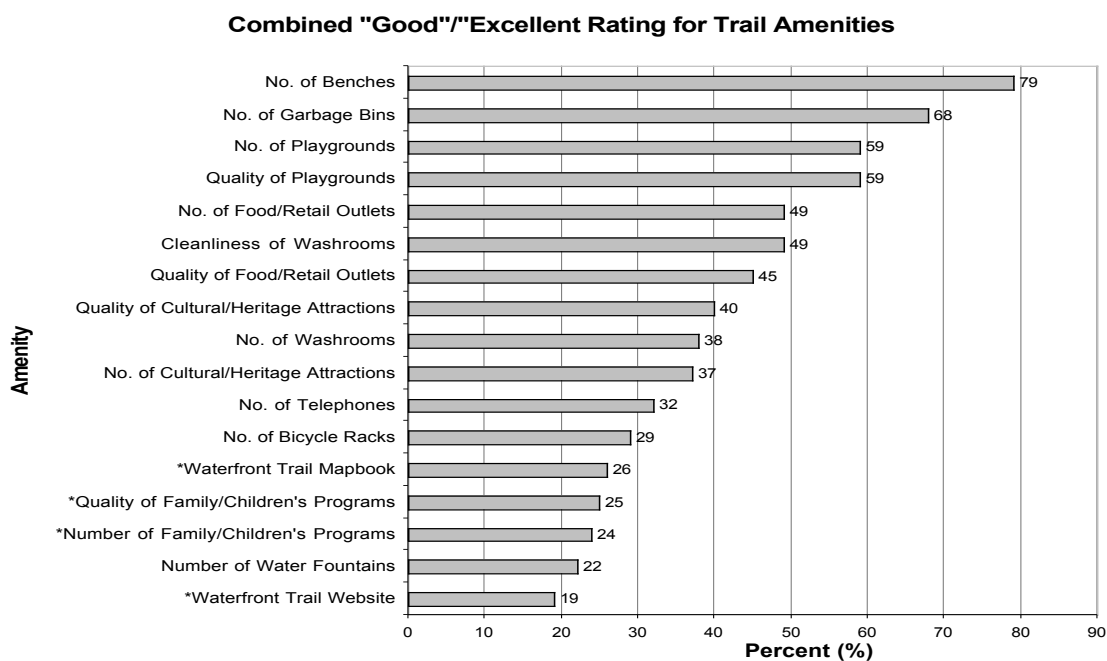
4.4 Rating the Trail

Trail Amenity Ratings

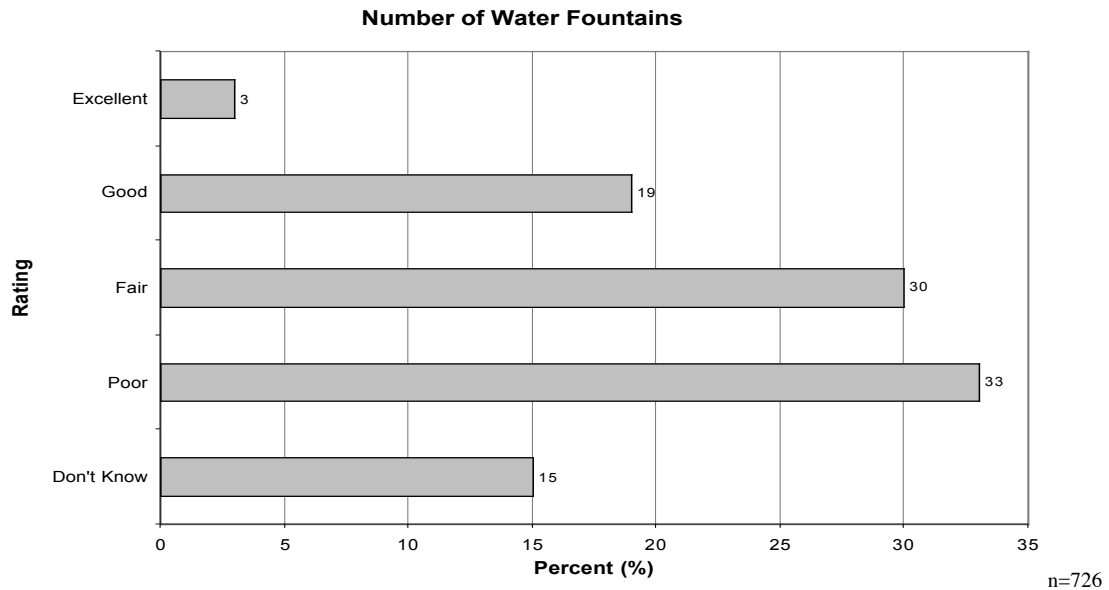
Note: “don’t know” responses for amenities could have been interpreted by respondents as meaning either “not known” or “not applicable”.

Question 14: Please circle the number that best represents how you rate each amenity where 1 is poor, 2 is fair, 3 is good, 4 is excellent, and 9 is I don’t know.

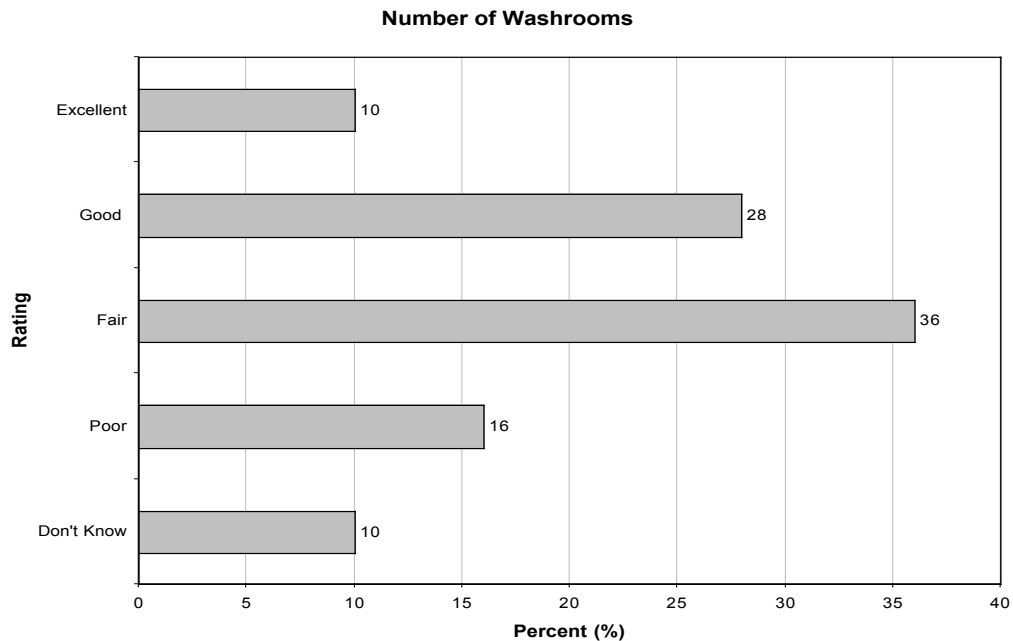
Response:



- The number of benches and the number of garbage cans received the highest percentage of combined “good”/“excellent” ratings at 79% and 68%, respectively.
- Amenities with an asterisk (*) next to their title scored over 50% for “don’t know”, which may explain their low rating.

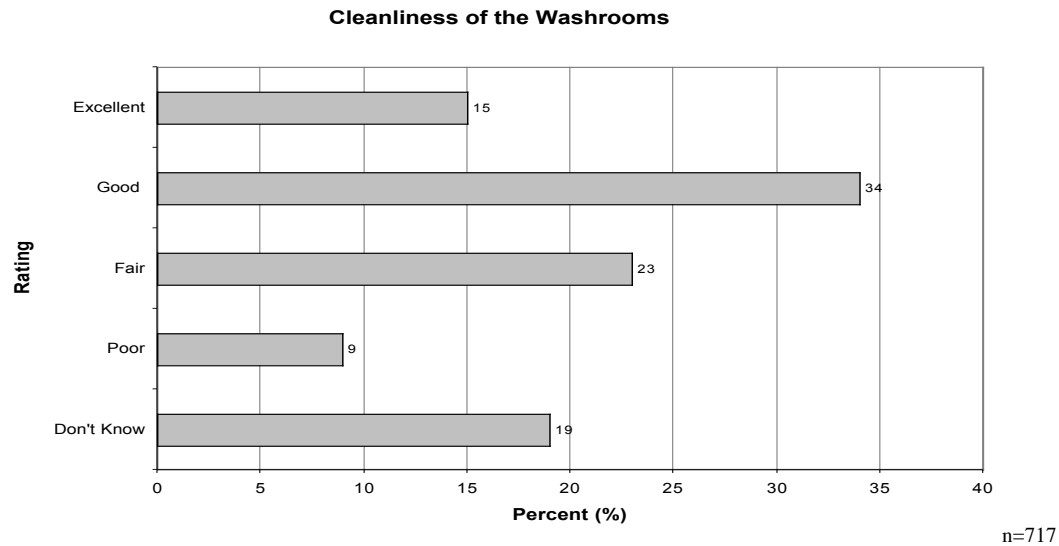


- The municipalities that received the highest “good”/“excellent” ratings for the number of water fountains included Hamilton (35%) and Mississauga (27%). Those with the lowest ratings included Kingston (13%) and Burlington (17%).

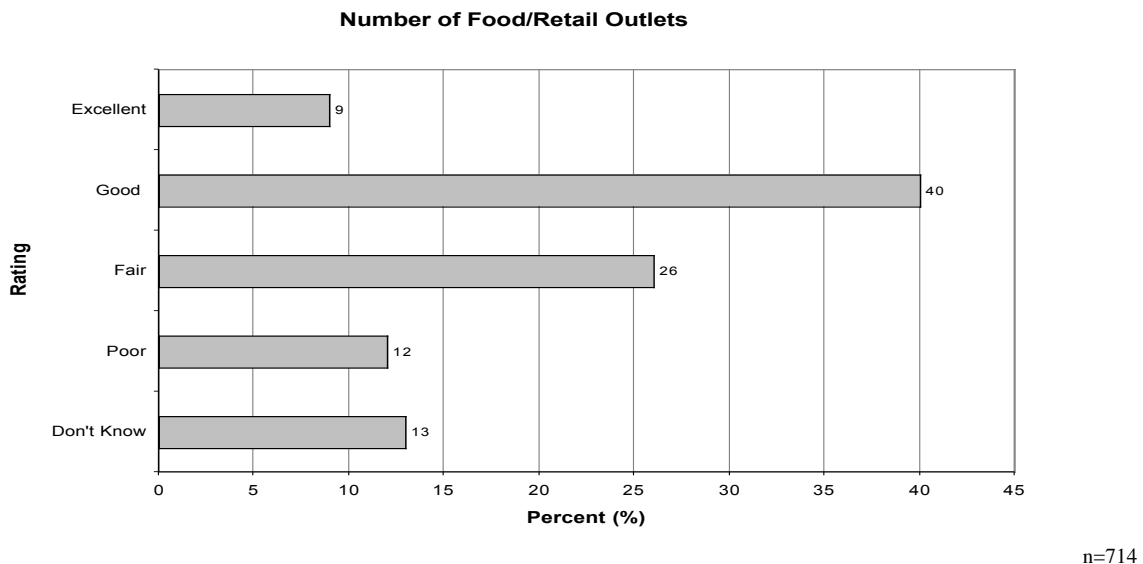


n=736

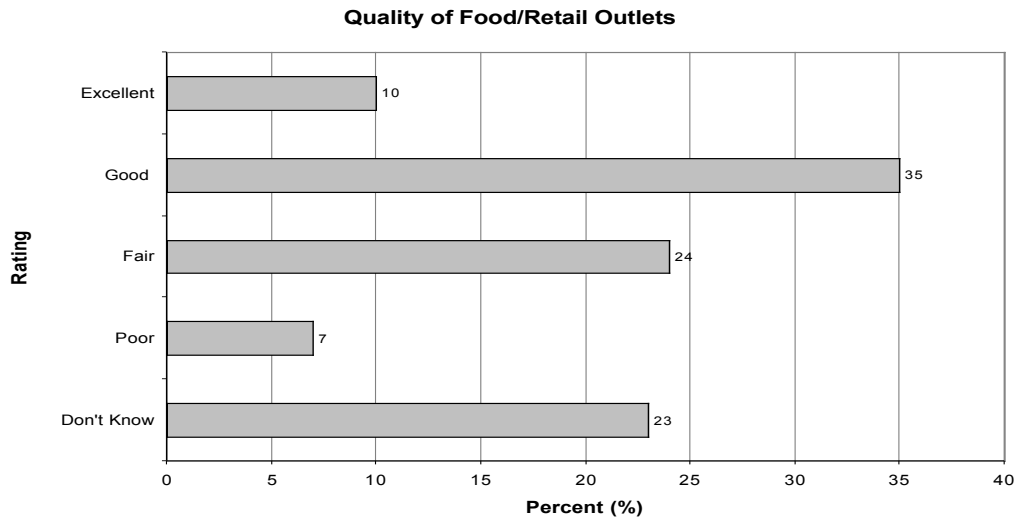
- Only 38% of respondents rated the number of washrooms as either “good” or “excellent”.
- The municipalities with the highest “good”/“excellent” ratings were Hamilton (65%) and Oshawa (61%). Those with the lowest ratings included Kingston (25%) and Cobourg (30%).



- Overall, 49% of the sample rated washroom cleanliness as either “good” or “excellent”.
- Municipalities with the highest “good”/“excellent” ratings were Hamilton (77%) and Niagara-on-the-Lake (71%). Those with the lowest ratings were Etobicoke (28%) and Kingston (32%).

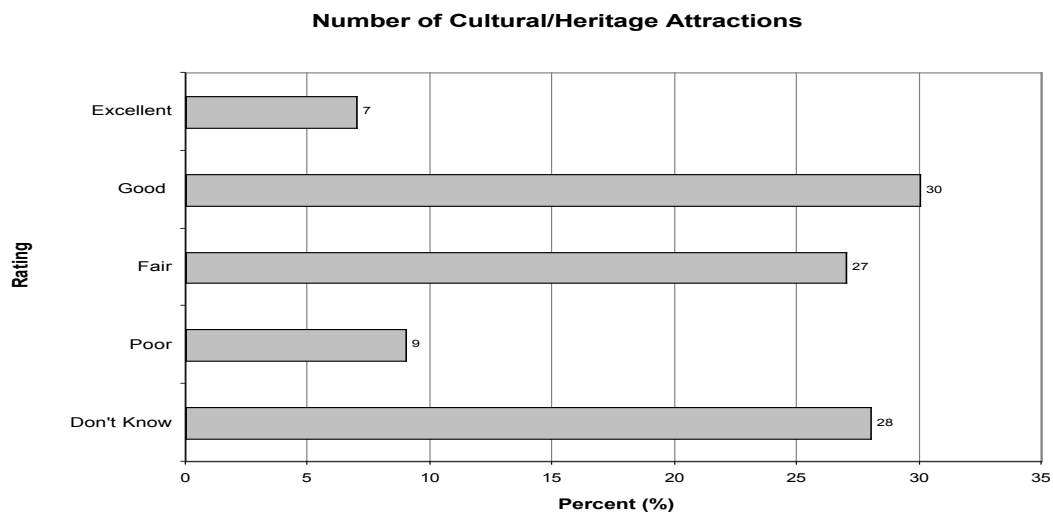


- With respect to the number of retail outlets, Oakville and Hamilton were above the average, with combined “good”/“excellent” ratings of 69%.
- Kingston, Belleville and Niagara-on-the-Lake rated below average with combined “good”/“excellent” ratings of 38%, 41%, and 41% respectively.
- Since the question asked respondents to rate the number of food/retail outlets, this question measures user satisfaction within the existing situation. It is difficult to determine if those dissatisfied would like to see more or fewer food/retail outlets.



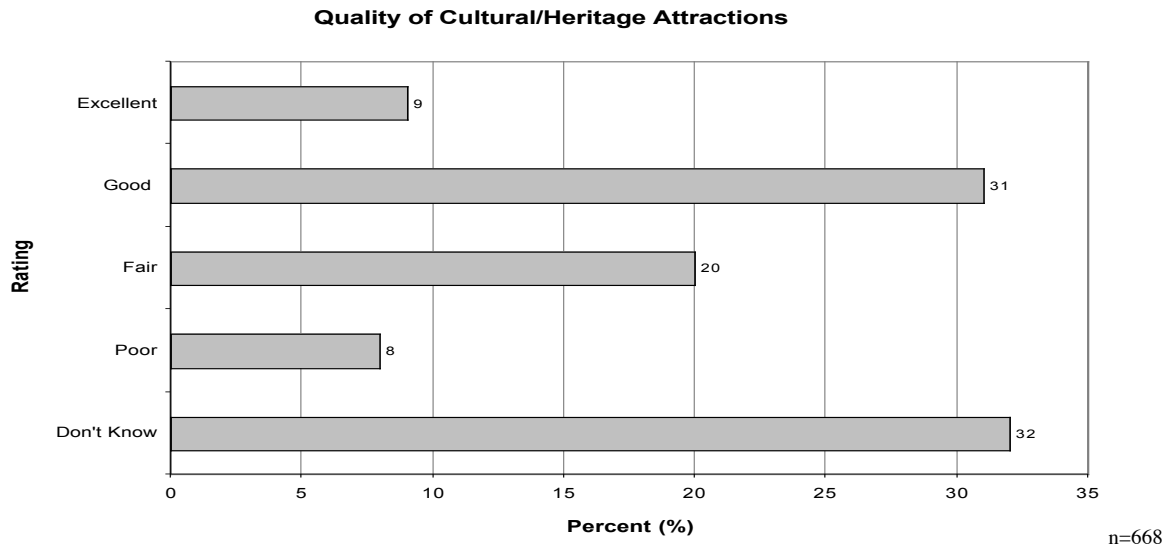
n=688

- Hamilton and Oakville had above average combined “good”/“excellent” ratings of 71% and 64%.
- Below average ratings of combined “good”/“excellent” ratings were received by Kingston (32%), and Etobicoke (36%).

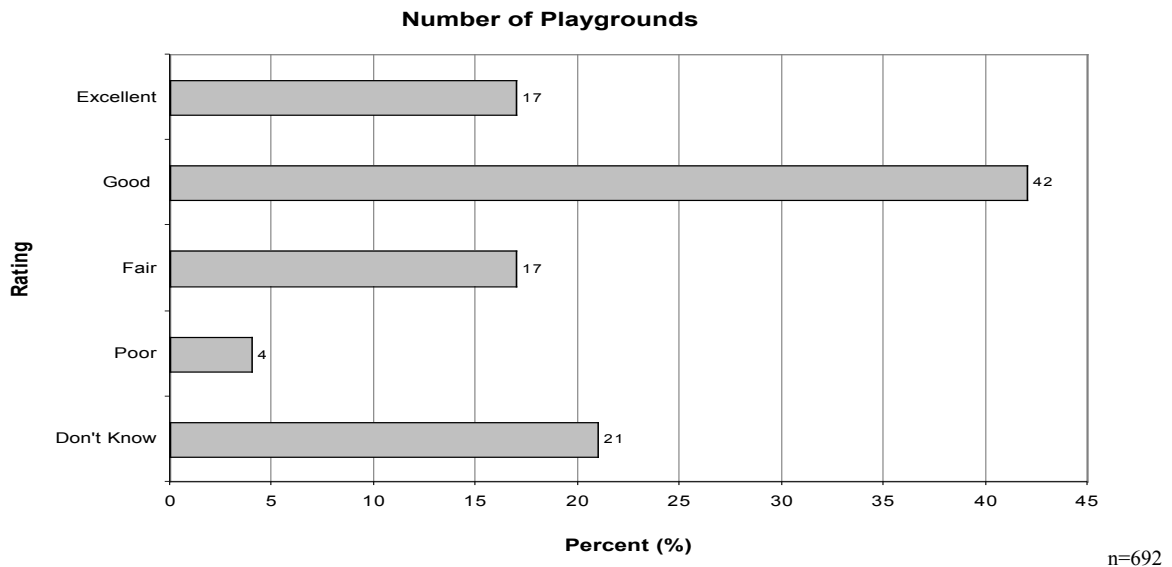


n=680

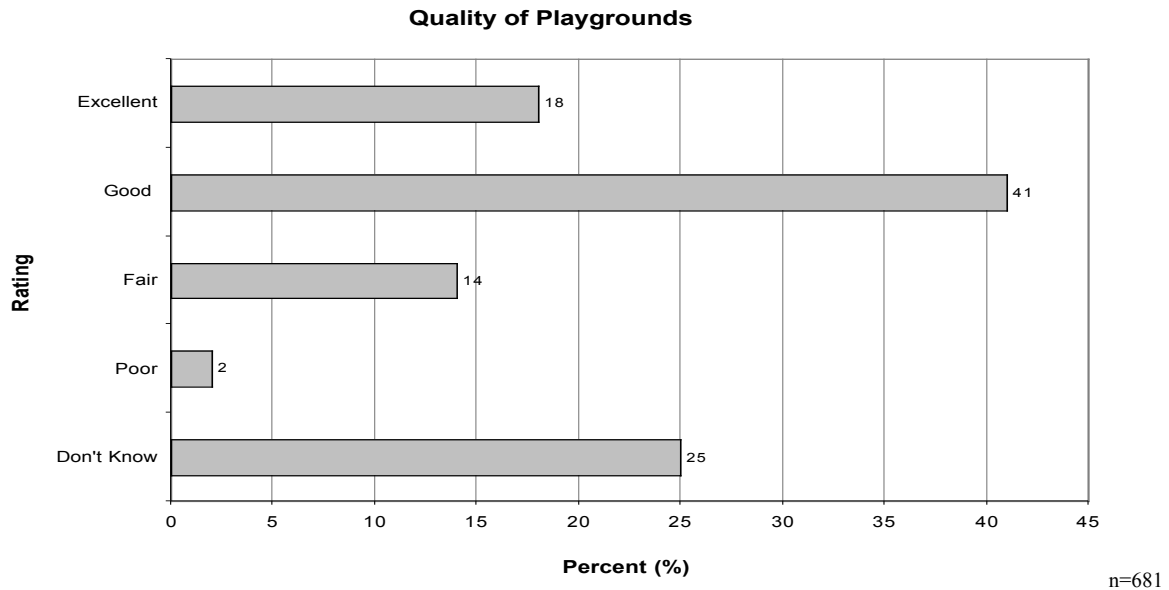
- Municipalities that had the highest percentage of “good”/“excellent” ratings included Niagara-on-the-Lake (66%) and Kingston (57%). Those with the lowest ratings included Belleville (24%) and Etobicoke (28%).
- Municipalities that had “don’t know” as their highest option included Belleville, and Mississauga, perhaps indicating either the absence of cultural/heritage attractions, respondents’ lack of awareness, or confusion about the nature of cultural/heritage attractions.



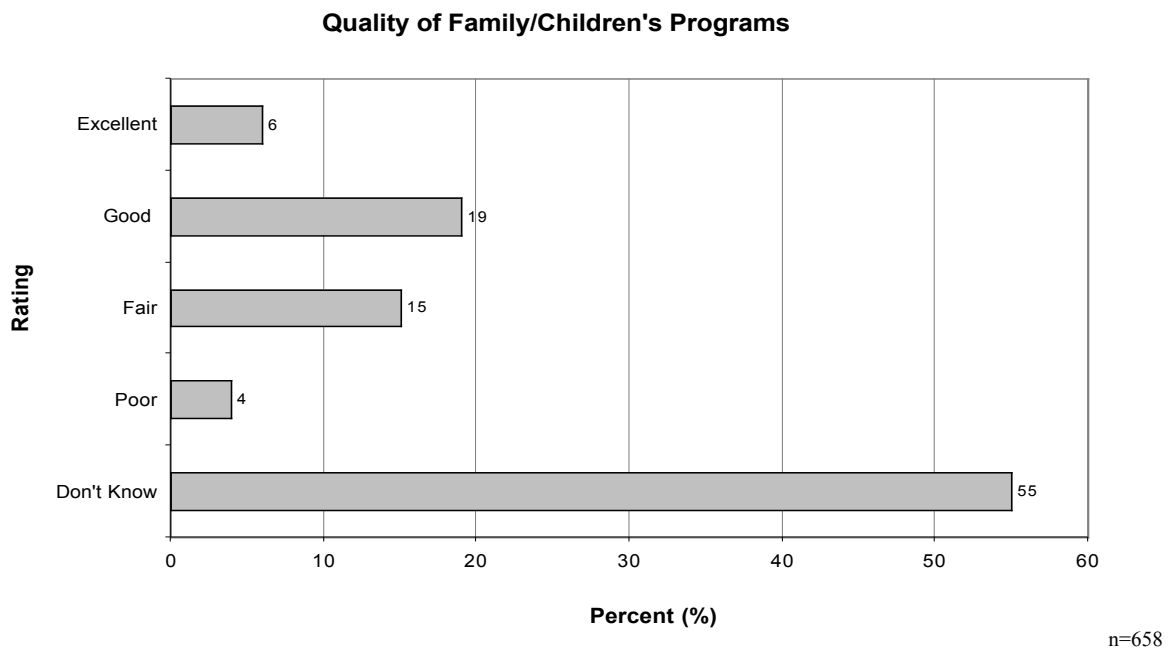
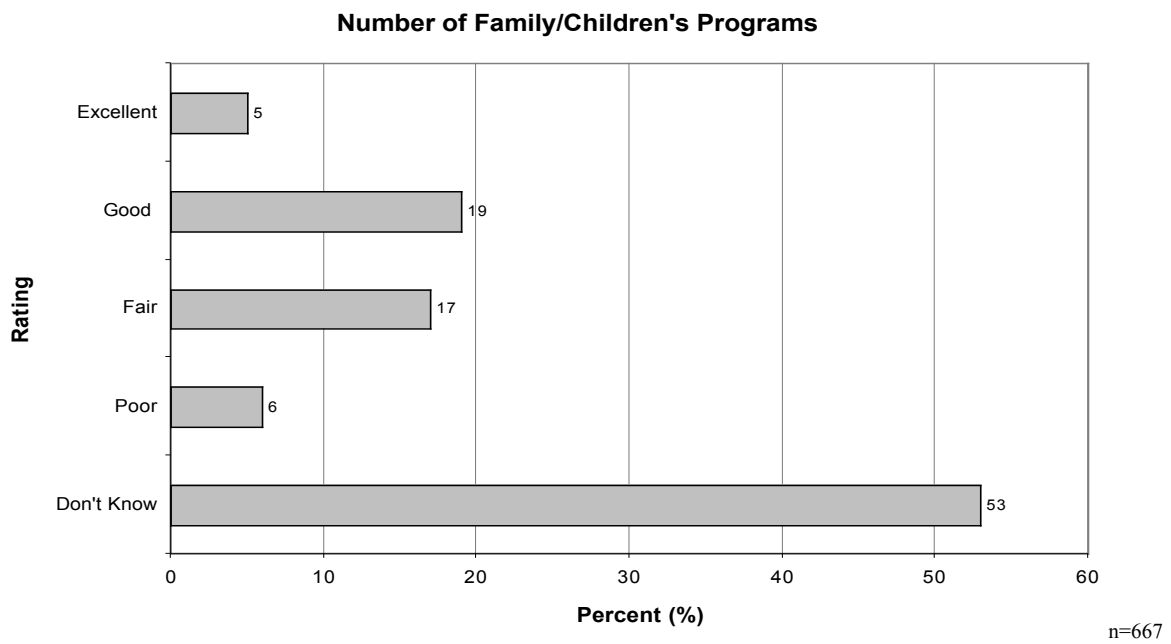
- The high percentage of respondents answering “don’t know” (32%) could indicate either a lack of attractions on the Trail, or a lack of respondent awareness.
- Municipalities with the highest “good”/“excellent” ratings were Kingston (61%) and Niagara-on-the-Lake (59%). Those with the lowest ratings were Etobicoke (26%) and Belleville (29%).
- In a related finding to the number and quality of cultural/heritage attractions, 62% of respondents reported that experiencing cultural attractions was either a somewhat or very important reason for using the Trail (see Question 7).



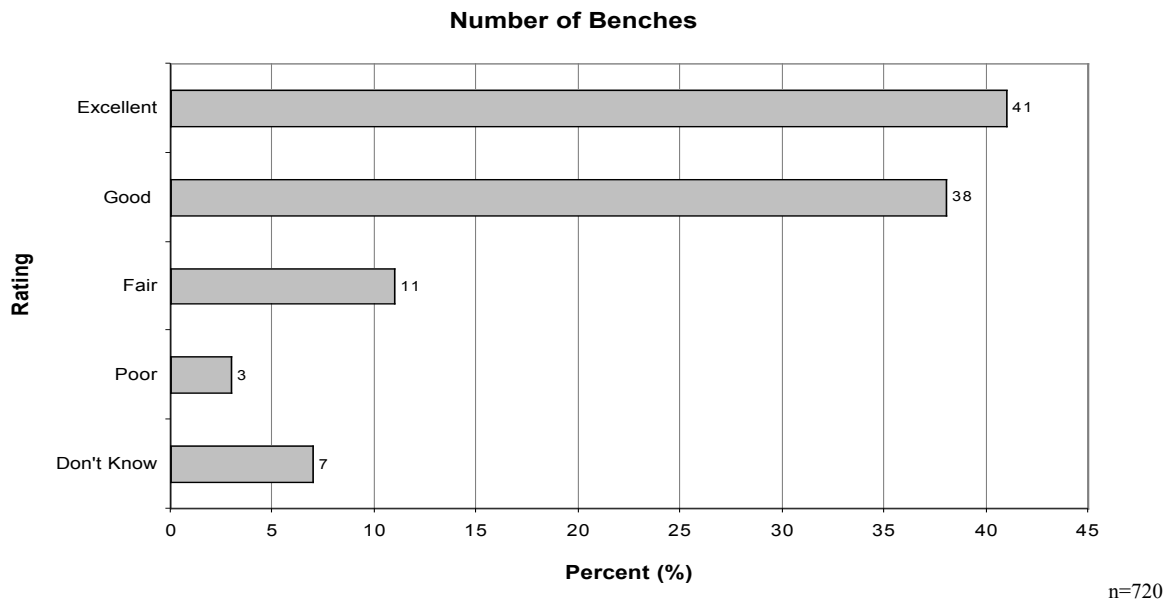
- Mississauga (76%) and Burlington (73%) received a relatively higher percentage of respondents rating the number of playgrounds as either “good” or “excellent”: Municipalities with the lowest ratings were in Niagara-on-the-Lake (36%) and Kingston (44%).



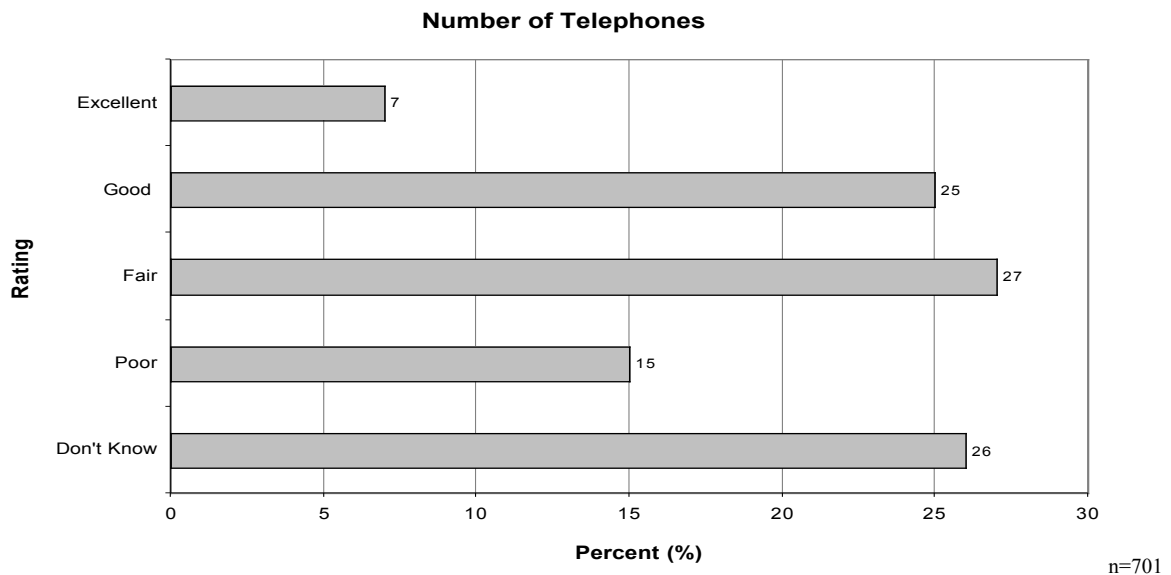
- The list of municipalities who received a relatively higher percentage of either “good” or “excellent” ratings to this question is similar to the results of the previous question. These were Burlington (69%), Cobourg (69%), and Mississauga (76%). Municipalities with relatively lower ratings included Etobicoke (42%) and Niagara-on-the-Lake (43%).
- The above municipalities who scored particularly well on this criterion may have done so because the survey site was located in a main municipal waterfront park with playgrounds close by. Other survey sites were more secluded and without playgrounds.
- A finding related to the number and quality of playgrounds was the fact that 71% of respondents reported that accessing parks and playgrounds was either a somewhat or very important reason for using the Trail (see Question 7).



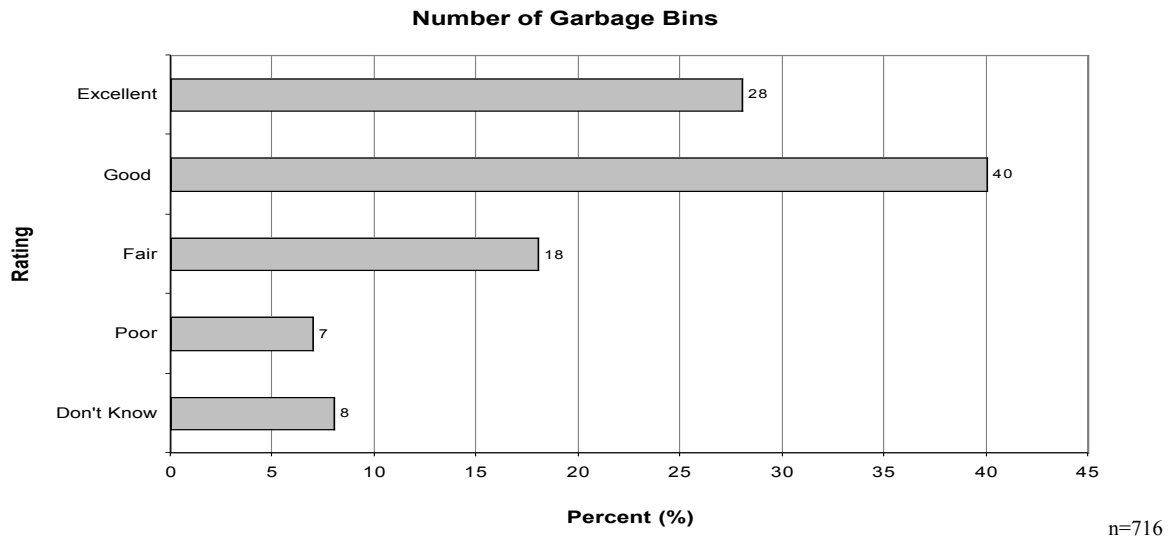
- The high overall percentage of “don’t know” ratings at 55% might indicate either an absence of programs, or a lack of respondent awareness of such programs.



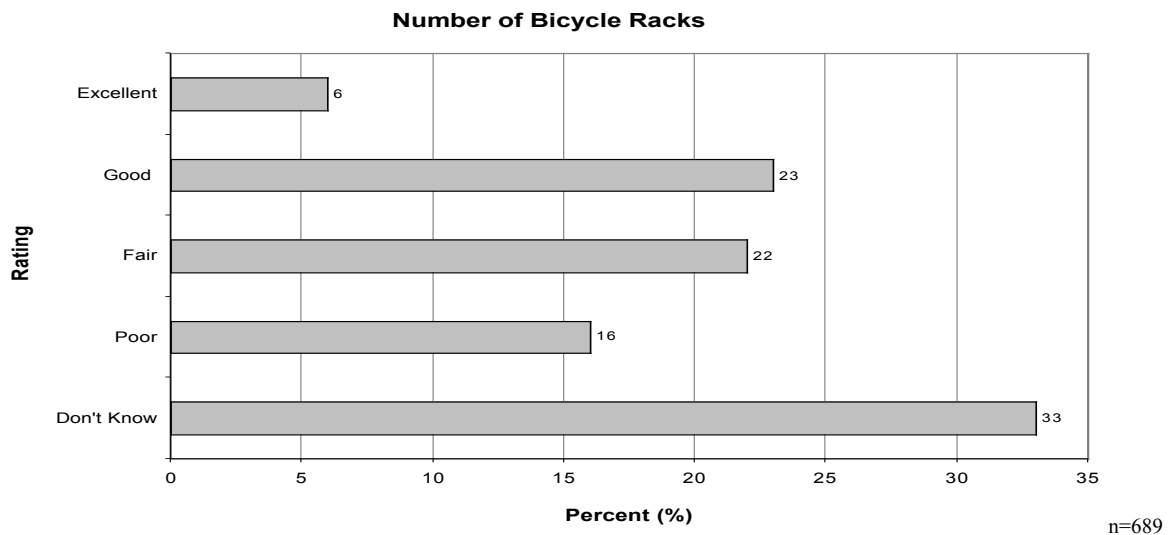
- Overall, 79% of respondents reported the number of benches on the trail to be either “good” or “excellent”.
- Municipalities who received a higher than 45% “excellent” rating included Belleville, Hamilton, Kingston, Oshawa, Pickering, and Port Hope.



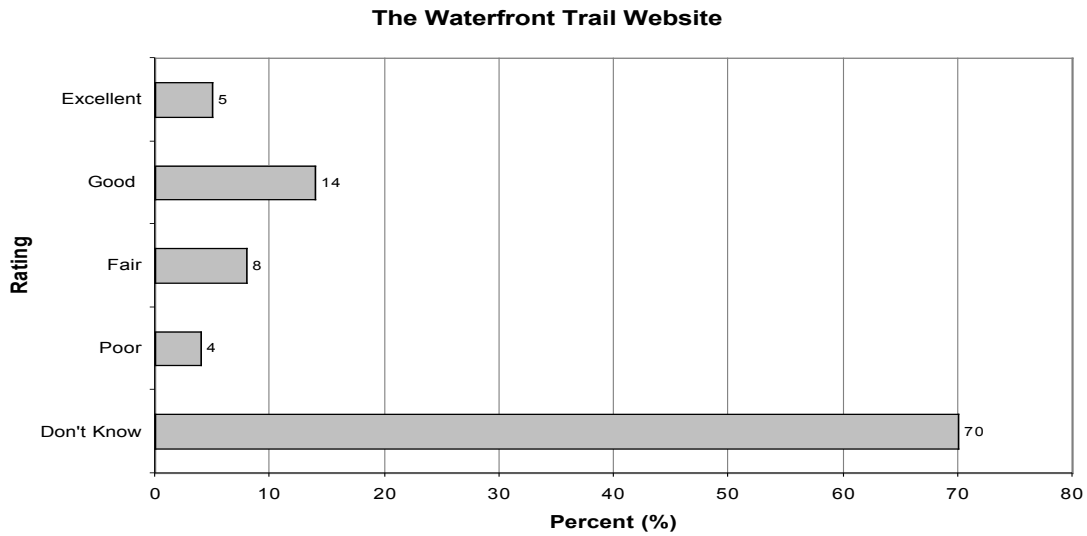
- Only 32% of respondents reported that the number of telephones was good or excellent.
- Municipalities that received relatively higher ratings for the number of telephones included Hamilton (50%), and Oakville (40%). Those with relatively lower ratings were Niagara-on-the-Lake (19%) and Belleville (24%).



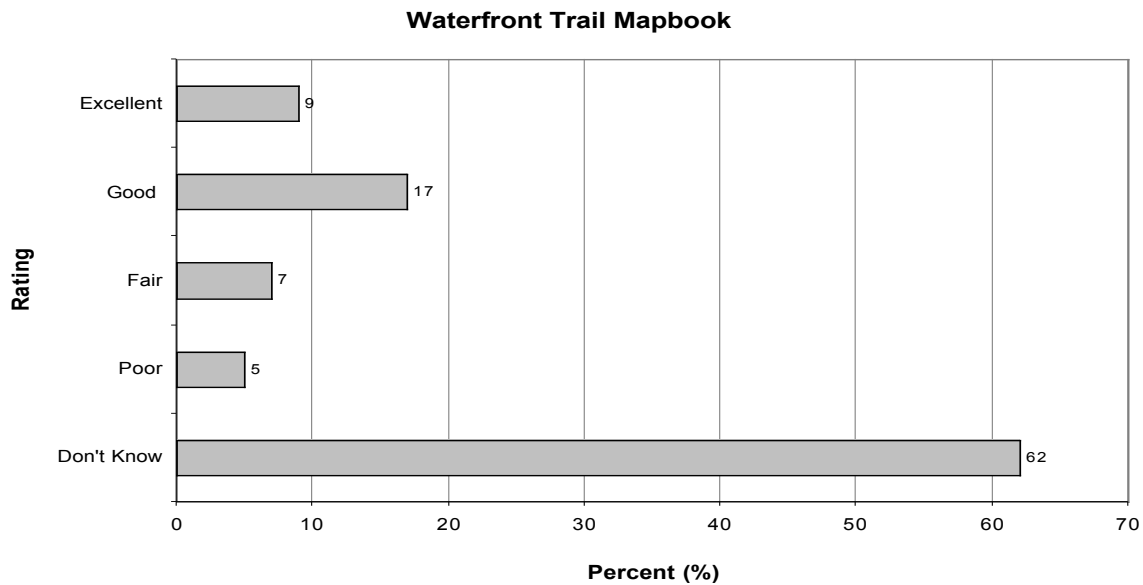
- Overall, 68% of respondents rated the number of garbage bins as either “good” or “excellent”.
- Hamilton scored the highest with 86% of respondents rating the number of garbage bins as either “good” or “excellent”. A relatively lower rating was received by Etobicoke (56%).



- Overall, 38% of respondents rated the number of bicycle racks as “poor” or “fair”, while 29% rated it as either “good” or “excellent”.
- The highest ratings of “good”/“excellent” were received in Hamilton (39%) and Oakville (38%) and the lowest ratings were received in Kingston (14%) and Belleville (19%).
- The high “don’t know” rating of 33% may indicate the relative absence of bicycle racks on the Trail, or that the respondent has not used a bicycle rack while on the Trail.



n=650



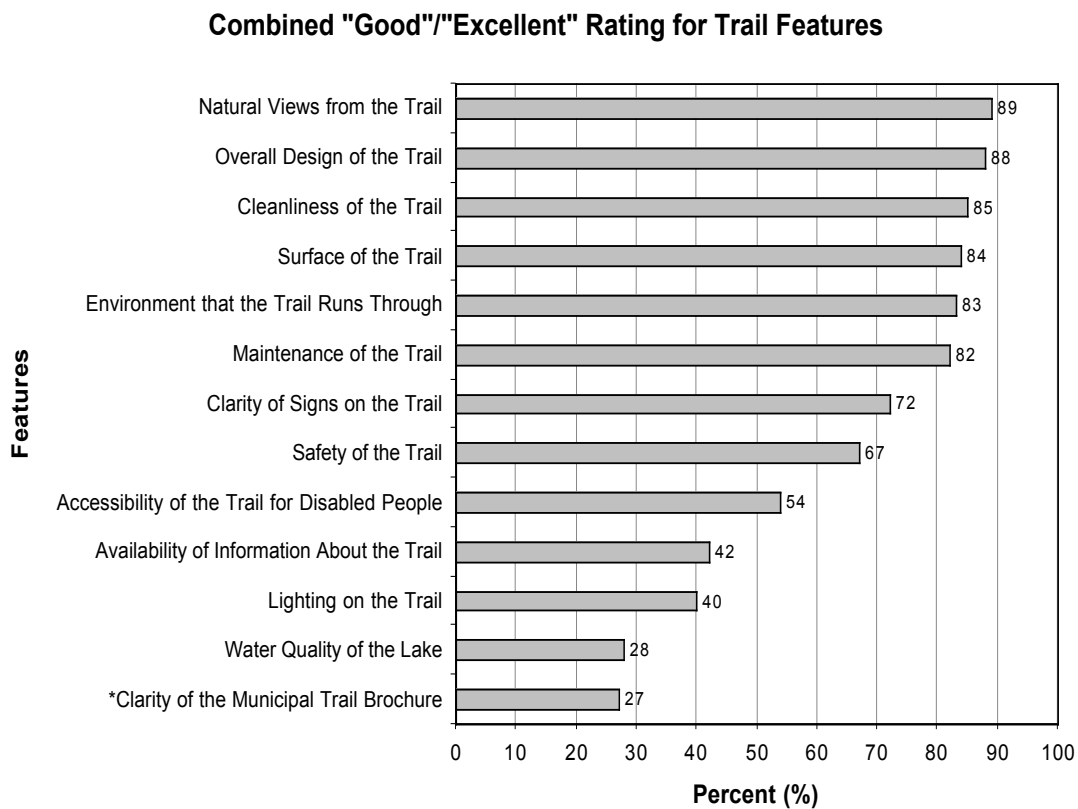
n=657

- A large majority of users did not know about the Waterfront Regeneration Trust website (70%) or the Waterfront Trail Mapbook (62%).
- The Mapbook was published in 1999 with a print run of 20,000. Today, the inventory remaining is under 5,000.
- Related results were found in Question 19a where only 3% of respondents indicated that they used the Waterfront Regeneration Trust website to gain information about the Trail, while 14% reported having used written materials.

Trail Feature Rating

Question 16: Please circle the number that best represents how you rate each feature where 1 is poor, 2 is fair, 3 is good, 4 is excellent, and 9 is I don't know.

Response:



- Amenities with an asterisk (*) next to their title scored over 50% for “don’t know”, which may explain their low rating.



n=729

- Response was positive about the trail surface, with 84% of respondents rating it either “good” or “excellent”.
- Municipalities that received the highest combined “good”/“excellent” ratings were Belleville (97%), and Mississauga (94%). Those with the lowest ratings were Kingston (59%) and Etobicoke (74%).

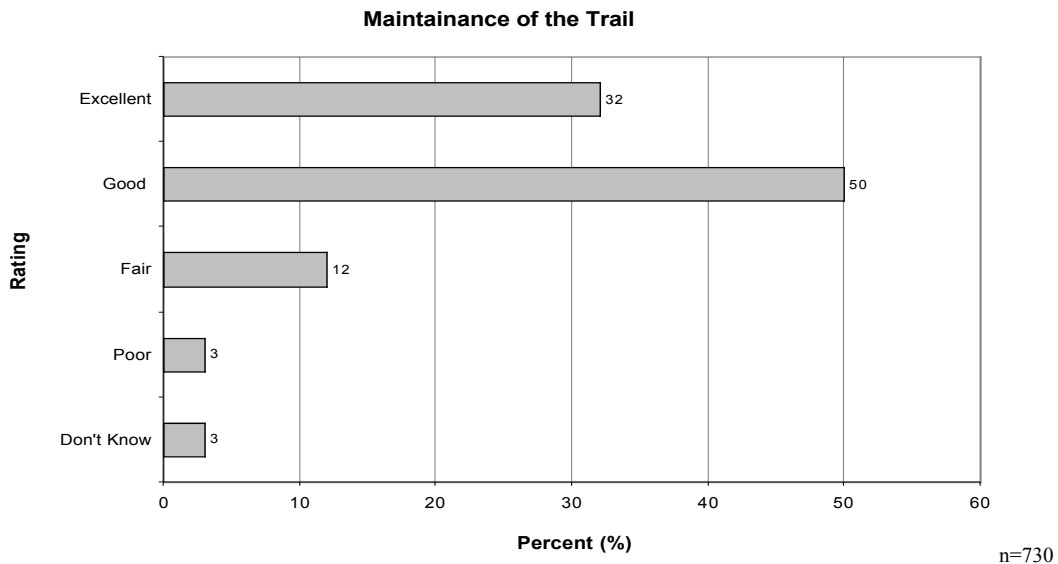


n=710

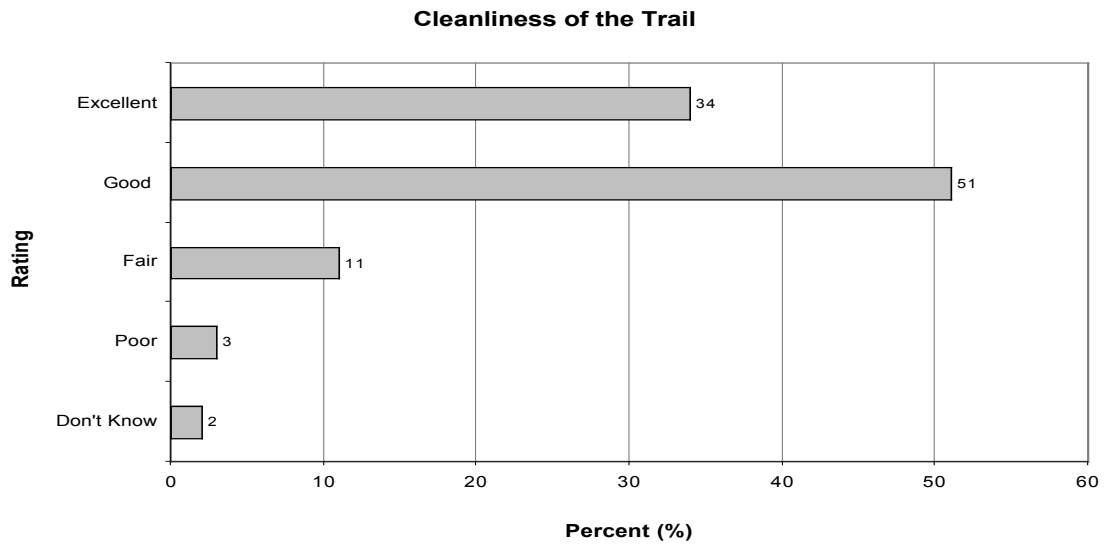
- Despite 34% of respondents reporting that they did not know about the accessibility of the Trail, the Trail’s accessibility was rated “good”/“excellent” 54% of the time.
- Municipalities that received the highest combined “good”/“excellent” ratings were Belleville (74%), and Oshawa (74%). Those with the lowest ratings were Kingston (32%) and Etobicoke (35%).



- The results demonstrated a slight variation depending on location, with some municipalities receiving high percentages of combined “good”/“excellent” scores (Belleville 84%, Hamilton 83%, Mississauga 82%, Oshawa 83%, and Pickering 87%), while others received low ratings in comparison, such as Kingston (46%).
- Kingston’s particularly poor showing reflects the fact that Waterfront Trail signs are not currently installed as they are still in the process of finalizing the route.

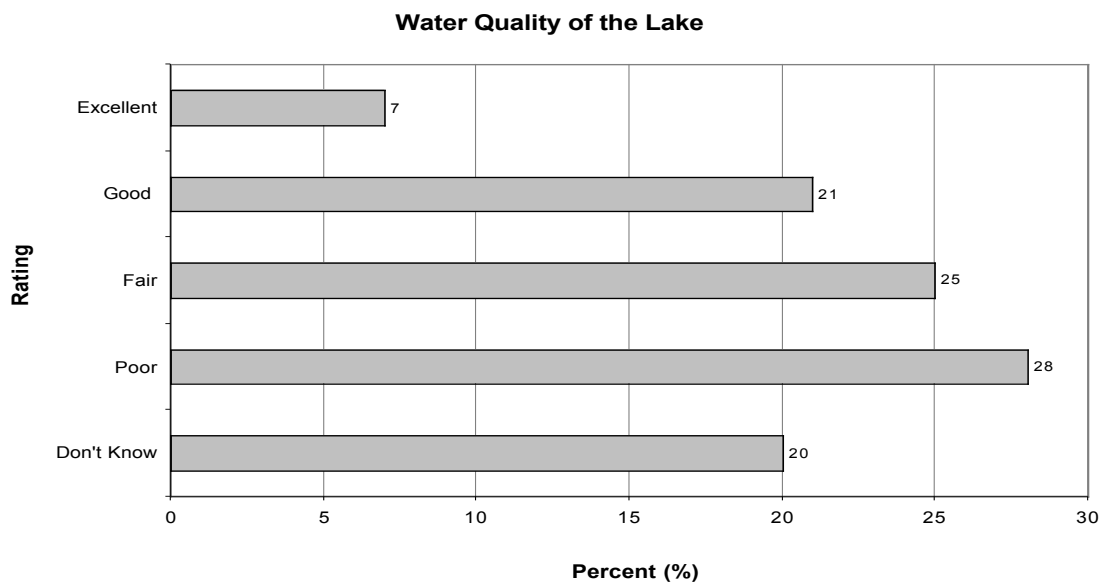


- Respondents also reported positive ratings about the maintenance of the Trail with 82% indicating either “good” or “excellent”.
- Standouts included Mississauga with 94% of respondents choosing either “good” or “excellent”. Kingston was rated lower at 59%.



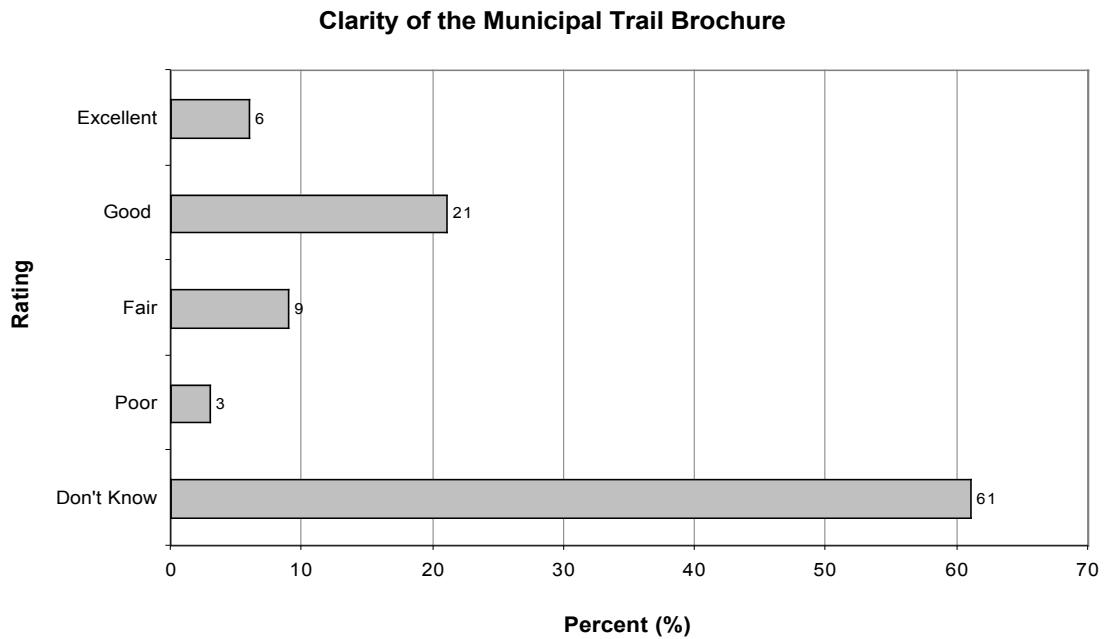
n=728

- Respondents reported positive ratings for Trail cleanliness with 85% choosing either “good” or “excellent”.
- Municipalities that received the highest combined “good”/“excellent” ratings included Belleville (94%) and Cobourg (91%). Those with the lowest ratings included Oakville (70%) and Kingston (77%).



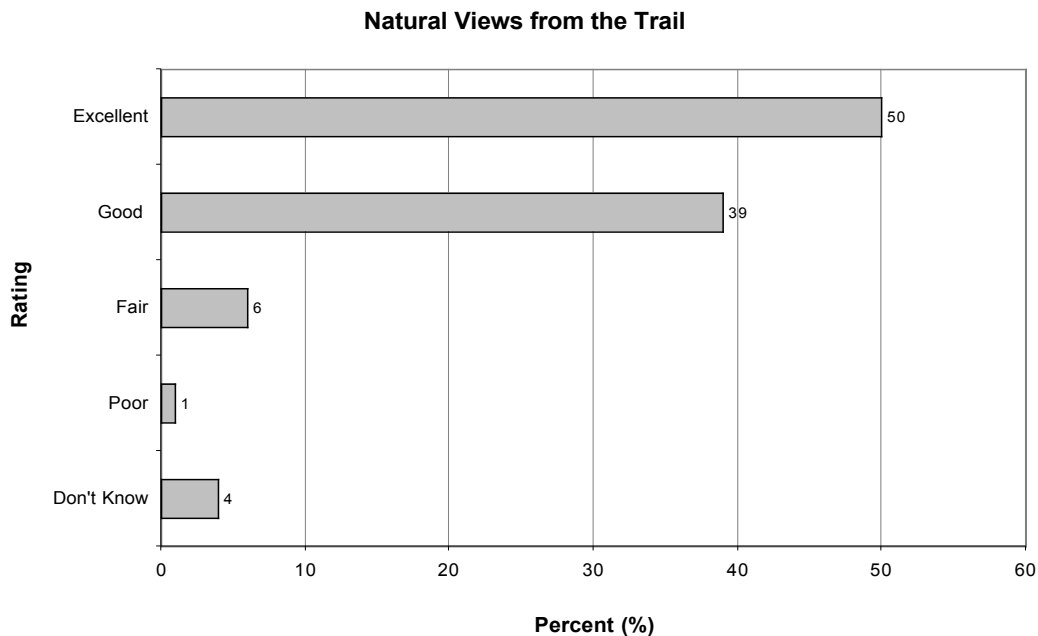
n=719

- Only 28% of respondents reported that the water quality was “good” or “excellent”. In fact, 53% felt it was either fair (25%) or poor (28%).
- Positive exceptions to this pattern included Kingston (“good” 41%). Less than positive exceptions included Etobicoke (“poor” 46%).

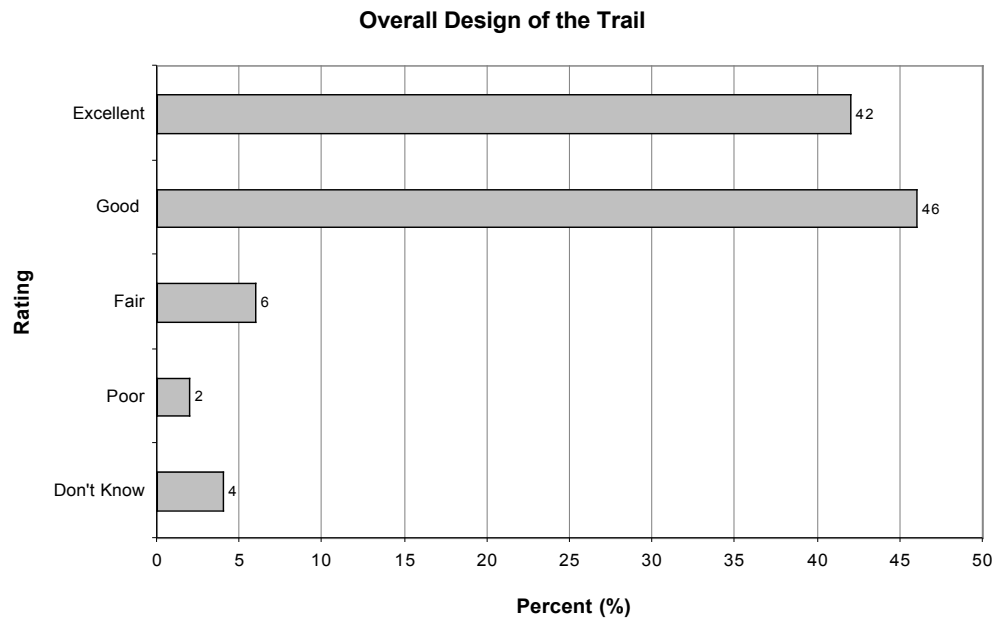


n=684

- A high percentage of respondents (61%) chose “don’t know” about the clarity of the municipal brochure. This reinforces the point that most people are discovering the Trail by experiencing it first hand.

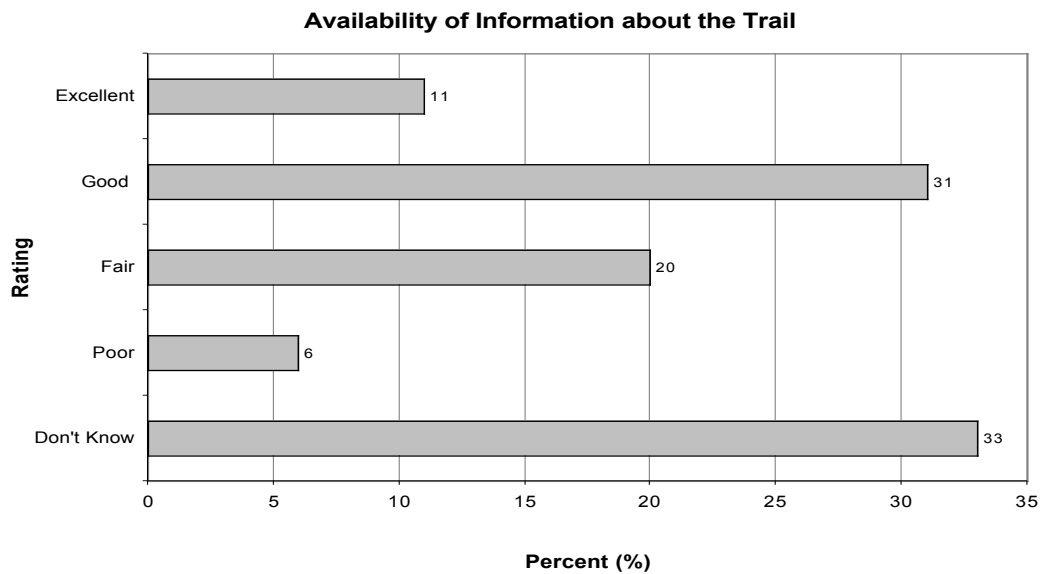


- Overall, 89% of respondents reported that the natural views from the Trail were either “good” or “excellent”.
- Standouts on this aspect included Belleville and Cobourg, both with 97% of respondents reporting “good” or “excellent”, and Niagara on the Lake, which achieved a 0% score for both “poor” and “fair”.
- The Trail sections that received the highest percentage of either “poor” or “fair” ratings were Etobicoke (13%) and Burlington (9%).
- 96% of respondents reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail (see Question 7). Respondents also reported that being able to see Lake Ontario from the Trail (87%) was either a somewhat or very important to their experience on the Trail (see Question 13).



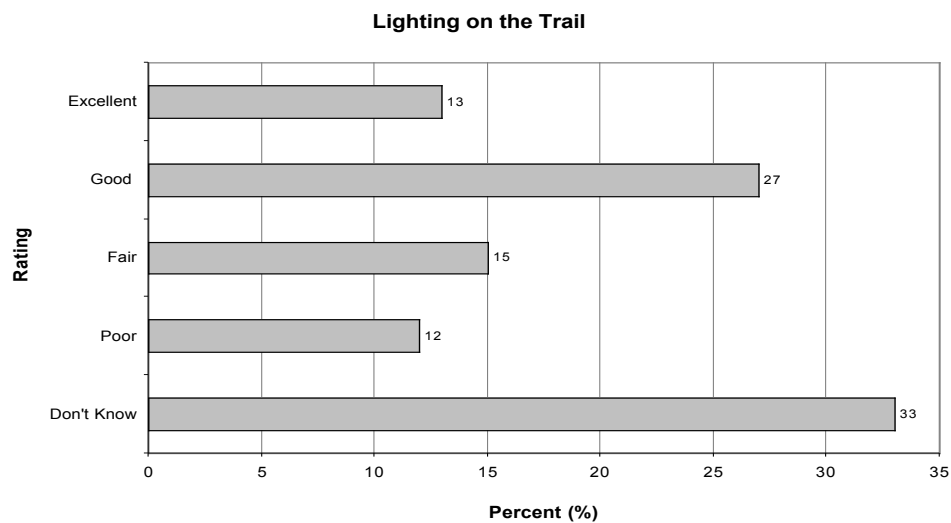
n=708

- Overall, 88% of respondents reported a “good”/“excellent” rating for the design of the Trail.
- Strong scores were received for Belleville (54% “excellent”), and Niagara-on-the-Lake (53% “excellent”).
- Oakville was an exception to this pattern with 63% of respondents rating the design as “good”, but only 17% rating it as excellent.
- Respondents also reported the overall quality of the Trail was either “good” or “excellent” (91%) (see Question 16).



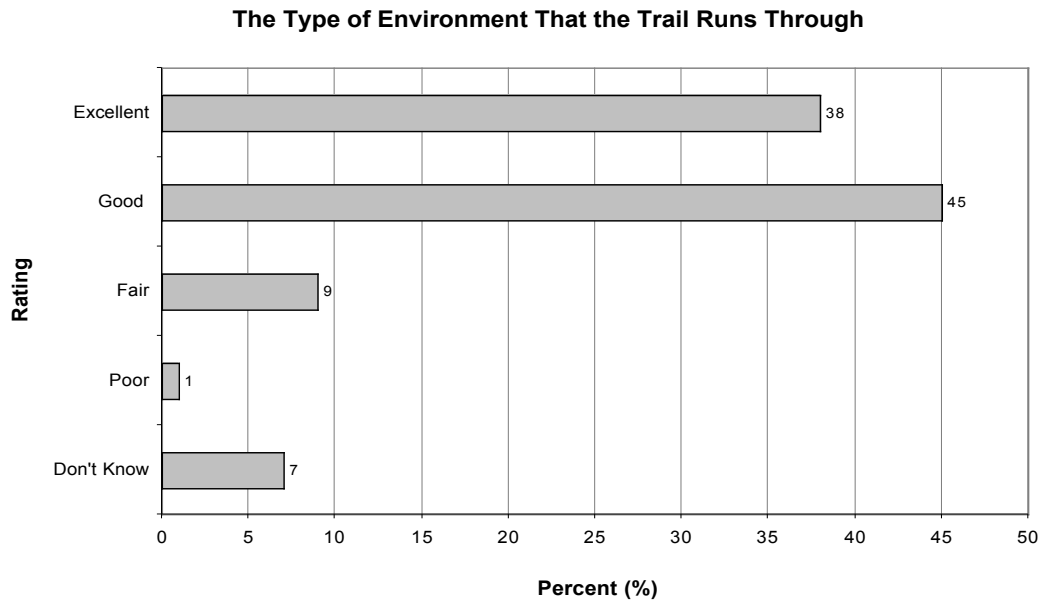
n=707

- Overall, 33% of respondents reported they did not know about the availability of information, which could indicate a lack of awareness about the Trail.
- Related results were found in Question 14 where 70% of respondents reported they did not know about the Waterfront Regeneration Trust website, and 62% did not know about the Waterfront Trail Mapbook.



n=708

- 40% of respondents reported the lighting on the Trail to be “good” or “excellent”, and the scores for lighting varied considerably from one municipality to another.
- Positive exceptions to the average results include Belleville (74% combined “good” and “excellent”), and Pickering (67% combined “good” and “excellent”). Less than positive results included Hamilton (28% poor), and Kingston (24% poor).



n=704

- Overall, 83% of respondents reported the type of environment the Trail runs through to be either “good” or “excellent”.
- Notable ratings include Niagara-on-the-Lake (“excellent” 65%), and Mississauga (“excellent” 49%).
- Respondents also reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail (96%) (see Question 7).
- Another related result was found in Question 13, where 94% of respondents reported that being surrounded by nature on the Trail was either somewhat or very important to their experience on the Trail (see Question 13).



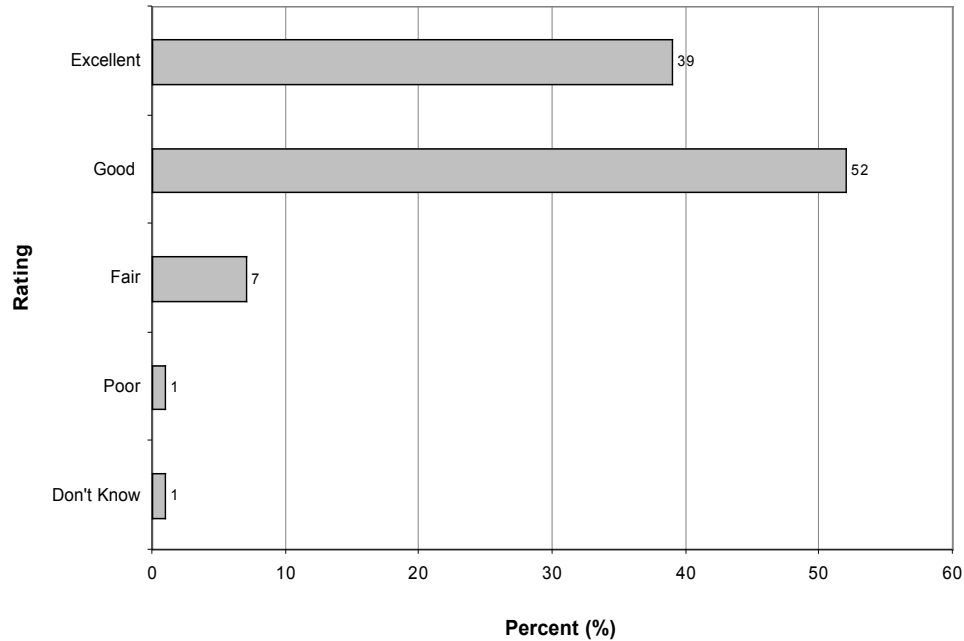
n=696

- Overall, 67% of respondents reported a “good”/“excellent” rating for the safety of the trail.
- Less than positive exceptions to the average ratings include Hamilton (“fair” 22%), and Etobicoke (“fair” 22%).

Overall Quality of the Trail

Question 17: How would you rate the overall quality of the Trail?

Response:



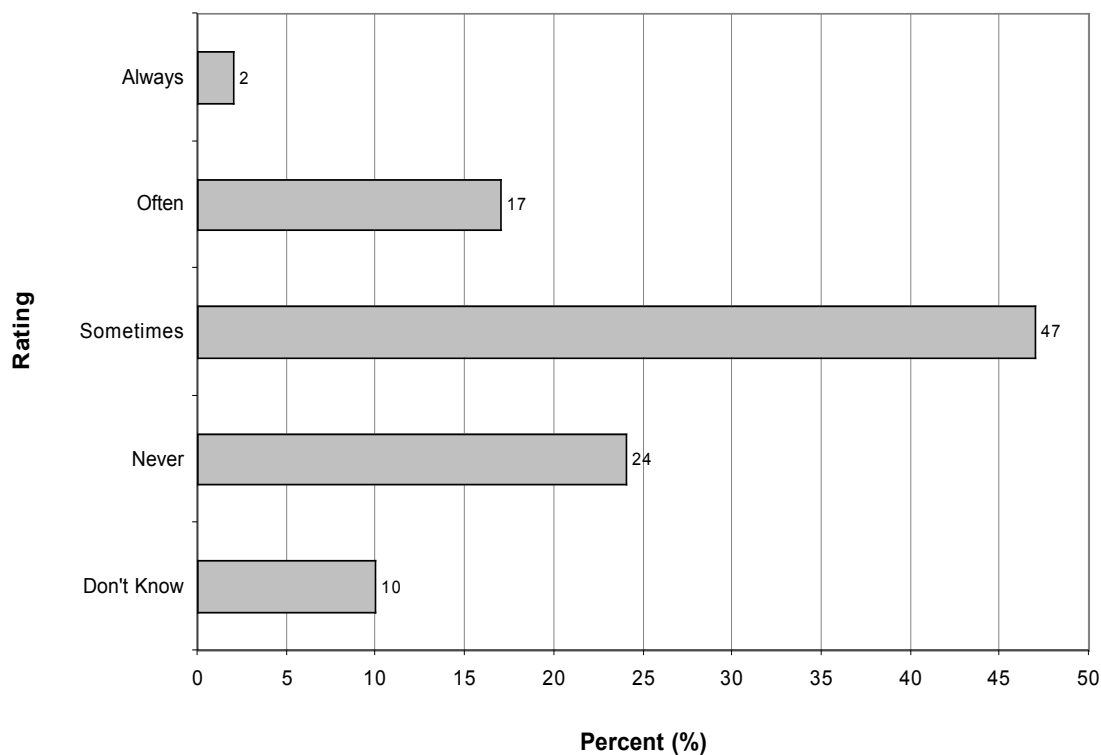
n=737

- Overall, 91% of respondents reported that the quality of the Trail was either “good” or “excellent”.
- Exceptional ratings included Niagara-on-the-Lake (“excellent” 67%), and Mississauga (“excellent” 53%). Less than exceptional ratings were found for Oakville (“excellent” 23%).
- Related results were found in Question 16. 88% of respondents reported the design of the Trail to be either “good” or “excellent”, 82% rated the maintenance of the Trail to be either “good” or “excellent”, and 85% rated the cleanliness of the Trail to be either “good” or “excellent”.

Frequency of Trail Overcrowding

Question 18: How often do you feel that the Trail is overcrowded?

Response:



n=736

- The following municipalities were rated as being busier than average: Hamilton (“often” 34%) and Etobicoke (“often” 30%). Municipalities that rated below average on overcrowding were Oakville (“never” 40%) and Kingston (“never” 38%).

The Importance Users Place on Different Aspects of the Trail and Their Rating of the Quality of the Aspect

This section of the report summarizes the comparisons made between the importance users place on different aspects of the Trail and their rating of the quality of the aspect. Although the comparisons are not perfect, the table below shows the percentage of respondents who stated that the aspect or reason was somewhat or very important and the percentage who rated the associated aspect as good or excellent.

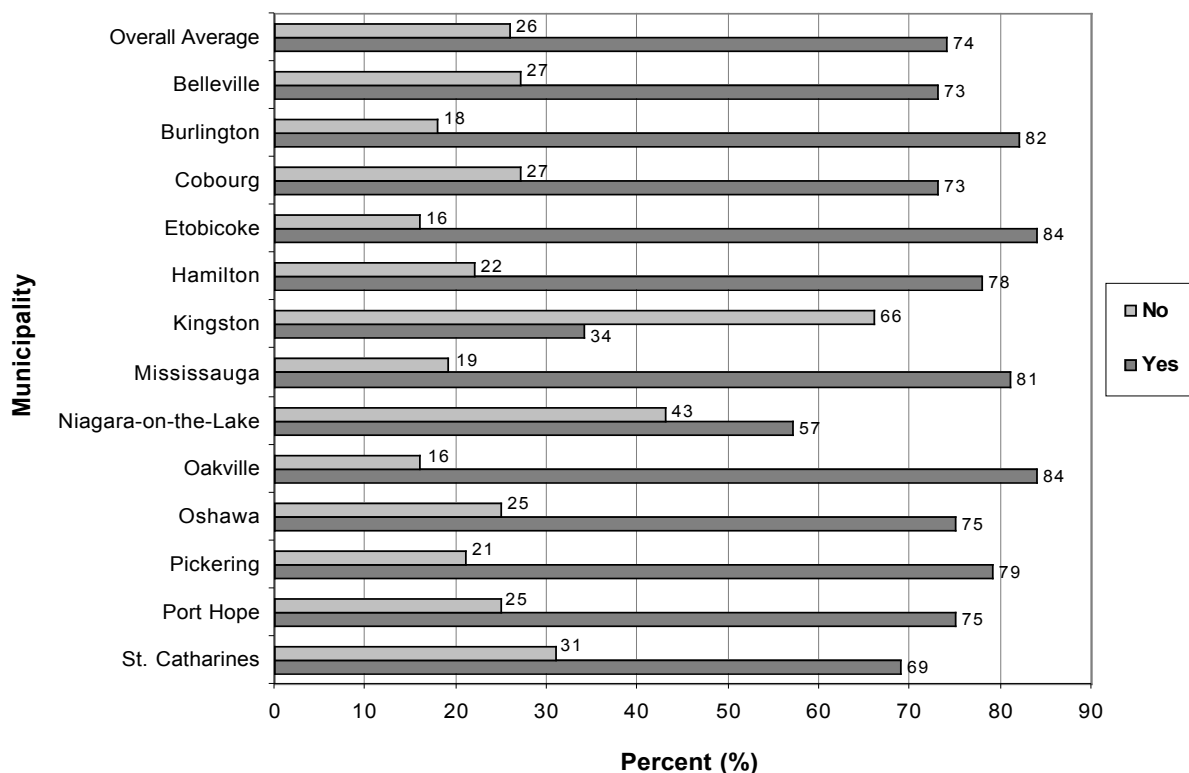
Importance of Trail Aspect in Visiting the Trail (percentage of respondents who reported trail aspect to be somewhat or very important)		Rating of Quality of Trail Aspect (percent of respondents who reported aspect to be good or excellent)	
Appreciating nature and the waterfront	96%	Natural views from the Trail	89%
Being surrounded by nature	94%	Type of environment that the Trail runs through	83%
Being close to Lake Ontario	90%		
Being able to see Lake Ontario	87%		
Accessing parks and playgrounds	71%	Number and quality of playgrounds	59%
Experiencing cultural attraction	62%	Number of cultural/heritage attractions	37%
		Quality of cultural/heritage attractions	40%
Participating in the programs offered	37%	Number of family/children's programs	24%
		Quality of family/children's programs	25%
Visiting heritage sites	36%	Number of cultural/heritage attractions	37%
		Quality of cultural/heritage attractions	40%

- The largest majority of users rated appreciating nature and the waterfront, being surrounded by nature, being close to Lake Ontario and being able to see Lake Ontario as important reasons for using the Trail. They also rated these aspects of the Trail most highly.
- Accessing parks and playgrounds was mentioned by the second largest percentage of respondents as important (in this comparison), yet a lower 59% rated this aspect as good or excellent.
- Experiencing cultural attractions was mentioned by 62% of users as important, yet a noticeably smaller percentage rated this aspect as good or excellent.

Knowledge of the User's Trail Section as Part of the Waterfront Trail

Question 19: Before taking this survey, did you know that the trail you are on was part of the Lake Ontario Waterfront Trail?

Response:

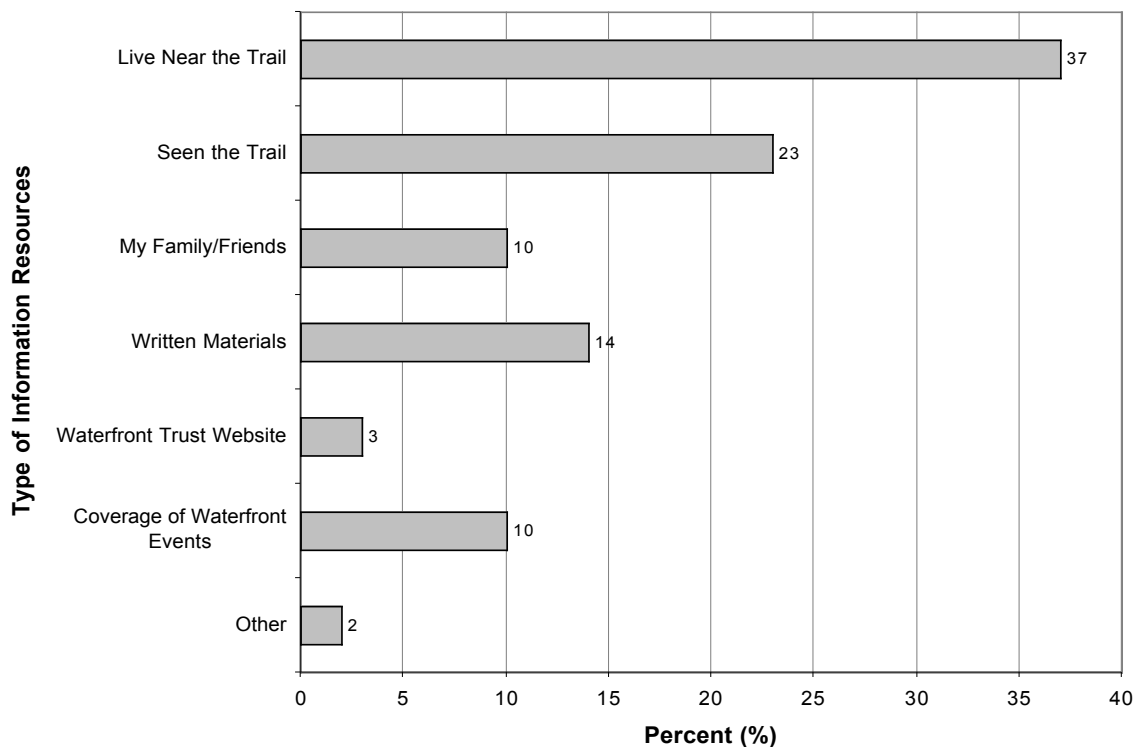


- Overall, 74% of respondents reported that they knew their trail section was part of the Waterfront Trail, with 26% of respondents learning through the survey that they were on the Waterfront Trail.
- The highest percentage of awareness was in Etobicoke (“yes” 84%), Oakville (“yes” 84%) and Burlington (“yes” 82%). The lowest percentage of awareness was found in Kingston (“no” 66%) and Niagara-on-the-Lake (“no” 43%).

Type of Information Used to Gain Knowledge of the Waterfront Trail

Question 19a: How did you know [the trail you are on was part of the Waterfront Trail]?

Response:



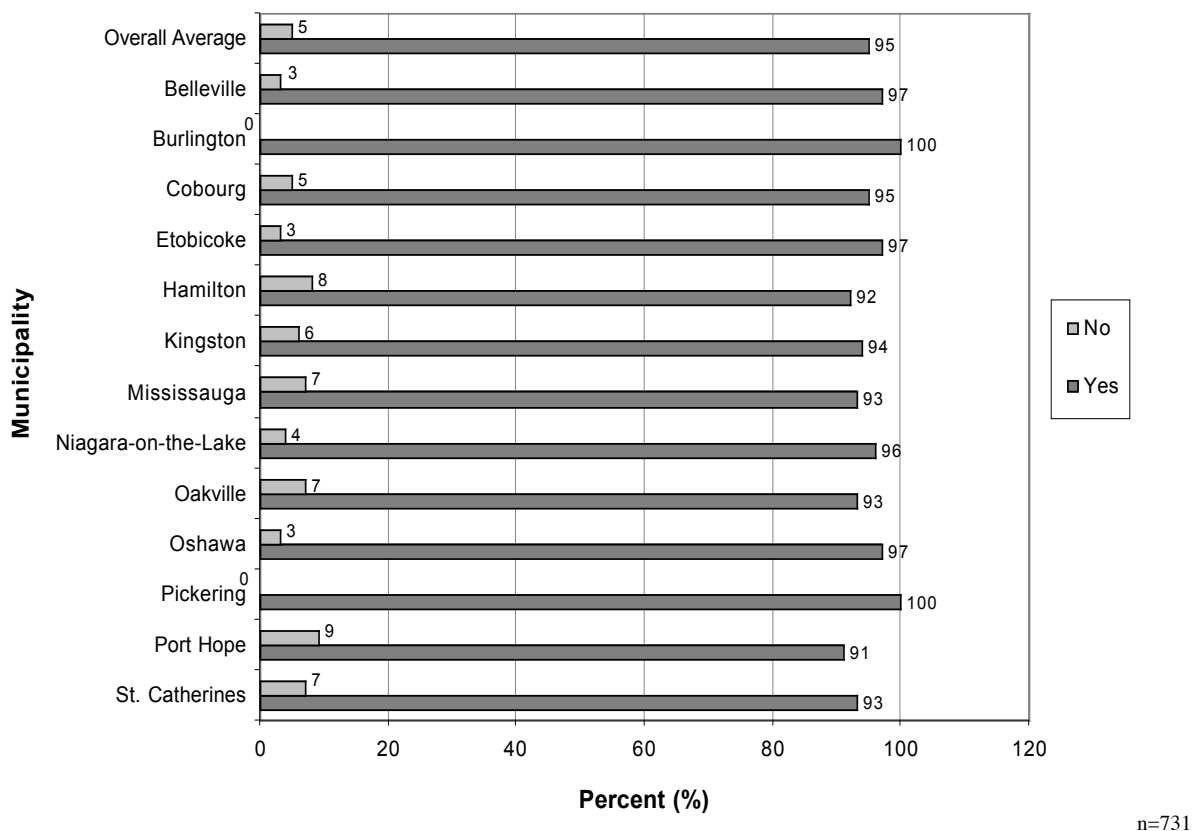
*percentages in this table are based on responses, not cases
n=1059

- Of the respondents who knew their section was part of the Waterfront Trail, living near the Trail (37%) and having seen the Trail (23%) were reported by the majority of respondents.
- Overall use of the Waterfront Regeneration Trust website had a low rating of (3%).
- 33% of respondents reported that they did not know about the availability of information related to the Trail (see Question 16).

Support for a Continuous Waterfront Trail

Question 20: Do you support a continuous Waterfront Trail that links the entire north shore of Lake Ontario from Gananoque to Niagara-on-the-Lake?

Response:



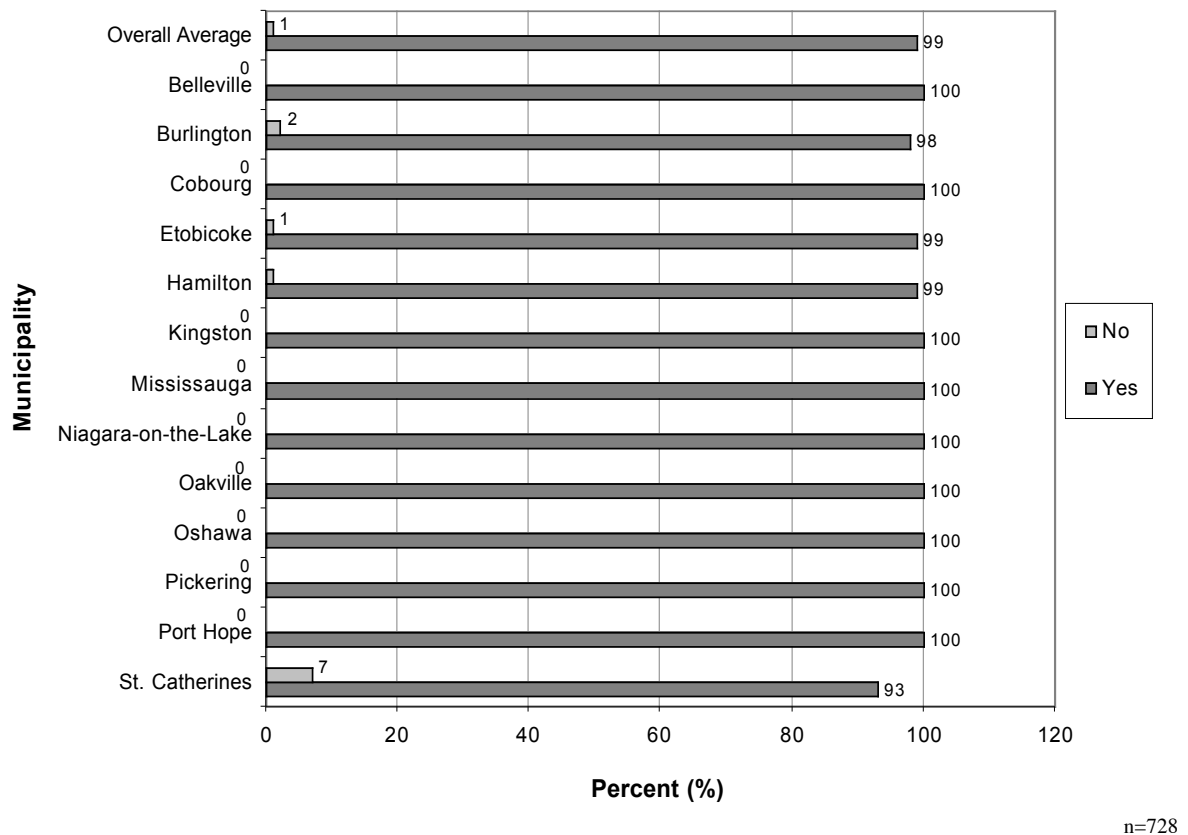
- Overall, 95 % of respondents reported that they support a continuous Waterfront Trail.
- A related result was found in Question 13 where 69% of respondents reported that being on a continuous trail was either somewhat or very important to their experience on the Trail.

4.5 Personal Information

Recommendation of the Trail to Other People

Question 22: Would you recommend the Waterfront Trail to other people?

Response:

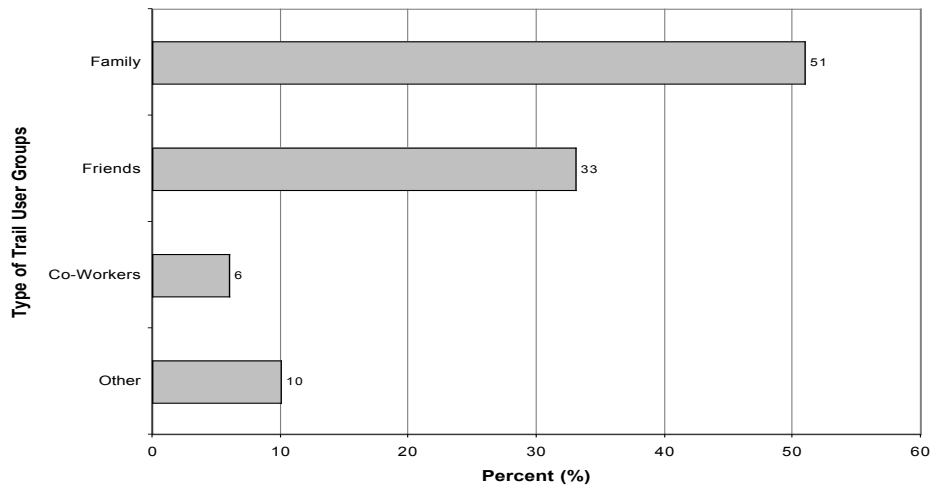


- Overall, 99% of respondents reported that they would recommend the Waterfront Trail to other people. This demonstrates the high level of user satisfaction with the experience offered by the Trail.

The Type of Groups Using the Trail

Question 23: Who is in your party?

Response:



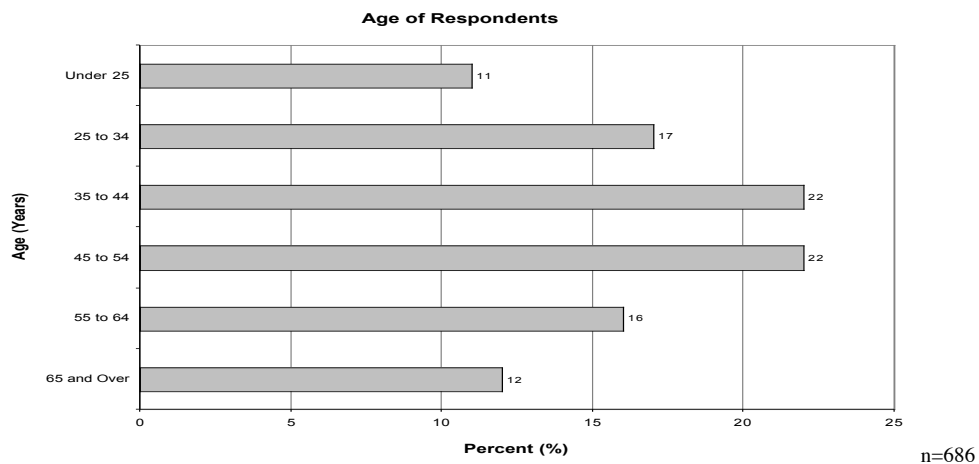
*percentages based on responses not cases
n=838

- Overall, “family” was reported as the most common Trail party at 51%.

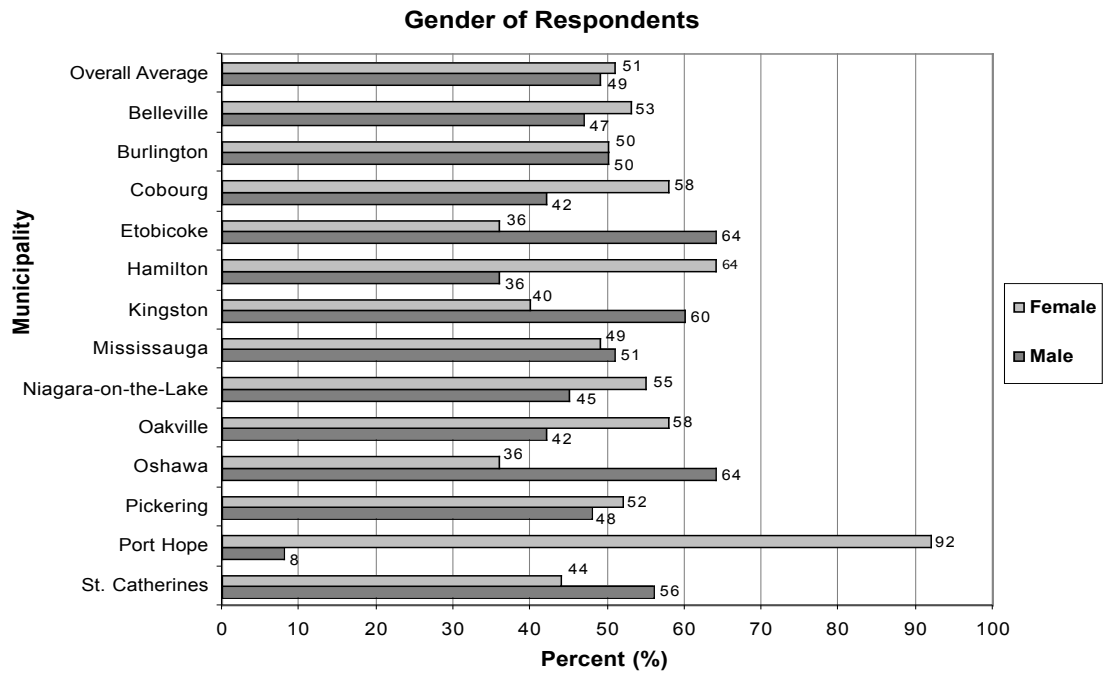
Ages of Trail Users

Question 24: Could you please tell us your age and gender as well as the age and gender of all the other people in your party.

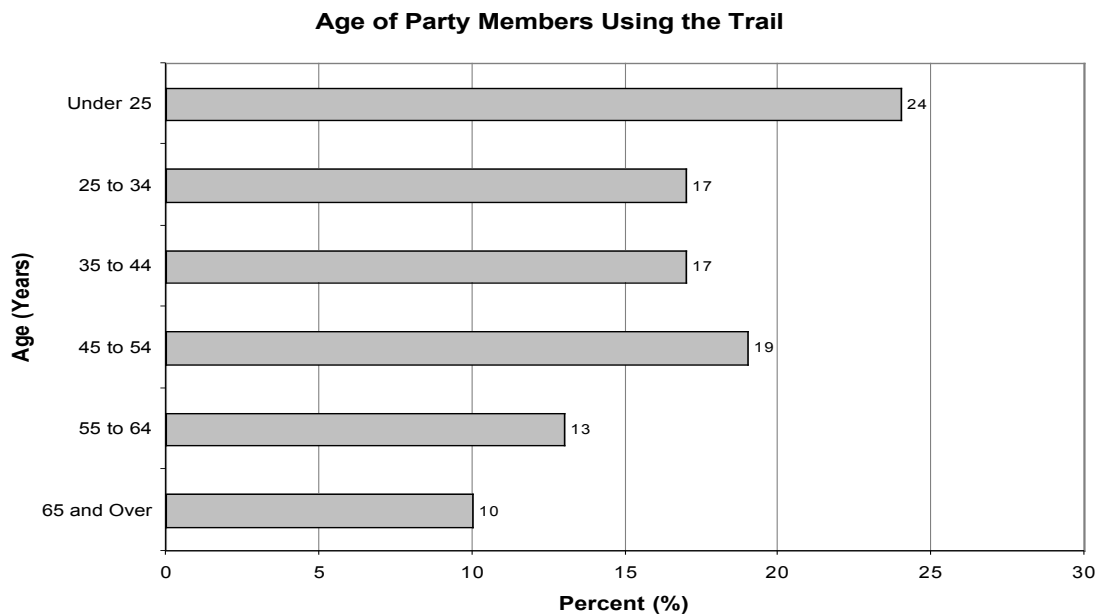
Response:



- Overall, the majority of respondents were between the ages of 35 to 44 (22%) and 45 to 54 (22%).

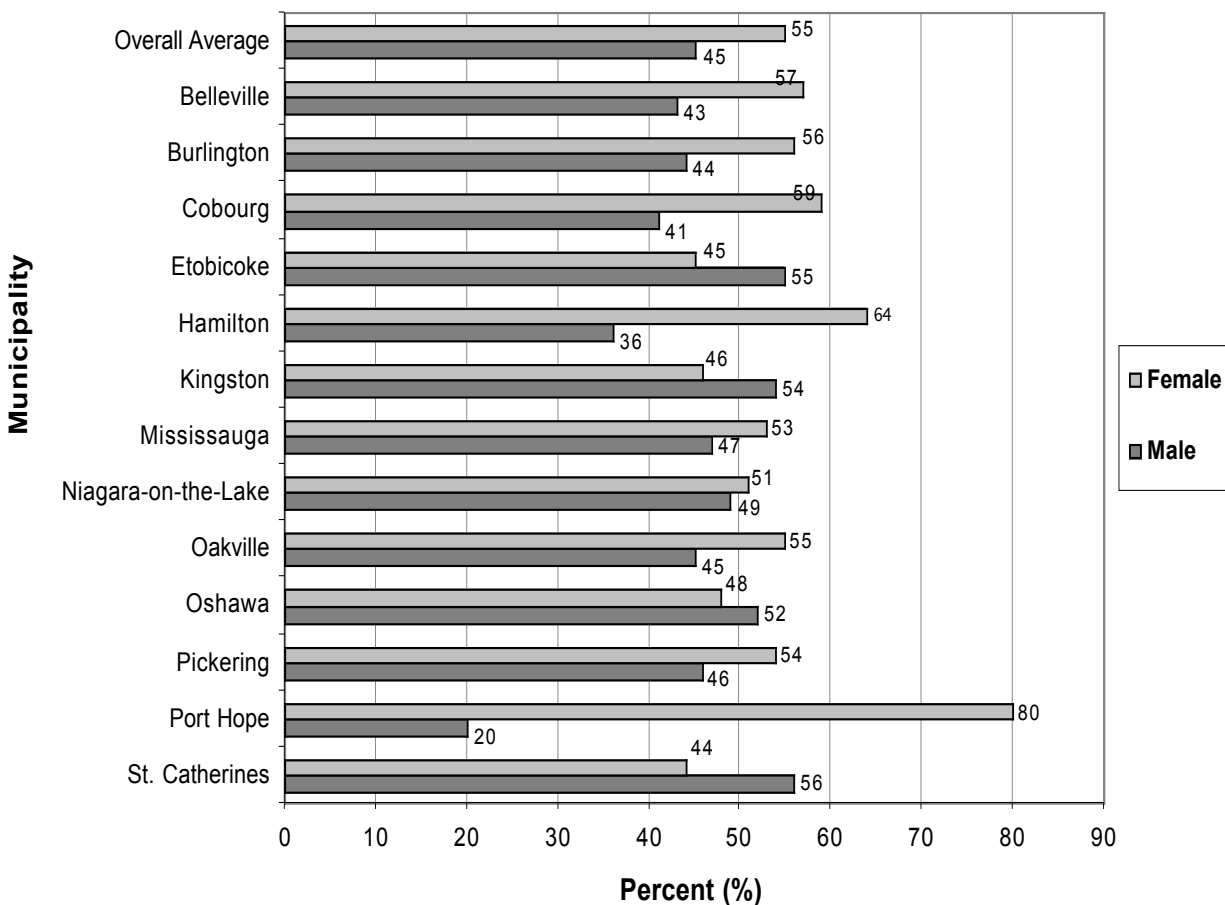


- The gender of the respondents was fairly evenly split with 49% being male and 51% being female.



- The ages of Trail users in the respondents' parties were most likely to be under 25 (24%).

Gender of Party Members Using the Trail



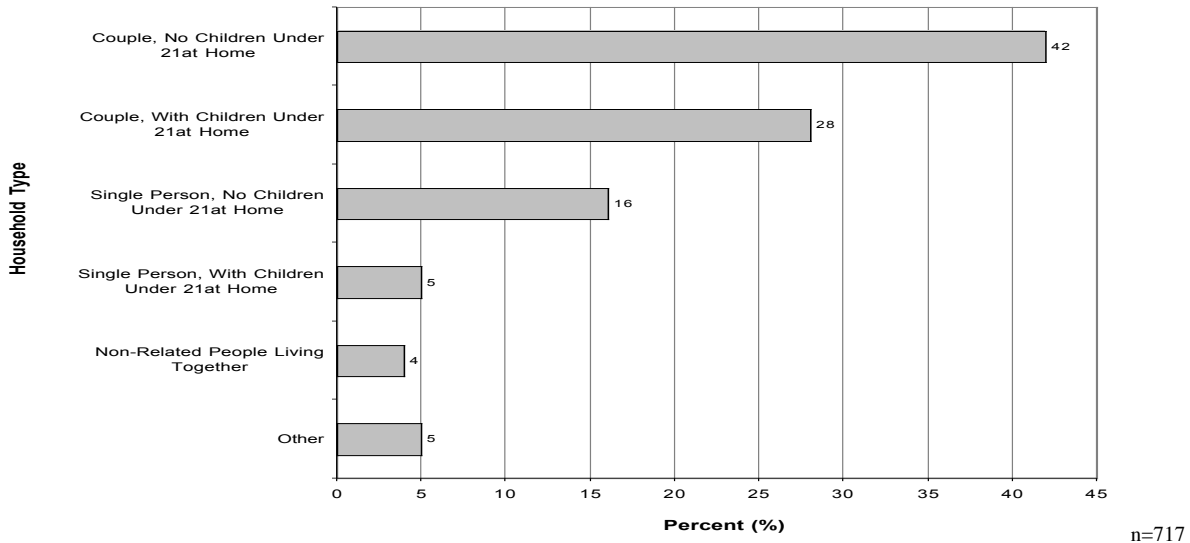
*percentages in this table are based on respondents, not cases
n=1607

- The gender of the respondent's party members was split fairly evenly, with 45% being male and 55% being female.

Type of Household

Question 25: Please check from the list below, the item which best describes your household.

Response:

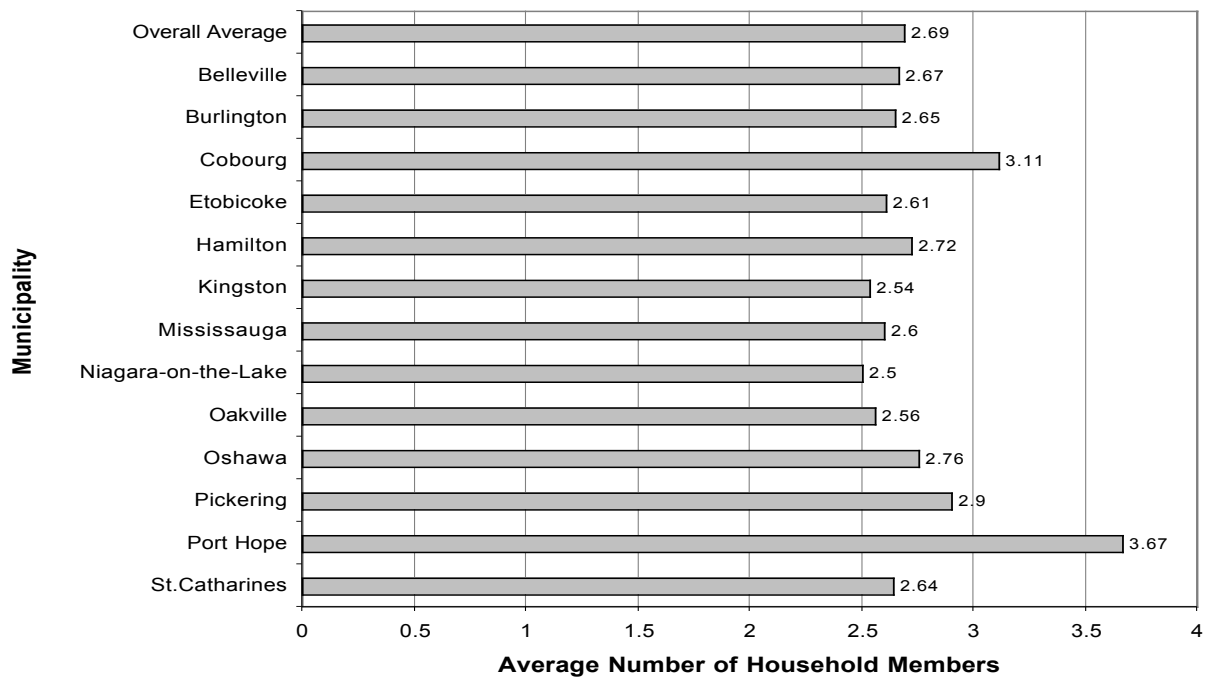


- 42% of respondents indicated that their household was a “couple household with no children under 21 at home”. This type of household was chosen most often by respondents in each municipality. The exception to this pattern was Cobourg where “couple household with children under 21 at home” was chosen the most often.

Size of Household

Question 26: How many people live in your household, including yourself?

Response:



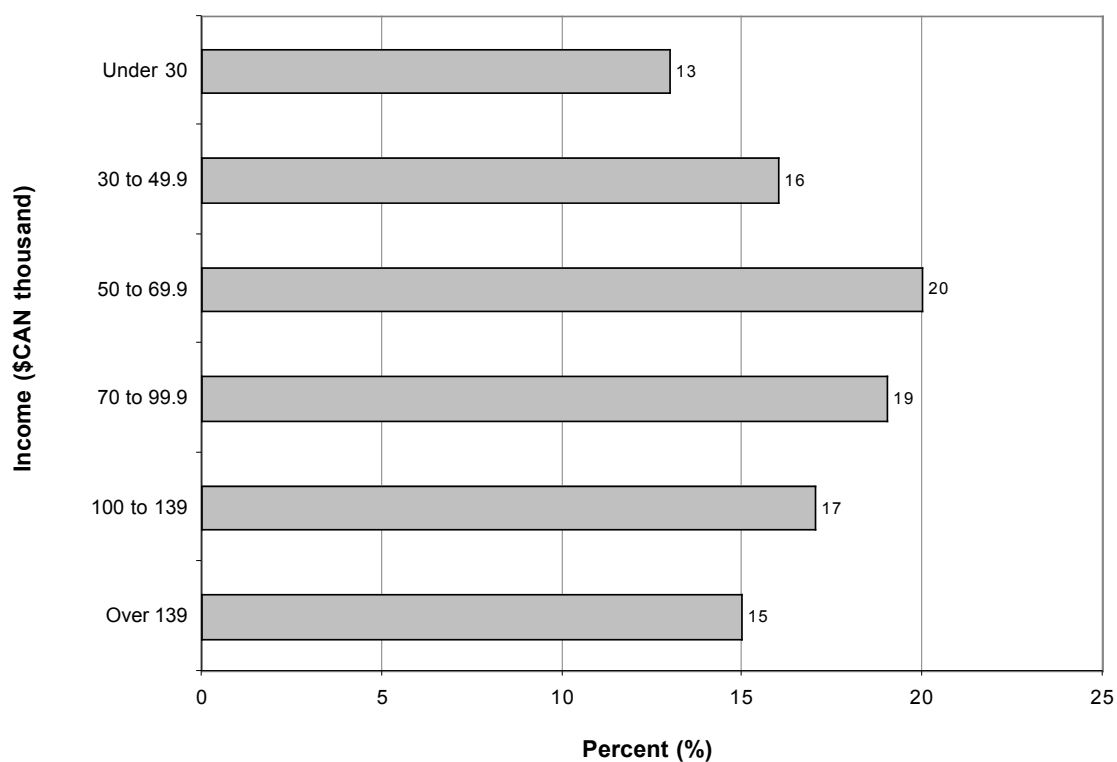
n=751

- The overall average number of people in each respondent's household was 2.69.

Household Income

Question 27: How much was earned (before taxes) by all members of your household last year?

Response:



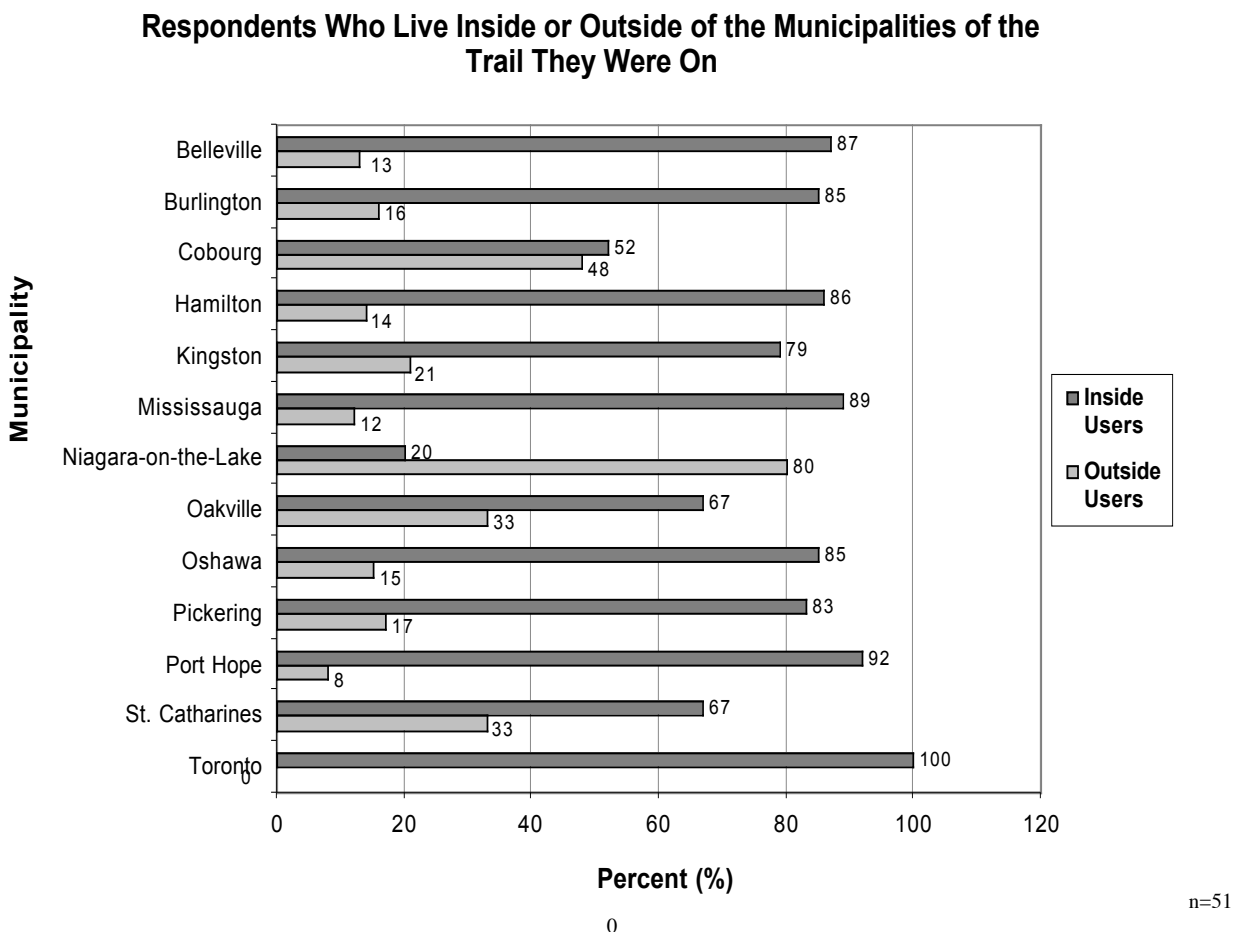
n=582

- Overall, the distribution of income levels by respondents is fairly even across all municipalities, which could indicate that the Trail is used by people of all income brackets.

Residence Location by Portion of Trail Visited

Question 28: Please write your postal code in the space below.

Response:



- Respondents listed their postal codes on the survey. By comparing these responses with the postal codes for the municipality in which the Trail was located, the survey team was able to determine whether or not a respondent lived in the municipality in which the Trail was located, or whether the respondent was visiting from another municipality.
- For the most part, respondents were visiting the portion of the Trail in the municipality in which they live. The glaring exception, however, is Niagara-on-the-Lake, where 80% of respondents visiting the Trail were not from this municipality.

5 Profiling and Analysis

One of the objectives of this project was to address the four information gaps presented in the introduction of this report. These gaps were identified as missing from the current research on Waterfront Trail users. The data analysis in this section attempts to address these areas by comparing the survey results for different user groups.

While this section attempts to build a profile of certain users by creating distinctions, it should not be inferred that there are always statistically significant differences between these groups. In some cases the differences are significant, while in other cases they are not; but are presented to give the reader a sense of the direction of the difference.

We should also note that while it is helpful to build a profile to point out (for example) that Potential Vacationers show more interest in cultural activities than Non-Vacationers, this does not imply that cultural activities are only valuable to Potential Vacationers. See the Results section for more information.

The groups defined in this report are:

- **Aware Users, Unaware Users:** Those users who either knew or did not know that the trail section they were on was part of the Waterfront Trail.
- **Potential Vacationers, Non-Vacationers:** Those users who indicated that they either would or would not consider spending all or part of their vacation exploring other areas of the Waterfront Trail.
- **Residents, Visitors:** Those users who either traveled less than 5 kilometers to arrive at the trail or more than 5 kilometers to arrive at the trail. With 5 kilometers as the median. It was assumed that, for the most part, users reported the distance from their residence to the Trail. However, exceptions include those traveling from friends' houses, campgrounds, hotels, etc.
- **Short Distance On Trail Users, Long Distance On Trail Users:** Those users who traveled less than the median of 5 kilometers while on the trail or more than 5 kilometers.
- **Light Users, Medium Users, Heavy Users:** Those users who had visited the trail 0 to 14 times, 15 to 50 times and 51 or more times.

The data that demonstrated a particular pattern or trend is presented in the following analysis.

5.1 Analysis by Question

Arrival at the Trail

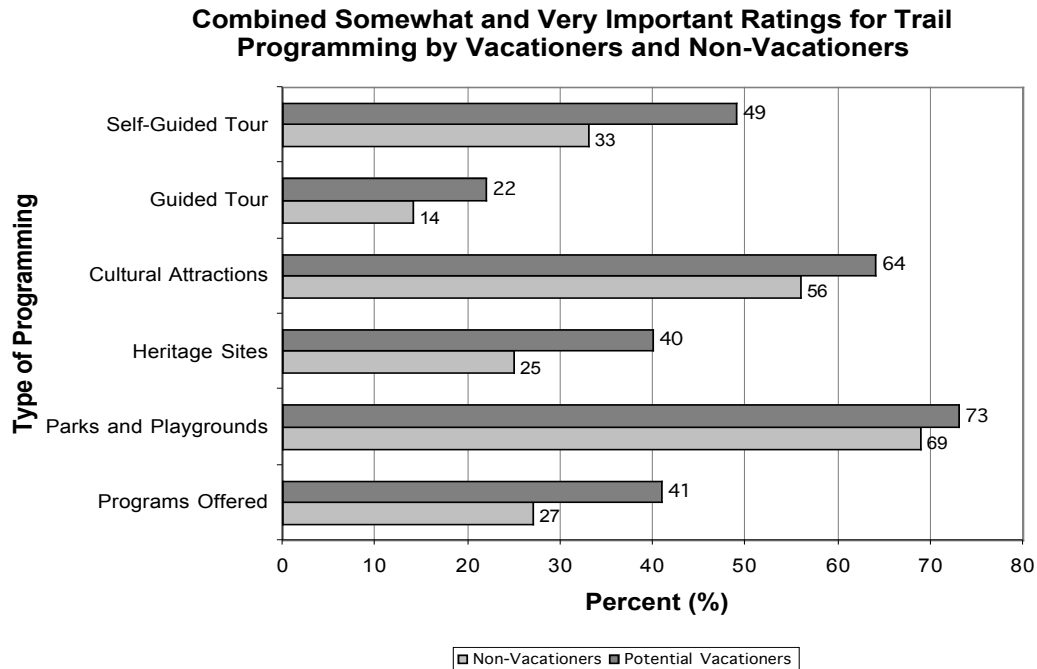
- Aware users tend to live near the Trail. Aware Users reported traveling a shorter distance to arrive at the Trail (13.1km) than Unaware Users who traveled an average of 32.3km (*Question 1*).
- Long Distance On Trail Users appear to travel further to get to the Trail than their counterparts. Long Distance On Trail Users reported, on average, traveling 20.3km compared to 15.8km of Short Distance On Trail Users (*Question 1*).
- Heavy Users reported traveling, on average, only 6.4km to get to the Trail compared with 26.2 km for Light Users. Frequent trail users are more likely to live adjacent to the Trail (*Question 1*).
- Potential Vacationers are slightly further from the Trail than their counterparts. They traveled an average of 19.8km to arrive at the Trail, while Non-Vacationers traveled only 13.8km (*Question 1*).
- Light Users had the highest reported usage of either a car/truck/van/motorcycle to arrive at the Trail (64%, as compared to Medium Users [54%] and Heavy Users [36%]), whereas Heavy Users had the highest reported usage of walking/running/jogging (34% as compared to Medium Users [17%] and Light Users [13%]) (*Question 2*).

Use of the Trail

- Trail users who frequent the trail less often appeared to spend slightly longer periods of time on the trail. Light Users reported spending 2.0 hours on average on the trail compared with 1.6 hours for Heavy Users (*Question 3*).
- Visitors Users reported spending a longer time on the Trail (2.1 hours) and traveling further (11.6km) on the trail than Residents (1.5 hours, 7.1km) (*Question 3 and 4*).
- Aware Users indicated they traveled slightly further (9.7 km) on the Trail than Unaware Users (7.9km).
- Potential Vacationers appeared to be more likely to use a bicycle (27%) on the Trail than Non-Vacationers (17%) (*Question 5*).
- Aware Users reported visiting the trail more frequently in the past year at an average of 81.4 times compared with Unaware Users who used the trail 46.1 times (*Question 6*).

Activities on the Trail

- Potential Vacationers seemed to be more likely to participate in self-guided and guided tours, as well as visiting heritage sites compared to Non-Vacationers (*Question 7*):

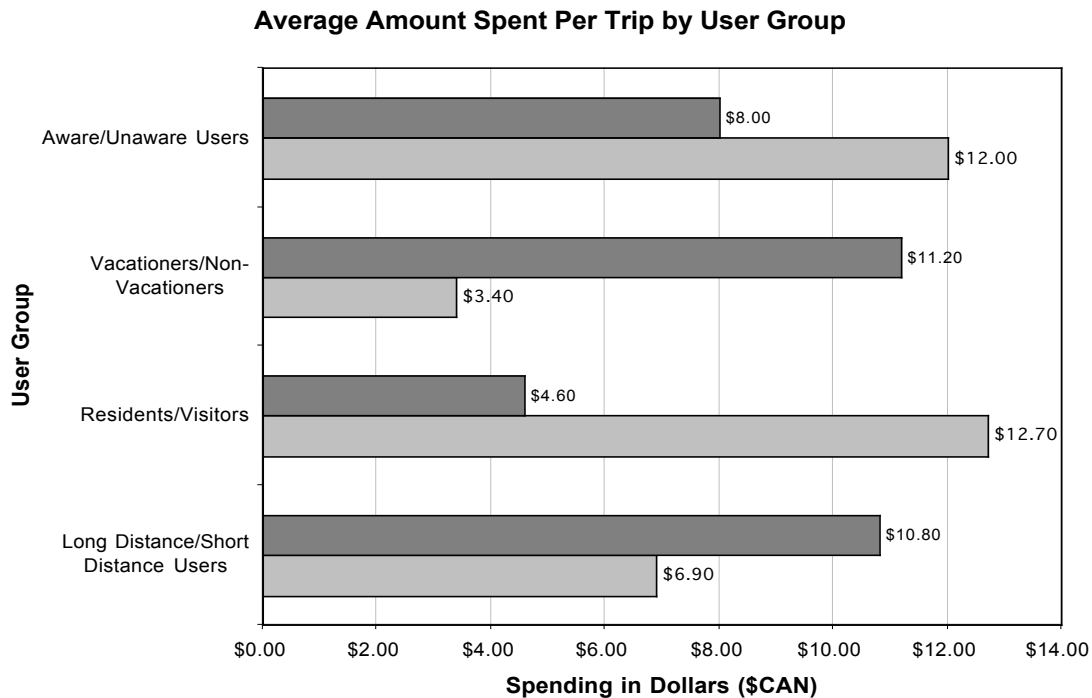


- 49% of Potential Vacationers reported that a self-guided tour was a somewhat or very important reason for using the Trail compared with 33% of Non-Vacationers.
- 22% of Potential Vacationers reported that a guided tour was a somewhat or very important reason for using the Trail compared with 14% of Non-Vacationers.
- 64% of Potential Vacationers reported that cultural attractions were a somewhat or very important reason for using the Trail compared with 56% of Non-Vacationers.
- 40% of Potential Vacationers also reported that visiting heritage sites was a somewhat or very important reason for using the Trail compared with 25% of Non-Vacationers.
- 73% of Potential Vacationers reported that accessing parks and playgrounds was a somewhat or very important reason for using the Trail compared with 69% of Non-Vacationers.
- 41% of Potential Vacationers reported that Participating in the programs offered was a somewhat or very important reason for using the Trail compared with 27% of Non-Vacationers.
- Interest in cultural attractions, heritage sites, and parks declines with increased Trail use. Heavy Users reported that cultural attractions (“somewhat important”/“very important” 57%), heritage sites (27%), and parks and playgrounds (65%) were less important to them than Light Users (66%, 42%, and 77%, respectively) (*Question 7*).

- Frequent trail users appeared to be more likely to use the trail for physical fitness. 89% of Heavy Users rated “physical fitness” as a very important reason for using the trail compared to 71% of Light Users (*Question 8*).
- 51% of Aware Users rated “physical fitness” as their most important reason for using the Trail whereas 45% of Unaware-Users reported that “appreciating nature and the waterfront” was their most important reason (*Question 8*).
- 61% of Long Distance On Trail Users chose “physical fitness” as their most important reason for using the Trail over “to appreciate nature and the waterfront” (30%), while Short Distance On Trail Users chose appreciating nature and the waterfront (42%) over fitness (38%) (*Question 8*).
- Potential Vacationers also appeared to be slightly more interested in nature and the waterfront than Non-Vacationers. 38% of Potential Vacationers reported that “to appreciate nature and the waterfront” was their most important reason for using the Trail as compared to 28% of Non-Vacationers. On the other hand, 57% of Non-Vacationers reported physical fitness as the most important reason compared to 48% of Potential Vacationers (*Question 8*).
- Potential-Vacationers are much more likely to be interested in an organized tour (41%) than Non-Vacationers (12%) (*Question 9a*).

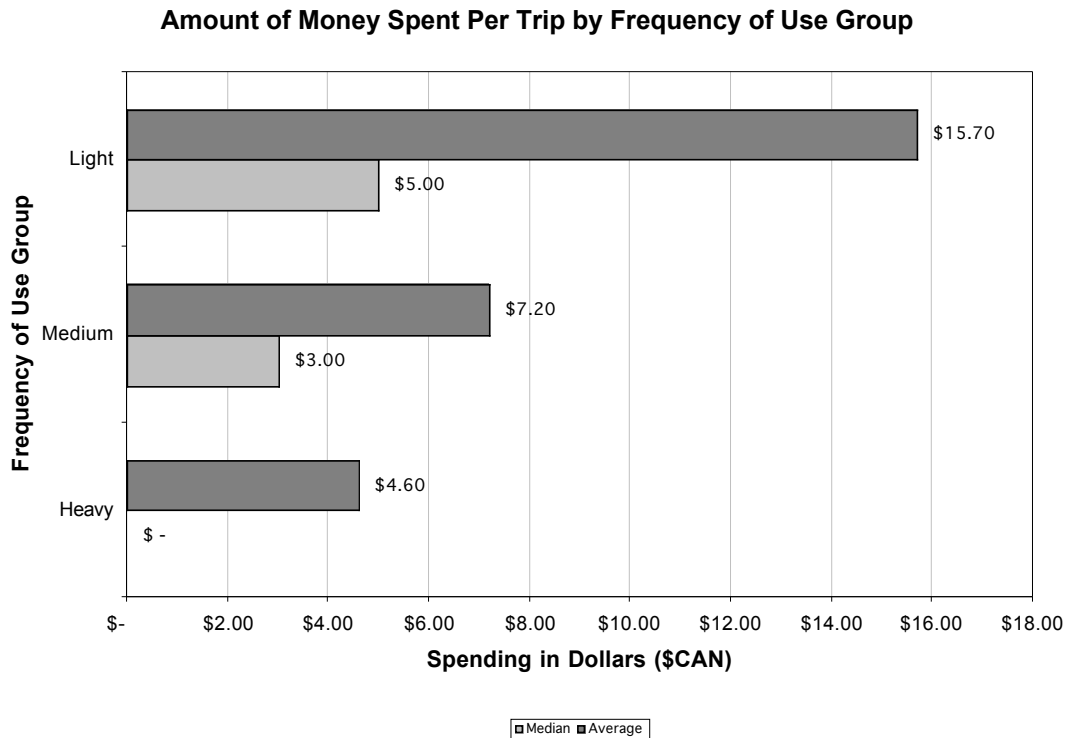


David Ritter, Waterfront Regeneration Trust



- Potential Vacationers spent an average of \$11.20 on the Trail while Non-Vacationers spent only \$3.40 (*Question 10*).
- Unaware Users spent an average of \$12.00 while Aware Users spent \$8.00 (*Question 10*).
- Visitors spent much more on the Trail than Residents Users, the difference being from \$12.70 to \$4.60. 50% of Residents spent a median of \$1.00 or less, whereas the median for Visitors was \$5.00 (*Question 10*).
- As might be expected Long Distance On Trail Users spent an average of \$10.80 while Short Distance On Trail Users spent \$6.90 (*Question 10*).
- Aware Users spent an estimated average of \$245 (\$30 median) annually compared with Unaware Users who spent \$129 (\$20 median) (*Question 10*).
- Potential Vacationers reported spending \$262 (\$52 median) annually compared with Non-Vacationers who spent \$62 (\$0 median) (*Question 10*).
- Resident Users spent an estimated annual average of \$180 with a median of \$0 while Visitors spend \$238 with a median of \$50.
- Long Distance On Trail Users reported spending an estimated annual average of \$244 with a median of \$50 compared with Short Distance On Trail Users who spent \$182 with a median of \$15 (*Question 10*).

- Heavy Users spent an estimated average of \$447 annually with a median of \$0 compared with Medium Users who spent \$186 with a median of \$100 and Light Users who spent \$93 with a median of \$30 (Question 10).



- User spending per trip decreases with frequent trail use. Heavy Users spent an average of \$4.60, while medium users spent \$7.20, and light users spent \$15.70. This trend seems to indicate that spending is inversely proportional to Trail use (Question 10).
- Differences were observed in types of spending between different groups. Potential Vacationers (16%) reported “retail” purchases 12% percent more than Non-Vacationers (4%), while Non-Vacationers spent slightly more on “refreshments” (86%) than Potential Vacationers (76%) (Question 10a).
- 7% more Long Distance On Trail Users reported “retail” spending over Short Distance On Trail Users (Question 10a).
- Visitors and Long Distance On Trail Users were 19% and 17% (respectively) more likely to cite Niagara-on-the-Lake as their favourite section of the Trail compared to Residents and Short Distance On Trail Users (Question 12a).
- 42% of Aware Users indicated that being on a continuous, community-linking trail is “very important” to them relative to Unaware Users at 31% (Question 13).

- 15% more Potential Vacationers rated “I am surrounded by nature” as “very important” to their experience of the Trail compared Non-Vacationers (*Question 13*).
- 73% of Potential Vacationers indicated “I am on a continuous trail that links communities from Niagara-on-the-Lake to Gananoque” as “very important”, or “somewhat important. A lower 52% of Non-Vacationers rated a continuous trail as “very important” or “somewhat important (*Question 13*).

Rating of the Trail

- The following groups were slightly more satisfied with the overall design of the Trail than their counterparts: Potential Vacationers (“excellent” 45%), Visitors (“excellent” 46%), and Long Distance On Trail Users (“excellent” 47%). Their counterparts rated the overall design at 34%, 38%, and 39%, respectively. Light Users (“excellent” 49%) were more satisfied than Heavy Users (“excellent” 36%) (*Question 16*).

User Information

- Residents (77%) knew that the trail they were on was part of the Waterfront Trail more often than Visitors (69%). The frequency of this knowledge also increases with Trail use, since Heavy Users (85%) are more likely to know about the Waterfront Trail than Medium Users (79%), who are in turn more likely to know than Light Users (70%) (*Question 19*).
- Light (52%) and Medium (52%) users were slightly more likely to visit the Trail with family compared to Heavy Users (46%). Heavy Users are more likely to use the Trail by themselves (Heavy Users: 14%, Light Users: 5%) (*Question 23*).

5.2 Summary and Profiling

Based on the preceding observations, the following generalized profiles of the “typical user” for each group have been identified.

Aware Users

- Are nearer to the Trail
- Use the Trail longer
- Visit the Trail more often
- Rate fitness higher as a reason for using the Trail
- Spend less money per trip to the Trail but more money annually
- Think a continuous, community-linking Trail is more important

...than Unaware Users.

Potential Vacationers

- Are further away from the Trail
- Are more likely to be using a bicycle on the Trail and less likely to be walking
- Are more interested in tours of the Trail
- Are more interested in cultural attractions, heritage sites, parks, and programming
- List “to appreciate nature and the waterfront” as their most important reason for visiting the Trail
- On average, spend approximately three times more money per trip and annually on the Trail
- Think a continuous, community-linking Trail is more important
- Are more satisfied with the Trail

... than Non-Vacationers.

Visitor Users

- Drive to the Trail more often
- Spend a longer time on the Trail
- Travel further along the Trail
- Visit the Trail less often
- Chose “to appreciate nature and the waterfront” as their most important reason for visiting the Trail
- Are more interested in vacationing on the Trail
- Spend, on average, nearly three times as much money per trip and almost twice as much money annually on the Trail
- Make retail purchases on the Trail more often

...than Residents.

Long Distance On Trail Users

- Travel further to get to the Trail
- Spend more time on the Trail
- Are more likely to be found riding bicycles or in-line skating
- Chose “physical fitness” as their most important reason for visiting the Trail
- Are more interested in vacationing on the Trail
- Are more interested in a Trail tour
- Spend more money per trip and annually on the Trail
- Listed Niagara-on-the-Lake as their favourite section of the Trail more often

...than Short Distance On Trail Users.

Light Users

- Travel twice as far to get to the Trail
- Drive to the Trail more often
- Spend more time on the Trail
- Are more interested in cultural attractions, heritage sites, and parks
- Chose “to appreciate nature and the waterfront” as their most important reason for visiting the Trail more often, and “physical fitness” less often
- Are less likely to be interested in a vacation on the Trail
- Spend over twice as much money per trip on the Trail but less money annually
- Make retail purchases on the Trail more often
- Are more satisfied with the overall design of the Trail
- Know that the trail they’re on is part of the Waterfront Trail less often
- Are less likely to use the Trail by themselves

...than Medium Users.

Medium Users

- Travel almost twice as far to get to the Trail
- Drive to the Trail more often
- Spend more time on the Trail
- Are more interested in cultural attractions, heritage sites, and parks
- Chose “to appreciate nature and the waterfront” as their most important reason for visiting the Trail more often, and “physical fitness” less often
- Spend more money per trip but spend less annually on the Trail
- Make retail purchases on the Trail more often
- Are more satisfied with the overall design of the Trail
- Know that the trail they’re on is part of the Waterfront Trail less often
- Are less likely to use the Trail by themselves

... than Heavy Users.

Heavy Users

- Travel nearly half the distance to get to the Trail
- Walk to the Trail more often
- Spend less time on the Trail
- Are less interested in cultural attractions, heritage sites, and parks
- Chose “physical fitness” as their most important reason for visiting the Trail more often, and “to appreciate nature and the waterfront” less often
- Spend less money per trip but spend more annually on the Trail
- Make retail purchases on the Trail less often
- Are less satisfied with the overall design of the Trail
- Know that the trail they’re on is part of the Waterfront Trail more often
- Are more likely to use the Trail by themselves

6 Conclusions

The purpose of the study has been to follow up on the findings from past Waterfront Trail user surveys by indicating current use patterns and trends as well as gauging the potential for tourism along the Trail.

Overall, the results of this study indicate a positive response from the public to the Waterfront Trail. The data suggests that municipalities have been successful in creating and maintaining an attractive trail that provides a wide range of benefits to users and trail communities. The Trail has continued to live up to its reputation as a multi-use pathway providing recreational opportunities, while enabling users to enjoy the natural surroundings of the Lake Ontario waterfront.

A central objective of the study was to address the information gaps that exist in research on the Waterfront Trail. It was decided that by focusing on these gaps, the economic, cultural and recreational benefits of the Waterfront Trail would become evident. In order to concentrate on the information gaps, Trail users were divided into five categories: Aware and Unaware users, Potential Vacationers and Non-Vacationers, Residents and Visitors, Long and Short Distance On Trail Users as well as Light, Medium and Heavy users. These results indicate some interesting findings in the overall patterns of trail use, and after further examination of the five groups, there are indications that significant opportunities exist for the Trail to become a tourist destination.

Trail Awareness

The study findings indicate a potential for the value of the Trail to be enhanced by increasing user awareness. It appears that users are curious about the potential of a longer trail. The more users know about the Trail the more they are likely to use the Trail and to support a continuous, community linking trail. Therefore by promoting the Trail more aggressively, Trail use could be increased.

An opportunity also exists to expand the sources that people use to learn about the Trail. The results show that currently most people learn about the Trail by living near it or by having previously seen the Trail. A potential direction for future promotion could focus on using written materials and creating awareness about the Waterfront Trust's website. Increasing the signage directly on the Trail could also help to raise user awareness. The results have also shown that an interest in the Trail exists from out-of-town users; so a target for Trail information material could effectively reach beyond immediate Trail residents.

Tourism Development

A potential topic for future study is an investigation of the possible effects of tourism development along the Trail. The results demonstrated that the majority of users would be interested in spending some or all of their vacation on the Trail. The waterfront itself seemed to be a major draw for first time users as well as being important to potential vacationers. In addition, a continuous, community-linking Trail seemed to be important to potential vacationers, which may suggest that a linked trail is more of a tourist/spending attraction than an unlinked

trail. Another important finding indicated that potential vacationers were most likely to be using bikes which might suggest an important demographic for future tourism promotion.

Economic Benefits

Interesting economic linkages were unearthed in this study, with some results meriting future research. The data demonstrated that use patterns influenced how much money users spent and how they were likely to spend it. Long Distance On Trail Users spend more money on the trail for refreshments and retail purchases than Short Distance On Trail Users, which suggests that a longer, more connected, trail could signal an economic benefit. Another aspect to be looked into is the benefit of attracting occasional users who tend to spend the most money while on the Trail versus attracting heavy users who spend less but spend more over time due to their frequent use.

Development of Programming

Future study may also examine the potential for developing additional events and programming on the Trail. Participating in tours, heritage sites, and cultural attractions along the Trail was found to be important to those respondents identified as Potential Vacationers. Respondents also indicated that they would be most likely to frequent concerts and festivals located on the Trail.

This report has demonstrated that there is potential for the Waterfront Trail to grow and diversify into the future. For the past decade the Waterfront Trail has become a success through the hard work and dedication of the Waterfront Regeneration Trust and the Waterfront Partners. Over the next ten years the creative energies of the Trail Network will be employed in the generation of new projects, along with new ideas and new partnerships.

Most importantly, the results of this study indicate that the needs and desires of tourists are not very different from those of residents. Both are interested in cultural attractions and programming on the Trail. Tourism does not conflict with the community base and there is the potential for the community to become the tourist base. The implementation of a communication and marketing strategy is planned for the fall of 2002. A follow up to this user survey study will be important to examine how this strategy has affected Trail use patterns.



7 Appendices



Nikki Rendle, Waterfront Regeneration Trust

7.1 Trail User Survey

7.2 User Count Sheet (Sample Form)

USER COUNT SHEET

Date: _____ Site Location: _____

Temperature: _____

Weather:

Sunny

Partly Sunny

Cloudy

Partly Cloudy

Time Period (ie. 9:00 – 10:30)	Bike	Walk	Run/Jog	In-Line Skate	Wheel- chair	Other
Adults (15 & over)						
Seniors (65 & over)						

7.3 User Comments

Note: The following comments are arranged by survey site location and have been edited from their original format for grammar and spelling. Each bulleted point separates the respondent comments from each other.

Belleville

- “The Trail should have been around a long time ago”.
- “Keep up the good work”.
- “This Trail is widely used by fitness clubs along the way, both private and public (Quinte rowing club, etc.). They could be consulted and called upon for support of the Trail”.
- “The Trail should have distance markers”.
- “The pit toilets require maintenance”.
- “The Trail needs more lights”.
- “Separate walkers from cyclists, rollerbladers, etc.”.
- “We have observed that since the inception of the Riverfront Trail the conditions on the Bayshore Trail have deteriorated. Although we enjoy the natural look, very often the gardens, shrubs and trees are overgrown with weeds”.
- “We need more washrooms”.
- “Clean up the water! There are dead fish and gas in it. Other than that the lake is great”.
- “It would be good to have the Trail linked with pavement as opposed to gravel or busy road-ways so people can rollerblade for a longer distance continually or safely bike on a trail rather than a roadway”.
- “Continue to restore the natural flora to the Trail”.
- “A continuous trail will promote outdoor activities, more food vendors, water fountains and washrooms”.
- “There needs to be a connection between trails and a clean-up of Lake Ontario because it is stinky in the middle of the summer”.

- “Civic leaders need to use the Trail to fully appreciate the need for maintenance and policing. If it is allowed to become dirty or unsafe, it will attract exactly that element, and discourage the people who use it often”.
- “I would support a continuous trail if it was paved”.
- “I would like to see maps posted that show the entire route of the Waterfront Trail so that I could ride farther along the Trail. For example maps which show a bike route from Belleville to Toronto”.
- “Make people clean up after their dogs on the beach”.
- “The Trail needs smoother bridges”.
- “Keep commercial ventures off the trail, they distract from the natural beauty and create litter. Also ‘no littering’ and ‘no dumping’ signs should be posted”.
- “The Trail needs more water fountains”.
- “The longer the stretch of trail that is paved, the better. It is good if the extension of the Trail is paved allowing a person on rollerblades to access different parts of the Trail without having to take off their rollerblades”.
- “You should have a Bayshore Trail picnic”.
- “You should increase the number of free community children's activities ie. Bayshore picnic”.
- “More funding should be given for more workers to keep the Trail clean”.
- “I’ve seen the Trail develop from very little into an excellent resource for people who wish to walk/bike/etc. and commune with our natural resources”.
- “In the winter, the amount of salt used has increased steadily. A plow sent around right after a snowfall would help reduce the salt use. The run-off of salt goes directly into the bay”.
- “Paved sections are needed for touring bicycles or an alternative route should be provided around unpaved sections”.

Burlington

- “I would like to see less construction of apartment buildings on the waterfront. For example in Toronto there is not much of a view of Lake Ontario. In Burlington more buildings are going up on the main road, which is unsafe. Also I think more security is needed on the Trail as well as more shade and trees”.

- “You’ve already done a good job on the Trail”.
- “Keep up the good work!”
- “There should be not be any bicycles or rollerblades allowed on the Trail because somebody is going to get hurt. The Trail just isn't made for all these modes of transportation”.
- “There should be less surveys, and more trails”.
- “There should be a solid line to divide bikers from walkers, as well as better signage, more shade and trees”.
- “Stop the pollution! There needs to be a water sewage clean up. Air safety is a top priority. The Burlington beach area has eliminated lifeguards and the police patrol has been reduced. Homes along the Trail offer safety (beach and park watch)”.
- “A street-sweeper should be run along the Trail weekly to clear the debris that clogs rollerblades”.
- “Although it would be cost prohibitive, I would like to see rollerbladers on a separated trail (adjacent) as they take up too much of the width of the Trail. I have noticed difficulty for older people who are walking”.
- “There should be a few more areas providing drinks”.
- “There needs to be a clean-up of the beaches and water”.
- “Don't let all the big guys come in and tear down the cute little beach houses. Keep our natural resources alive. Stop killing the environment for money”.
- “The dust from the cars is very bothersome”.
- “Hamilton should finish its part of the Trail”.
- “Thank you for conducting this survey”.

Cobourg

- “Keep the Trail well maintained. I find it most enjoyable, although a bit more of a safety effort could be made”.
- “I have enjoyed areas of the Trail for 25 years or more”.

- “Maintain the cleanliness and improve the Lake Ontario water quality, increase public awareness of the Trail, and keep up the good work!”
- “Clean up the dead fish in Cobourg”.
- “There should be some dog clean up enforcement. There should not be any bikes/rollerblades allowed on the Cobourg section of the Trail”.
- “I appreciate the Trail being accessible to all of us”.
- “There needs to be more activities for everyone”.
- “Keep up the good work”.
- “There are some problems of continuity. There are places where there are breaks in the Trail and it would be nice if things were smoother”.
- “There should be more information available about the Trail and more education around honouring and respecting nature”.
- “There should be more organized waterfront (beach) activities. There should be some naturalists to lead organized tours attractive to both young and old”.
- “Keep the Trail going”.
- “I think the Trail is a great idea!”
- “Keep up the good work”.
- “You should have school children frequent the Trail”.

Toronto

- “There should be proper signage about dogs as rollerbladers often take their dogs on the trail, which is very hazardous”.
- “There have been wonderful improvements to Toronto's Trail and Mississauga's part is a very pretty, fun trail”.
- “Improve the path near Lakeshore/Park Lawn to 1st Street (very dangerous because of trucks/traffic)!”
- “Parking should be free, but the cost is fairly reasonable if it isn't raised”.
- “Continuous, smooth paths are important”.

- “Pave the Trail and provide more activities”.
- “Fix the surface of Mimico Creek Bridge. Unite the Toronto and Etobicoke sections of the Trail along the waterfront”.
- “Improve the paved surfaces. The new boulevard section is a good start. Extend the Trail through Harbourfront”.
- “Repave the Trail where necessary and finish the parts where the public streets are used. You need to educate workers on the hazards associated with water and hoses that are left lying across trails”.
- “There needs to be more emphasis on the restoration of waterfront habitats as the water quality is still very poor because of sewage treatment effluents and geese”.
- “More money should be allocated to trail sustenance in the Golden Horseshoe area as well as more security, more safety measures, more programs, and more public awareness”.
- “There should be signs reminding people of the proper etiquette on the trail as kids are often wandering aimlessly without supervision and people are on the wrong side of the Trail, etc”.
- “There should be better lighting in the winter and longer hours for washrooms in the winter”.
- “The Trail needs more trees”.
- “There should be a promotional campaign regarding the size of the Trail and all that it offers”.
- “I enjoy spending time on the Trail, keep it up, I appreciate it”.
- “The Trail should be patrolled at night for safety. There should also be some considerations about cleaning the lake water”.
- “Better signage is required in certain areas. Signs indicating bike repair depots or emergency phone numbers should be posted along the way for assistance. The fact that some sections of the Trail are on service roads next to heavy and fast traffic (needs to be addressed). There should be more shelters”.
- “There should be someone that goes around and cleans up the bird poop on the trails, etc. there's too much of it everywhere”.
- “I love the Trail!”

- “There should be smoother paving in old areas and a widening of the Trail would be nice”.
- “Please fix the Trail for rollerblading by providing a continuous smooth surface. The Trail needs more bathrooms, more cops on bikes, and a clean-up of trash from the Lake”.
- “There needs to be more washrooms and some music”.
- “The geese poop needs to be cleaned up from the waterfront boardwalk from time to time”.
- “Consider city street bike lanes like in Montreal and European cities (Germany, Austria) as a model for us. Avoid the use of decorative paving as it is hazardous to rollerbladers and never have planks on bridges that run in the direction of travel (Etobicoke Creek) because it is extremely hazardous”.
- “There should be more garbage bins and regular emptying of bins”.
- “I love the trail and really wish it actually reached from Niagara-on-the-Lake to Gananoque. The re-routed, incomplete, “wishful” sections of the Trail west of Marina del Rey and east of Victoria Park are really inhospitable for long rides”.
- “Improve the Trail surface areas, especially near the Sunnyside Pool. Trail access to downtown Toronto is poor and not very continuous”.
- “I have no issue with the quality of the pavement as I am accustomed to city streets. However pedestrians are the bane of my existence on this trail. Parents who fail to look after their children are creating a mutual danger”.
- “There should be more police patrols”.
- “More signs with maps of the Trail are needed. Resurface from the top of the Boulevard Club Hill to Ontario Place, especially under the trees on the windy bit of path”.
- “There should be more rest areas, more shade and the Trail should be away from the Gardiner, closer to the Lake”.
- “The Trail needs more parking spots”.
- “Improve the lighting on the Trail as well as the surface”.
- “Please empty garbage bins near (between) the Palace Pier and Marina del Rey. They are always overflowing”.
- “I didn't know there was a website or any fliers about the Waterfront Trail”.

- “Books and maps are needed when riding in some communities. Going west from Toronto isn't bad but push for the extension from Scarborough to Pickering fast”.
- “There should be bigger signs and improvements in the Trail surface”.
- “Improve the surface of the Trail for skating. The downtown Toronto parts of the Trail are missing, ie. From Bathurst to Cherry Street. We really need a cycling path through the center of the city to connect east and west parts of the Trail”.
- “Pavement surfaces of the Boulevard Club to Ontario Place should be redone. Around the Boulevard club its great but east of it gets awful on rollerblades”.
- “Keep expanding the Trail and keep investing”.
- “There should be cultural stores/restaurants that provide different types of food and music in day and evening settings. The water quality should always be posted. There should also be more police patrol on weekends, especially around Caribanna time when for some reason all hell breaks loose”.
- “There should be more and larger signage. See, for example, the signage in London’s Springbank Park. The Trail should have signs posted so that people walk on the walking trail, which is usually concrete or interlocking, and not on the bike trail. Users should keep single file whether on bike or roller blades”.
- “Keep being creative and keep building the Trail”.

Hamilton

- “I enjoy walking on this Trail all year”.
- “There should be wider trails in Hamilton for better space (always have to slow down/stop when rollerblading by people)”.
- “Is there a possibility of using public transport as a shuttle service to access other sites of the Trail by bikers (bicycle racks on buses)?”
- “Why are there no parking signs on the north end of Grays Road? Is it so that people who do not live close by the Trail are unable to come for a walk in the park?”
- “Do not allow dogs on the Trail or at least make people pick up after their dogs. Also, rollerbladers should be made to go on the bike path and should be fined for recklessness”.

- “The pavement should be made wider or else there should be two parallel paths. The pedestrian side should be on the scenic side (since pedestrians are more likely to stop and admire the view)”.
- “The Trail should be an attraction for people to enjoy, almost like “cottage country”. The beach needs to be more attractive and more businesses (ie. shops, cafes) need to open”.
- “Pedestrians are blind to the bike path markings and it gets worse every year”.
- “Keep the Trail as near to the water as possible and have flowers planted”.
- “These are my suggestions for the Trail; 1. more washrooms, 2. clean up dead trees, 3. get rid of dandelions, 4. replace trees”.
- “There should be more promotion made on the Trail”.
- “There needs to be wider paths, lighting at night, more security, more leashes on dogs, more tree planting, more security (younger people walking the path). However, I don't like the security driving on the park path”.
- “There should be a linking of all trails. Try to keep the Trail smooth, ie. don't tar cracks because it's a hazard in the summer as rollerblade wheels catch and people fall”.
- “There should be more parking and more lighting”.
- “Keep up the good work by continuing to improve the Trail”.
- “There should be a resurfacing of the walkway. Cyclist and rollerbladers should be notifying walkers on their approach, ie. passing on right, passing on left (safety recommendation)”.
- “Best wishes on the success of the Trail. It has some great features”.
- “You should rake the sand along the shore line and add some sand, other than that it's great! It's part of my everyday life!!! That's why I moved here! I would like to see this Trail continue to along the shoreline from Burlington to Oakville”.

Kingston

- “There should be a water test done on Lake Ontario”.
- “There should be more spiritual activities offered along the Trail. Also the lake should be cleaned up”.

- “There should be direct links made to the Trans-Canada Trail. Also please maintain public access to waterfronts; rebuild swamps and wetlands, prevent/reduce pollution; encourage people to use the Trail with cultural activities; hold community clean-ups/plantings and involve boaters”.
- “The Trail is an excellent idea”.
- “Just have a specific trail for bikers and a separate one for pedestrians”.
- “Clean up Lake Ontario”.
- “I would like to know more about the Trail. I would also like to see it wider to accommodate multiple users more easily and to have a paved trail that would increase user diversity”.
- “This trail will bring us back!!”
- “I would prefer not to see any events along the Trail”.
- “You should publicize the Trail more often”.
- “More attention should be paid in order to create safe bike paths where there is no trail established and you have to go on the streets. The Trail surface varies from fair to excellent”.
- “Warning signs should be posted to boaters that there are swimmers in the water. There should be more water fountains. Also if you want people to know this section is part of the Waterfront Trail - put up signs! Overall I think it is a wonderful park and I take advantage of it!”
- “I have been on this trail in many cities but never realized it was part of a single trail”.
- “This is an excellent trail and it must be kept”.
- “Consider adding public beaches along the shoreline and easier access to parking”.
- “There should be more advertisements of the Trail route”.
- “There should be more lights. Lake pollution from Dupont must be stopped”.
- “The Waterfront Trail was badly needed”.
- “There needs to be more benches”.
- “Over time, there should be separate bike lanes that are funded by tolls from cyclists”.
- “There should be better beach access”.

- “The Trail should be made more continuous, perhaps through the donations of private and/or government land or right-of ways”.
- “There should be better swimming areas with sand. The swimming areas should also have posted water quality signs”.
- “The planning of such an endeavor needs careful and conscientious planning of urban planners, park planners/architects, and geographers. Do not interfere with nature. The effects of health and time must be considered”.

Mississauga

- “Good work! I love the Trail, but didn't realize how long it was”.
- “There needs to be more emergency telephones and designated emergency stations”.
- “I hope to see more of the Trail along the water”.
- “Just try to get the Trail away from the city streets more, especially the busy ones!”
- “The water quality, poor smell and disease in Lake Ontario have to be addressed! The area where I live was threatened by expropriation to put in the Trail. That is not the way of doing things in a democratic society but I do love the Trail”.
- “There isn't a designated biking path in many areas so pedestrians sometimes get in the way/path of cyclists. It would be safer to have designated markings on the ground (some areas do). Also there isn't a bike path from Humber Park”.
- “Are there links to the waterfront trail on each community website where it runs?”
- “My suggestions for the Trail are that there should be more water stations, natural areas should be protected, better signage for bikes around Rattray Marsh, and more signage on natural trees, birds, habitats, etc.”
- “There should be signage at the beginning and end of each section describing the entire trail and where the next section (east or west) begins, to encourage use of the adjoining sections. Keep the Trail natural, and limit events, shows to public park areas”.
- “A Map-Art map of Mississauga shows the route of the Trail through Rattray Marsh as a bike trail. Bikes are forbidden there”.
- “There should be more trails close to the lake and less near busy roads (exhaust fumes). There also needs to be soap in the washrooms, and all food/retail outlets should allow rollerbladers”.

- “The surface of the Trail is rough in some parts. The Ontario Place section of the Trail should be re-done, as the east part is very rough. It would be great to up keep it for rollerbladers”.
- “I think the Trail should be made a little easier for those who are handicapped. In some areas there are only stairs and no ramps when there should be both”.
- “There should be umbrellas and chairs for rent”.
- “I would appreciate more signs on the road portion of the Trail”.
- “Plant more flowers and provide a row boat rental”.
- “Twin the Trail whenever possible and bridge the gaps in the Trail. The Trail Guide needs to be up-dated (ie. past Trenton)”.
- “People should be aware that the Trail is not truly continuous. This avoids disappointment”.
- “I think the environment here is pretty good. This is my first time to come here but it’s very beautiful. I want you to increase the grill numbers, thanks!”

Niagara-on-the-Lake

- “I like the Trail just the way it is”.
- “There should be widening of the Trail wherever possible to separate pedestrian and cycling traffic”.
- “ There should be widening of the Trail where possible and established rules for pedestrians and cyclists to avoid conflict”.
- “I think the Trail is great! It is very well looked after and maintained and we are very fortunate to have its use!”
- “Put signs up at playgrounds and picnic areas to warn children not to play on the Trail or cross without looking”.
- “Post the rules of the Trail so people don't yell at me when I stop in the wrong spot”.
- “Please extend the Trail along Lakeshore Road between Niagara-on-the-Lake and Port Delouse. Also it would be nice to have a paved trail between Queenstown and St. David’s”.

- “The loudspeaker and noise from the jet boat are very disturbing. The section of the Trail from St. Catharines to Niagara along Lakeshore is nonexistent and therefore dangerous so link all towns in Niagara-on-the-Lake”.
- “The length of the Trail directly impacts the amount of money and length of time I spend. I am always looking for trails that lend themselves to a week long bike trip”.
- “This Niagara Trail is excellent”.
- “Great job! We love this trail, it is truly a treat”.
- “There should be some more road signs indicating where the Trail is going, especially at the cross sections”.
- “Create a better surface for inline skating”.
- “Something needs to be done about the central Toronto section and the Ajax to Whitby section of the Trail”.
- “Ensure smoothness of the Trail”.
- “I think the Trail is great and I am pleased to find out there is more of it and I would love to see more developed”.
- “I am a believer in the Trans-Canada Trail and all good trail ideas. Publicize all trail ideas!”
- “Stop the development that would infringe on the Trail”.
- “Make sure to keep the Trail simple as it is easier to take care of”.
- “The lines on the Trail are too narrow for passing. The Trail needs signs to instruct everyone where to pass”.

Oakville

- “Clean up the mess of the Canada Geese!”
- “Where landscaping is part of the Trail more regular maintenance would make the very excellent work outstanding. I realize this depends largely on parks/boards budgeting”.
- “There should be more portable food vendor carts. Shoot the geese that foul the docks and grass and wash the grass because there is no place to sit on a blanket”.

- “Don't let private businesses block off or cut off the Trail access. There should be more green space, plants and trees”.
- “I feel strongly that the conference center should not have been built over common path”.
- “Keep the Trail clear of geese”.
- “Continue to stay as close to the lake as possible and gradually eliminate those sections that follow regular roadways wherever possible”.
- “Continue this magnificent venture. It is natural and nurturing for people to be closely knitted by sun and water”.
- “Put the Trail on the water through Burlington instead of along Lakeshore Road”.
- “I wish that private interest did not encroach onto the trail”.
- “The bike and walking paths should be separated by colours that are different from the city trails!”
- “Please clean up the goose dirt and can the bathrooms be open early in the season?”
- “There should be continuous and up to date signage and clear maps en route”.
- “There should be better signage”.
- “I support the Trail but there should still be respect for private property”.
- “Please build the bridge across Bronte Creek as was originally proposed. It will give access to Bronte Beach, the Bluffs, etc., will lessen crowding in the summer, and will be safer than using the Lakeshore Road bridge”.
- “Publicize each section of the Trail to the others”.
- “I wasn't aware of where the trails start and end”.
- “I would attend more trail events if parking was free, and there was accessibility for wheelchairs”.
- “More Trail promotion is needed”.
- “There are too many geese”.

Oshawa

- “However much money we spend on providing the public with quality waterfront accessibility it is not enough”.
- “I definitely support the idea of a continuous trail”.
- “The Trail is well kept up”.
- “There should be an area on the beach for people who come down with their dogs. I bring my dog with me every time I come down and today I went to lie down and catch some sun and was told my dog wasn't allowed on the beach”.
- “Inconsiderate dog owners are a problem, ie. They don't poop and scoop and their dogs are unleashed”.
- “There should be more benches”.
- “There could possibly be more advertising of the Trail and local descriptions of natural habitat. Also a few more lookout areas would be good”.

Pickering

- “There should be some signs that explain what's growing or going on along the Trail (spawning, what kind of fish and birds, etc.)”.
- “There should be more concerts/festivals at the Millennium Waterfront and possibly a gazebo”.
- “There should be more access to Lake Ontario's fantastic sport fishing; i.e. boat launch ramps”.
- “Boat launch access should be provided. There used to be access from the west shore area, but that has been cancelled/removed because of the Waterfront Trail”.
- “There are a lot of dog messings on walkways along the Pickering Trail”.
- “Keep housing and commercial business away from the waterfront”.
- “Keep industrial and residential development away from the trail!”
- “The Trail is very good although it could be a bit smoother”.
- “Good job in Pickering, well done!”

- “I’m thankful that the Trail exists as I always take my visitors to the waterfront”.
- “A pedestrian bridge over the entrance to Frenchman's Bay would be preferable to pontoons. The pontoons would handicap the movement of the yachts. The Coolwater Farm should have been bought by the city to ease the obvious parking problems”.
- “If accessible, the west spit should be turned into a park with benches and facilities (as should have been the Coolwater Plant)”.

Port Hope

- “I wouldn't want food/retail outlets on the Trail”.
- “I think there should be more water fountains, playgrounds, lifeguards and food stands (somewhat like Cobourg)”.
- “I think you need more attractions along the Trail”.
- “You could make the Trail wider”.

St. Catharines

- “The Trail signs appear to show that this is a local waterfront trail and not a Waterfront Trail that is 650km long”.
- “Just build it [a continuous trail]!”
- “Please link the Trails”.
- “More advertising about the Trail is needed”.
- “There should be more information, more pamphlets, maps and more promotions. I am truly impressed with the new construction by Happy Ralph and I wish it were already complete. Perhaps the Trail could have some circle trails that you could complete in an hour or day”.

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The Waterfront Regeneration Trust

207 Queen's Quay West,

Suite, 403, Box 129

Toronto, ON

M5J 1A7

(416) 943-8080

www.waterfronttrust.com

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- provides the results of a study conducted on three diverse trails from California, Florida, and Iowa
- facilitators surveyed trail users, adjacent landowners, and municipal officials and reported on the economic and social benefits of these trails

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- a study conducted by a combined team of 22 academics, graduate students, and professionals
- findings include needs assessments, public attitude reviews, economic impact studies, and overall benefit presentations
- many parts of this extensive study are available via the internet

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<http://www.tourism.gov.on.ca/english/research/tams.asp>

- contains seasonal travel and tourism trends for Ontario and other tourism study results
- the studies provide extensive information on the volume of travel, expenditures and patterns of travel behaviour for these two types of travelers in Ontario.

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- a toolbox of resources for potential trail builders consisting mainly of fact sheets on topics from Community Outreach to Trail Surveys

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- a fact sheet demonstrating information about trail use in Canada and the economic impact of trail user spending in businesses directly and indirectly associated with trails
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- the surveys were conducted with trail users at nine different trails throughout Nova Scotia

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- key objectives of this study were to measure trail use, types of users, and economic impact
- hard copies of the survey may be obtained through the above-mentioned website

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<http://www.ntl.bts.gov/DOCS/430.html>

- contains a report of a study designed to identify the influence that the Northern Central Rail Trail (NCRT) has on tourism, property values, community uses, as well as local and public sector expenditures in the Maryland region
- results are based on three types of surveys conducted that include a trail user survey, a property owners survey and a survey distributed to local businesses

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- provides a report on an economic analysis done on the potential economic benefits of an undeveloped portion of the Trans Canada trail in east-central Alberta
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PO Box 857

Hamilton, ON

CANADA

L8N 3N9

1-800-665-HIKE(4453)

www.brucetrail.org

- results fall under five different categories: Trail Users and Use, Economic Benefits, Landowner Characteristics, and Effects on Property Values

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Available at: <http://www.statcan.ca/english/Pgdb/>

- has various recreational statistics such as Canadians' favourite sport, attendance at performing arts events, and spending on heritage institutions

Stephanovic, Ingrid, and Richard Oddie. 2001. *From End to End on the Lake Ontario Waterfront Trail*. Retrieved July 13th, 2002.
Available at: <http://www.waterfronttrust.com/files/pdfs/pathsum01.pdf>
Reprinted from *Pathways: The Ontario Journal of Outdoor Education*, Summer 2001, 13 (3).

- the first article containing findings from Dr. Ingrid Stephanovic's extensive study of the Waterfront Trail
- she has interviewed end-to-enders (people who've traveled the Trail from one end to the other), worked with children, and is having her research assistant travel the Trail and prepare a detailed trip journal
- other articles presenting her results are forthcoming

Transportation Research Board. 2000. *Pedestrian and Bicycle Research Papers Published in the Transportation Research Record*. Retrieved July 9, 2002.
Available at: <http://www.enhancements.org/trrtoc.htm>

- lists of research papers offer PDF's in pedestrian and cyclist habits, motivations, and infrastructure
- of particular interest are *Survey of North American Bicycle Commuters* and *Let the People Be Heard: San Diego County Bicycle Use and Attitude Survey*, since they present survey results from bikers, who make up a large part of the traffic on the Waterfront Trail

Trent-Fleming Trail Studies Unit. *Various Trail Studies*. Retrieved July 8, 2002.

Available at: www.trentu.ca/academic/trailstudies/

Environmental Sciences Building ESB204

Trent University

Peterborough, Ontario

K9J 7B8, Canada

Tel: (705) 748-1011 ext. 1419, Fax: (705) 748-1205

Email: jmarsh@trentu.ca

- lists various trail studies and surveys conducted by Trent-Fleming faculty and students
- reports may be obtained by contacting the Trail Studies office

Wolter, Stephen A, and Dr. Greg Lindsey. November 2001. *Summary Report, Indiana Trails Study*. Retrieved July 29, 2002.

Available at:

<http://www.state.in.us/dot/projects/trails/z-completeDocument.pdf>

- presents the findings of a trail user study for six different multi-use trails in Indiana
- results include data on trail management, economic impacts, and user attitudes toward trails

Woolwich Trails Group. 2001. *Woolwich Trails Group 2001 Annual Report*. Retrieved May 16, 2002.

Available at:

http://www.grandconnections.com/woolwich/trails_group_2001report_survey.htm

- results of the survey are summarized with a focus on trail user profiles, reasons for trail use and suggestions for improving the trail