

ByWard Market Public Realm Plan

Public Life Study Final Report

October 2019

8 80 Cities

BYWARD MARKET
Public Realm Plan

MARCHÉ BY
Plan du domaine public



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Public Life Studies

Public Life Studies provide a snapshot of the daily rhythms and patterns of a public space. This will help us understand who visits ByWard Market; when they go, and what they do there. This information will inform what the ByWard Market Public Realm plan, and ground future decision making about the area with practical data.

ByWard Market Public Life Study: Findings from Three Seasons

Three Public Life Studies were conducted in ByWard Market to provide data and insight into how this unique area is used, by whom, and when. The studies were led by 80 Cities with support from dozens of trained volunteers. All three studies took place on a weekday (Thursday) and a weekend day (Saturday) between 9:00 am and 8:00 pm. Combined, these three studies show us how the uses and travel patterns fluctuate from season to season.

Public Life Study Dates

- Fall: September 20 and 22, 2018
- Winter: February 21 and 23, 2019
- Summer: July 11 and 13, 2019

Methodology

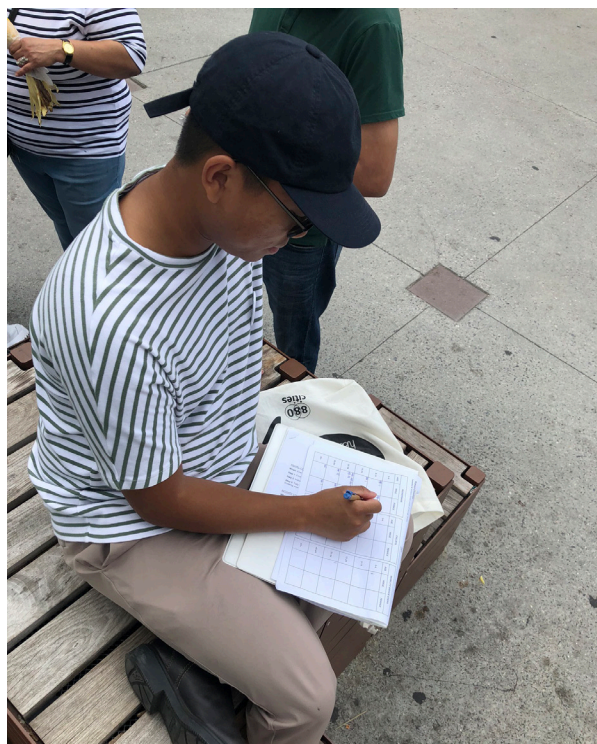
The Public Life Study designed for this project uses three tools:

- **Travel Counts** quantify the number of people who walk, bike, or use mobility devices to pass through a specific area of ByWard Market. Travel counts are conducted for 15 minutes every hour. The results are multiplied by four to produce an estimated travel pattern for each hour of the day.
- **Activity Counts** identify the number of people who spend time in a specific area of ByWard Market and what they do

there. Activity counts are conducted for 15 minutes every hour.

- **Intercept Surveys** collect qualitative data from people who are in ByWard Market. Volunteers approach passers-by and invite them to complete the voluntary survey.
- **Pop-Up Engagement Booth** located in the ByWard Market building displayed information about the Public Realm Strategy, and provided an opportunity for passers-by to provide input.

This final report presents findings from all three rounds of Public Life Studies in ByWard Market.



100+

Volunteers

400

Intercept surveys completed

6

Public Life Study locations

70

Hours of surveying

Public Life Study Locations

1. York and William Street Plaza

2. York and Sussex

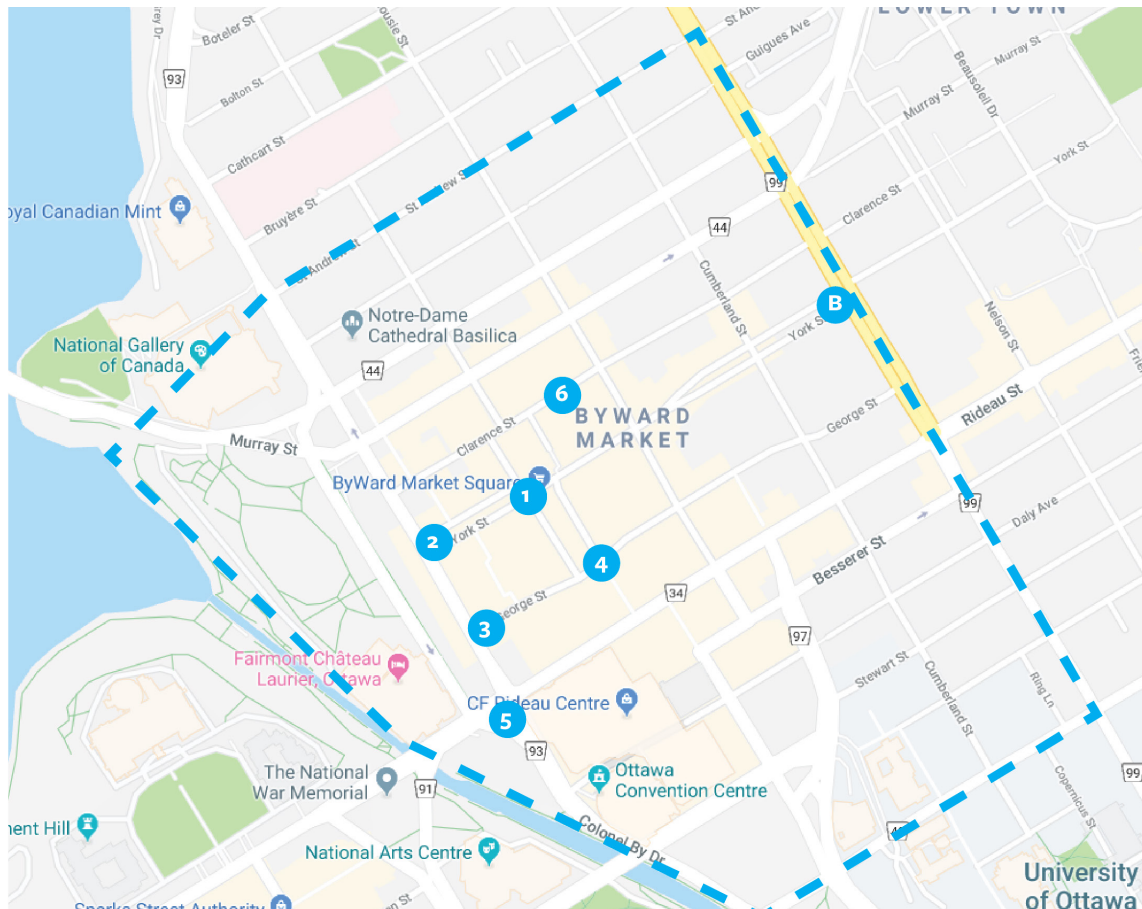
3. George and Sussex

4. George Street Plaza

5. Colonel By and Rideau Underpass

6. Clarence

Bonus: King Edward Ave. and York St.



Study Limitations

The Public Life Study provides a snapshot of daily patterns observed at Byward Market. This data provides useful insight into how the Market is currently being used by people who already go to the Market. It does not provide information on non-users of the space, and potential future demands.

It is important to note that demographic data collected through observational methods has limitations as it relies on the surveyor's best estimate of age and gender. This data is less accurate than self-reported data. In addition, non-response bias is a common limitation of intercept surveys.

While commercial activity was one of the activities observed, this study does not provide any more specificity (e.g retail sales) on the commercial and economic activity happening in the Market. Public life data was also not collected past 8:00pm despite the lively nature of the Market in the evenings.

This report should be interpreted as illustrative and not perfectly representative of all activity present at any given time.



Key Findings

These findings are pulled from all three rounds of the Public Life Study to provide a comprehensive overview of key take-aways.

ACTIVITIES

WEEKEND SPIKE

Travel and activities increase significantly on the weekend in all three seasons. On average, activities decline by 65% during the weekday when compared to weekend days in all three seasons.

Design implication: How to attract more people during the weekdays? How to better accommodate the weekend spike in foot/bike traffic and ensure the safe and efficient movement of people using all modes of transportation?

DIVERSITY OF ACTIVITIES

George Streets Plaza (Location #4) is the most successful public space, in so far that it has the highest level of “staying activity” on both the weekday and weekend. It also supports the greatest diversity of activities, compared to all other locations. It can be speculated that the variety of seating, shops and restaurants and the pedestrianize space south of George Street leading to the Rideau Centre notable factors of the spaces success.

Design implication: How can the lower-performing public spaces in the market accommodate a greater diversity of activities?

STICKINESS

Stickiness refers to the number of people who choose to spend time in a specific area compared to the total number of people passing through the space. It is a helpful reference to identify which locations are more desirable, comfortable, and functional, and which locations are used primarily as access routes to other destinations. The York and William Streets Plaza (Location #1)

has a relatively low “stickiness ratio” compared to other locations in winter and fall. Colonel By and Rideau Underpass (Location #5) is the least sticky in all seasons. Whereas the York and Sussex site (Location #2) and the George Street Plaza (Location #4) are popular destinations, with a relatively large portion of people choosing to spend time in them.

Design implication: How can the York and William Street Plaza (Location #1) be redesigned to become more “sticky” to the masses of people passing by it every day? What can be learned from the York and Sussex site (Location #2) and the George Street Plaza (Location #4)?

LEVELS OF PANHANDLING

Activity counts revealed that there are low levels of panhandling in ByWard Market in comparison to all the other activities in the space. Over the six public life study days in all three seasons, an average of 28 people were observed panhandling each day. Panhandling accounted for 0-2% of all activities occurring each day. The most common area for panhandling was at York St. and Sussex Dr (Location #2). The most instances were recorded on the summer weekday.

Design implication: In intercept surveys and conversations, several people commented that panhandling and the visibility of under-housed individuals is a primary concern in ByWard Market. How can the design and programming ensure everyone feels safe and welcome?

LOW LEVELS OF BICYCLE TRAFFIC

Few people enter or exit the ByWard Market by bicycle. The central area of the market is dominated by pedestrian and vehicular traffic.

Design implication: What are the key corridors leading to (but not necessarily through) ByWard Market that require bike facilities to better encourage bicycle trips?

PEDESTRIANS “WALKING IN THE ROAD” OUTSIDE CROSSINGS

The George Street Plaza (Location #4) had on average 56 people walking in the road during any given 15-minute time period throughout the day. The Clarence study area (Location #6) had an average of 36 people walking on the road during any given 15-minute time period of the day.

Design implication: How can Locations #4 and #6 be redesigned to increase pedestrian safety and reduce conflict with vehicular traffic?

DEMOGRAPHICS

CHILDREN UNDER-REPRESENTED

Based on the 2011 Census, children made up %23 percent of the total population. Children under 14 accounted for just 3% of weekday activity counts and 7% of weekend activity counts.

Design implication: What types of infrastructure and programming improvements are needed to make the market more welcoming of children and families?

GENDER BALANCE

People spending time in ByWard Market represent a near-equal split between men and women. This is consistent in all seasons and times of day.

Design implication: It is important to note that all observations for this Study were made before 8pm. In many public spaces gender balance will change as it gets later in the evening (higher percentage of men than women).

SEASONAL CHANGES

VISITS AND ACTIVITY DECLINE IN WINTER

In Winter, the number of people traveling in or through ByWard Market declined by 22% on the weekday and 34% on the weekend as compared to the Fall.

On the Winter weekday, activity declined by 53% compared to the Fall. On the Winter weekend, activity declined by 49%.

Design implication: How can new or upgraded amenities and programming encourage more people to spend time in ByWard Market in the winter? What new spatial layouts or infrastructure designs can facilitate more winter activity?

SHARPER DECLINES IN SPECIFIC LOCATIONS

The Colonel By and Rideau Underpass (Location #5) and the Clarence site (Location #6) see the sharpest declines in activity from summer/fall to winter. The York and William Street Plaza (Location #1) and Clarence site (Location #6) see the sharpest declines in people passing through from summer/fall to winter.

Design implication: How can comfort and accessibility be improved in spaces where activity declined during winter? Are there ways to design a more inviting public realm in spaces where pedestrian activity declined in winter.

WEATHER-PROOF ACTIVITIES

Some activities are more resilient to weather and seasonal changes than others. Eating/drinking and commercial activity increased in the Winter compared to the Fall. Activities like bench sitting, secondary sitting, and patio sitting, and taking photos declined dramatically.

Design implication: How can passive activities like sitting and socializing with friends be made more comfortable in winter? Which location would benefit from this the most?

PUBLIC PERCEPTIONS: FINDINGS

FROM INTERCEPT SURVEYS

BYWARD MARKET FOR LOCALS

Although ByWard Market is one of Ottawa's most popular tourist attractor, 81% of intercept survey respondents were locals who live and/or work in Ottawa.

Design implication: How will the new design of ByWard Market maintain the balance between locals and tourists?

PEDESTRIANS FIRST

45% of survey respondents indicate that they frequently walk to get to ByWard Market. In total, 80% of respondents use some form of active transportation (walking, biking, or public transit) to access the area. Making the market more pedestrian friendly is also the top recommendation for improving public spaces within the market.

Design implication: How can the market become a pedestrian haven?

LONG AND FREQUENT VISITS

When asked how much time one spends in the area, 54% of survey respondents said they spend upwards of 2 hours compared to those that are just passing through. 74% visit ByWard Market a few times a month or more.

Design implication: How can the new design of ByWard Market keep people coming back at similar or higher rates than currently?

REASONS FOR VISITING

Finding: 75% of survey respondents visit the market to shop and/or eat.

Design implication: Can the new design of ByWard Market encourage flexible or more diverse uses in the market?

POSITIVE PERCEPTIONS OF THE MARKET

75% of survey respondents feel "positive" or "very positive" about ByWard Market. People like the vibrant and dense nature of the market, shops, food and restaurants, the friendly community feel, and the area's architecture/atmosphere.

Design implication: How can the new design of ByWard Market retain and enhance what people like most about the area?

NEGATIVE PERCEPTIONS OF THE MARKET

7% of survey respondents feel "negative" or "very negative" about ByWard Market, whereas 17% feel "neutral" about it. They feel that it's not vibrant (not enough things to do), unsafe, rundown, and has issues around homelessness.

Design implication: How can the new design of ByWard Market address the social issues that people feel negatively about?

SAFETY IN THE MARKET

59% of people feel "safe" or "very safe" in the market. 30% feel "neutral" and 11% feel "unsafe" or "very unsafe". The most popular proposed solution is to increase police and/or security foot patrol in the area.

Design implication: How can the new design and management of ByWard Market address the safety issues people care about?

MORE AND IMPROVED PUBLIC SPACES

Respondents like the public spaces in ByWard Market but would like to see more. When asked about the top two things they wish to do in the market but can't do now, all of the top responses relate to improved design of public space and access to programming.

Design implication: How and where to accommodate the demand for more public spaces within the market? How do we improve existing public spaces within the market?

Travel Counts by Season

How many people pass through ByWard Market each hour of the day in winter, fall, and summer?

Observations:

- Travel patterns are relatively consistent in all three seasons with one notable exception: during the weekday in summer travel peaks later in the day (6:00pm) than in fall and winter.
- Weekday mornings and mid-afternoons see similar numbers of people in all three seasons.
- Overall, the number of people walking, biking, or using a mobility device is considerably higher in summer and fall than in winter. The number of people declines by more than 20% on the weekday and 30% on the weekend.
- There are noticeably fewer people using mobility devices in the winter compared to the fall.
- In all three seasons, ByWard Market is significantly busier (68%) on weekends than weekdays

Figure 1A: Weekday

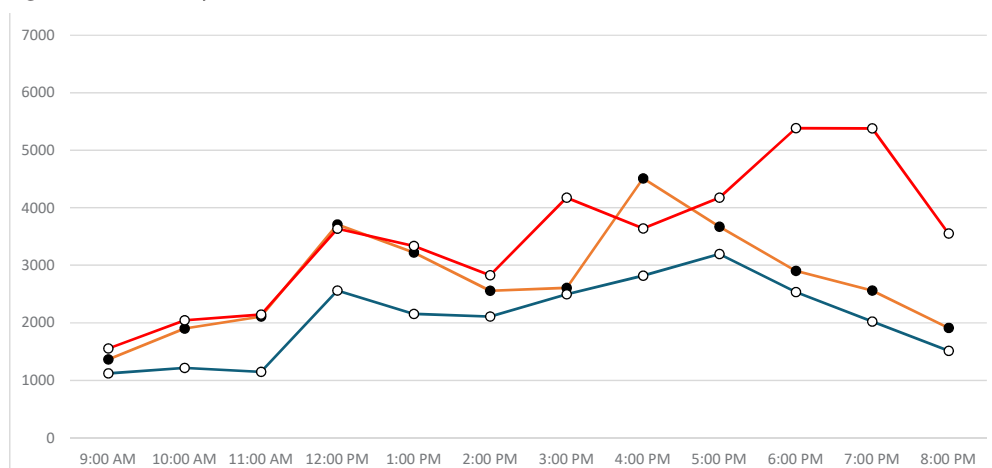
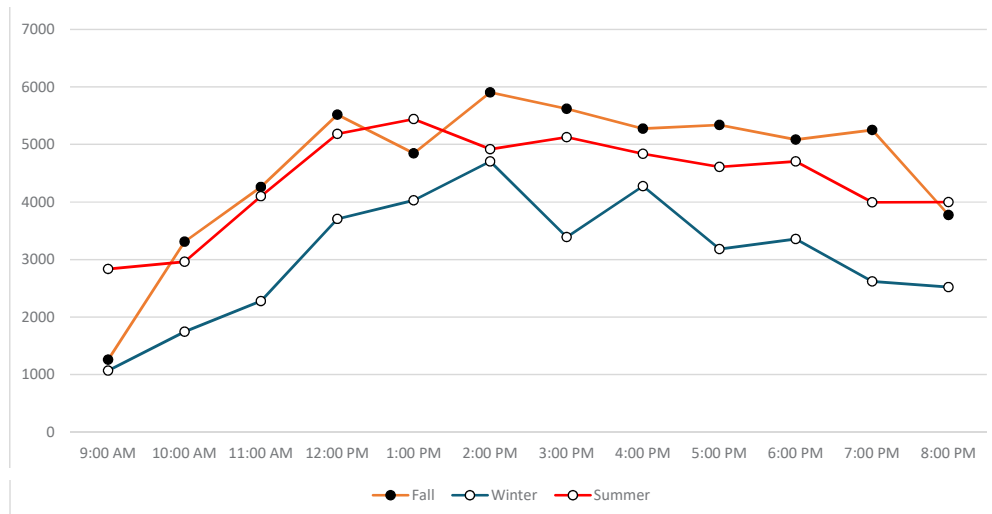


Figure 1B: Weekend



Where do people pass through in fall, winter, and summer?

These charts show us the total number of people passing through various locations in ByWard Market on an average weekday and weekend day during all three public life studies. The total counts were conducting in 11-hour periods.

Observations:

- On the weekday, the George Street Plaza (Location #4) is the busiest site in all three seasons on the weekday and weekend
- On the weekday, York and Sussex (Location #2) sees the largest increase from winter to summer, suggesting this location is more weather-dependent
- On the weekend, the York and William Street Plaza (Location #1) is the busiest site in fall and winter, whereas George Street Plaza (Location #4) is busiest in summer
- On the weekend, two locations had more people passing through in the Winter than in the Summer: the Colonel By and Rideau Underpass (Location #5) and Clarence (Location #6)

Figure 2A: Weekday

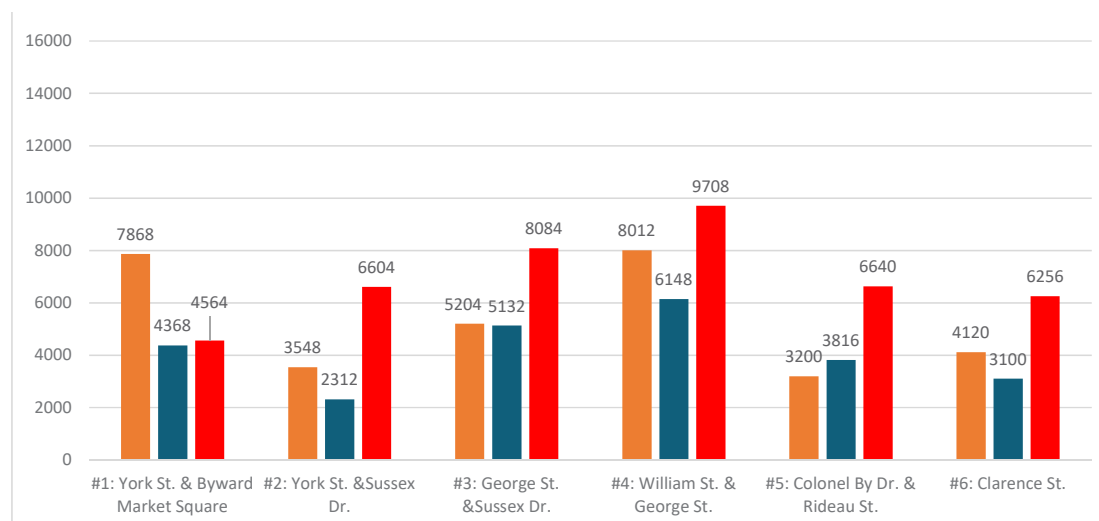
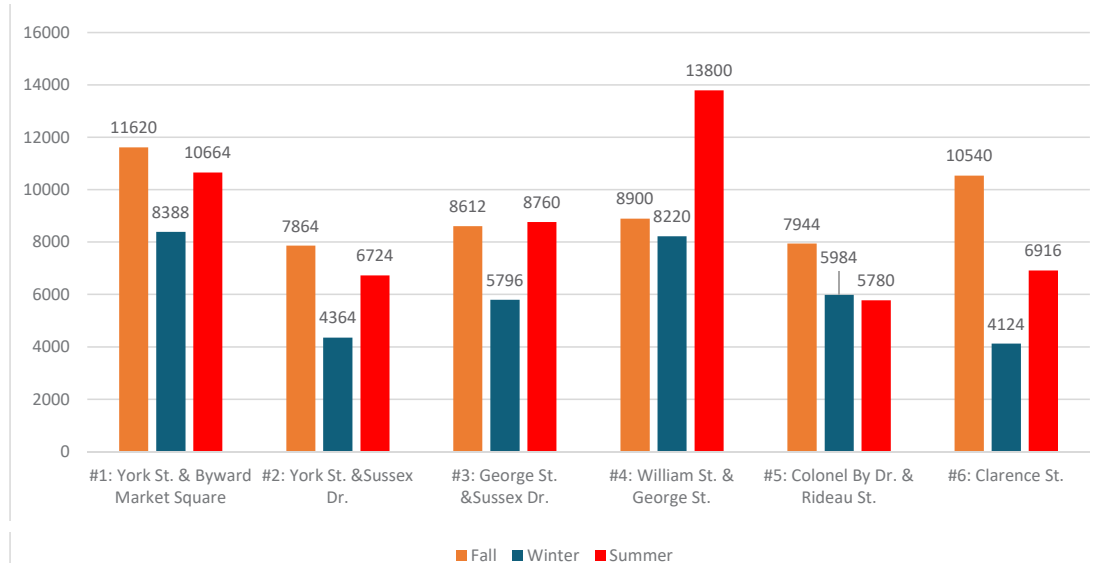


Figure 2B: Weekend



Activity Counts

How many activities take place in each season?

These charts show the total number of activities taking place at each location during the fall, winter, and summer weekday and weekend day.

Observations:

- Compared to fall, on the winter weekend: Clarence (Location #6) sees the sharpest decline in activity (82%); George Street Plaza (Location #4) is the most resilient (14% decline); Overall, activity declines by 49%
- Compared to fall, on the winter weekday: the Colonel By and Rideau Underpass (Location #5) study area sees the sharpest decline in activity (73%); Location #3 and #4 are the most resilient (47% decline); Overall, activity declines by 53%
- On the winter weekday, the level of eating/drinking and commercial activity increases compared to the fall (+40% and +25%). The majority of this activity occurs at Location #4.
- Aside from cafe/patio sitting, the level of bench sitting and secondary sitting declined the most (-97% and -81%) on the winter weekday compared to the fall.
- The number of people walking a pet, panhandling, and waiting for ride was relatively consistent from fall to winter.

Figure 3A: Weekday

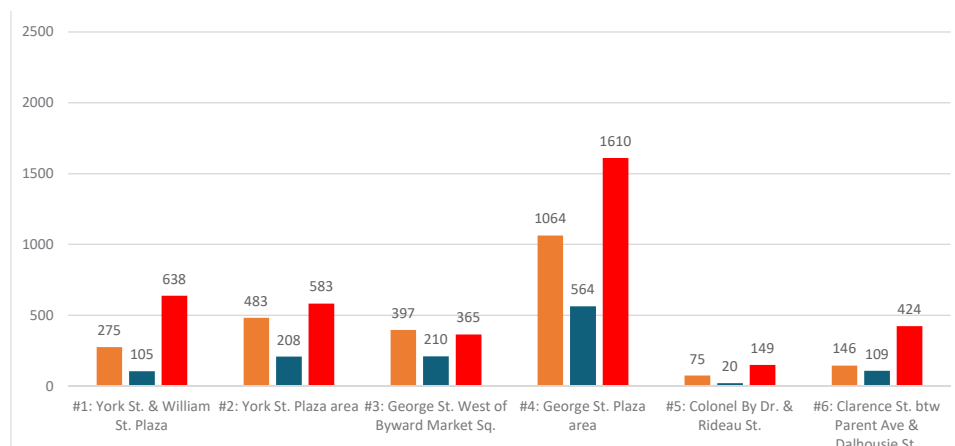
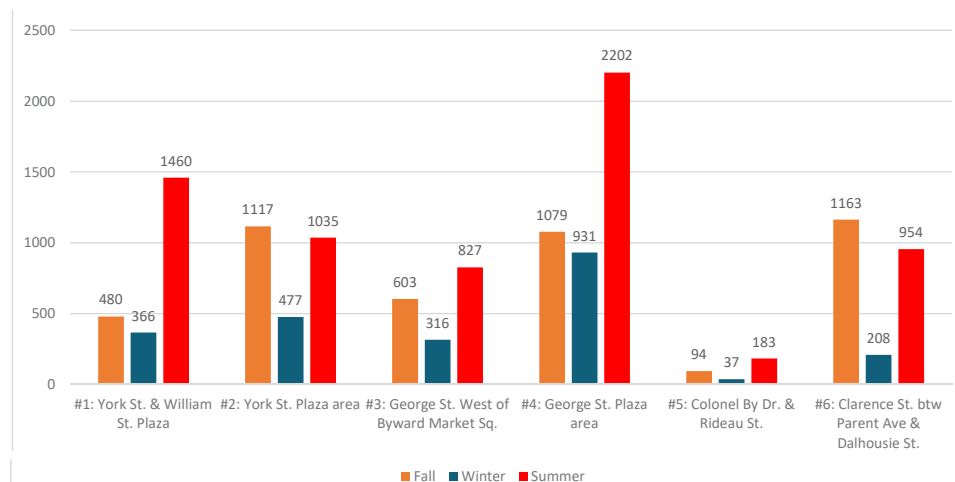


Figure 3B: Weekend



Activity Counts

What activities take place in ByWard Market each seasons?

These charts show the mix of activities taking place during the fall, winter, and summer week-day and weekend day.

Observations:

- The primary activity observed in the study was standing followed by sitting. Both are typical activities in public spaces.

Figure 4A: Weekday activity - all seasons

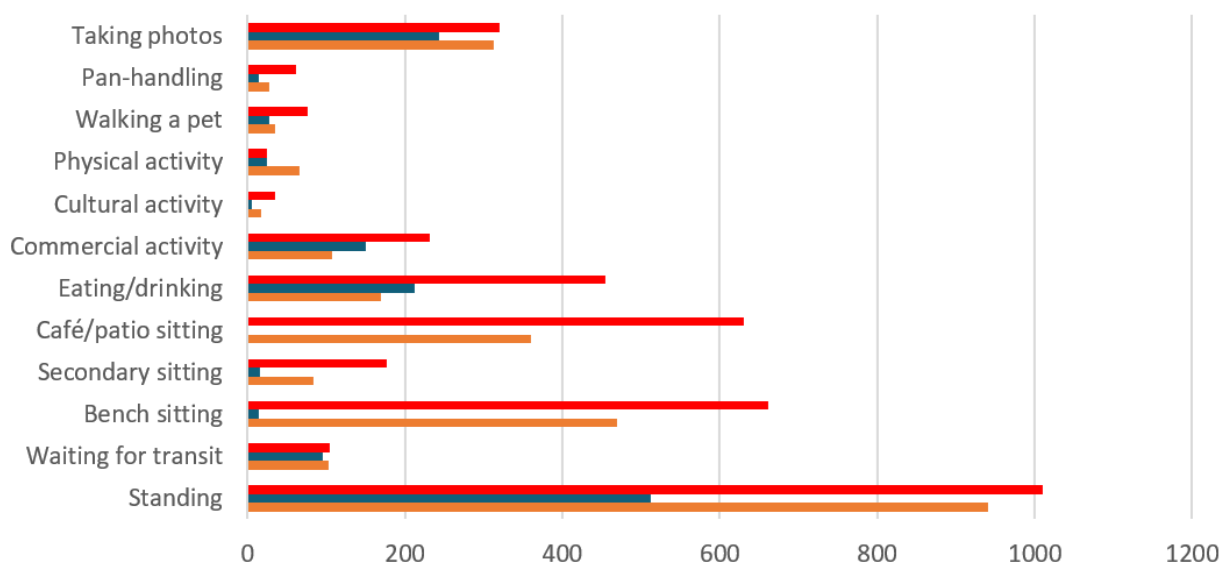
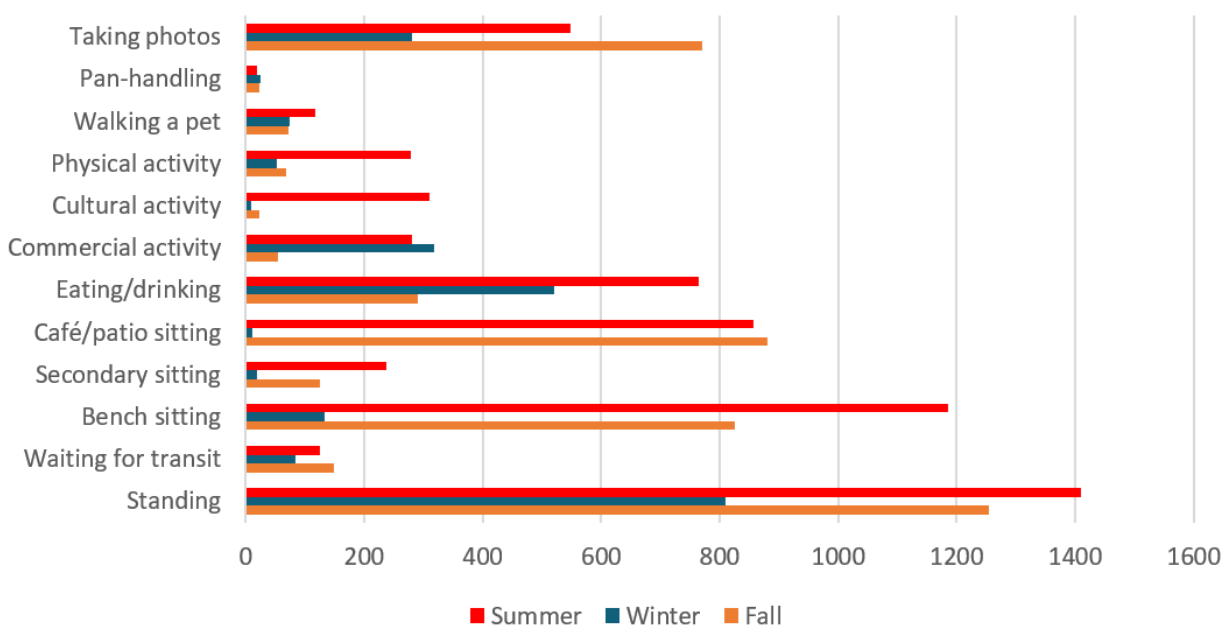


Figure 4B: Weekend activity - all seasons



What do people do throughout the day in summer?

These charts show the total number of activities happening in various locations on an average summer weekday and weekend day.

Observations:

- The market has consistent activity on both the weekday and weekend.
- On the weekday, activity gradually increases throughout the day and peaks at 7:00 pm
- On the weekend, activity sharply increases at 12:00 pm and remains relatively high throughout the day, peaking at 5:00 pm. The amount of commercial activity and eating/drinking increases significantly compared to the weekday.

drinking increases significantly compared to the weekday.

- On both days, activity increases at 7:00 pm when the study ends. This is consistent with findings from the fall and winter count.
- Given that activity is lower in the mornings, especially on weekdays, there may be an opportunity to invite more diverse programming to appeal to people of all ages.

Figure 5A: Weekday

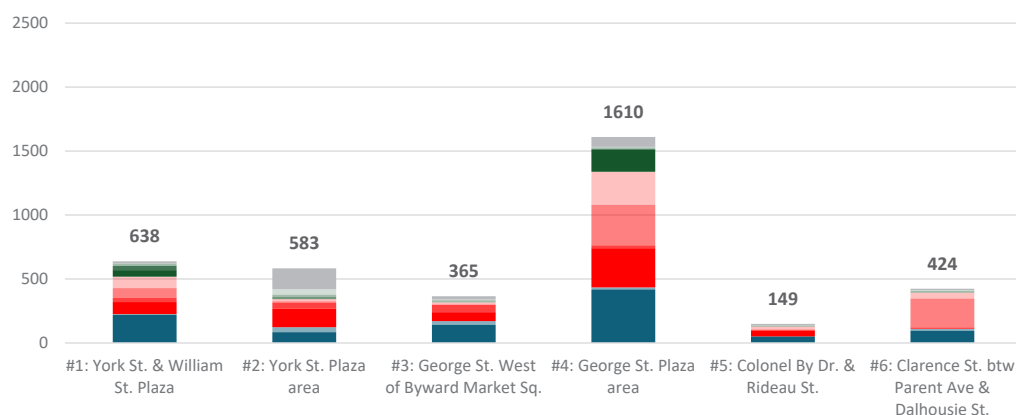
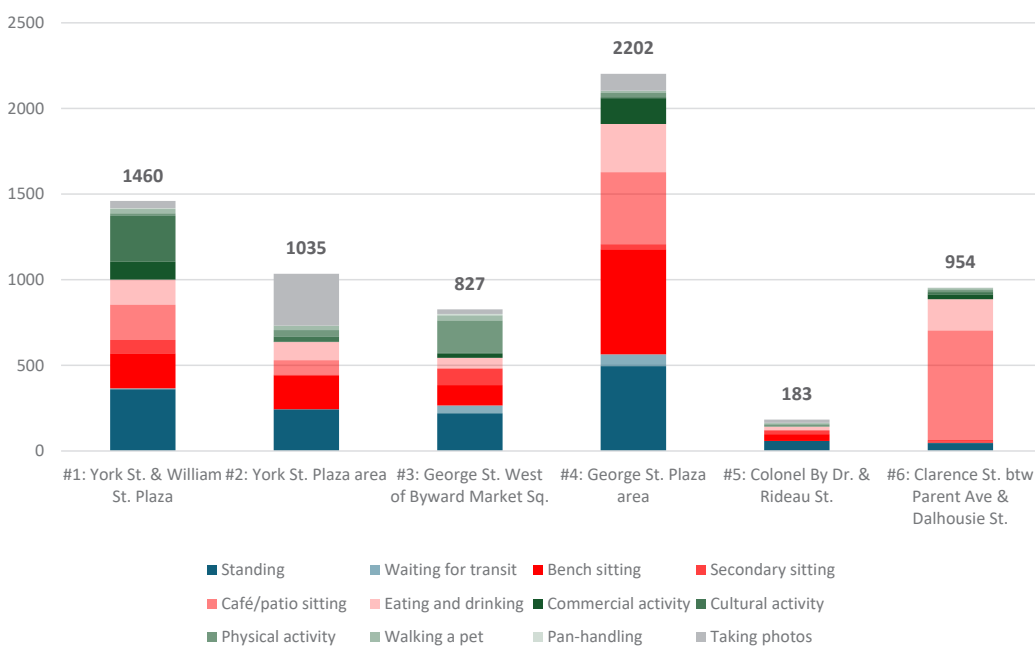


Figure 5A: Weekend



Who spends time in ByWard Market in summer?

These charts show the proportion of men and women and age groups who spend time in ByWard Market's public spaces in summer.

Observations:

- There is a fairly equal ratio of men and women in the market. This is consistent in all seasons.
- The percentage of children (0-14) spending time in ByWard Market's public spaces (12%) is lower compared to the percentage of children age 0-14 living in Ottawa (17%).
- The percentage of seniors spending time in ByWard Market is also lower (10% on the weekday and 8% on the weekend) compared to the proportion of people over the age of 65 in Ottawa (15%).

Figure 6A: Summer Weekday

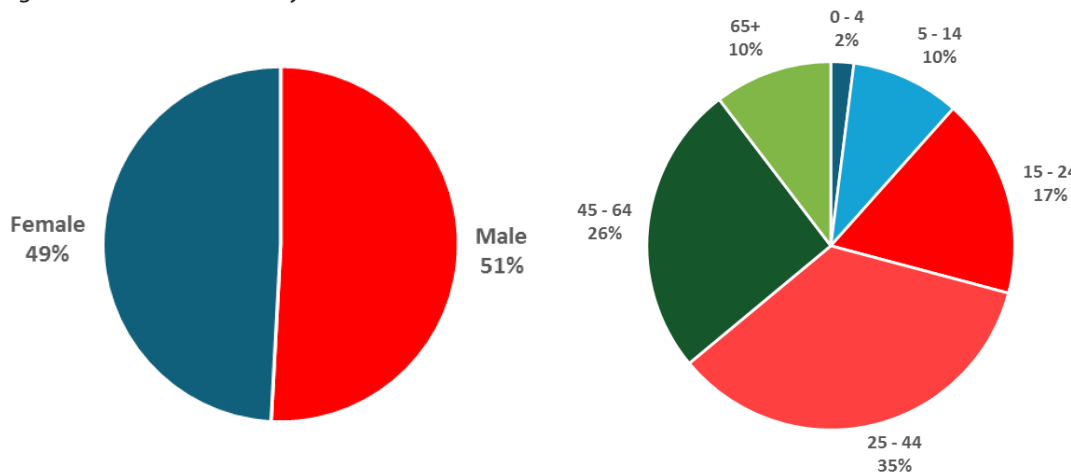
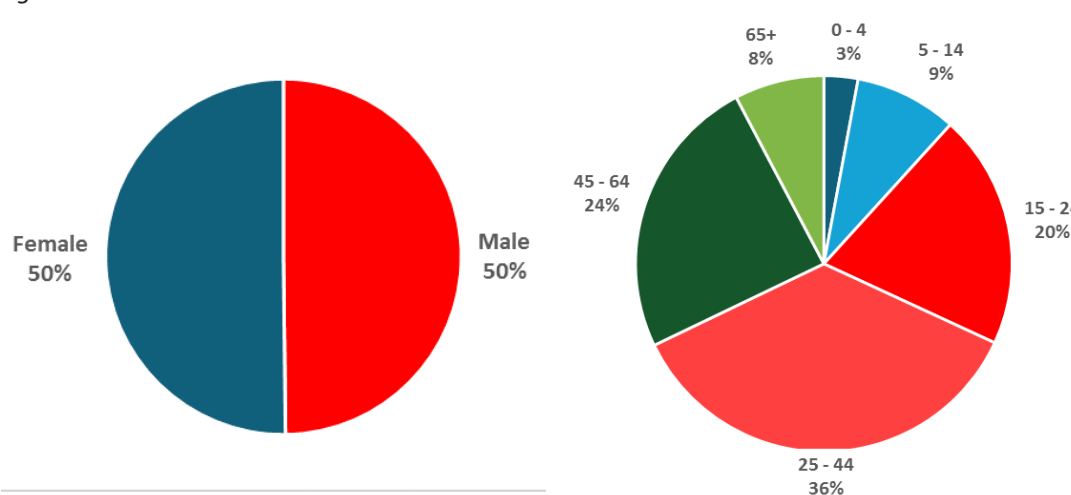


Figure 6B: Summer Weekend



Public Life Study Findings by Location

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Location #1

York Street and William Street Plaza

This area provides access to the north side of the ByWard Market building and includes a small plaza with metal bleachers during the summer months. The small plaza is used on summer evenings for busker performances, which draw large crowds. Fruit, vegetable, and craft vendors along York St. and ByWard Market Square also attract people to the area.

Peak travel count: Weekend in Fall at 12:00 pm

Most popular activities: Bench sitting, café/patio sitting, commercial activity

Standout comparisons:

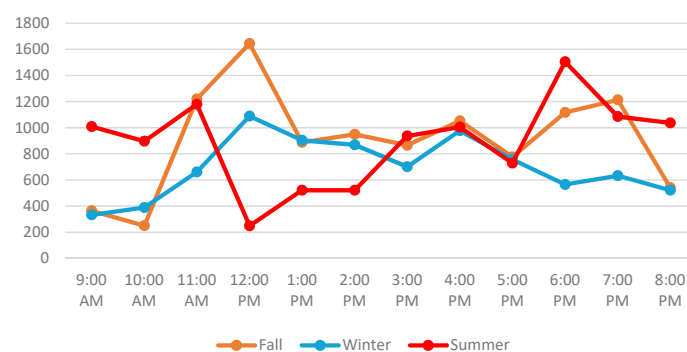
- Most pedestrians in fall and winter among all locations

Observations and Recommendations:

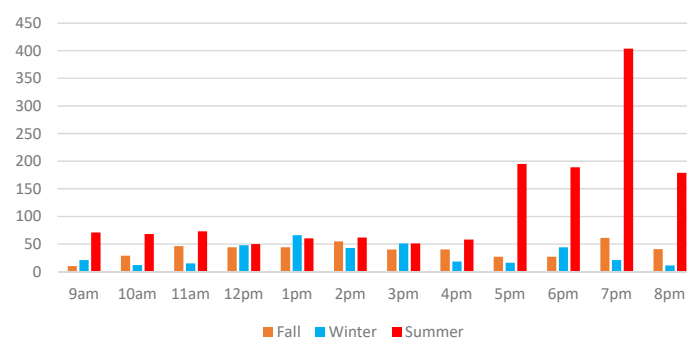
- The sidewalks along ByWard Market Square are narrow and become very crowded when vendors' tents and tables are set up on either side of the street.
- The plaza and pedestrian pathway at York Street and William Street is regularly used and needed, but could be enhanced with more attractive and permanent seating options, lighting, and perhaps some public art to reflect the area's use as a performance space.
- Enhance the entrance to the ByWard Market building on York Street with welcoming signage and design features to draw people in. At the moment, this entrance feels more like a backdoor to the more attractive entrance on George Street.



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio* by season - Weekend



*Stickiness ratios indicate the number of people who stay in each location (activity counts) compared to the number of people who pass through these areas (travel counts).

Location #2

York Street and Sussex Drive

This area acts as a significant gateway into ByWard Market and has clearly benefited from recent placemaking efforts. Adjacent to Sussex Drive, the plaza runs in the centre of York Street. There is a nice water fountain, movable furniture, and the popular 'Ottawa' sign. The large 'Ottawa' sign is a major draw for people in all seasons. The inviting and comfortable Muskoka chairs are frequently occupied when in place. The area also benefits from temporary winter programming.

Peak travel count: Weekend in Fall at 4:00 pm

Most popular activities: Bench sitting, eating/drinking, taking photos

Standout comparisons:

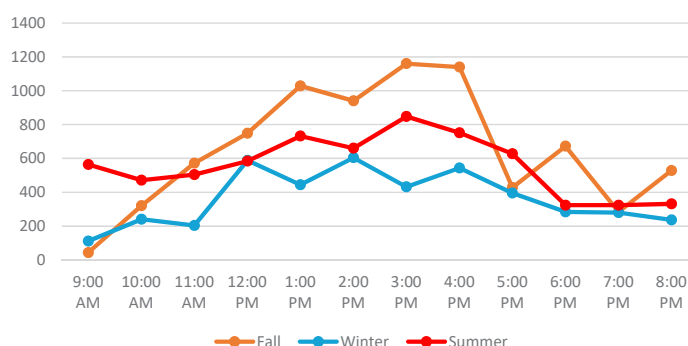
- Most popular location for taking photos, by a large margin
- The most consistent stickiness ratio in all three seasons, which suggests this location is more resilient to seasonal changes.

Observations and Recommendations:

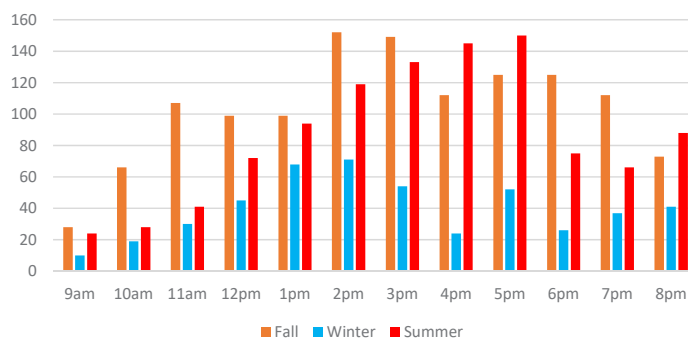
- The eastern portion of the plaza adjacent to Sussex Drive would benefit from updates to the fountain, seating, and trees
- Redesign the small road between the two 'plazas' into a shared street. Cars use this road to turn around and pedestrians use it for direct access to the Ottawa sign. Eliminating the curbs and bringing the road to an even grade would make it more accessible for everyone to use.
- Make the placemaking installations (ie. seating, tables, Ottawa sign) permanent fixtures



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio by season - Weekend



Location #3

George Street and Sussex Drive

A major access point into ByWard Market, this area sees high volumes of car and pedestrian traffic. The street is wide and sidewalks are relatively narrow, which encourages people to cross the street mid-block. Despite high pedestrian volumes, this area is more oriented towards vehicular traffic. The block includes a loading dock for Indigo and The Bay, a multi-level parking garage, and is commonly used as a drop-off point for tour buses.

Peak travel count: Weekend in Fall at 3:00 pm

Most common activities: Bench sitting, secondary sitting, walking a pet

Standout comparisons:

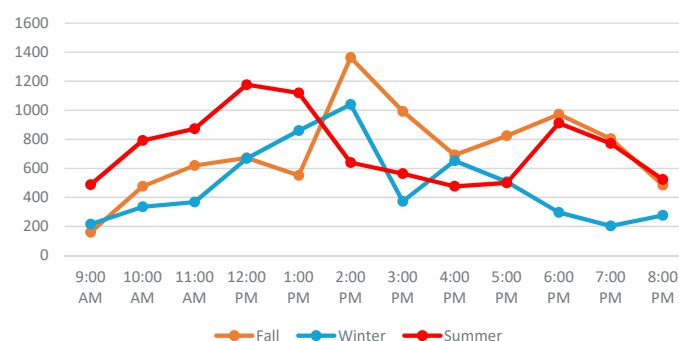
- Most number of people waiting for transit and walking a pet
- Most pedestrians in summer
- Most cyclists in all three seasons

Observations and Recommendations:

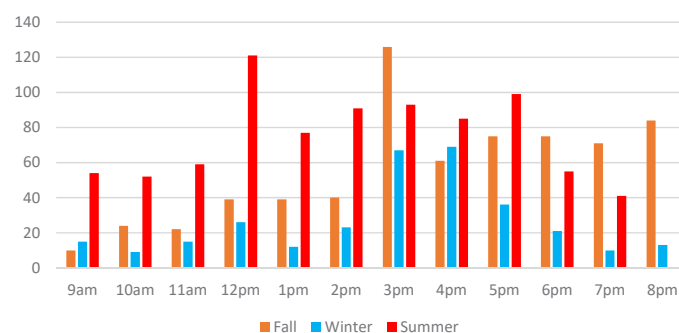
- This is a common area for ride sharing pick-ups and drop-offs. This can create a chaotic environment on the street and in the small parking lot beside Indigo. Consider designating a formal 'Ride Sharing Hub' to create safer and more predictable use of the street.
- Install traffic calming measures such as bulb-outs, curb extensions, and a mid-block crosswalk to make motorists more aware of pedestrians in the area.



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio by season - Weekend



Location #4

George Street Plaza

This area includes ByWard Market's central plaza in front of the ByWard Market building. The study site also includes the northern entrance to the William Street Mall, a pedestrianized roadway that connects pedestrians from Rideau Street. The plaza is used consistently throughout the day in all seasons. Popular vendors like Beaver Tails attract people to this site throughout the year on both weekends and weekdays.

Peak travel count: Weekend in Summer at 6:00 pm

Most common activities: Bench sitting, eating/drinking, café sitting

Standout comparisons:

- The most active location on both weekdays and weekends
- Sees the greatest diversity of activities compared to all other locations
- Most commercial activity and bench sitting among all locations
- One of two areas where overall pedestrian traffic peaks after 6:00 pm

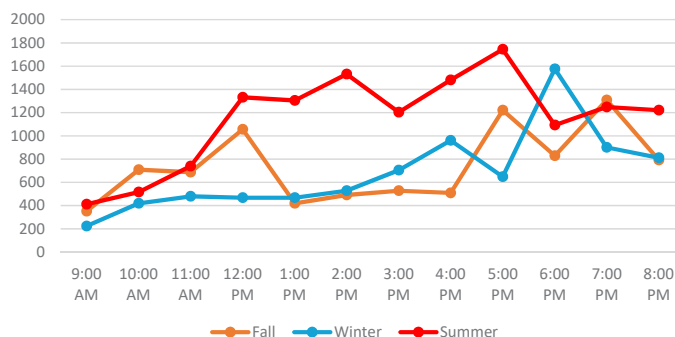
Observations and Recommendations:

- The intersection at William Street and George Street can be chaotic during peak hours. Many people do not cross the street at the designated area. The intersection often functions as a 'scramble' crosswalk, and improved signage and design should be considered to formalize this.
- During peak hours, the William Street Plaza is full of people and most benches are occupied. Consider options to expand the public realm in this area and increase seating options.
- The City of Ottawa tested the pedestrianization of William Street between George and York in summer 2019. Although not entirely part of this study area, observations confirmed that this

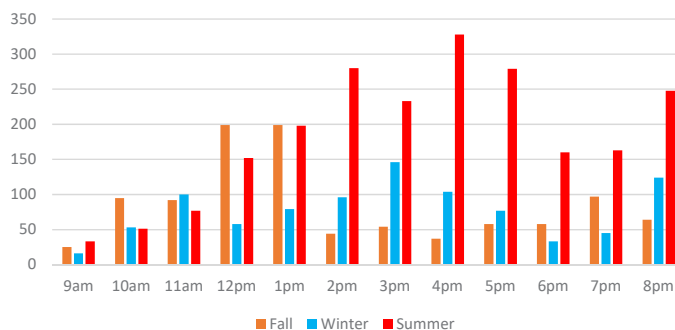
public space was used regularly throughout the summer. Steps should be taken to make this alteration permanent, with consideration to feedback from visitors and other stakeholders.



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio by season - Weekend



Location #5

Colonel By and Rideau Street Underpass

The underpass is a key pedestrian gateway to the southwest section of ByWard Market. The study area includes the staircases on either side of the underpass, the pathway between staircases, and the accessible ramp that leads to the underpass. The area includes a small space with benches and public art near Colonel By Drive.

Peak travel count: Weekend in Fall at 3:00 pm

Most common activities: Bench sitting, secondary sitting

Standout comparisons:

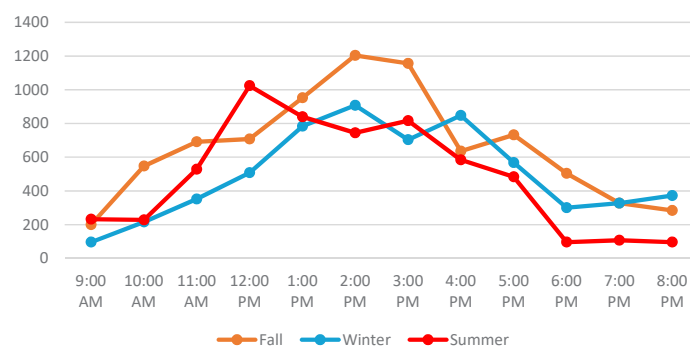
- Lowest level of activity among all locations, by a large margin
- Most consistent traffic levels in all three seasons
- Sees the largest increase in stickiness from fall/winter to summer

Observations and Recommendations:

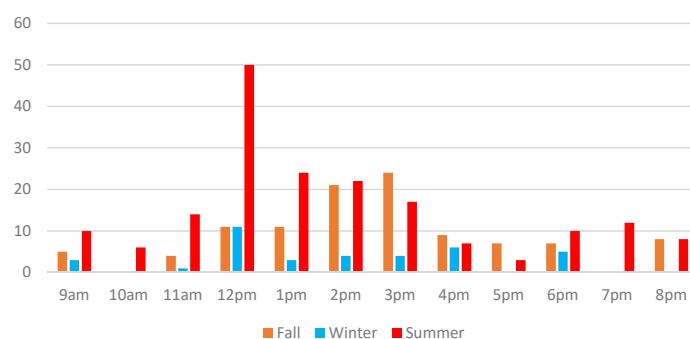
- Enhanced lighting in the underpass could improve the sense of security and safety at night. The relatively dim and yellow lighting is not inviting.
- Update the public art in the underpass to create a more welcoming environment.
- More visible and attractive wayfinding signage would help communicate what destinations are located on either side of the underpass. Improved signage could also help cyclists find the ramp, as several people were observed carrying their bikes down the steps.



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio by season - Weekend



Location #6 Clarence Street

A clustering of bars and restaurants on Clarence Street make this area a popular nightlife destination in ByWard Market. Several street-facing patios keep the block animated and draws people in throughout the afternoon and evening.

Peak travel time: Weekend in Fall at 7:00 pm

Most common activities: Café sitting, eating/drinking

Standout comparisons:

- Most café sitting among all locations
- One of two areas where overall pedestrian traffic peaks after 6:00 pm
- Sees the largest increase in activity from weekdays to weekends among all locations

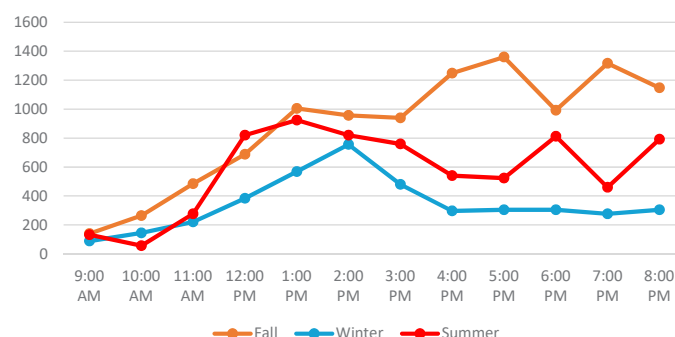
Observations and Recommendations:

- Sidewalks are narrow, especially where restaurant patios extend into the right-of-way. Poles and street signage also obstruct the movement of pedestrians and people using mobility devices.
- During peak hours, people will wait in line to enter bars and restaurants which obstructs the sidewalk and occasionally forces passers-by onto the street. Restaurant managers and owners should be consulted to develop a solution to ensure that the right-of-way in front of their establishments remain clear at all times.
- The City of Ottawa launched a pilot project in summer 2019 to extend the public realm by placing chairs and planters in on-street parking spaces. These efforts should be continued with consideration from local stakeholders. However, public life study volunteers noted that relatively few people were stepping off the sidewalk and into these

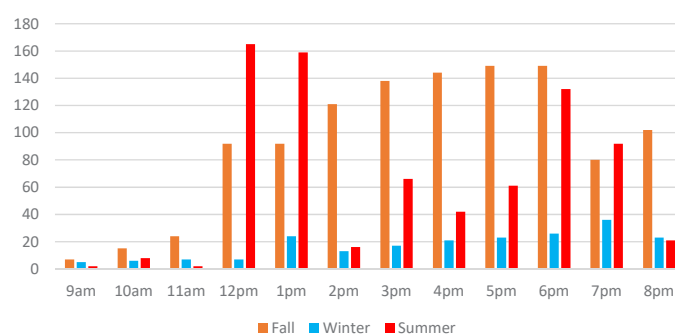
temporary public spaces. More awareness and invitational signage should be used to encourage people to use this space.



Total travel by season - Weekend



Total activity by season - Weekend



Stickiness ratio by season - Weekend



Intercept Survey Findings

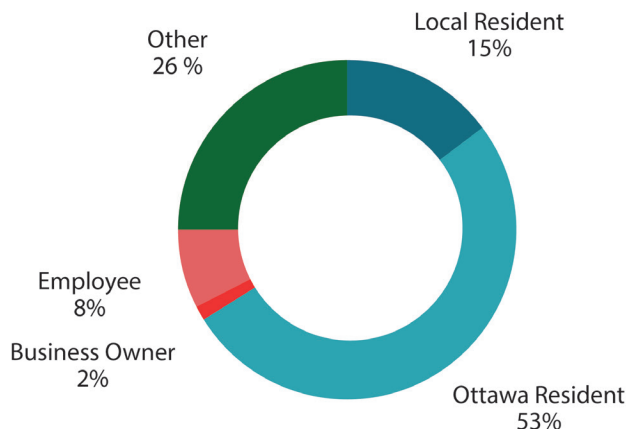
BYWARD MARKET
Public Realm Plan

MARCHÉ BY
Plan du domaine public

Intercept Surveys

During each public life study, volunteers asked passers-by to complete a brief survey about their behaviours in and attitudes toward ByWard Market. These charts summarize key findings from all three public life study rounds.

Which of the following best describes you?

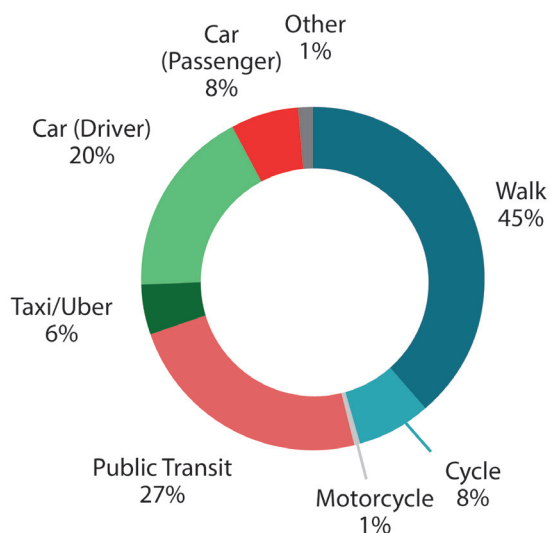


n = 369

Observations:

- Over three quarters (78%) of survey respondents live or work in Ottawa.
- ByWard Market is primarily a destination for locals and secondarily a tourist destination.

What modes of travel do you use most often to visit ByWard Market?

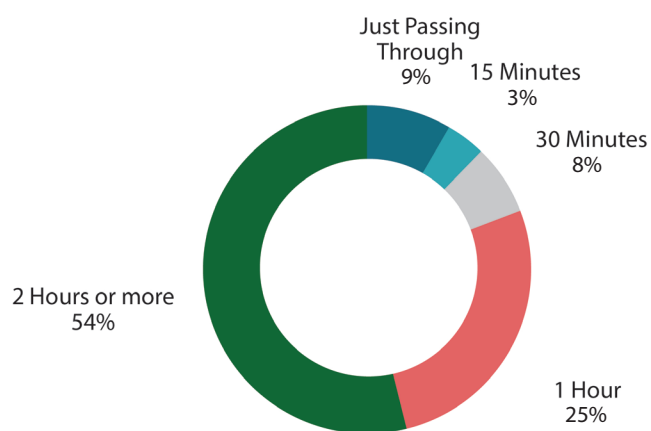


n = 369

Observations:

- Active transportation (walking, bicycling, and public transit) account for 80% of responses.
- Vehicular modes account for 34% of responses.
- Percentages add up to more than 100% because people were allowed to select more than one answer.

How much time will you spend here?

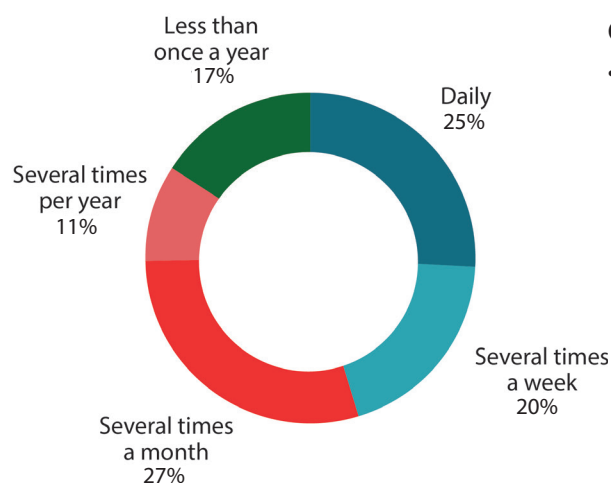


n = 438

Observations:

- 79% of survey respondents plan on staying for at least one hour
- 54% plan on staying for two hours or more

How often do you visit ByWard Market?

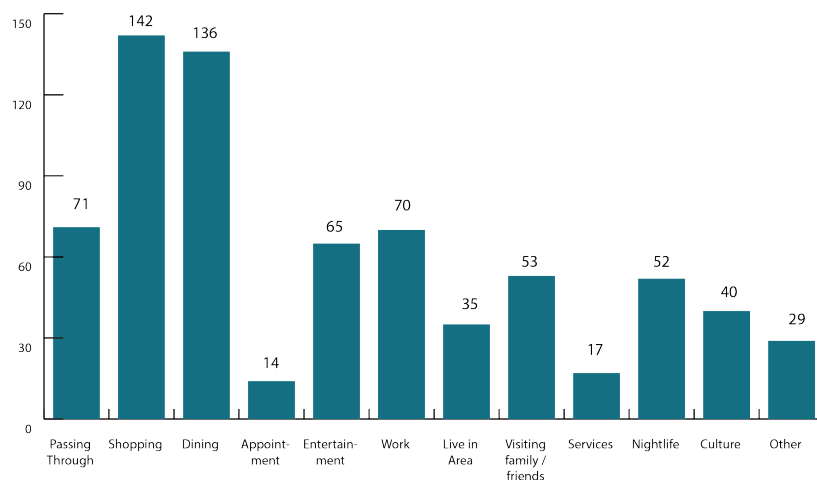


n = 438

Observations:

- Almost three quarters of people surveyed (72%) visit the market several times a month or more

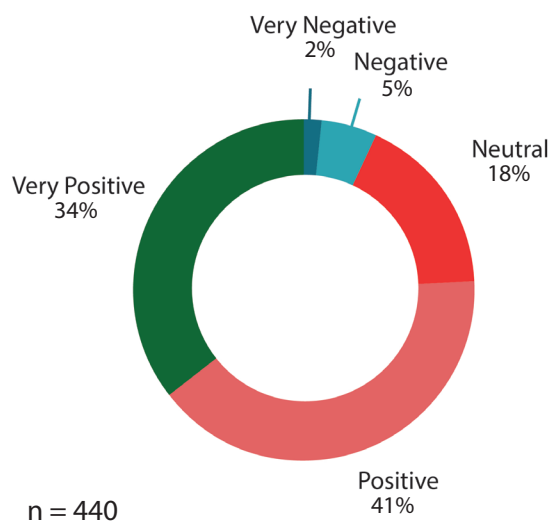
What is the purpose of your visit to ByWard Market?



Observations:

- 75% of people visit ByWard Market to shop or to eat.
- Social activities like entertainment, nightlife, and accessing culture comprise 43% of all trips.
- Few (8%) come to the area for more practical purposes like appointments and to access services.
- People who stay for 2+ hours visit for an average of 2.2 purposes.
- People who stay 1-2 hours visit for an average of 1.8 purposes.

How do you feel about ByWard Market?

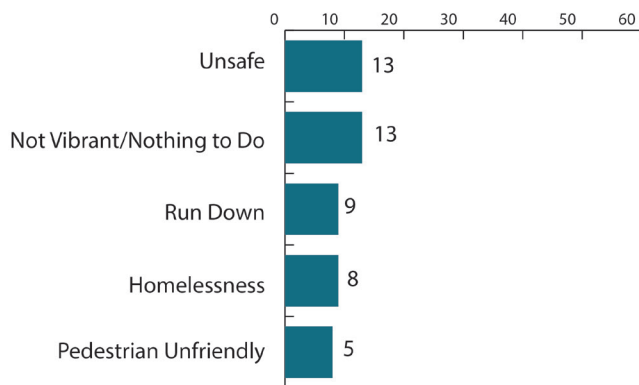


Observations:

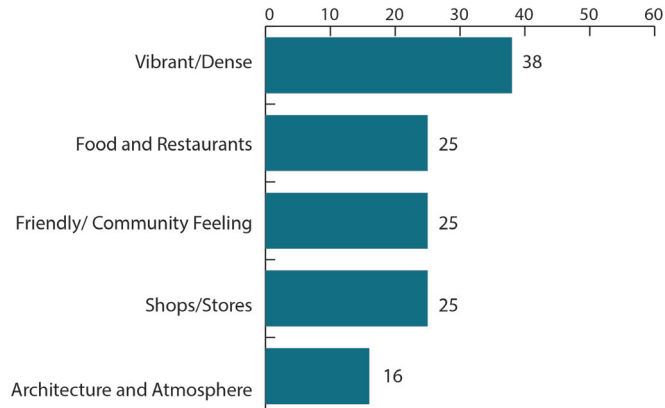
- 75% of survey respondents feel “positive” or “very positive” about ByWard Market.
- Only 7% feel “negative” or “very negative”.

Why do you feel this way?

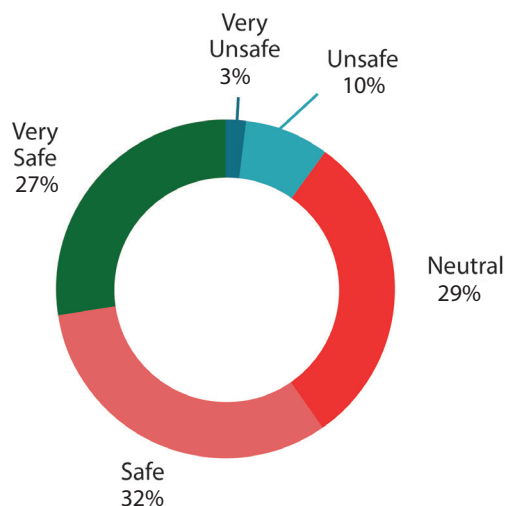
Top themes of people who answered “very negative”, “negative”, or “neutral”.



Top themes of people who answered “positive” or “very positive”.



How would you rate your feelings of safety in the space right now?



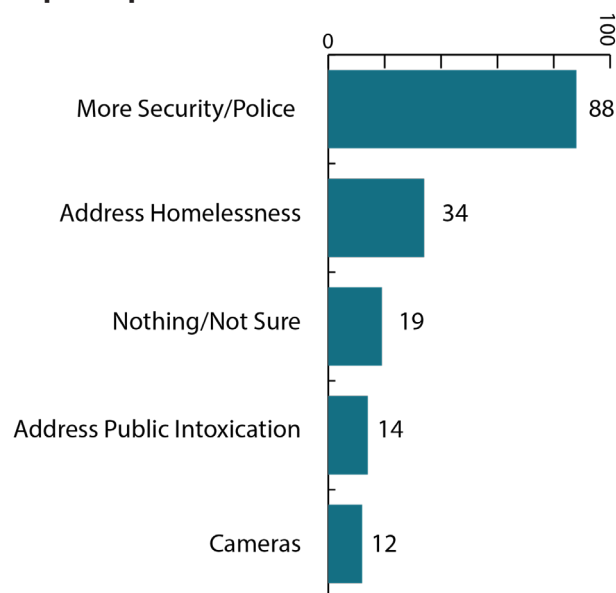
n = 400

Observations:

- 59% feel “safe” or “very safe”, 30% feel neutral and 13% feel “unsafe” or “very unsafe”.
- On average, business owner respondents had significantly lower ratings for safety than ByWard employees, ByWard residents, Ottawa residents, and those categorized as “other” (e.g. tourists, students).
- There was very little discrepancy among gender or age categories in the responses to this question.

What would make you feel more safe in this space?

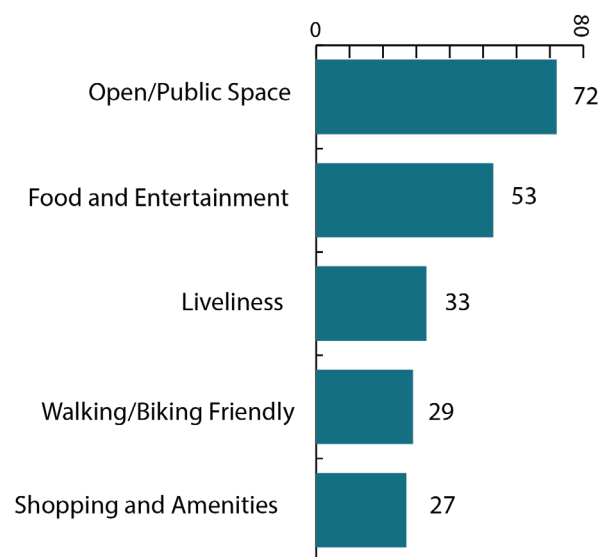
Top 5 responses:



Observations:

- People are most concerned with increasing the number of police and security staff on foot patrol.

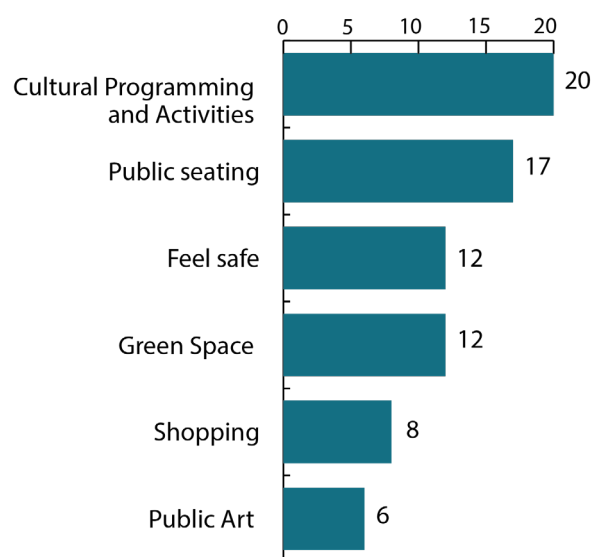
What do you like most about ByWard Market?



Observations:

- 75% of survey respondents feel “positive” or “very positive” about ByWard Market.
- Only 7% feel “negative” or “very negative”.

What two things would you like to do in ByWard Market that you can’t do now?

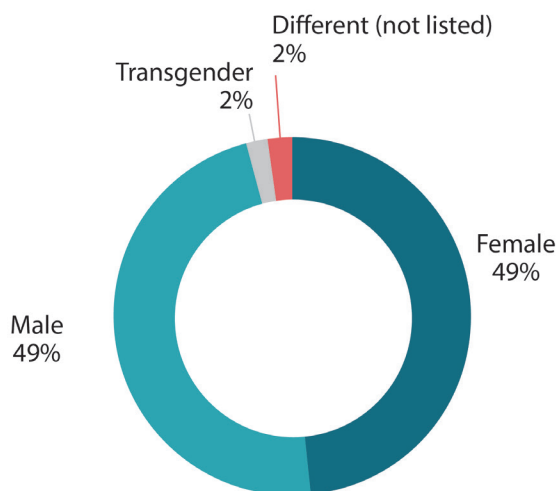


Observations:

- All of the top themes have to do with improving the programming and/or infrastructure of ByWard Market’s public spaces.

n = 400

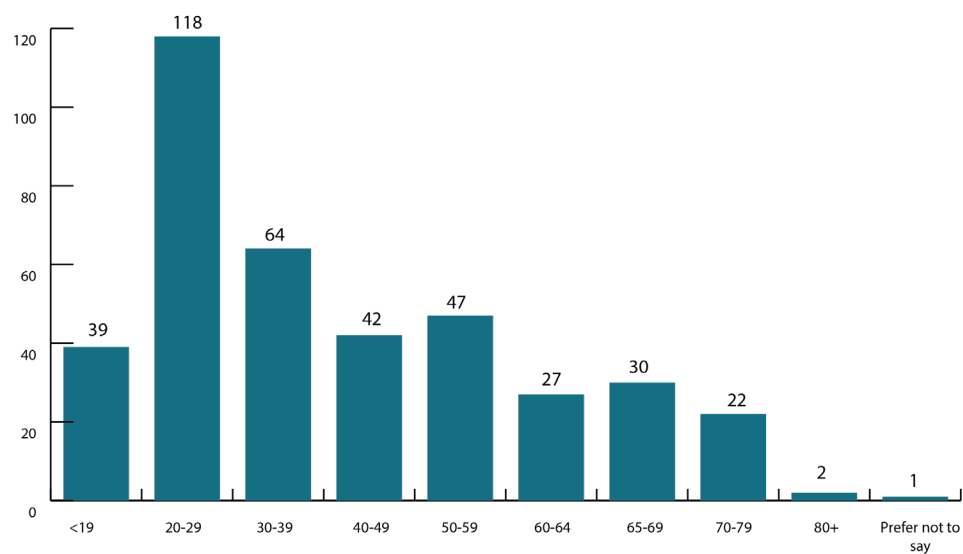
I identify as:



Observations:

- The gender distribution of survey respondents is fairly equal.

Which category represents your age?



Observations:

- Those in the 20 - 29 age category are over-represented among survey respondents.

