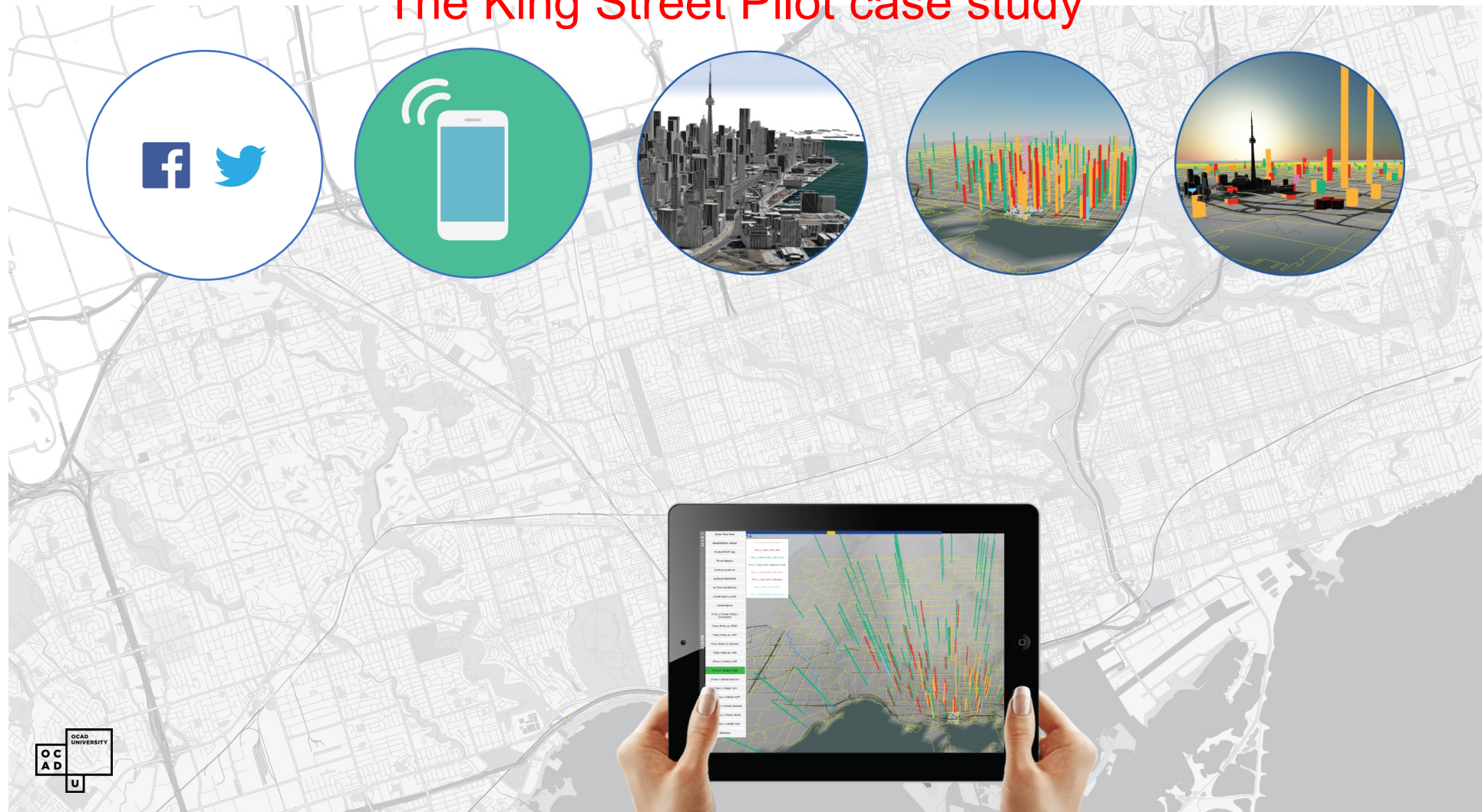# iCity: Using A Qualitative Survey

The King Street Pilot case study

Sara Diamond, Jeremy Bowes, Marcus Gordon, Ajaz Hussein, Orlando Bascunan, Lee Balakrishnan , Manpreet Juneja, Chieng Luphuyong, Mudit Ganguly , Riley McCullough, Igor Bueno Antunes, OCAD University, Toronto

At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data

Approach

- As part of an information gathering, decision – support strategy, our iCity group focused on a recent street and placemaking strategic intervention – "the King Street pilot"

- This intervention / prototype was a pilot to alleviate traffic congestion, improve transit services, and to enhance pedestrian experience through the introduction of pedestrian friendly art and street installations throughout a core

Method

- After extensive discussions with the City of Toronto, Complete Streets division, and Waterfront Toronto, we implemented a survey designed to solicit and target qualitative responses to the KSP project, to delve into placemaking practices.

- We created categories of survey questions around the City of Toronto's Complete Streets guidelines..

  - Prioritizing accessibility and mobility, Encourage walking through a network of continuous sidewalks, Design for Safe Crossings, Placemaking, Design for Comfort, Greening Infrastructure and Storm Water Management, Design for Efficient Maintenance, and Coordination with Utilities

Method

- We decided to take a multi –tactic approach to gathering information;
  - **On-street survey** using ipad tablets, loaded with questions and visual information prompts
  - More extensive **web-based survey** circulated through local BIA, and community residents associations
  - In-depth **focus groups** conducted at the Visual Analytics Lab with a cross sectional representation of stakeholders
  - All of this information could then be aggregated to provide a holistic picture of the King Street pilot issues and responses

On-Street Survey: Going to the Street: Street setup at David Pecaut Square, Ajaz Hussain, Orlando Bascunan, VAL researchers

Method

- This translated into a series of survey questions around several key areas..

  - Purpose of trip, mode of travel
  - Place - Street width, Sidewalk width, Building height, Street function & Usage
  - Place - qualities and amenities
  - Place-making – Public art
  - Place – Technology Support and WIFI
  - Place - safety and comfort
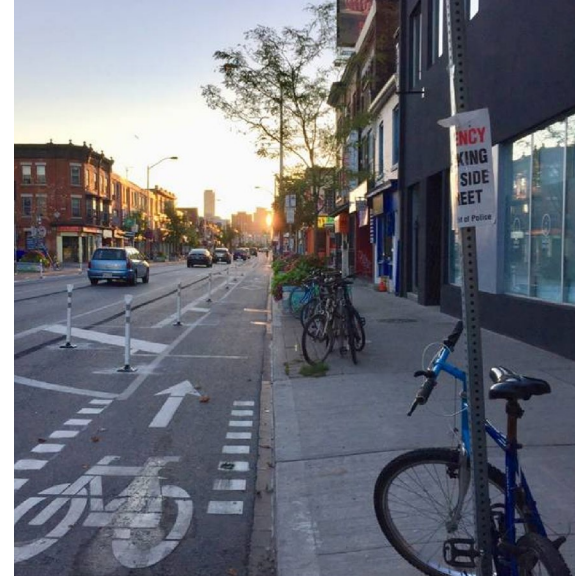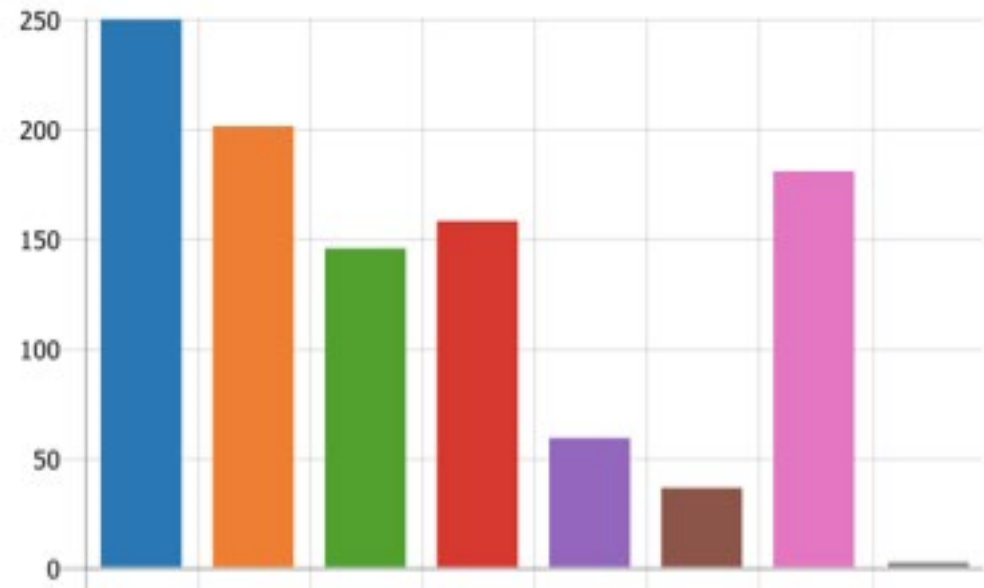
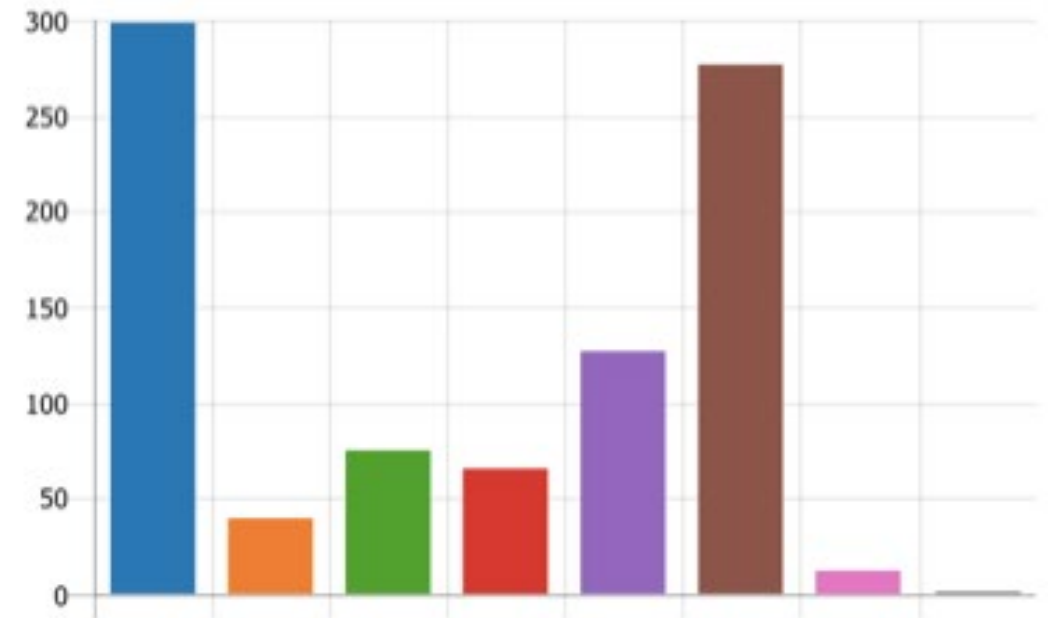# Purpose of trip, mode of travel

At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data

3. How do you travel there?

More Details

● public transit	299	
● taxi	39	
● ride share	75	
● private vehicle	65	
● bicycle	127	
● walk	277	
● other	12	
● Other	2	

At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data

Image: iCity Visualization; *ESRI cityengine, Betaville*, Carl Skelton, Marcus Gordon , Carnevalle, Manpreet Juneja

6. Rate how each of the following elements contribute to an accessible pedestrian street? (Please rate it from 1: Least to 5: Most)
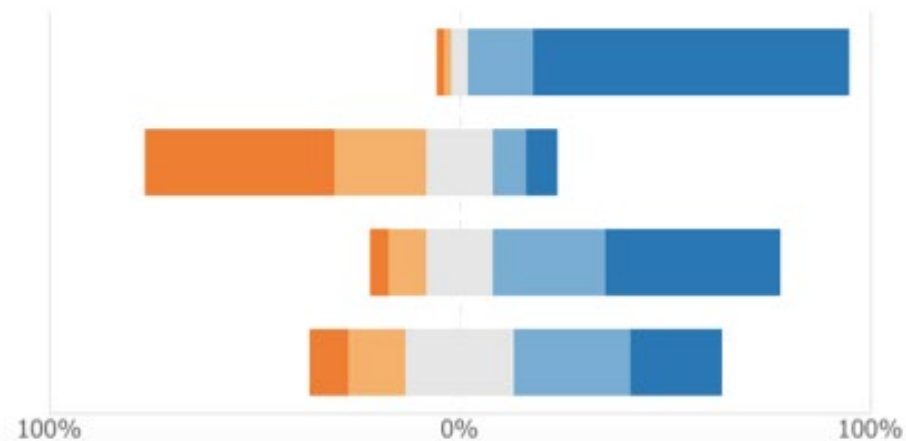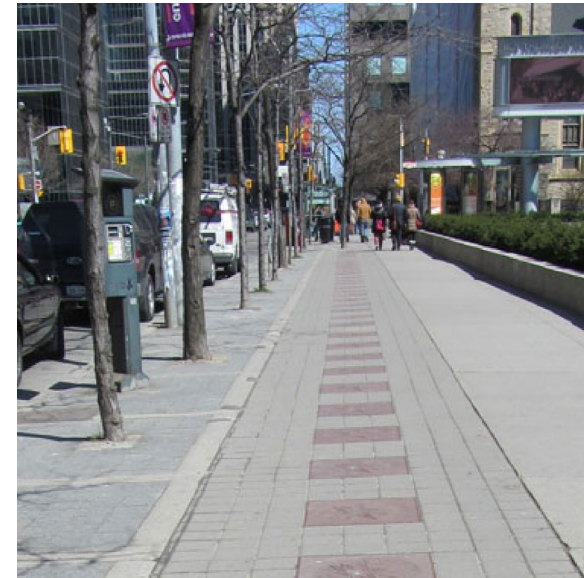
At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data
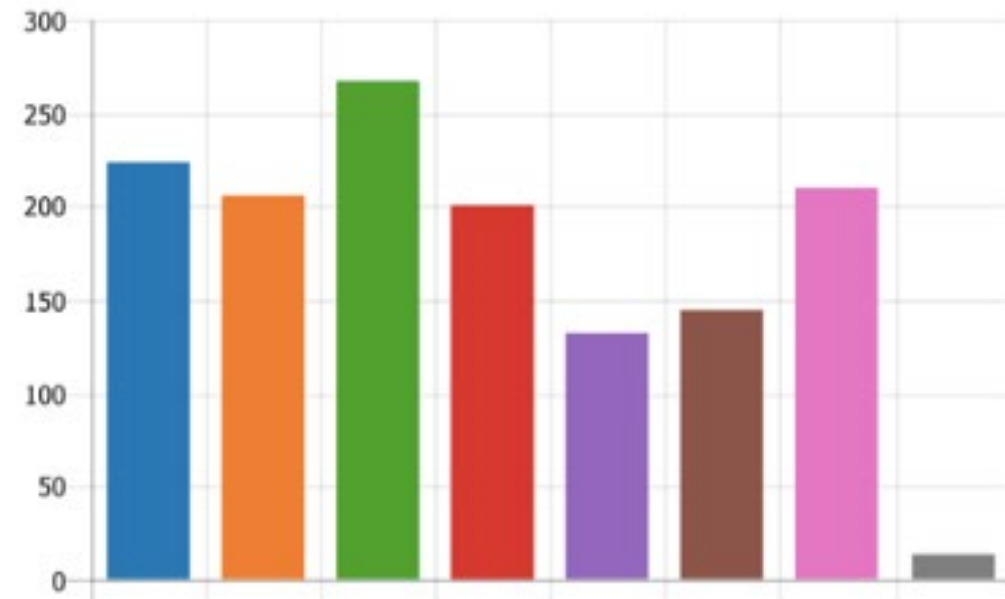
Summarizing

- Most of the survey group were on their way to work, mostly by public transit or walking, or specifically headed to King street destinations for restaurants or shopping, and over half of those surveyed would spend more than 4 hours.

- Access to transit, followed by bike lanes & bike parking were felt to be most important contributions to an accessible pedestrian street. Density of pedestrian traffic and extended sidewalks for café seating, bike parking etc. were identified as primary over speed and proximity to moving traffic.

Place - Street width, Sidewalk width, Street function & Usage

12. Which of the following elements would MOST create a successful and inviting social street / park place? (Please select most important factors)

More Details

●	Sidewalk social gathering spac...	223
●	Furniture / seating in different...	206
●	Greenery, trees and landscape	267
●	Public art, murals, interactive ...	200
●	Water elements	132
●	Warming spots	145
●	All of the above.	210
●	Other	14

At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data

Image: iCity Visualization; *ESRI cityengine, Betaville*, Carl Skelton, Marcus Gordon , Carnevalle, Manpreet Juneja
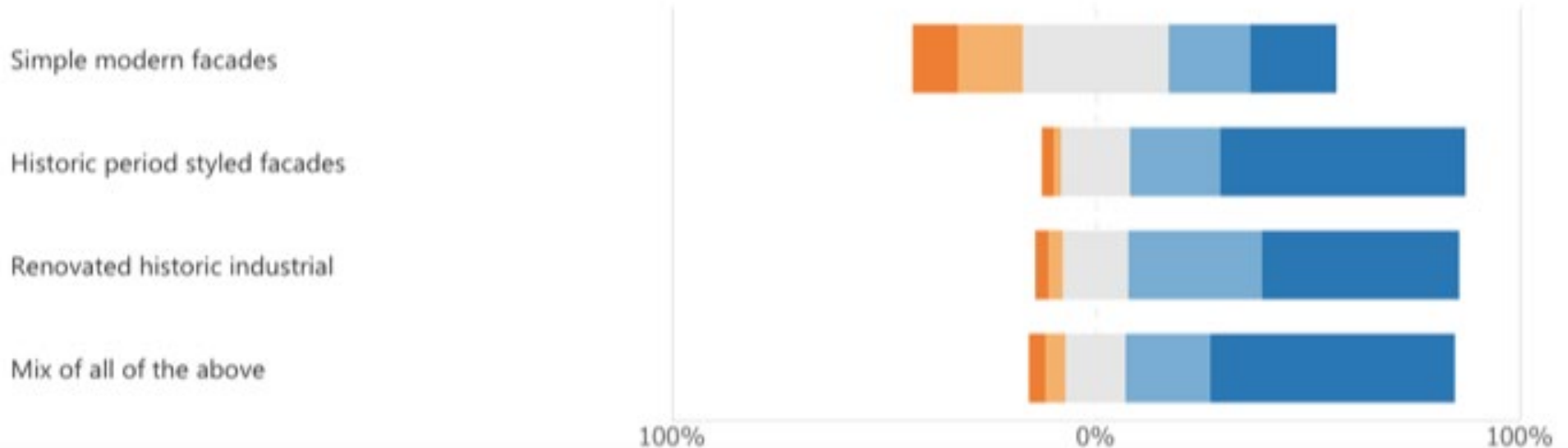
Place - Street width, Street function & Usage, Building height, & character

9. Rate which types of building facades CONTRIBUTE MOST to a positive pedestrian street experience. (Please rate it from 1: Least to 5: Most)

At the Visual Analytics Lab for the iCity project we are developing decision support tools combining social media and mobile data with GIS, demographic, socio-economic and transit data

Place - Street function & Usage, qualities and amenities, Technology Support and WIFI

Summarizing

- A mix of architectural styles, with historic facades being favoured contributed most to pedestrian street experience, while cafes & restaurants, followed by groceries, galleries, and retail were the favoured types of shops, with pharmacies and medical services being a dominant service shop type.

- While many elements were identified as contributing to a social street / park place, greenery, trees and landscape followed by sidewalk social gathering spaces were felt to be most important. Buskers, musicians and street performers contributed to the street experience.

Place-making – Public art

Image: **Charrette Images,** iCity process phases, iCity Team

Summarizing

- Generally 90% of those surveyed identified the King street pilot as either extremely successful or somewhat successful, with almost 95% wanting either more permanent installations, with changing venue of artists, or live events. The majority of people felt that the KSP had increased their experience of the area.

- Public art was felt to be successful when enhancing a specific context, and when necessary infrastructure and service amenities are included as beautiful.
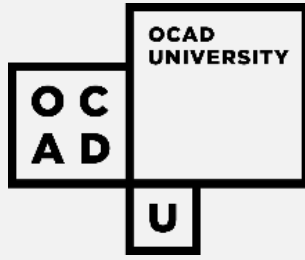
THANK **Y**OU!

Find out more about research at OCAD U at:

http://www.ocadu.ca/research

Acknowledgements

Thank you
Questions ?

Professor Jeremy Bowes
Visual Analytics Lab, OCAD University
Jbowes@faculty.ocadu.ca