



Quayside Engagement Summary Report

**Waterfront Toronto / October 2020 Public Consultation
Prepared by Bespoke Cultural Collective**

SECTION 1

Quayside engagement “by the numbers”	03-06
---	--------------

SECTION 2

High-level synthesis	07-11
-----------------------------	--------------

2.1 Overview of engagement	08
2.2 Public feedback analysis	08
2.3 Analysis of engagement reach	14

SECTION 3


Analysis of findings	12-24
-----------------------------	--------------

3.1 Communications	13
3.2 Public survey	14
3.3 Q&A sessions	23

SECTION 4

Appendices	25-33
-------------------	--------------

Geographic area of respondents	26
Survey data	26
Backgrounder	26
Written submissions	27



SECTION 1

Quayside engagement
“by the numbers”

By the numbers

Social media

51,654

views and impressions

Q&A sessions

54

attendees at three informal Q&A sessions

50+

public questions answered by nine project leads

Public survey

1,420

individual comments

469

participants

54%

of survey participants engaged for the first time

Project goals

88% of survey respondents agree or strongly agree with the project goals of an inclusive, resilient, and dynamic community.



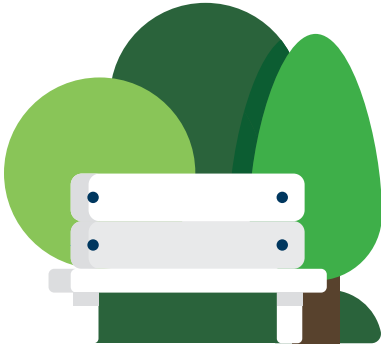
Public feedback



The public feedback can be clustered into eight important public aspirations for Quayside:

- **Put community at the centre of planning**
- **Prioritize and define affordable housing**
- **Retain elements from the previous work related to sustainability and innovation**
- **Ensure Indigenous engagement and presence in the design and planning process**
- **Integrate connections to nature, green space, and the lake**
- **Balance livability with a dynamic community**
- **Offer more meaningful and empowering engagements**
- **Create pedestrian-friendly, public and active transit connections**

Public feedback



Top three priorities for the inclusive community

- **Parks, plazas and other public spaces**
- **Civic spaces** (community centres, libraries, etc.)
- **Affordable housing**



Top three priorities for the resilient and sustainable community

- **Green spaces and diversity of plant life**
- **Natural stormwater management**
- **Buildings operated by clean low-carbon energy sources**



Top three priorities for the dynamic community

- **Walkable neighbourhoods**
- **Public transit access**
- **High-quality active transportation routes**
(cycling, skateboarding, walking, etc.)



SECTION 2

High-level engagement synthesis

Overview of engagement

2.1

As the Quayside project enters into a new chapter, Waterfront Toronto is preparing to issue a request for proposal (RFP) for a development partner. This past August 2020, Waterfront Toronto engaged Bespoke Collective (Bespoke) to collaborate with the project team on the delivery of an integrated communications and public engagement strategy that will inform the upcoming RFP.

Working from Waterfront Toronto's engagement spectrum, which clarifies and identifies different levels of public participation in planning processes, the team agreed that this stage of consultation would engage at three levels:

- **Inform:** Provide the public with balanced and objective information to assist the public in understanding the scope and details of the undertaking.
- **Listen:** Gather public feedback on analysis, alternatives, and decisions, but also collect ideas, stories, and concerns.
- **Involve:** Work directly with the public throughout the process to ensure everyone involved is consistently understood and considered.

It is important to note that this consultation is a first step in Waterfront Toronto's efforts to re-engage a wider public in the Quayside project. Bespoke has collected a breadth of demographic data related to who is currently being engaged, so Waterfront Toronto can develop strategies for reaching under-represented voices while maintaining current engagement levels with existing audiences as they move forward.

Public feedback analysis

2.2

Overall, the public feedback we gathered can be clustered into eight important public aspirations for Quayside. These include the following:

- **PUT COMMUNITY AT THE CENTRE OF PLANNING**
While there was strong support for the project's definition of inclusivity (88% strongly agreed or agreed), respondents pointed out that this important concept is continually evolving and that the RFP should reflect the complexity of this goal. Furthermore, there was a desire for the planning process itself to be inclusive and put the community's needs at the centre of decision-making. As one person noted, "People [...] have been holding out in this city in hopes of stable housing, livable neighbourhoods, and people-centred planning." Another participant suggested, "Build a model that we can scale across the city to address inequality, embrace diversity, and level the playing field for all people in this city."
- **PRIORITIZE AND DEFINE AFFORDABLE HOUSING**
The survey showed that 57% of respondents see affordable housing as a top priority when building an inclusive community and also as a pressing concern for the city of Toronto. Many participants expressed that "affordable housing is essential for our future as an evolved society." This topic was consistently

raised in each of the Q&A sessions and there was a line of questioning related to how affordable housing is defined and whether the City of Toronto needs to “reconfigure how it understands affordable housing.” Some participants also wanted to ensure that there will be spaces that can accommodate families, that co-operative housing projects will be integrated, and that alternative ownership models considered. One person commented, “Build a truly affordable community. Don’t be satisfied with a token effort.”

- **RETAIN THE BEST ELEMENTS FROM PREVIOUS WORK RELATED TO SUSTAINABILITY, THE MITIGATION OF CLIMATE CHANGE, AND INNOVATION**

Both in the Q&A sessions and survey responses, participants expressed that they didn’t want to lose the great work around sustainable building and innovation that resulted from the work with Sidewalk Labs. They hoped that it would be carried forward into the next phase, especially in areas where significant advancements were made. A number of participants outlined innovations and sustainability initiatives they would like to see remain. As one participant wrote, “I was most excited about building technology that shifted away from concrete and polluting materials, and designed eco-friendly spaces.” Another person asked that Waterfront Toronto continue to “push the needle on innovation.”

- **ENSURE INDIGENOUS ENGAGEMENT AND PRESENCE IN THE DESIGN AND PLANNING PROCESS**

As one survey respondent wrote: “We need to have the presence of Indigenous culture and art in our public spaces.” Another person suggested that an Indigenous advisory committee be created to provide ongoing input into the planning, in recognition that governance structures have to incorporate Indigenous communities. Someone else noted, “Indigenous voices need to be front and centre in planning and implementation.” Given that 1% of survey respondents self-identified as Indigenous, further work needs to be done to enable Indigenous perspectives to inform the Quayside project.

- **INTEGRATE CONNECTIONS TO NATURE, GREEN SPACE, AND THE LAKE**

The three top-ranked amenities that the public would like to see at Quayside are: better access to the lake (79), green space and diversity of plant life (77%), and walkable neighbourhoods (75%). Many hoped that green space would continue to be an important component of the overall ambition. Some participants expressed a desire for more connection to nature. In response to the COVID-19 pandemic, 80% of survey participants shared that “spending time outdoors in green space” has become a top priority. A number of people hoped that this change, a result of the pandemic, would be preserved moving forward. As one person noted, “Torontonians may have to learn to spend much more time outdoors,” and that will be much easier “if planning includes support for readily accessible natural spaces.”

- **BALANCE LIVABILITY WITH A DYNAMIC COMMUNITY**

It was noted that livability for residents is an issue that needs to be addressed in the RFP. One participant wrote, “Residents are crucial to the success of this new community, and retaining them through the full cycle must be built into the very design of the community.” Community safety, levels of programming, traffic volume, and community health were some of the issues raised. Another participant commented, “Noise and safety have become important to me as a resident.” At the same time, a number of participants are excited by the possibility of more culture, entertainment, tourism, and vibrant public space activations. “You have a unique opportunity to really make the east waterfront a vibrant place.”

- **OFFER MORE MEANINGFUL AND EMPOWERING ENGAGEMENT OPPORTUNITIES**

One participant wrote, “The people of Toronto are your partners; if you trust them, they’ll trust you.” A number of participants asked for deeper levels of engagement, using tactics such as community workshops, over a longer timeframe. One person wrote, “Keep the community and people as major contributors to this project [...], giving them real decision-making power.” Other participants asked that Waterfront Toronto create more sustained opportunities to engage in a meaningful way. Criticisms around engagement included: too much consultation, not enough consultation, and overly superficial consultation.

- **CREATE PEDESTRIAN-FRIENDLY, PUBLIC, AND ACTIVE TRANSIT CONNECTIONS**

A number of survey participants expressed that, after the pandemic, they hoped that more pedestrian-friendly neighbourhoods would emerge and that we would continue to create greener and active transit connections throughout the city and within this project. As one person noted, “Pedestrian streets in cities have been so successful around the world but are lacking and are well needed in our city.” The lack of public transportation in this area was a concern reflected in the survey. Several respondents hoped that the temporary increase in active transit connections could be permanently integrated into the fabric of the city.

Analysis of engagement reach



2.3

The ambition for the engagement was to touch base with many communities within Toronto, update them on the next stage of Quayside, and give them an opportunity to provide feedback that will inform the upcoming RFP for a development partner. In addition to drawing on their internal communication channels, Waterfront Toronto used the strategy of reaching out to partners, stakeholders, and community organizations to promote the engagement.

Members of the Quayside Stakeholder Advisory Committee (SAC) were asked to share the consultation opportunity within their networks. A number of city-wide organizations, such as Toronto Public Library and the YMCA,

were also engaged to extend the reach of the consultation. Neighbourhood associations and business improvement areas (BIAs) were contacted to promote the engagement within their communities. A list of representative organizations that were approached to share the consultation opportunity include:

- **8 80 Cities**
- **Artscape**
- **The Centre for Active Transportation**
- **CNIB Foundation**
- **Cooper Koo Family YMCA**
- **East Waterfront Community Association**
- **Gooderham and Worts Neighbourhood Association**
- **Liberty Village BIA**
- **MaRS Solutions Lab**
- **Miziwe Biik Aboriginal Employment and Training**
- **St. Lawrence Market BIA**
- **St. Lawrence Neighbourhood Association**
- **Waterfront BIA**
- **Waterfront for All**
- **West Don Lands Committee**
- **WoodGreen Community Services**

Based on the public response, the engagement strategies achieved these goals. More than 500 people provided their views, commentary, and critiques via the online survey and the Q&A sessions.

While these efforts to engage communities resulted in excellent feedback from the public, based on the demographic information collected and public suggestions, more work needs to be done to engage youth (under 24 years), seniors (65+ years), Indigenous communities, and, in general, broader communities throughout the city. In particular, a number of people said they would like to see more meaningful engagement with Indigenous people in the planning process.

The public also had specific recommendations for how they wanted to be engaged, namely meaningful and authentic consultation that reached out to communities that were under-consulted and/or had limited access to online connectivity. In addition to web- and online-based consultation and more use of social media, the public would like to see:

- **Physically distanced outdoor engagement events**
- **Physical mail-outs, paper surveys, and flyers**
- **More communications in diverse communities as well as community-focused media (ethnic and multicultural papers and neighbourhood newsletters)**
- **Posters and public visuals**



SECTION 3

Analysis of findings

Communications

3.1

This section of the report provides an overview of key findings that emerged from each of the individual engagement tactics used. It also outlines engagement: goals, reach and implementation considerations.

GOALS

The primary goal for the consultation communications was to inform the public about Quayside broadly, share where the project is headed next, and invite public input for the upcoming RFP. It was important to inform the public while engaging them in the survey and Q&A sessions. A sizable number of people were reached through this engagement who had not participated in Quayside consultations previously, which meant the communications needed to provide accessible project information and basic context.

Communications outreach was also used to drive audiences to participate in the online survey so that the project team could collect baseline demographic data.

REACH

Between the period of October 13 and 25, Waterfront Toronto launched public outreach and tracked social media activity, video views, and Quayside website traffic.

Total reach

51,654
views and impressions

E-blast

884 total clicks
27% open rate

Twitter

33.7k impressions
131 likes and retweets

YouTube

953 views
734 unique views

Facebook

14k impressions
202 reactions
18 shares

Website

2,028 views
749 public consultation¹

¹ Top-ranked page

CONSIDERATIONS

The communications outreach included a short downloadable backgrounder hosted on the Quayside website. In addition to this, there was also a video that informed the general public about our approach to Quayside and future phases of work, including the upcoming RFP and Waterfront Toronto's role moving forward. In addition to this, a social media campaign was developed to strengthen outreach across Facebook, Twitter, and LinkedIn. These communication pieces were also shared with Waterfront Toronto's mailing list through an e-blast and shared with its Quayside Stakeholder Advisory Committee. All assets were developed by Waterfront Toronto's internal communications team, with advisory support from Bespoke.

FINDINGS

The communications focused on informing the public about the project and project goals and promoting engagement opportunities that will inform the RFP. The primary finding in this instance is the level of public awareness generated by communications, which sits at 51,654 views and impressions.

Public survey



3.2

Total number of respondents

469

SURVEY GOALS

The survey gave Torontonians the opportunity to learn about and comment on the project goals for Quayside, prioritizing aspects of the planning and voicing their opinions. The survey also allows Waterfront Toronto to gauge levels of public interest, concerns, and misunderstandings surrounding Quayside, as well as track who has been engaged and who still needs to be heard.

SURVEY REACH

The survey reached 469 Torontonians out of a population of approximately 2.9 million. This sample size is statistically significant and represents a margin of error of just 4% with a confidence level of 95%.

SURVEY CONSIDERATIONS

The public survey was hosted on the third-party platform Survey Monkey and distributed by Waterfront Toronto. Waterfront Toronto initially raised awareness of the upcoming engagement in its September newsletter. A link to the survey was then sent to subscribers of the Waterfront Toronto newsletter on October 13, shared on Waterfront Toronto's social media channels, and made available on the QuaysideTO website. The survey was also circulated by stakeholders, key members of the Quayside Stakeholder Advisory Committee, partner organizations, and community organizations. Individuals were encouraged to share the survey and promote the engagement via social media and through their own networks.

SURVEY FINDINGS

The first section of the survey tested out the articulation of the three main Quayside project goals: inclusive, resilient, and dynamic. Respondents were invited to consider the extent to which they support statements across a

five-point Likert scale that included: strongly agree, agree, neutral, disagree, and strongly disagree. The survey also included multiple-choice questions, prioritization questions, and opportunities to share open comments on an issue.

DEMOGRAPHICS

Waterfront Toronto asked all respondents to complete an optional demographic survey in order to better understand how representative the survey sample was when compared with the population of the city of Toronto. We appreciate that Toronto is one of the most diverse cities in the world, with a broad spectrum of social and economic experiences, and we hoped to capture the input of as many Torontonians as possible.

This demographic data was collected so that, moving forward, Waterfront Toronto can develop more focused strategies for reaching under-represented voices. In particular, we looked at key demographic indicators such as age, education, race and household income of survey respondents against the reports from Statistics Canada in 2016:

Median age of respondents

30-44

Years old

Percentage of respondents aged 25 to 64 who have a post-secondary certificate, diploma, or degree

96%

Age

According to the 2016 census, the average (median) age in the city of Toronto was 39.3 years. The median age for survey respondents fell within the range of 30 to 44 years.

Education

Toronto residents have higher levels of education than other Canadian cities and this is reflected in the high levels of education of survey respondents. Sixty-nine percent of Toronto residents aged 25 to 64 have a post-secondary certificate, diploma, or degree compared to 96% of survey respondents.

Population identity

Toronto is known worldwide for its diversity, including multiple race-based, ethnic, and Indigenous identity groups. In the 2016 census, 51.5% (or 1,385,855 people) identified as belonging to a visible minority group, 0.9% (or 23,065 people) identified as Indigenous, and 45.7% (or 1,288,850 people) identified with European origins. For the purpose of collecting population data, Waterfront Toronto applied Statistic Canada's Population Group and Aboriginal Group Standards.

Of the 438 respondents who chose to share their race-based, ethnic, or Indigenous identity, the top five groups identified were:

- **White (European descent)** **66.7%**
- **Chinese, Japanese, Korean, Filipino, Southeast Asian (East Asian and Southeast Asian descent)** **6.2%**
- **Black (African, Afro-Caribbean, African Canadian descent)** **5.0%**
- **South Asian (East Indian, Pakistani, Bangladeshi, Sri Lankan, Indo-Caribbean descent)** **3.9%**
- **Latin American (Latin American, Hispanic descent)** **3.2%**

Median household income of survey respondents

**\$100,000—
\$149,999**

In addition to the respondents listed above, Waterfront Toronto noted the level of Indigenous (First Nations, Metis, Inuk/Inuit) participation in the survey was 0.9%.

Household income

According to the 2016 census for the city of Toronto, the average (median) household income was \$65,829. The median household income for survey respondents fell within the range of \$100,000 to \$149,999.

Part one: Project goals and priorities

The survey was organized into three parts and this section of the report reflects the high-level feedback we heard across project goals and priorities, the COVID-19 pandemic and its impact, and engagement feedback.

Overall, the three project goals garnered a consistent level of validation and support from the public.

Percentage of respondents who strongly agree or agree



The percentages below reflect the percentage of respondents who do not support the outlined goal statements.

Percentage of respondents who strongly disagree or disagree



The next set of questions invited respondents to select their top three priorities when it comes to creating an inclusive community, a resilient and sustainable community, and a dynamic community. Respondents were given a range of five to eight options to choose from and could answer none of the above or other (please specify). The charts below reflect the responses:

Inclusive community²

² Other answers include proximity between home, work, and daily amenities (40%), housing options for seniors (19%), health and wellness (15%), social services (11%), and business and employment services (9%).



Resilient and sustainable community³

³ Other answers include reducing greenhouse gas emissions in building construction (44%), and reducing solid waste going into landfill (43%).



Dynamic community⁴

⁴ Other answers include cultural destinations (44%), retail and other services (29%), multi-use physical spaces (15%), and employment spaces (11%).

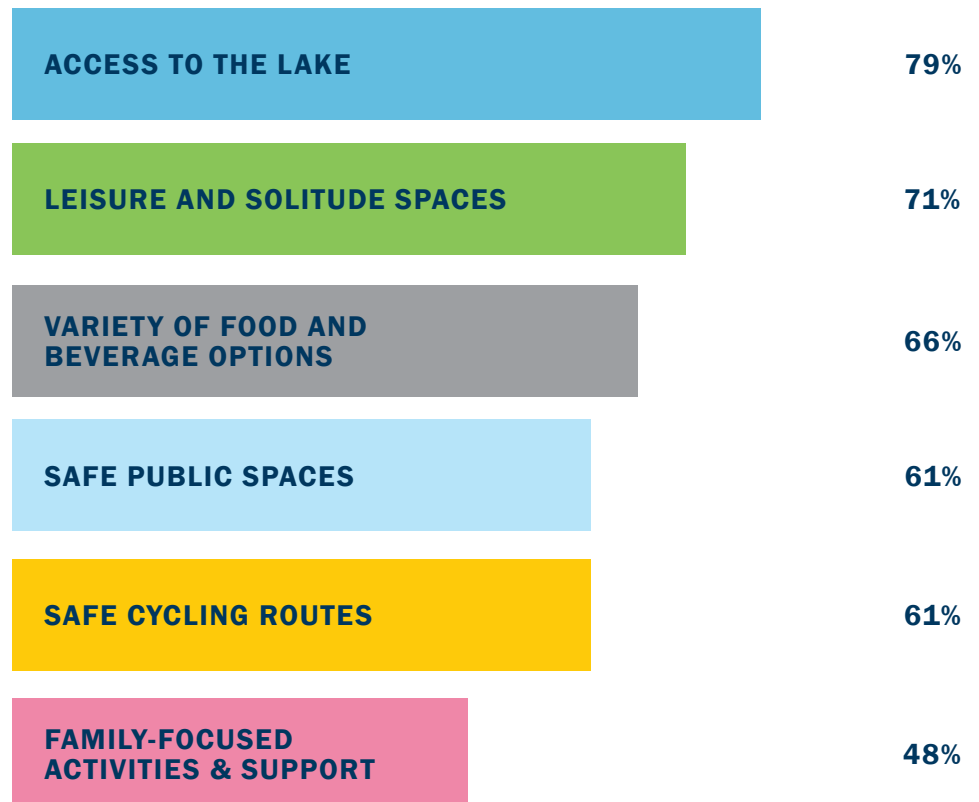


⁵ Cycling, skateboarding, walking, etc.

For this question related to ranking priorities, we received 141 individual responses to the other (please specify) category. These responses are clustered into broad thematic categories (that run across inclusion, resilience, and dynamic), and they reflect perspectives on what it means to build a strong community at Quayside. Areas of focus that were repeatedly mentioned by respondents include:

- **Public art and a thriving creative community**
- **Better-connected, active, and greener transit**
- **Better-designed spaces and architecture built to last**
- **Building in accessibility**
- **Carbon-positive communities**
- **Green energy and low-energy designs**
- **Indigenous respect and acknowledgements**
- **Public and affordable housing**
- **Safety (in terms of public space and new ways of monitoring safety)**

In a follow-up question, respondents were asked, “What other amenities would you like to see at Quayside?” These are the top six ranked answers:



Part two: The COVID-19 pandemic and its impact

Shifting priorities since the pandemic

67%

of respondents reported that **some** of the activities they prioritize have changed

30%

of respondents reported that **all** of the activities they prioritize have changed

This next section of the report focuses on what activities have been a priority during the COVID-19 pandemic. Overall, we heard that there is now a shift in priorities. 67% reported that **some** of the activities they prioritize have changed. 30% reported that **all** of the activities they prioritize have changed.

When Waterfront Toronto asked the public what activities they have prioritized during COVID-19, top responses included:



Individual responses shared as open comments included: work, not transmitting the virus, gardening, and basic needs such as housing and access to essentials.

The survey also asked respondents to share what they “miss most during the COVID-19 pandemic” and what changes they “have seen in the physical environment as a result of the pandemic that they would like to see preserved moving forward.” These two questions received 880 comments from the public.

When asked about what types of programming respondents missed most in public spaces, many participants gravitated toward social events and leisure activities, such as street festivals, art, music and culture events, performances, farmers’ markets, and other types of public gatherings.

When it comes to positive changes created by the pandemic that they would like to see preserved moving into the future, suggestions included: street closures to increase walkability, active transit (especially bike lanes), more outdoor patios and dining, less traffic and pollution, and greater appreciation and use of parks and outdoor spaces.

Part three: Engagement and further feedback

Given that the COVID-19 pandemic places restrictions on in-person and larger public gatherings, Waterfront Toronto asked the public to weigh in on what they feel are some of the best ways to engage and share project information. Outlined below are respondents' preferred modes of communication and outreach during the pandemic:



Out of the 32 respondents who chose other (please specify), the most frequent suggestions were social media engagement and facilitated virtual community consultations.

A number of these respondents also suggested using analog and tactile communications platforms such as: signage booths along bike trails, physical resources available in community centres, outdoor in-person consultations, physical mail-outs, and community announcements at key destinations along the waterfront.

ADDITIONAL FEEDBACK FROM THE SURVEY

The last question in the survey asked respondents for any additional feedback that they may have for Waterfront Toronto. Outlined below are the key themes that emerged from 284 responses.

Quayside will be committed to fighting climate change.

- Quayside will be a model neighbourhood for mitigating climate change.
- The innovations that resulted from the work with Sidewalk Labs and the great work around sustainable building will be carried forward in the next phase of the project.

“Quayside being the last parcel of lands on the eastern side of Toronto’s waterfront offers a unique opportunity to ensure that the development sets an example for incorporating all the science and technology that are essential to mitigate the effects of climate change.” [Survey respondent](#)

Inclusivity will be a top priority in the development of Quayside.

- Indigenous voices will be incorporated into the planning process.
- Both buildings and the public realm will contribute to an inclusive social fabric.

“Build a model that we can scale across the city to address inequality, embrace diversity, and level the playing field for all people in this city.” [Survey respondent](#)

Quayside will make an impact on the city’s need for livable communities, especially the need for affordable housing.

“People [...] have been holding out in this city in hopes of stable housing, livable neighbourhoods, and people-centred planning.” [Survey respondent](#)

Quayside will continue to be a model for innovation in planning and design.

- Encourage the development partner(s) to push the needle on innovation.
- Acknowledge and plan for all seasons and weather, especially winter.

“Waterfront Toronto is best when they’re bold. Don’t lose sight of that.” *Survey respondent*

Livability for local residents will be a priority.

- Safety of local residents will be a top priority in the planning and design, especially the public realm at night.
- Quayside will be a pedestrian neighbourhood following important models of accessible and welcoming public realms from around the world.
- Quayside will enable better public transportation systems, including the light rail transit (LRT) expansion.

Access to the lake, open green spaces, and mature trees will be maintained and improved.

“Please prioritize green space [...] We need green grass, mature trees, and sustainable substrates.” *Survey respondent*

CONCERNS

- Density is already too high around the waterfront.
- Public realm will be focused on tourists rather than local residents.
- Innovation, ambition, and forward-thinking architecture will be lost.
- Social concerns particular to waterfront neighbourhoods will not be addressed in the planning.
- There is too much consultation.
- There is not enough consultation and existing consultation is superficial.

Q&A sessions

3.3

Q&A SESSIONS GOALS

This engagement strategy enabled members of the public to ask specific questions of the Waterfront Toronto project team and participate in a forum to gather additional information about Quayside. It also allowed Waterfront Toronto to engage directly with the public, albeit on an online platform, given the constraints of social distancing during the COVID-19 pandemic.

Q&A SESSIONS REACH

The three Q&A sessions hosted by Waterfront Toronto engaged with 54 members of the public on an online meeting platform. The sessions were held on various days and times of the week in an attempt to accommodate a variety of schedules and availabilities:

First session

Thursday, October 15, 2020
5:00 p.m. - 6:00 p.m.

19

Registered

13

Attended

Second session

Friday, October 16, 2020
12:00 p.m. - 1:00 p.m.

21

Registered

13

Attended

Third session

Wednesday, October 21, 2020
6:30 p.m. - 7:30 p.m.

37

Registered

28

Attended

Q&A SESSIONS IMPLEMENTATION

The sessions were promoted using the same channels as the online survey: the newsletter, project website, social media, and via stakeholders and partner organizations. For three one-hour sessions, nine members of the Waterfront Toronto project team responded to questions from the public via the Microsoft Teams online platform.

Q&A SESSIONS FINDINGS

Across the three sessions, there were a number of key themes that emerged from the public's questions. These include:

Affordable housing

The definition and process of creating affordable housing, as well as the number of units proposed and how these units will be integrated into the overall project.

Project process and finance

The process, timelines, and details around the RFP seeking a development partner, as well as inquiries into how parts of the project will be financed.

Status of previous work and engagement

The impact and continued importance of previous project work, in particular proposals to increase sustainability and innovation that emerged from the work with Sidewalk Labs. The public also posed questions related to issues previously raised through project consultation, such as privacy, level of public engagement, and transparency moving forward.

Sustainability and innovation in the built environment

Questions about specific features of the project that will ensure future sustainability and resilience. Multiple members of the public also suggested innovative and best-practice case studies they hope that Quayside will emulate.

Design and activation of the public realm

Questions about how the public realm will be designed and activated, as well as who will be responsible for various aspects of planning and design.

Transit

Details regarding future transit proposals, in particular the proposal to expand light rail transit (LRT).

Equity and inclusion in planning

Questions of how inclusion, equity, and representation will be addressed in the planning process. Specific questions addressed gender experiences in public spaces, Indigenous placemaking, and the inclusion of marginalized and Black, Indigenous, and People of Colour (BIPOC) communities.



SECTION 4

~~~~~  
Appendices



# Appendices



## Geographic area of respondents

---



## Links to additional materials

---

To view the survey data, [click here](#).

To view the backgrounder, [click here](#).

## Quayside: Next-Generation Sustainable Community Feedback from East Waterfront Community Association

Date of submission: October 23, 2020

The members of the EWCA acknowledge that the land upon the revitalization efforts and the EWCA is part of the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples, and is now home to diverse First Nations, Inuit, and Metis people. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit. With this acknowledgement comes the responsibilities of sharing the history of this land. We believe a commemorative history piece agreed upon by all stakeholders is created, so history's narrative does not change with the times.

Given the proximity of the Quayside location to the borders of the East Waterfront Community Association (EWCA), we very much appreciate the opportunity to provide feedback on the Quayside project's updated goals of *Inclusive*, *Resilient*, and *Dynamic*.

After the announcement that Sidewalk Labs pulled out of the Smart City project at Quayside, EWCA was delighted that Waterfront Toronto wasted no time in announcing the *Quayside: Next-Generation Sustainable Community* project. EWCA is fully supportive of this project, which will transform the remaining part of the East Bayfront into a sustainable community that is inclusive, resilient, and dynamic. We look forward to the opportunity of providing our feedback and relaying updates to our residents through our involvement at the Quayside Stakeholders Advisory Committee.

In response to your current public engagement, EWCA welcomes the opportunity to submit our feedback.

### **Inclusive**

EWCA agrees that Quayside must be inclusive. EWCA encourages all people, irrespective of age, sex, race, class, income, religion, ethnicity, ability, language, sexual orientation, or gender identity, to join our community, to feel at home, and to participate in building a safe and vibrant East Waterfront community. We encouraged Waterfront Toronto to strive for 30% affordable housing in Quayside, incorporating Co-Op housing, and Long-Term Care facilities for our senior residents. These residents will provide valuable contributions to our community.

When all existing development projects are completed, upwards of 20,000 residents will call East Waterfront home. We urge Waterfront Toronto to make adequate provisions for daycares and schools (inclusive of elementary, middle, and high schools), within walking distance for families with children of all ages. We understand that, with the influx of new residents to this area, the need for wrap-around social services will also increase. We support the establishment of a one-stop hub to assist residents with their social service needs.

There will be a need for safe sidewalks, bike paths, streets, and easy access for all residents to participate in sports, arts, and leisure activities for this vibrant and inclusive community. Low-carbon heated sidewalks and streets would provide the city with cost savings by eliminating the need for winter snow clearing, supporting an active, year-round lifestyle, and lowering our carbon footprint.

To make the units more affordable and keep residents costs low, an examination of the expenses of large buildings, such as condominiums, identifies utility costs as the major drivers for common expense fees. Current technology of wind and solar power must be added to the design of the buildings and the surrounding areas to keep hydro costs low. Other modern technologies, such as: green water to maintain green roofs mandated by Toronto's Green Roof By-law, grey water purification and recycling for reuse in laundry and toilets, blue water to improve storm water management, and black water, can reduce the amount of clean, fresh water demanded by the residents and businesses, and ensuing stresses placed on Toronto's water and sewer systems. This will result in further savings for the residents and the city.

As the population of our community expands, the timely extension of the LRT will reduce the need for personal vehicles. While the LRT is essential to transportation with access points for all weather conditions to the PATH System, safe and careful traffic circulation demands thorough thought and planning. Without proper planning, the ingress and egress of large trucks serving the existing businesses and construction projects cause us deep concern for the safety of pedestrians, runners, cyclists, and motorized vehicles.

## **Resilient**

The disastrous effects of climate change require us to build for resilience by factoring in flood mitigation measures and extreme winter wind turbulence for the safety of our community. EWCA looks to the standards of the Toronto and Region Conservation Authority to safeguard the watercourses, wetlands and shorelines of our area and to protect our neighbours, businesses, and buildings from flooding, erosion, and loss of parkland. The economic benefits to our community of correct planning and development vastly outweigh the costs.

We must learn the lessons of the current pandemic to design buildings for the future. These designs for new residential and commercial buildings must allow for physical distancing and adequate airflow to safely accommodate people to prevent the transmission of airborne and direct contact diseases. Up-to-date technology such as touch-free elevator access should be incorporated in the design for all future high-rise buildings.

Quayside offers the opportunity to integrate the infrastructure for EV charging at all parking spots. Conversion to the modern-day charge station for EVs instead of fossil fuel vehicles would be our witness statement to our commitment to reducing climate change and proactive look to the future of autonomous vehicles.

The proximity of Quayside to the central business district offers the opportunity to encourage residents to reduce their dependence on traditional modes of personal vehicular transportation. Providing the infrastructure for reliable public transportation with the extension of the LRT to the East makes this possible.

We wholeheartedly support your objectives to achieve net zero-carbon, lowering embodied carbon, implementing fossil-fuel-free energy supply, green spaces, and ecology, managing storm water naturally, and reducing solid waste to landfill for the Quayside development.

## Dynamic

EWCA members are thankful for the opportunity to live in one of the best locations in one of the best cities in the world. We cannot wait to see the vibrant retail spaces of some of the top shopping, outdoor/indoor restaurants, coffee shops, and public sporting events that represent Toronto (Outdoor Hockey Rink, Basketball Courts, Soccer Pitches, etc.). We have an opportunity to compete with the likes of Vancouver, Chicago, Miami, and New York for attractive and effective use of their shorelines.

EWCA members have expressed concerns that livability for residents in the area is not sufficiently being prioritized and protected under the goal of Dynamic. Area businesses need to draw visitors "to enjoy the water and interesting things for them to do and see during all four seasons". The concept of Dynamic as a goal needs further refinement to take more proactive responsibility for the negative consequences directly resulting from drawing large numbers of visitors into the area. As such, we need to work together to find alternative solutions for harmful incidents, including stunt driving along Lakeshore, all-night events on the beach, unlicensed late-night fireworks, unrestrained littering, feces, and needles. Residents need to feel that their home is safe.

In pursuing the goal of Dynamic, we cannot compromise livability for residents. Residents are crucial to the success of this new community. Retaining them in the area over the long term must be built into the design of the community. Development Partners must share this responsibility and challenge of ensuring livability from inception.

Discussion and inclusion of all forms of Emergency Services should be canvassed as the needs of the Community for Emergency Services grow and change.

Much like the *Percent for Public Art Program* and *Community Infrastructure Programs*, we must require the developers to create and fund a comprehensive program that will protect the livability of the area for residents within an area that is a welcome destination for visitors. Currently, developers share in providing art installations and community infrastructure to add value to our space. Quayside should extend these programs to include other investments in protecting the livability of the area.

Infrastructure Investments to protect livability, such as:

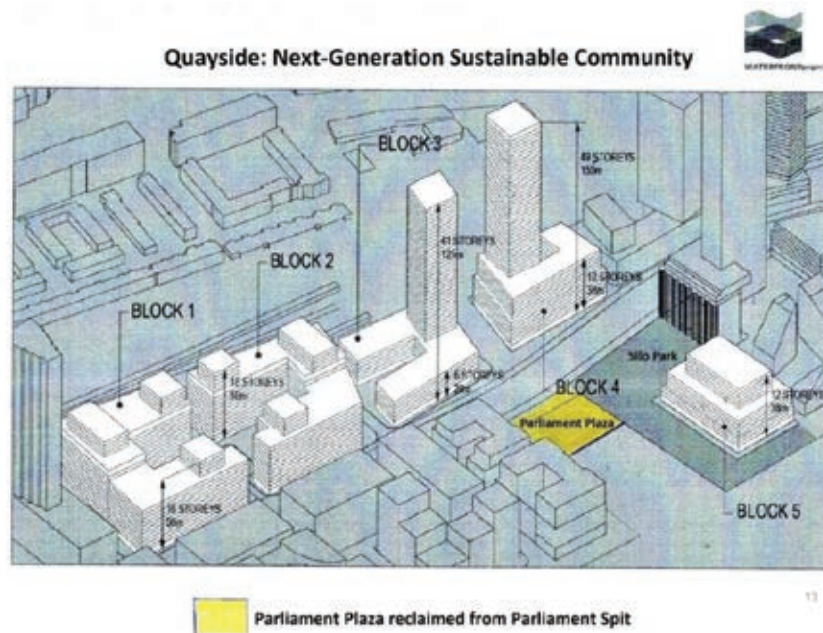
- Design buildings, parks, and public areas with existing Crime Prevention through Environmental Design principles for emergency services, such as Natural Surveillance, Natural Access Control, and Territorial Reinforcement.
- Design roads with traffic calming features and monitoring technology, such as CCTV and photo radar, to reduce speeding.
- Design safety islands to provide pedestrians with a safe midpoint when crossing intersections where traffic lights do not exist.
- Install Safe Needle deposit boxes in identified areas.

### **Art and Park Investments**

When developers fulfill all the projects on Quayside as well as their existing projects along Queens Quay, we will face an increase in population. New projects will add 13,000 additional residential units to the

existing 2,000 plus units. There will be a need for more parks and public plazas to meet the needs of our community and visitors.

Recovering the section of the Parliament slip to allow the extension of Queens Quay across to the Keating Channel Precinct shows forethought in this area. Perhaps even more of the Parliament slip can be reclaimed to align with the proposed Silo Park in Block 5. This recovery should provide a dramatic Parliament Plaza at the end of Parliament Street that can enhance Silo Park and allow our community with the participation of Waterfront BIA to introduce outdoor projections on the silos at various public holidays. Parliament Plaza can also provide a venue or galleries for our local Artscape community.



We thank Waterfront Toronto for taking the feedback from our community into consideration during the preparation of the request for proposal. EWCA looks forward to a successful partnership with Waterfront Toronto to build a safe and vibrant sustainable waterfront community at Quayside.

Yours sincerely,

*David Chan*

David Chan

President

Email: [eastwaterfrontcommunity@gmail.com](mailto:eastwaterfrontcommunity@gmail.com)

**East Waterfront Community Association**



Hi

As a Resident in close proximity to the Quayside area, I very much appreciate the opportunity to provide feedback on the project's updated goals of **Inclusive, Resilient** and **Dynamic**. While Inclusive and Resilient seem very clearly outlined, I have concerns about the goal, as currently outlined, for Dynamic.

## **Dynamic**

In speaking with my neighbours at Pier 27, we have concerns that livability for Residents in the area isn't sufficiently being prioritized and protected under the goal of Dynamic. We understand that area businesses need to draw visitors "to enjoy the water and interesting things for them to do and see during all four seasons". But the concept of Dynamic as a goal needs to be further refined to take a more proactive responsibility for the negative consequences directly resulting from drawing large numbers of visitors into an area with high density of condo Residents.

In pursuing the goal of Dynamic, livability for Residents must not be compromised. Residents are crucial to the success of this new community and retaining them through their full life-cycle must be built into the very design of the community. This challenge of ensuring livability must be shared by the Development Partners and built into the RFP so it is reflected in the design of the area from the very start (vs one-off solutions implemented after the fact).

Future Residents of Quayside, like the Residents of existing Waterfront neighbourhoods, will face challenges related to **high density condo tower populations combined with high tourism traffic destination**. Together these two challenges create unique issues for Residents in Waterfront communities - there are not many neighbourhoods in Toronto that face the combination of both of these issues together: high density condo tower populations and high tourism traffic. Add to this mix, the inevitable plans for large scale "dynamic" special events that bring even more visitors into the area for a short but intense timeframe. Developer partners interested in the area, should therefore be required to address the reality of these combined issues to protect the long term livability for Residents.

Living in the Waterfront area, Residents are already facing the negative side effects of having large number of daily visitors drawn to an already high density residential area, including "stunt driving" along Lakeshore, illegal AirBnB party suites, gun violence, all-night crowded events on the waterfront, unlicensed late-night fireworks, and unrestrained littering, human feces and needles. None of these things is conducive to creating a home.

Since the Quayside neighbourhood is geographically distinct, it can explore the creation of a **Pilot Project for Waterfront Community Quality of Life Standards** - this could be a multi-level program that is implemented at the design stage vs as a reaction once inevitable high-density problems arise. Rather than wait for the issues related to high

density combined with high tourism traffic to appear (as they invariably will), Quayside should be built with features that are designed to pre-empt these issues from happening. Investments in this pilot project could include: technology, infrastructure and an extension of the TPS's Neighbourhood Teams program.

Much like the ***Percent for Public Art Program*** and ***Community Infrastructure Programs***, the Developers should be required to create and fund a comprehensive program that will protect the livability of the area for Residents. Based on the same principle that Developers should share in providing art installations and community infrastructure to add value to the area, we are suggesting that Quayside can experiment with extending these programs to include investments in protecting the livability of the area. The Developer would invest in the initial design and implementation and set up of the program, and then the Condo corporations in the area would share in the cost of ongoing services associated with this program (much like a Shared Facility agreement between condo buildings that have shared areas to upkeep).

We have a unique opportunity in creating this new Request for Proposal (RFP) for Quayside to challenge Development Partners to create and support a Pilot Project that delivers a better way to monitor and enforce safety and quality of life standards from the very inception of this new community. The results of this Pilot Project will not only benefit the Quayside and surrounding Waterfront neighbourhoods but can serve as a template for other communities across Toronto that are facing the dual challenges of both high density condo residents and high tourism traffic.

Waterfront Community Quality of Life Standards Elements could include:

**Technology Investments**

- High Res-CCTV cameras built into key intersections;
- AI monitoring technology that provides early warning of increased car, pedestrian and bike traffic, speed violations monitored that trigger increased resources sent to the area;
- Public Address Speaker system installed.

**Infrastructure Investments**

- Traffic calming elements built into the design of the roads to reduce speeding;
- Traffic lanes that are designed to be easily converted into exclusive walking/biking lanes during the summer/weekends (with easy access detour thoroughfares for cars);
- Safe Needle deposit boxes installed in key areas;
- Garbage collection and removal system designed to scale up for high volume;
- Design of parks and green space with decorative gates built into the plan so they can be closed and the park secured overnight (this is used in Chile and Argentina very successfully)

**Extension of TPS's Neighbourhood Teams**

Over the past year, many civic leaders have grappled with the challenges of a Police force showing the strains under increasing pressure to be all things to all people. The calls to "defund the Police" highlight the need to explore new ways to monitor and enforce within a community that better meets the needs of the specific neighbourhood and protects quality of life standards for all Residents. The Toronto Police Services has recently launched a Neighbourhood Teams program that focuses on building strong links between communities and dedicated Police Officers. Currently, calls to Police for noise complaints, AirBnB parties out of control, "stunt driving", fireworks, and a host of other non-urgent issues are not prioritized by the Police and response times means that Residents lose faith that these issues are being addressed.

Quayside could play an important role in exploring the right mix of services that are effective for all members of the community. As an extension of the recently announced TPS's Neighbourhood Teams, the Quayside program could recruit and train community Ambassadors that will patrol the area, have priority access to backup resources from Police or EMS as the situation requires, enforce safety rules, write tickets for non-violent infractions, and encourage compliance of quality of life standards that contribute to a livable neighbourhood. These compliance officers would straddle the roles of a Security Guard and a friendly "Neighbourhood Watch" Volunteer under the direct oversight of the TPS. Unlike current Security Guard patrols that are only tied to a specific building, these community Ambassadors would watch over the entire area. Each shift will include some highly trained specialists that can recognize and de-escalate non-violent mental health episodes that do not require Police Officer involvement. The Ambassadors would reflect the demographics of the Residents.

The results of this Pilot Project for protecting Waterfront Community Quality of Life Standards in Quayside could feed into the larger conversations across Toronto for other Waterfront communities or other neighbourhoods that similarly face the dual challenges of high-density condo tower residents combined with high tourism traffic.

Franca Miraglia  
On behalf of residents of Pier 27

Join us online



**Waterfront Toronto**

20 Bay Street, Suite 1310, Toronto, ON M5J 2N8

T. 416.214.1344 / [info@waterfronttoronto.ca](mailto:info@waterfronttoronto.ca) / [waterfronttoronto.ca](http://waterfronttoronto.ca)