

**BYWARD MARKET REVITALIZATION MEASUREMENT FRAMEWORK – Year 1 (2026)**

AREA OF FOCUS	OBJECTIVES	SHORT-TERM ACTIONS	IMPACT	PERFORMANCE INDICATORS	*OUTCOMES		
					R	V	B
<b>A Reimagined Market Destination for All</b>	<ul style="list-style-type: none"> <li>Enhance supports for local businesses</li> <li>Improve navigation, parking and overall visitor experience</li> </ul>	<ul style="list-style-type: none"> <li>Develop district-wide navigation, access and parking strategy</li> <li>Launch of Arts, Culture, Entertainment District</li> </ul>	<ul style="list-style-type: none"> <li>Increased local economic activity for local businesses through increased visitation</li> </ul>	1.a) Increase % of peak parking occupancy rates		✓	✓
				1.b) Decrease # of business vacancies	✓	✓	✓
<b>A Compelling Cultural Identity</b>	<ul style="list-style-type: none"> <li>Clearly define and embed the ByWard Market’s identity as a unique and engaging district</li> </ul>	<ul style="list-style-type: none"> <li>Co-create and implement ByWard Market brand identity plan (City / BMDA)</li> <li>Launch of Heritage Walk (OAG/200<sup>th</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>The ByWard Market is known as a vibrant, culturally distinct, and nationally significant place within the Capital</li> </ul>	2. Increase % of positive sentiment of the district	✓	✓	✓
<b>Safety and Well-being for All</b>	<ul style="list-style-type: none"> <li>Strengthen community connection and a shared sense of belonging in the district</li> </ul>	<ul style="list-style-type: none"> <li>Implement Unsheltered Homelessness Outreach Model</li> </ul>	<ul style="list-style-type: none"> <li>Vulnerable individuals/households are supported through compassionate, coordinated intervention</li> </ul>	3. Increase # of unsheltered people who are document-ready for case management supports	✓		
	<ul style="list-style-type: none"> <li>Enhance responsiveness and service coordination</li> </ul>	<ul style="list-style-type: none"> <li>Use AI tool to enhance response to 311 service requests</li> </ul>	<ul style="list-style-type: none"> <li>Recurring issues, trends and hotspots inform operational decision-making</li> </ul>	4. Decrease # of 311 service requests for the ByWard Market	✓	✓	✓
	<ul style="list-style-type: none"> <li>Reduce criminal activity</li> </ul>	<ul style="list-style-type: none"> <li>Increased security in the ByWard Market</li> <li>Establish full-time team of officers (CORE)</li> <li>Increase Special Constables in the Rideau Street area</li> </ul>	<ul style="list-style-type: none"> <li>Improved real and perceived safety</li> </ul>	5. Decrease # of reported criminal incidents in the district	✓	✓	✓

\*Outcomes = target group(s) whose experience is impacted by associated actions/objectives. Primary experience groups: Residents (R), Visitors (V), and Businesses (B).

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<b>Welcoming Routes &amp; Points of Entry</b>	<ul style="list-style-type: none"> <li>Improve wayfinding to guide visitors into and through the district</li> </ul>	<ul style="list-style-type: none"> <li>➤ Implement York Street Asphalt Art Initiative</li> <li>➤ Implement a Commercial Heritage Façade Improvement Program</li> <li>➤ Implement wayfinding initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Clearer, more welcoming routes that support increased visitation</li> </ul>	6. Increase # of visitors		✓	✓
	<ul style="list-style-type: none"> <li>Create safe and well-defined routes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Enhance Safety and User Experience along the Rideau–Sussex Gateway and Rideau Station Corridor</li> </ul>	<ul style="list-style-type: none"> <li>Safer, more comfortable, and accessible pedestrian and multi-modal connections</li> </ul>	7. Increase # of individuals using public transit to access the district	✓	✓	
<b>Places and Spaces that Transform</b>	<ul style="list-style-type: none"> <li>Create pedestrian- and family-friendly spaces with activations that attract people of all ages.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Implement district-wide placemaking initiative</li> </ul>	<ul style="list-style-type: none"> <li>Increased foot traffic and longer visitor stays, driven by safer, more comfortable, and more inviting public spaces</li> </ul>	8.a) Increase \$ of annual visitor spending			✓
				8.b) Increase # of days of event programming / activations	✓	✓	

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