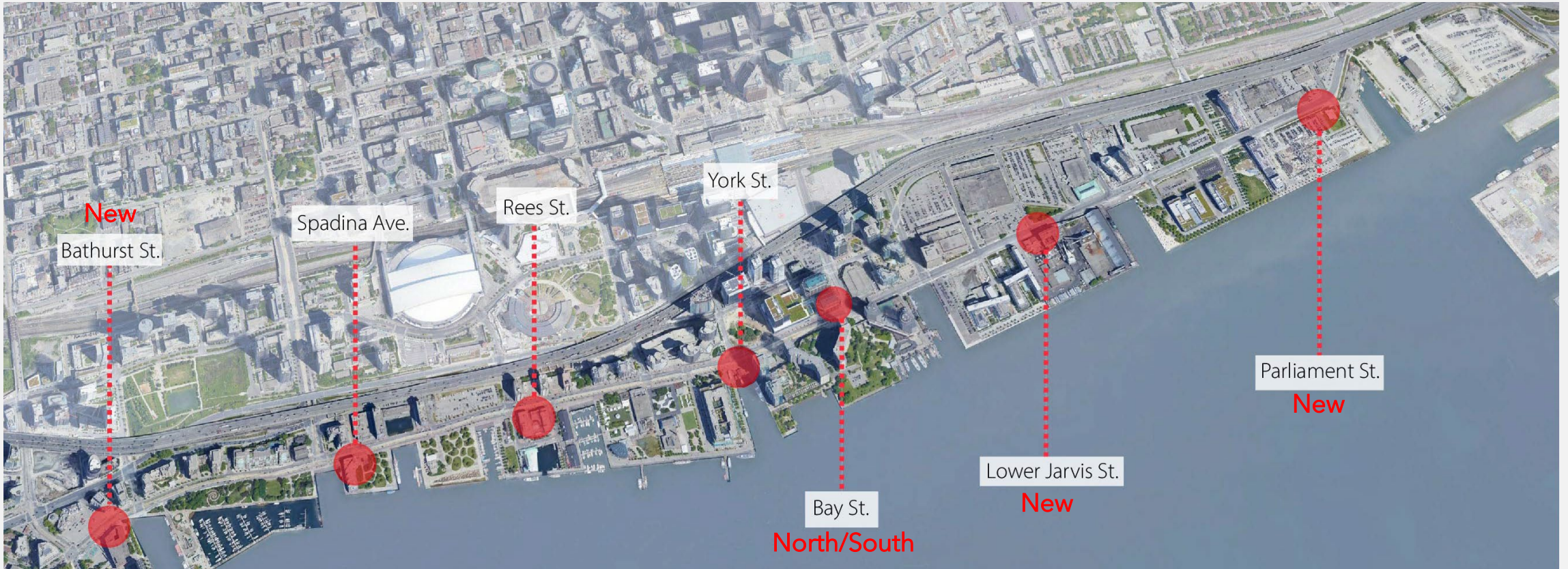




WATERFRONT
BIA

PEDESTRIAN COUNT SUMMARY

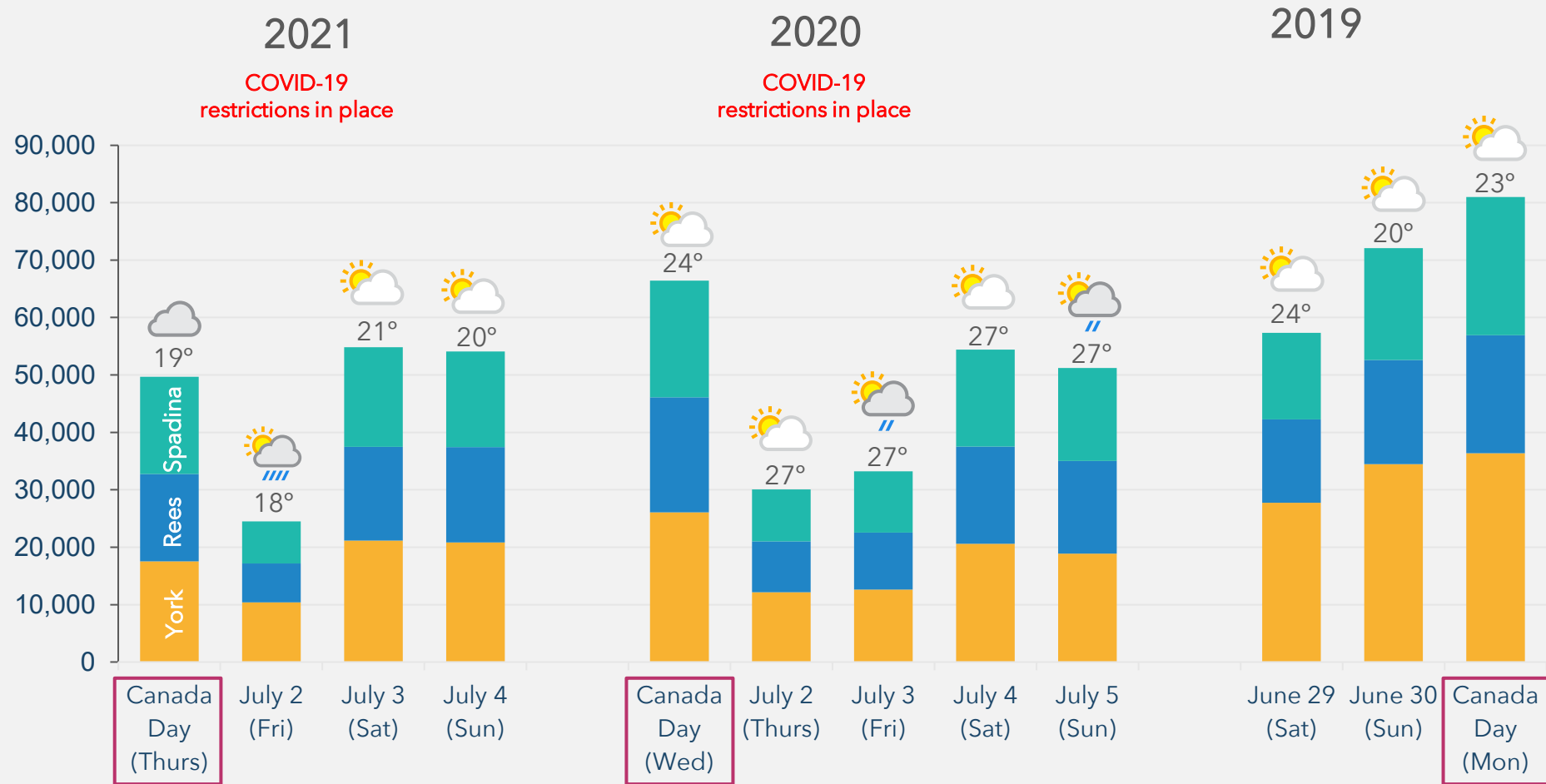
Canada Day weekend
and year-to-date comparisons.
July 2021



WHAT IS BEING MEASURED?

Devices count each pedestrian or cyclist going east/west on the south side of Queens Quay at these locations, and pedestrians going north/south on Bay Street. This should not be considered a cumulative count of all visitors to the area but a comparable data set at a period in time.

CANADA DAY WEEKEND COMPARED TO PREVIOUS YEARS

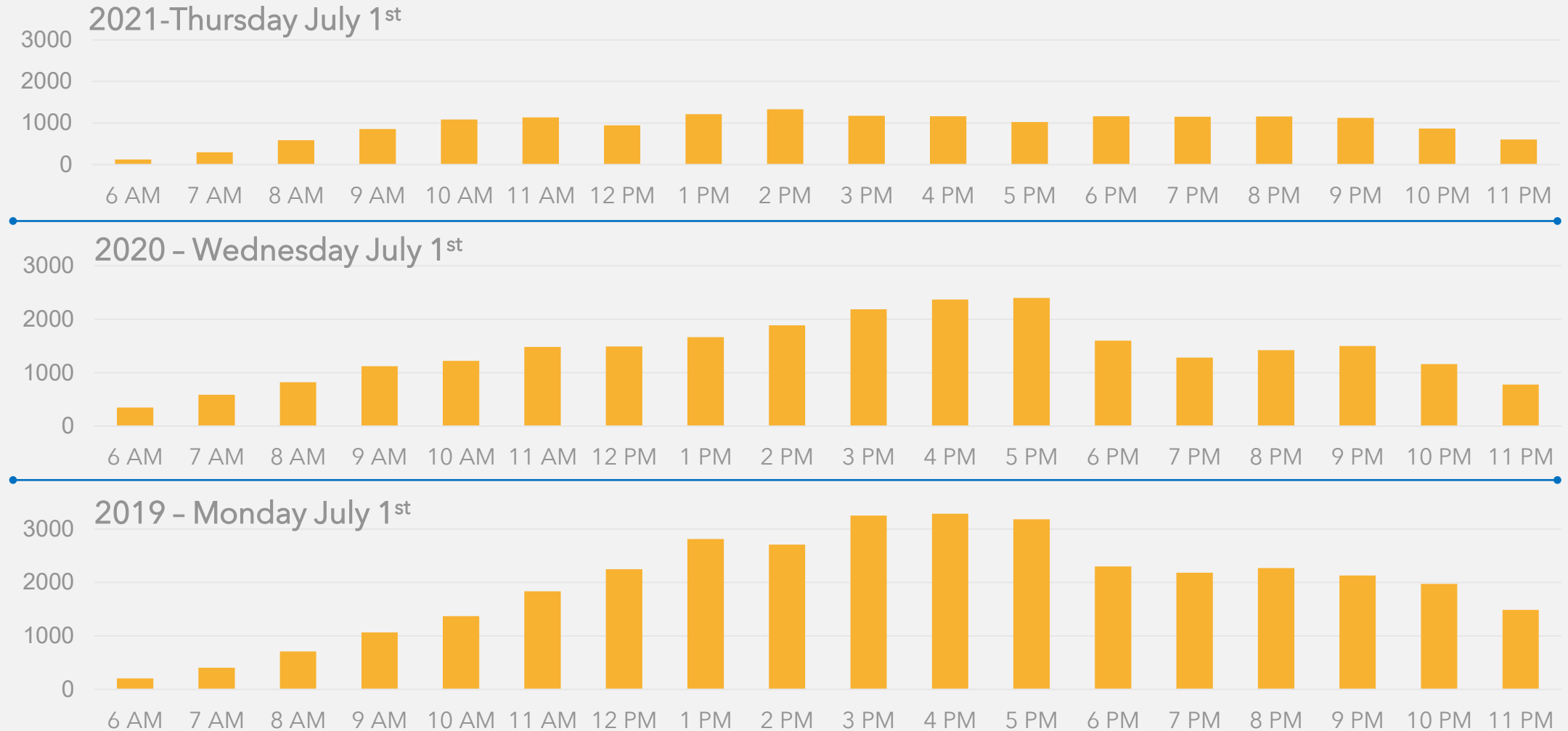


In 2020 and 2021 there was no scheduled Canada Day programming and events due to COVID-19 restrictions.



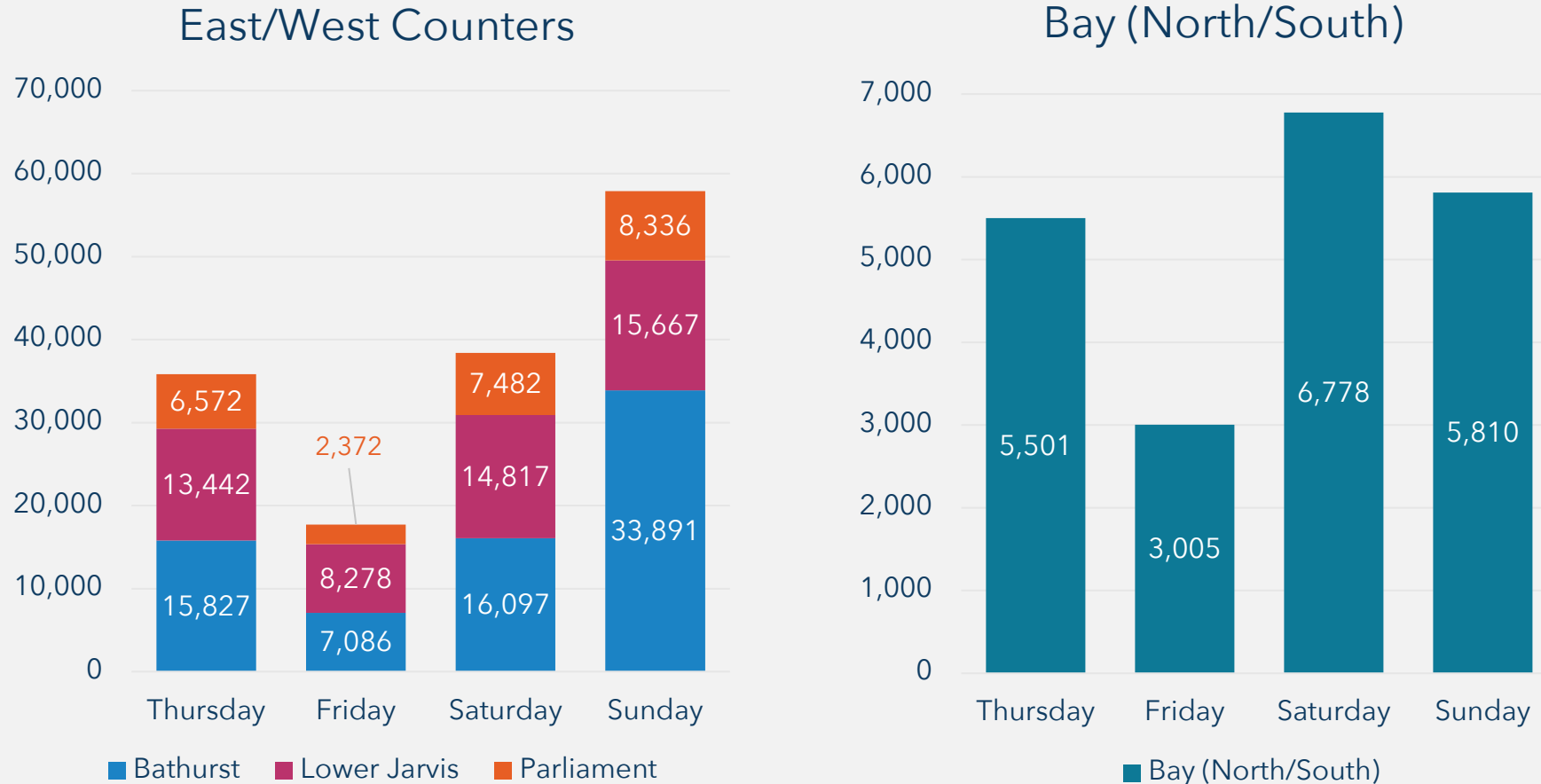
CANADA DAY COMPARED TO PREVIOUS YEARS

HOURLY PEDESTRIAN VOLUME ON QUEENS QUAY AT YORK STREET



2021 CANADA DAY WEEKEND – NEW COUNTER LOCATIONS

PEDESTRIAN VOLUME AT BATHURST, LOWER JARVIS, PARLIAMENT AND BAY

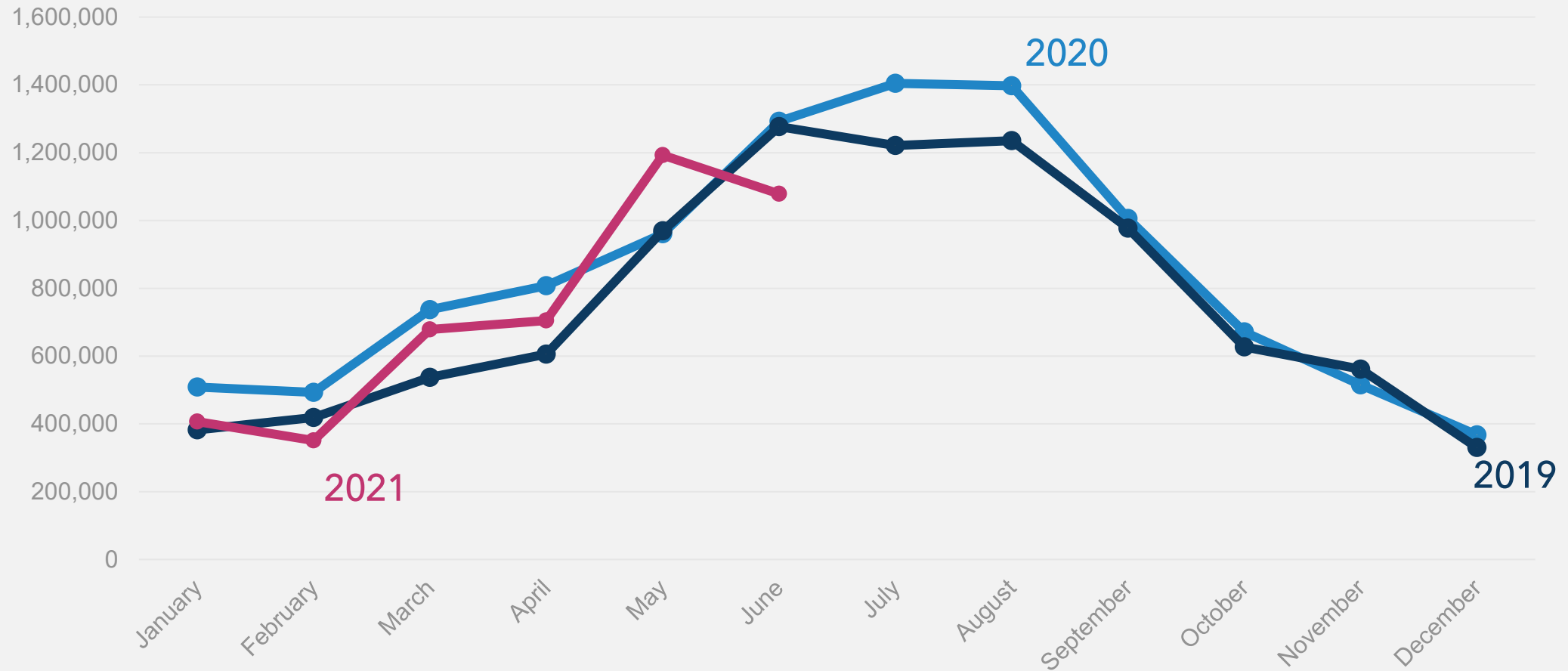


The busiest day of the holiday weekend was on Sunday and along the Bathurst and Queens Quay West corridor. However, more pedestrians are counted going north/south on Bay Street on Saturday.



YEAR TO DATE COMPARISON

QUEENS QUAY PEDESTRIAN VOLUME AT YORK, REES, & LOWER SPADINA



BUSIEST DAYS OF THE YEAR

TOP 5 BUSIEST DAYS 2021 TO DATE , 2020, AND 2019 (YORK AND QUEENS QUAY)

2021

Rank	Date	Total Pedestrians	Conditions	Notes
1	Saturday, May 16	25,620	Partly Cloudy - 14°	
2	Sunday, May 23	24,983	Partly Cloudy - 18°	Victoria Day Weekend
3	Monday, May 24	24,213	Cloudy - 16°	Victoria Day Weekend
4	Sunday, May 30	23,693	Partly Cloudy - 13°	
5	Saturday, June 12	23,172	Partly Cloudy - 21°	

2020

Rank	Date	Total Pedestrians	Conditions	Notes
1	Sunday, September 6	26,850	Partly Cloudy - 20°	Labour Day Weekend
2	Wednesday, July 1	26,094	Partly Cloudy - 24°	Canada Day
3	Saturday, May 25	25,187	Partly Cloudy - 18°	
4	Sunday, June 14	24,466	Partly Cloudy - 15°	
5	Saturday, August 8	24,356	Partly Cloudy - 25°	

2019

Rank	Date	Total Pedestrians	Conditions	Notes
1	Monday, July 1	36,368	Partly Cloudy - 23°	Canada Day
2	Sunday, June 30	34,488	Partly Cloudy - 20°	
3	Sunday, July 14	28,655	Sunny - 23°	
4	Saturday, June 22	27,794	Partly Cloudy - 19°	
5	Saturday, June 29	27,753	Partly Cloudy - 24°	

The busiest days of the year typically fall on long weekends.

The waterfront also sees a lot of visitors on overcast days.

The number of visitors to the waterfront has remained stable during COVID-19 mostly due to abundance of outdoor activities and public spaces.

