




YONGE
LOVE

CAMPAIGN FINDINGS REPORT

DOWNTOWN



A DOWNTOWN YONGE BUSINESS IMPROVEMENT AREA PROJECT



The next five years will lock down
Yonge for the next generation.
It's going to be a new world. Let's
build a great Yonge Street.

BOB FABIAN

DOWNTOWN YONGE RESIDENT & RETAIL ADVOCATE



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Looking Ahead

Yonge Street is truly Toronto's main street, an important public space, and a cultural icon. Any changes need to understand and honour its history, and guarantee its place in the hearts of Torontonians and Canadians.

In 2014, the City of Toronto announced a revitalization initiative along Yonge Street from the Waterfront to Davenport. This is a once-in-a-generation opportunity to provide long-overdue infrastructure improvements to our streets and sidewalks, and complete the work started a decade ago with the creation of Yonge-Dundas Square.

At DYBIA we recognise that a strong vision is needed to shape the future of Yonge Street and the Downtown Yonge neighbourhood. And that vision must come from everyone – because this

street belongs to us all.

So we launched an unconventional, creative approach to community consultation, leveraging social media and on-street activations to reach not only local community members, but all stakeholders with something to say.

We called it Yonge Love.

Yonge Love's Campaign Findings Report is the culmination of a robust, community-driven visioning for Yonge Street and the Downtown Yonge neighbourhood. The campaign strove to be inclusive and accessible, and we believe the methodology sets a benchmark for engaging with diverse people, voices, and challenges.

Going forward, the Report will be used to guide

Vision must come from everyone – because this street belongs to us all.

DYBIA's advocacy work, as well as inform both current and future priorities.

The response was extensive and the voices varied but we heard clearly the desire for a great downtown.

- People want human-scale, walkable neighbourhoods that connect them to their community. That means wider sidewalks, more trees and a vibrant street experience to invite residents, employees and visitors into our neighbourhood's public realm.
- A vibrant street experience needs programming, events and festivals. Those should come in different shapes and sizes to appeal to different audiences, and in a variety of locations throughout the neighbourhood.
- Shopping is evolving and changing as fast as the neighbourhood itself. There's a place for brands, but there's an equally important place for artisanal, local and independent stores.
- We need to be increasingly creative in our use of space, finding new and surprising uses for public realm assets in particular and leveraging the limited amount of green space for the community. Visions include vacant spaces hosting pop-up galleries, markets and more.

- Intensification poses significant challenges that could impede the neighbourhood's growth. But if crowding, congestion and logjams are managed now, those same challenges would turn into an opportunity to embrace growth.

- Overall, there is a need for balance. A neighbourhood that is accessible, inclusive of all users, a complete street that is responsive to community needs, and welcoming to all is the foundation of a strong community and a strong city.

This Campaign Findings Report details a wealth of information on all aspects of Yonge Street, in the voice of our community.

Before us is the chance to shape the evolution of Canada's most iconic street, to revitalize a historic cultural centre, and show the world a neighbourhood that truly captures the spirit, vibrancy, and lived experience of Toronto.

On behalf of the Downtown Yonge BIA, thank you for your interest in this campaign, this street, and its future.

Mark Garner
Executive Director & Chief Staff Officer
Downtown Yonge BIA



A creative community consultation on the future of Downtown Yonge.

What Is Yonge Love?

Activated by the Downtown Yonge Business Improvement Area (DYBIA) over the course of seven months in 2014, Yonge Love took a creative approach to community consultation on the future of Downtown Yonge, with the goals of cultivating greater accessibility and diverse voices in civic engagement, building stronger connections with and within the neighbourhood, and sharing Yonge Street's unique stories and perspectives.

Yonge Love's unconventional engagement strategy was crafted to gather valuable feedback in refreshing ways. It acted as a vehicle to look at where we've been, share what could be better, and dream of what's possible for the future of the Downtown Yonge neighbourhood. It sought

to reenergize affinity for the fast-changing civic heart of Toronto. Torontonians from all walks of life were engaged through an innovative and interactive mix of original video and editorial content, social media and street level conversations. These created fun opportunities to express, share ideas, and collectively paint a picture of our best Yonge Street, as well as strike up conversations and stories around key questions and issues.

Yonge Love connected with us where we live, work, play and learn. We're excited to share what you had to say on the future of Downtown Yonge.

Cities are about people; how they want to live in and build their communities. Downtown Yonge BIA wanted to find out what the community wanted from our neighbourhood, now and into the future.

MARK GARNER

EXECUTIVE DIRECTOR & CHIEF STAFF OFFICER, DOWNTOWN YONGE BIA

DOWNTOWN



Downtown Yonge Business Improvement Area (DYBIA) is a non-profit organization that creates or advocates for vibrant area events, provides on-street clean and safe services, produces capital improvement streetscape projects and promotes the neighbourhood through branding and marketing initiatives.



For more information visit
downtownyonge.com

Why We Did This

Downtown Yonge is an area that includes several tourist destinations, over 600 retail stores, over 180 restaurants and bars, 8 hotels, 4 theatres, and the outdoor entertainment hub, Yonge-Dundas Square. It's a fast-changing and integral part of Toronto, and in the coming years the neighbourhood will continue to go through enormous transformation. Fuelled by extensive new residential development, a burgeoning student community and a growing workforce from local businesses – Downtown Yonge's population is expanding rapidly. Over half a million visitors and employees, and a resident population of more than 175,000 animate Downtown Yonge every day. Some 49% use

transit to get there, and 40% walk. As these trends continue, it is increasingly critical to ensure that Downtown Yonge responds with a human-centred approach.

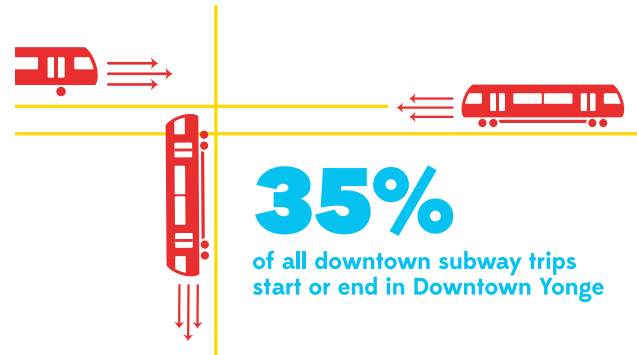
At DYBIA, we need the best information possible to reflect the community, and provide holistic advocacy tools for the neighbourhood. Everything learned through the Yonge Love project has been collected and analyzed to help shape a new vision for the future of Downtown Yonge. This will inform ongoing Downtown Yonge advocacy work with the City and other community partners.

Downtown Yonge At A Glance

For sources see page 81

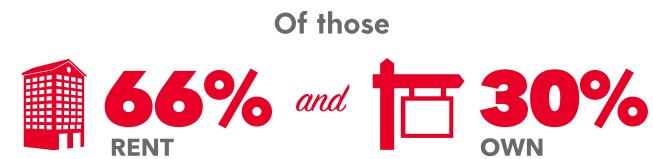


1



4

Downtown Yonge is home to **175,000 people.**



7

There are **641** retail stores in the neighbourhood, totaling **4.2 million sq. ft.** of retail space

With the largest retail categories being



10

The daily crowd is made up of approximately



2

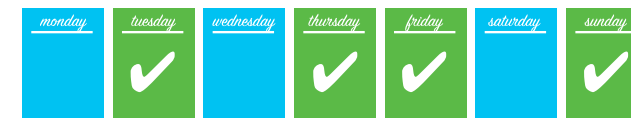
180,000

people travel to the area by subway every day to College, Dundas and Queen stations



5

60% of visitors are here daily or three to five times a week.



8



11

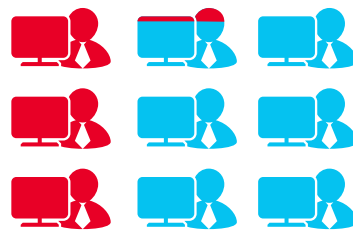
Of those people...



3

35%

of residents in the neighbourhood walk to work.



6

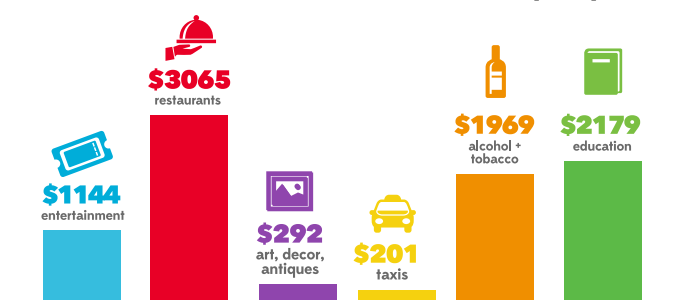
Downtown Yonge's housing is made up of

93% apartments or condos.



9

People in Downtown Yonge spend per year



12

Your voices
and experiences
are unique.

Your eyes see
things differently.

Your vision is important
to the future of
Toronto's civic heart.

Thank you
for sharing.



How It Worked

Yonge Love's multifaceted approach was crafted with two main objectives in mind: to spark conversation and idea-sharing on a range of key issues for the future of Downtown Yonge; and to fuel rekindled interest, energy and connection with the Yonge Street of today – and tomorrow – among Torontonians and visitors alike. With an emphasis on original and user-generated content creation, social media seeding, and street-level engagement – Yonge Love leveraged every opportunity to broaden the conversation and forge a new approach to public consultation.

From the outset, Yonge Love was a bit of an experiment – a bold approach demanded by an even bolder neighbourhood. It required adaptability to bend with the conversation and connect in new and meaningful ways. As a result, the data generated through the project spans a broad range of textures, voices

and depths. From passing exclamations to thoughtful think pieces, we sought to listen and learn from what we heard, and generate a meaningful reading on the pulse of Downtown Yonge's many stakeholders. Over 2,000 people shared directly through one of Yonge Love's many touch points, with thousands more experiencing Yonge Love through its content, activations and awareness. For more on what those touch points were, see *Engagement & Impact* on page 68.

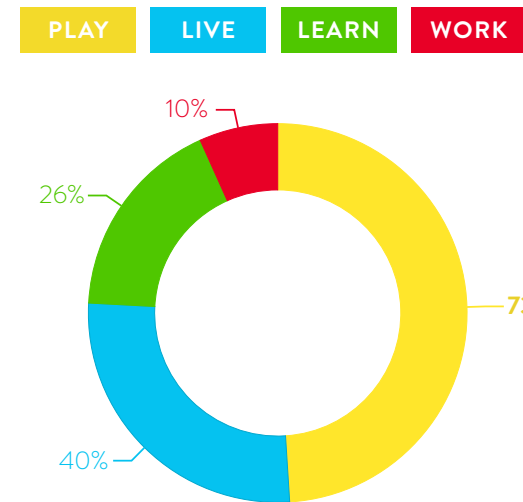
The feedback we received consists of hard data such as the results of our Interactive Survey or our social media engagement, as well as feedback gathered through a variety of platforms, including video interviews and online comments. Both sets of data work in tandem to help paint a picture of the wide range of voices and ideas shared through the process.

Public space should inspire organic interaction between people; it should be defined by the community it represents. Most of all, it should reflect the people that live, work, play and learn here.

JAY PITTER

NARRATOLOGIST, URBAN PLACEMAKER AND SITE-SPECIFIC RESEARCHER

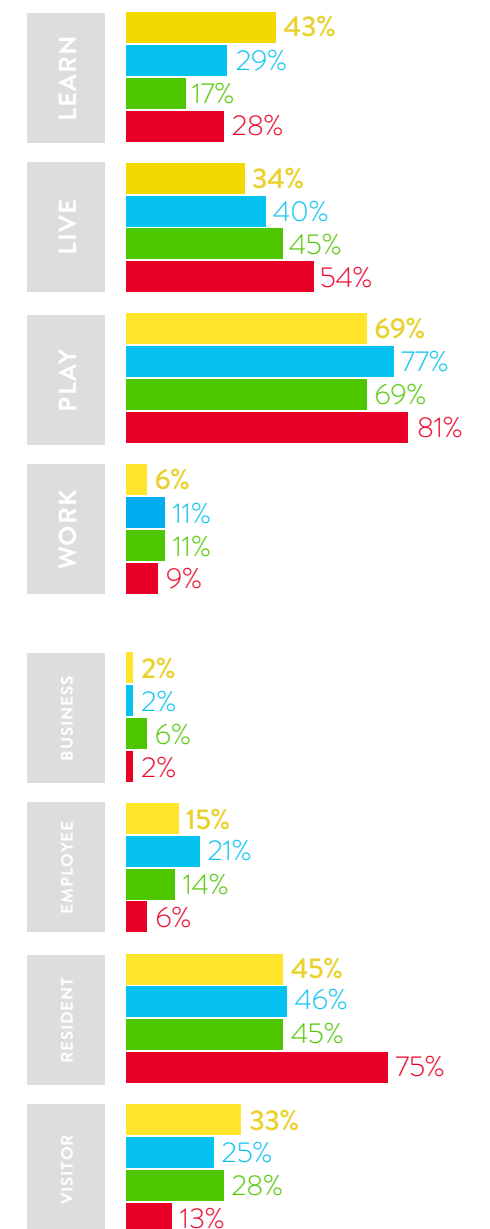
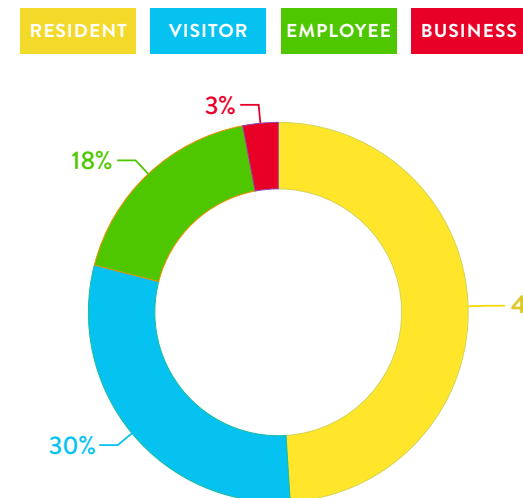
WHAT DO YOU DO IN THE AREA?

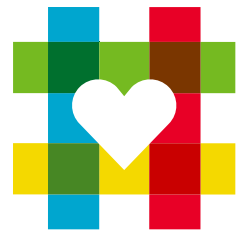


Who We Reached

This audience profile is representative of 1,693 Yonge Love participants, collected as part of the Interactive Survey. Respondents were allowed to make more than one selection. Therefore the total is not necessarily 100%.

WHAT BRINGS YOU TO YONGE STREET?





By Numbers

For more info about metric definitions, see Glossary on page 81

CAMPAIGN DATES
June 15, 2014 – January 15, 2015



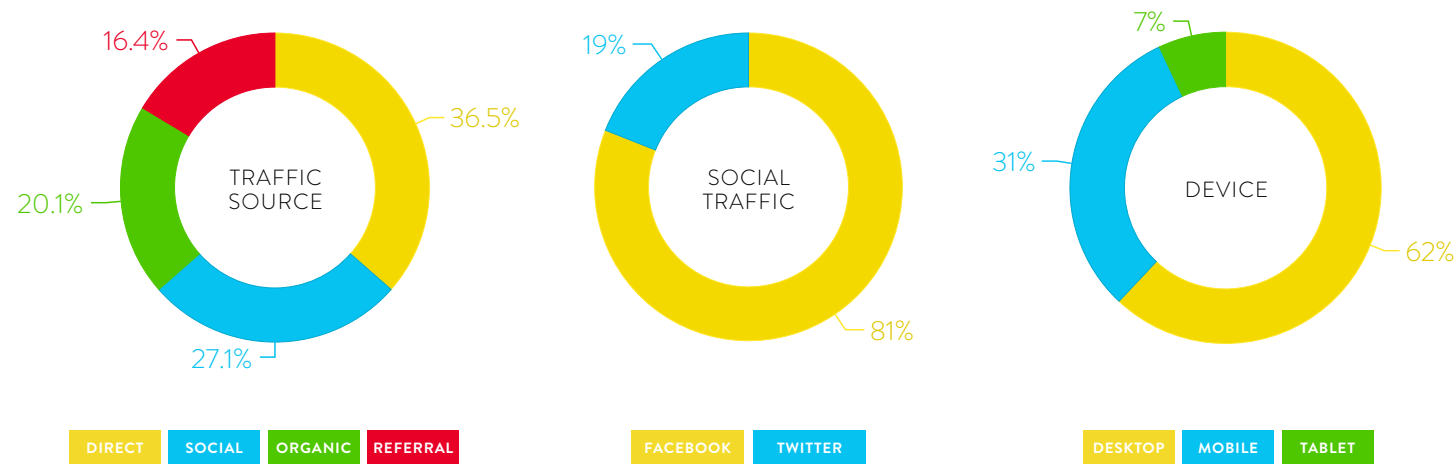
Media

Estimated Media Impressions (Print, Radio, Web) **7,900,000**
Comments Shared via 3rd Party Media Coverage **50**



Website

Visits to yongelove.ca **6,398**
Unique Visitors to yongelove.ca **4,599**
Pages Viewed on yongelove.ca **14,486**
Average Session Duration **2:23**




Twitter

Twitter Mentions (Tweets + Retweets) **530**



Instagram

#YongeLove Instagram Images Shared **641**
Unique Users Who Shared on Instagram **239**



Interactive Survey

of Yonge Love Interactive Surveys Completed **1,693**



Pop Up & Activations

Approx. # of Direct Engagements **4,022**
Approx. # of Pop Up Visitors (July-Nov, open avg. of 3 days/wk) **850**
% of Interactive Surveys Completed On-site **60.3%**



Facebook

Page Likes	1,151	Video Views	72,403
Impressions	871,513	Clicks To Play Video	14,339
Reach	494,960	Avg. % of Video Viewed	23.6%
Clicks	27,672	Video Views to 25%+	17,823
Actions	77,642	Video Views to 50%+	11,397
People Taking Action	59,918	Video Views to 75%+	8,532
Actions (Not Incl. Video Views)	5,239	Video Views to 100%	5,108
Website Clicks	1,512	Engagement Rate	15.7%
Post Likes	2,075	Unique Click Through Rate (CTR)	3.9%
Shares	540	Cost Per 1000 Impressions (CPM)	\$6.61
Comments	210	Cost Per Click	\$0.21
		Cost Per Engagement (CPE)	\$0.07

Expanding the public realm would make Yonge Street one of the most dynamic strips in the city. It would completely transform it.

SURVEY RESPONDENT

Methodology

Yonge Love's feedback is made up of two data sets – hard data and soft data. **Hard data** was registered as binary responses to closed single or multiple-choice questions, or to other measurable quantitative characteristics. **Soft data** represents all of the qualitative responses that were received, including answers to the Interactive Survey's open-ended questions, or comments received via social media, through yongelove.ca, or shared with Yonge Love staff.

In total, over 2,000 people contributed over 5,800 unique comments – an average of 27 comments for every day of the campaign. Through analysis of those comments, over 3,500 ideas emerged, which were then aggregated into one of 73 categories according to the shared subject matter that emerged from the comments themselves. For each of those 73 categories, a value was calculated illustrating the percentage of total comments that particular category represents. This helps identify the frequency with which an idea was

shared, shedding light on its level of priority among the sample group. Those 73 categories were then grouped into 13 subthemes, based on their similar subject matter, and those subthemes were then grouped into 6 key themes. Combined scores were assigned to each level, reflecting the total of their contained results. Taken together, this provides significant insight into exactly what was said about Downtown Yonge, with a focus on future improvements.

Yonge Love's open approach meant that a very wide spectrum of ideas were shared by a large sample group. As a result, in many cases the total percentage value registered by a category may seem low. However it is important to keep in mind when reviewing the results that, due to the method of analysis and nature of the data, an issue must be mentioned with enough frequency to be included and therefore a substantial number of voices are behind each result.



Wider sidewalks.
Great architecture.
Preserved heritage
buildings. Interesting
restaurants, cafés
and retail.



What You Had To Say

As you can see, Yonge Love was a BIG conversation, covering a wide spectrum of ideas. Torontonians have a lot to say about the heart of their city – we're a city of strong and varied ideas and opinions, and it showed!

But without a doubt, there are many things people are on the same page about when it comes to all things Yonge Street.

Here's what you had to say.

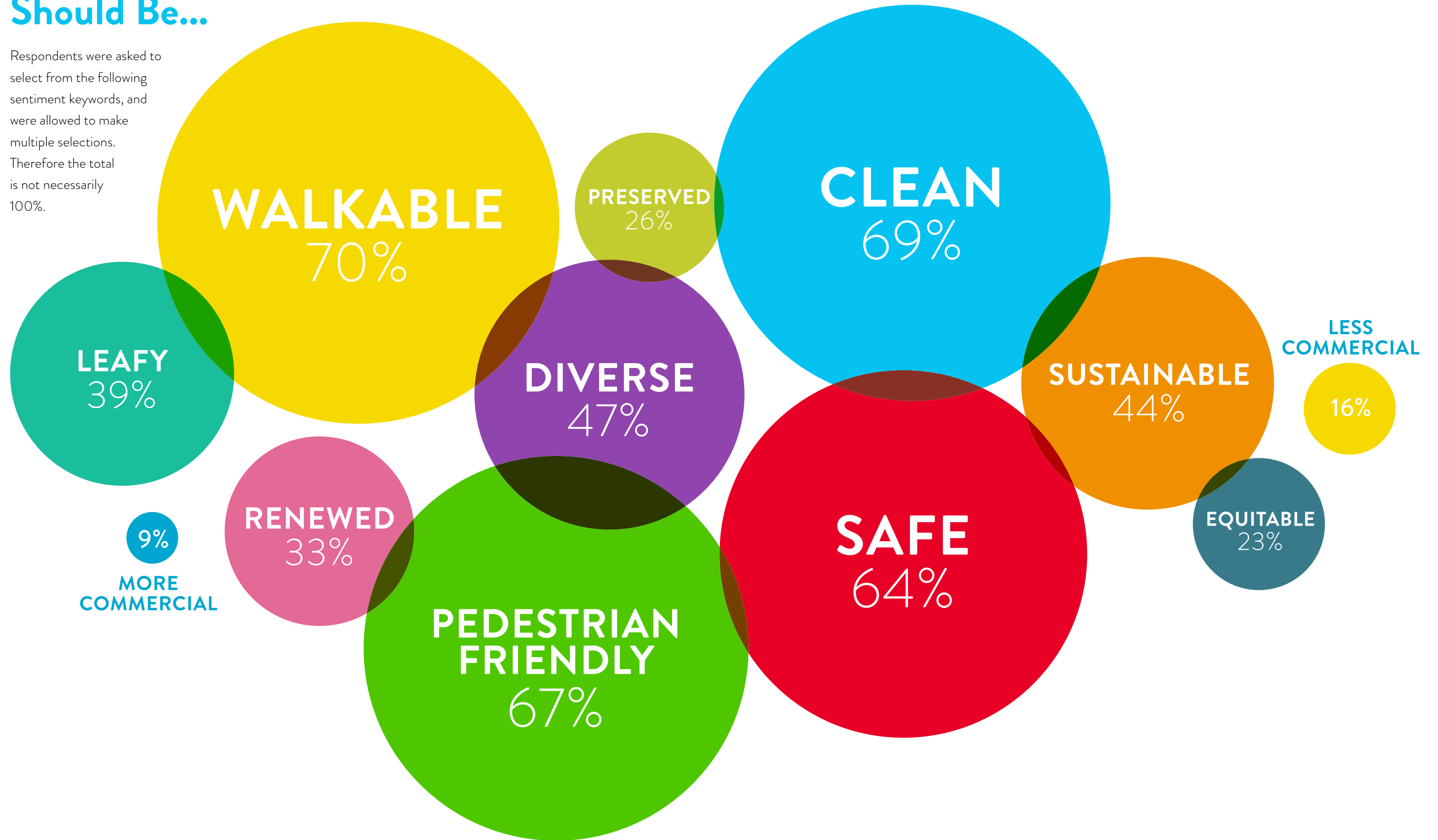
Part 1

Hard Data



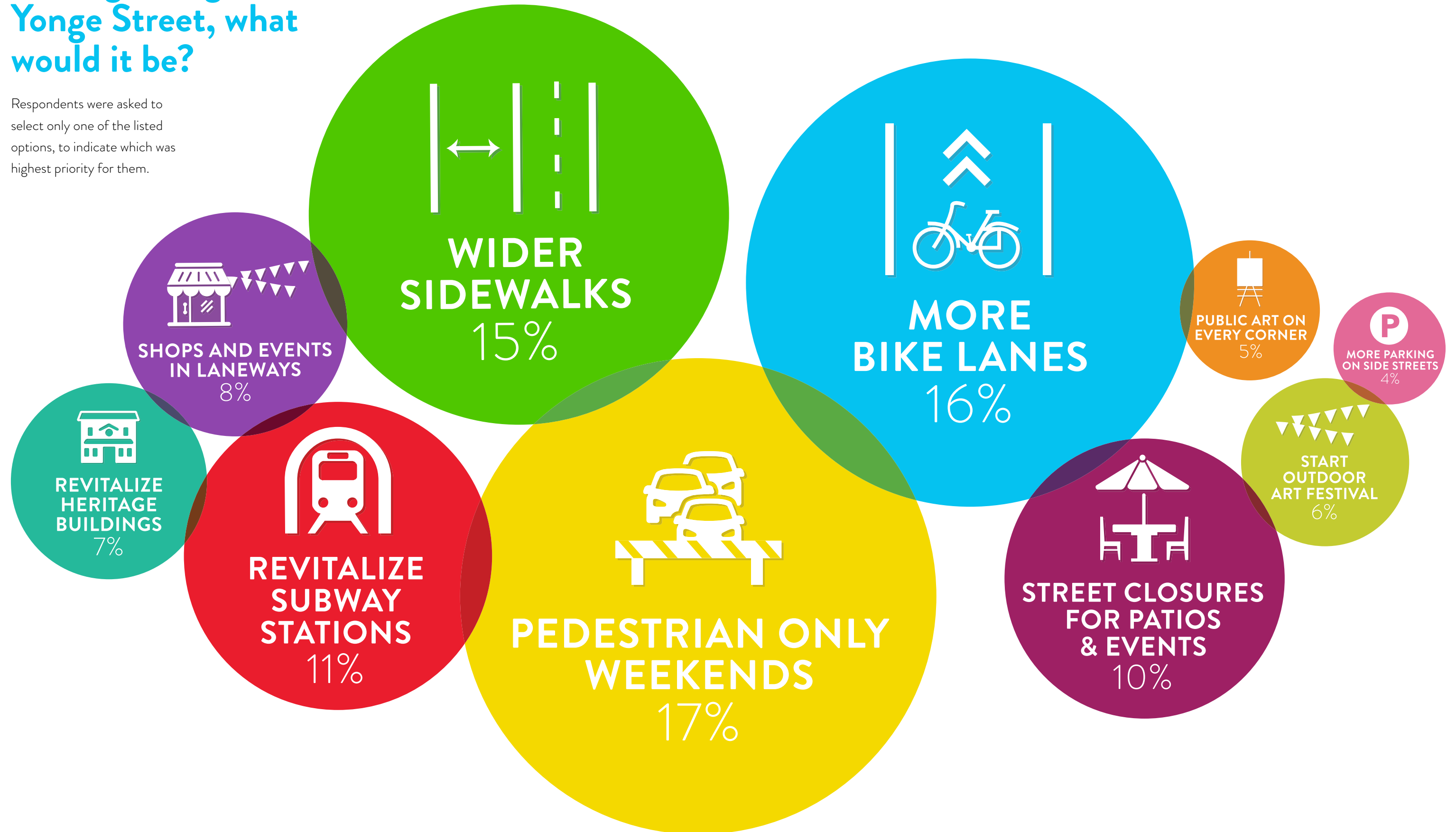
Yonge Street Should Be...

Respondents were asked to select from the following sentiment keywords, and were allowed to make multiple selections. Therefore the total is not necessarily 100%.



If you could choose one big change on Yonge Street, what would it be?

Respondents were asked to select only one of the listed options, to indicate which was highest priority for them.



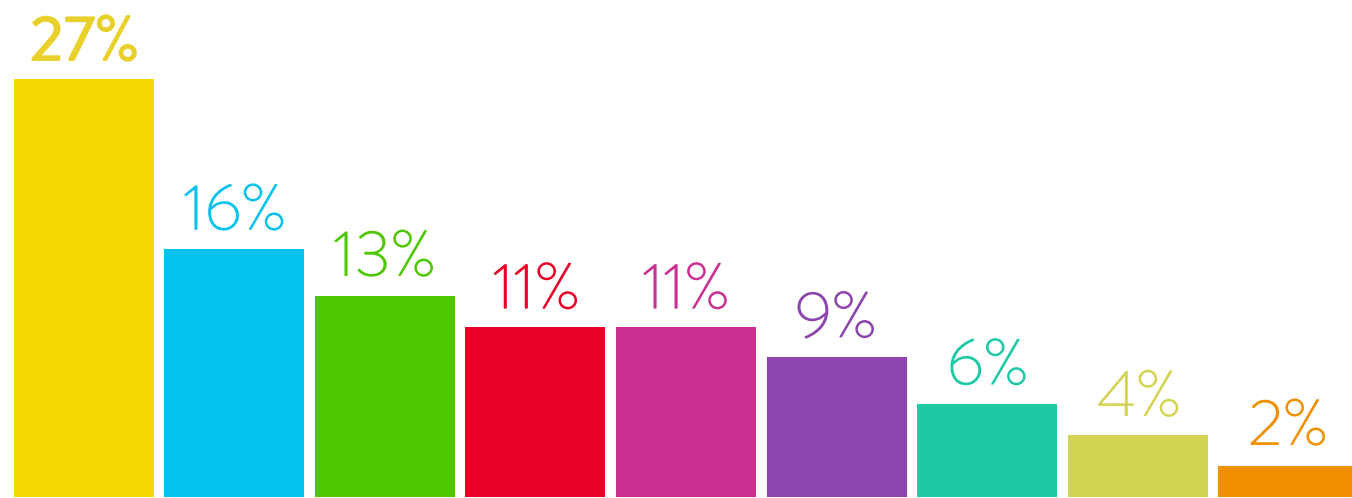
What kind of shops and services would you like to see more of on Yonge Street?

Respondents were invited to select as many shops and services as they'd like. Therefore the total is not necessarily 100%.

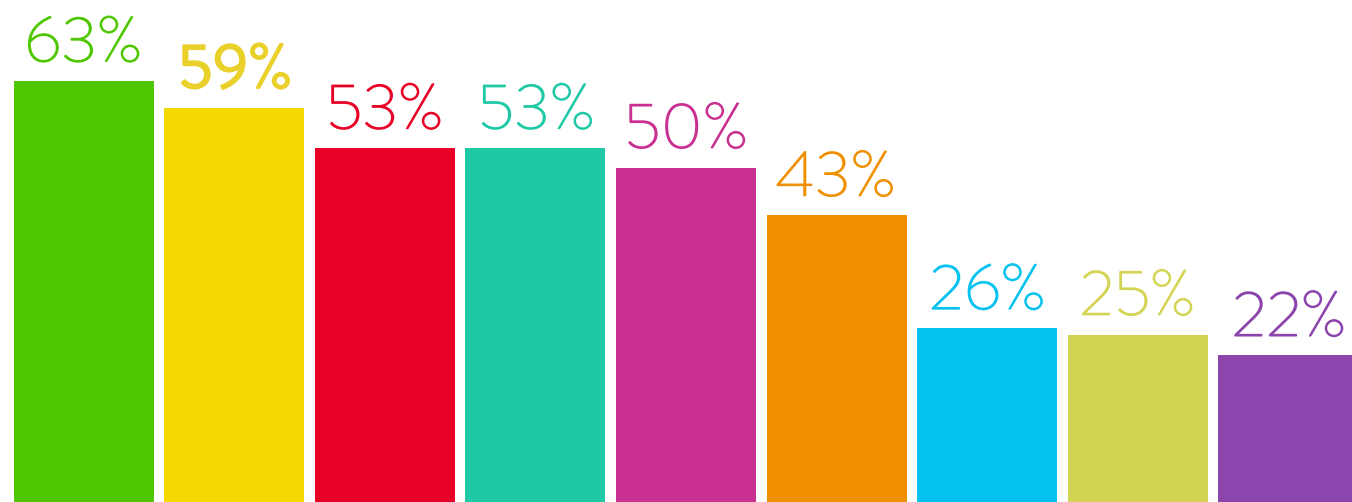


If you had \$10,000 to spend on improving Downtown Yonge, how would you spend it?

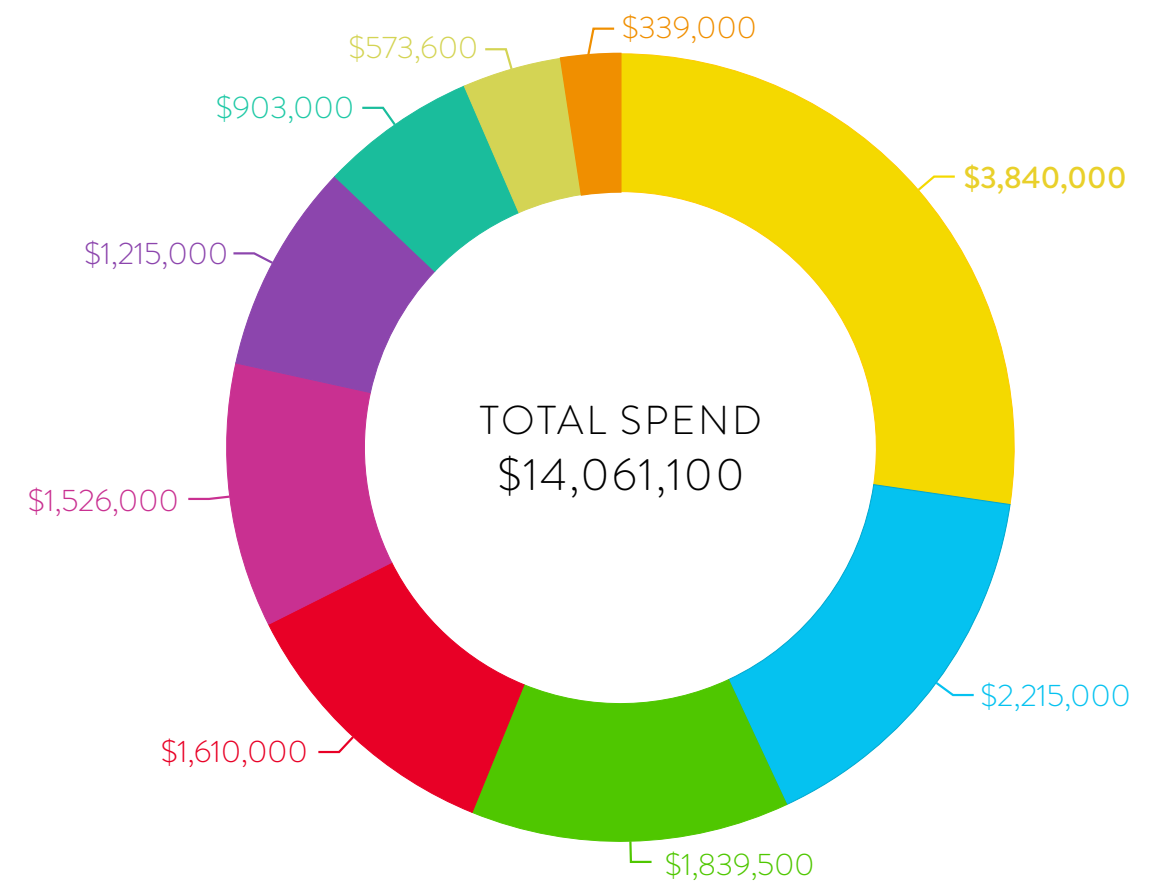
Respondents were invited to select as many of the available costed options as they'd like while staying within budget. Multiple selections of the same item were allowed, therefore the total is not necessarily 100%.



% OF TOTAL SPENT



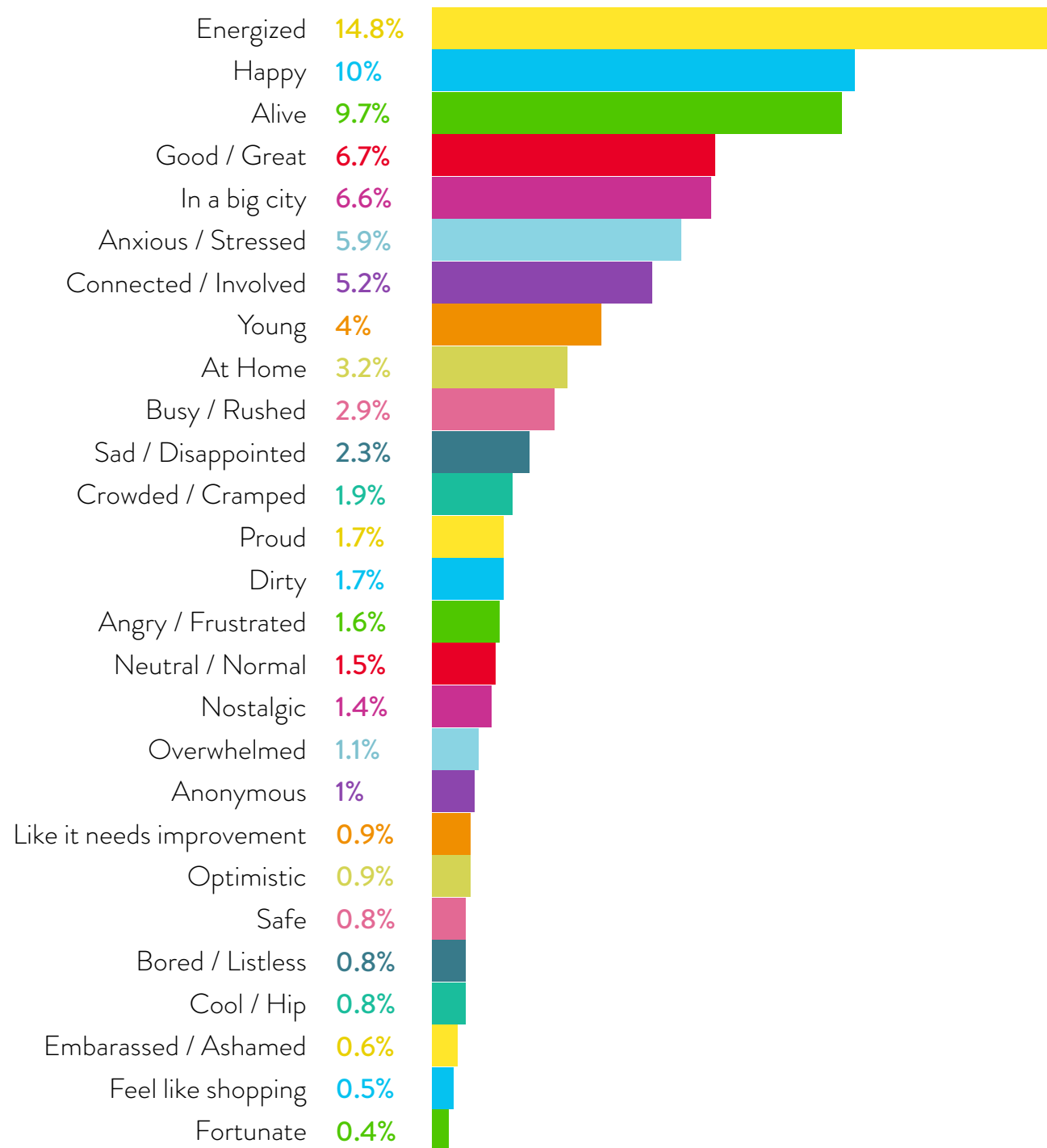
% OF PEOPLE WHO SELECTED



- New Street Tree** \$2500
- Mural** \$5000
- More Funding For Homelessness** \$500
- New Sidewalk Bench** \$1000
- Concert In The Park** \$1000
- Powerwash 2 Blocks Of Sidewalk** \$2500
- New Bike Racks** \$300
- Paid Duty Officer For 12 Hours** \$800
- Exercise Class In The Park** \$200

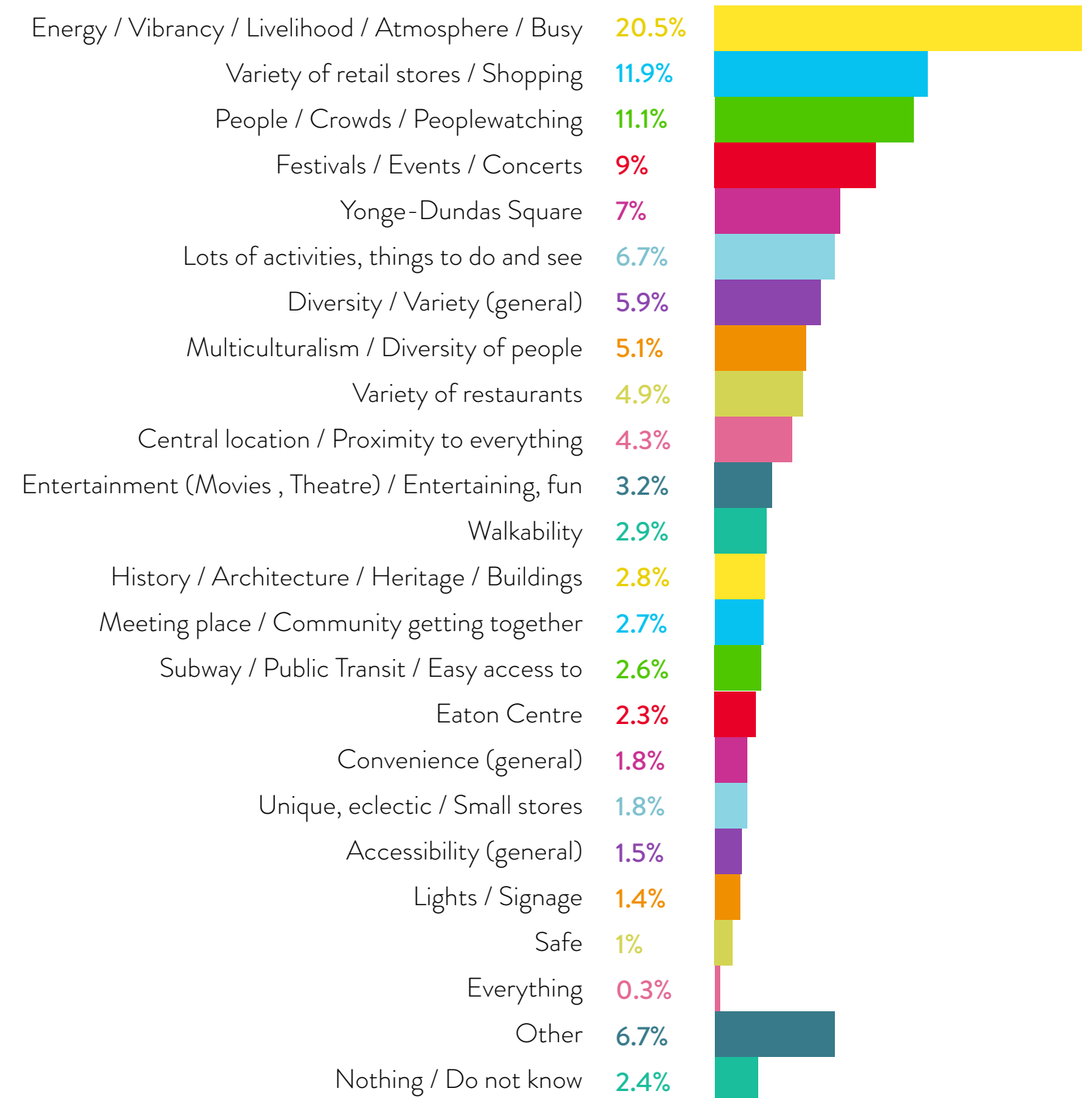
Yonge Street Makes Me Feel...

This was an open-ended, text-based question, where respondents were invited to answer in their own words.



My Favourite Thing About Yonge Street Is...

This was an open-ended, text-based question, where respondents were invited to answer in their own words.



Part 2

Soft Data

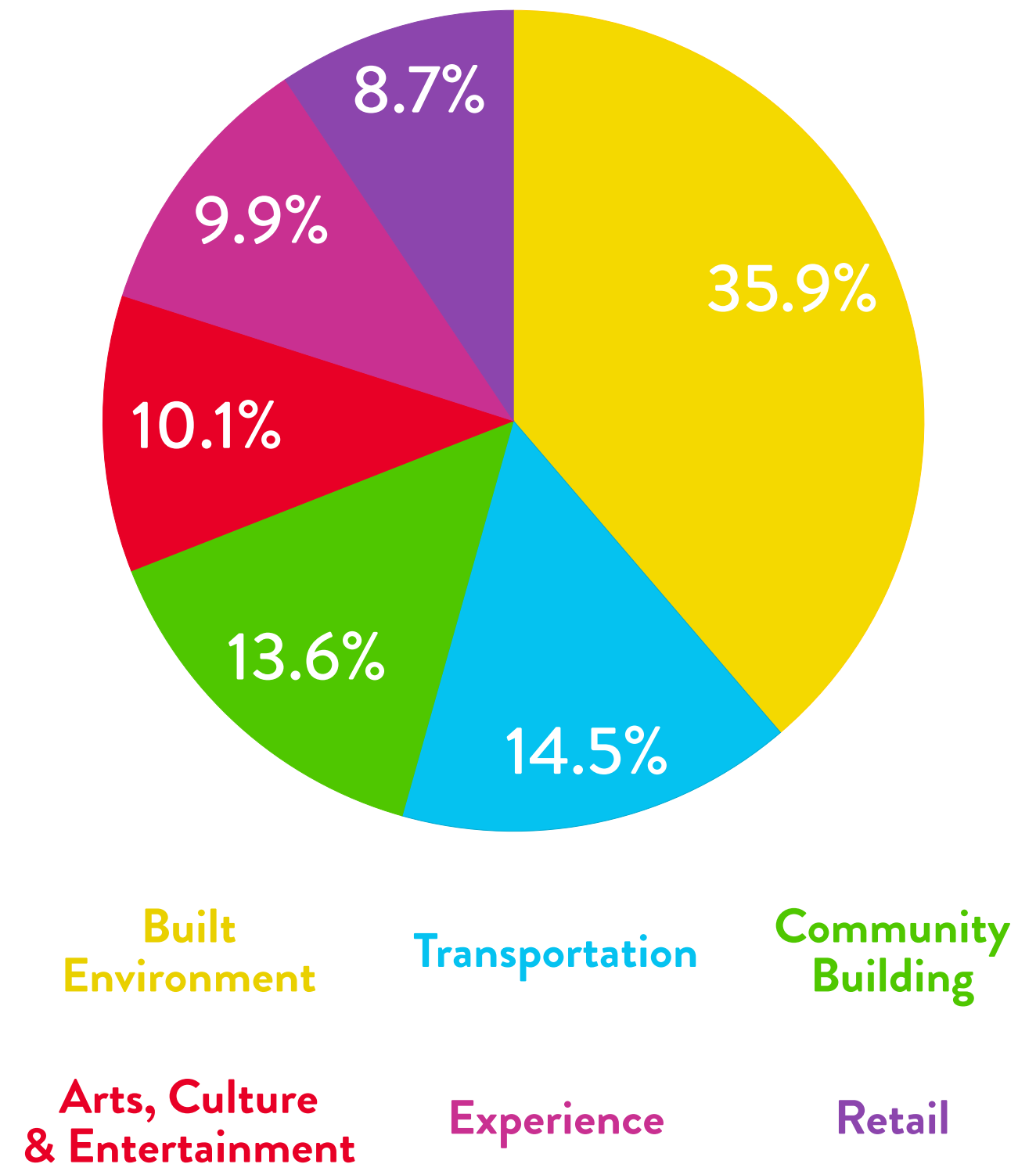


Design for people of all ages, of all abilities, and prioritize safe and enjoyable walking and cycling - the rest will follow.

SURVEY RESPONDENT

Priorities by Key Theme

This chart shows how each Key Theme ranks as part of the overall conversation. Figures represent the percentage of total ideas shared that relate to that Key Theme.



No-one is tearing down buildings to create more public space. So we need to figure out how to work with what's already here.

DAVE MESLIN
ARTIST AND COMMUNITY CATALYST

Built Environment

35.9%
of total ideas shared

Responses in this category ultimately have to do with space – how we use it, how it accommodates our needs, and how it looks and feels. As the most talked about Key Theme, it's clear that there is a strong desire to focus attention on improvements to Downtown Yonge's public space infrastructure

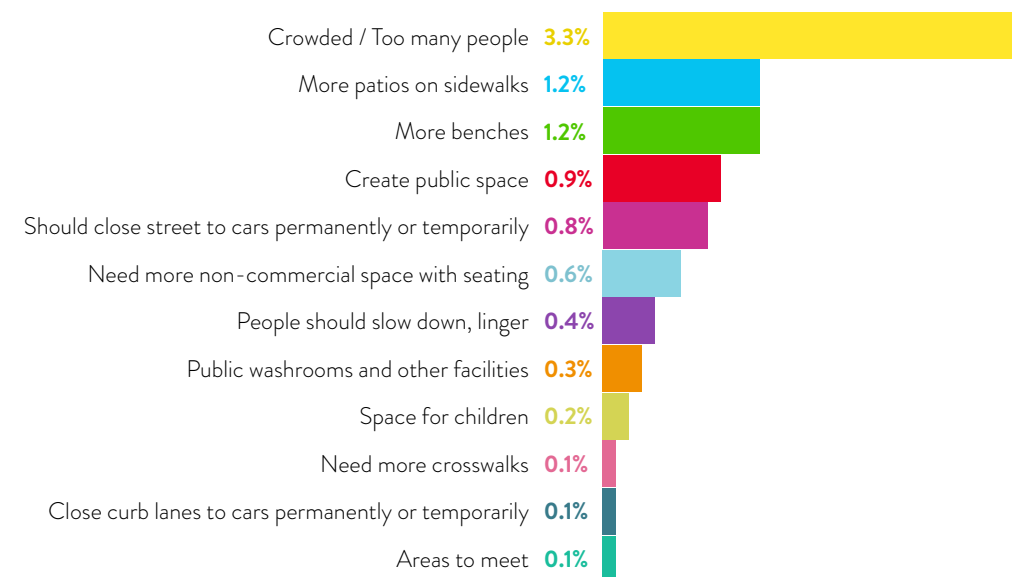
and the cultivation of a more pedestrian-friendly environment that is well-maintained and possesses a unique character, through thoughtful design that embraces new growth while preserving the neighbourhood's unique heritage.

Public Space

9.2%

There is strong consensus for public space improvements in the area, with a general sentiment that today's Yonge Street skews towards an over-crowded pedestrian environment that could be doing a better job of serving as a livable city centre. Respondents identify Yonge-Dundas Square as a positive public space feature. There is a desire for increased and more distributed public space features such as patios and seating areas, benches, a more

organic meeting place environment that's child and family-friendly, public washrooms and more crosswalks. Another idea that achieved significant prominence is the desire for occasional – and in some cases permanent – closure of Yonge Street to vehicular traffic to create a pedestrian dedicated promenade, at minimum from Queen north to College. The desire for a pedestrian-only Yonge Street dovetails strongly with the findings related to Wider Sidewalks, Cars and Cycling outlined in this graph – which, when considered holistically, support a strong consensus for exploring pedestrian and walking-focused approaches to Downtown Yonge's future development.

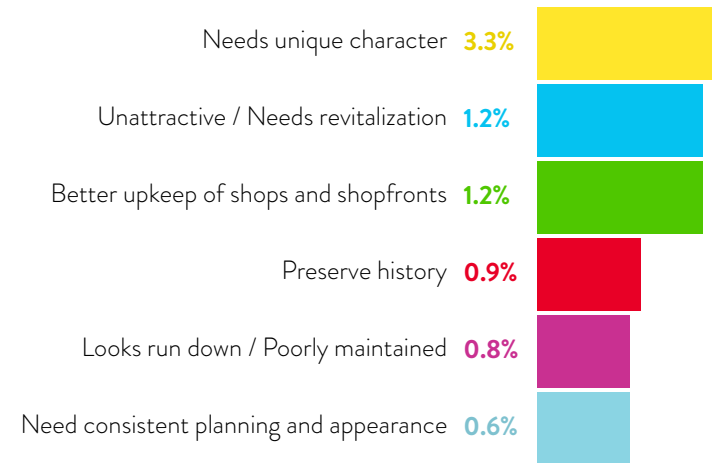


Heritage & Character

7.8%

Comments in this category are geared towards the overall upkeep and character of the built environment as opposed to general cleanliness. Three main concerns emerge:

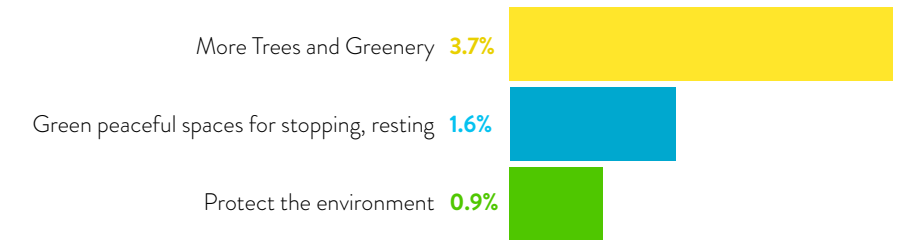
- The preservation of Yonge Street’s heritage features as an integral aspect of the neighbourhood’s unique character, attraction and ambiance, including building facades and historical signage;
- The need for improvements to Yonge Street’s more disjointed and poorly maintained storefronts, specifically in the section from College Street north to Bloor Street;
- An overall sense that more could be done to create a unifying, consistent aesthetic and level of quality that balances heritage features against existing infrastructure and new development to create a cohesive and compelling urban environment.



Environment

6.2%

As shown by the \$10,000 Interactive Survey question listed on page 30, and supported by 6.2% of comments, a greener Yonge Street is a pronounced desire among respondents. Among those who identified this as an area for improvement, the emphasis was on introducing additional trees and greenery throughout Downtown Yonge.



Street Maintenance

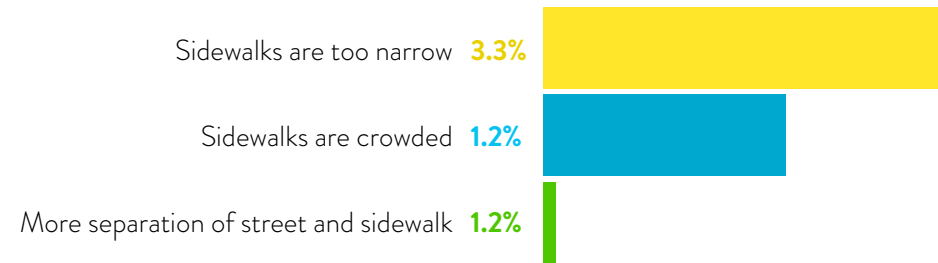
7.3%

A significant number of comments expressed concern about Street Maintenance, which support the desire for more attention and resources to be dedicated to overall upkeep and cleanliness in the area, as well as to road repairs.



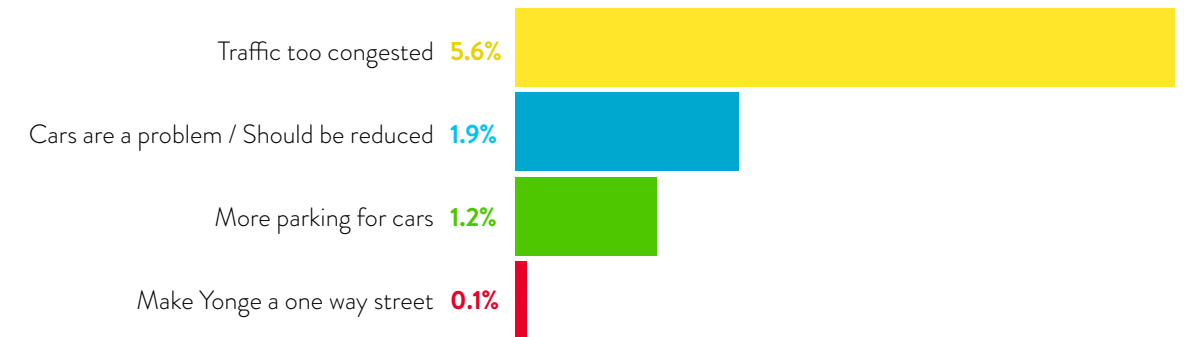
Wider Sidewalks 5.4%

Wider Sidewalks were mentioned with such frequency as to establish it as a standalone priority. The desire for Wider Sidewalks addressed safety concerns due to overcrowding and proximity to busy vehicular traffic, as well as quality of experience and attraction. People feel that Wider Sidewalks are the missing ingredient to fostering a safer, more welcoming Yonge Street.



Cars 8.8%

Cars have become a major challenge for the neighbourhood, with too much traffic and too much space afforded to vehicles being mentioned as the primary concerns to tackle.



Transportation

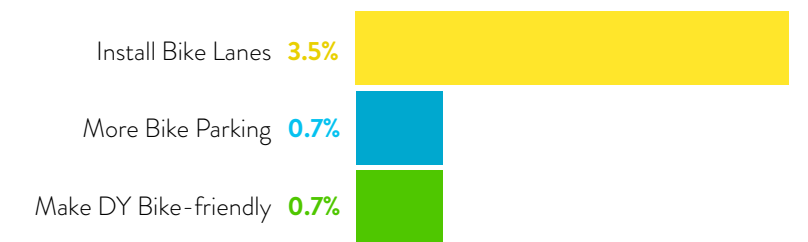
14.5%

Comments related to transportation were often embedded in other sentiments about the area, related to overall busyness, crowds and congestion. These concerns touch on simple ease of movement and access, and are relevant to all categories of transportation, including walking, driving, cycling and transit. Active transportation concerns, such as walkability are captured primarily in the Built Environment category.



Cycling 4.9%

Making up nearly 5% of the ideas shared, Cycling comments were marked by a desire for dedicated bike lanes on Yonge, improved bike parking and a more bike-friendly environment in general. Cyclists feel unsafe on Yonge Street and edged out between the heavy vehicular and pedestrian traffic.



Community Building

13.6%



Comments that fall into the Community Building category correspond with the more human dimensions of city life, such as improved social

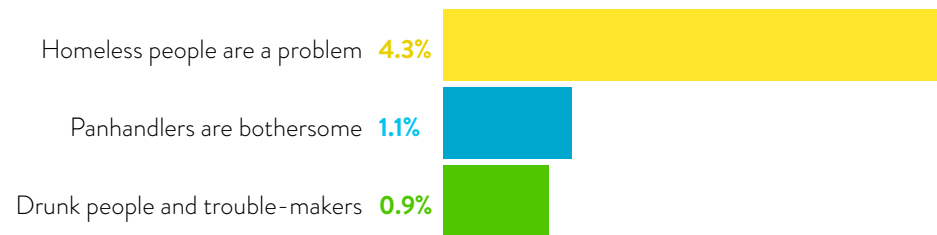
support services for under-served citizens and the desire for Downtown Yonge to be as much a diverse community hub as a commercial centre.

Homelessness

6.3%

While challenges such as homelessness were mentioned with high frequency, the context was predominantly one of compassion and concern. The majority of respondents who mentioned homelessness issues shared the view that increased

support services and safe spaces are needed, which can in turn have a positive impact on the neighbourhood as a whole.



Diversity & Inclusion

4.0%

There is a desire for a more accurate reflection of the city's diversity in all aspects of Downtown Yonge. This sentiment is echoed especially in the Retail category, where an increase in fine-grain and locally-owned shops was suggested. This is a result of the neighbourhood's rapid and ongoing transition into a residential area, as well as the need for it to keep pace with the changing face and tastes of the city at large. As with retail and food, cultivating an increased sense of belonging, collective

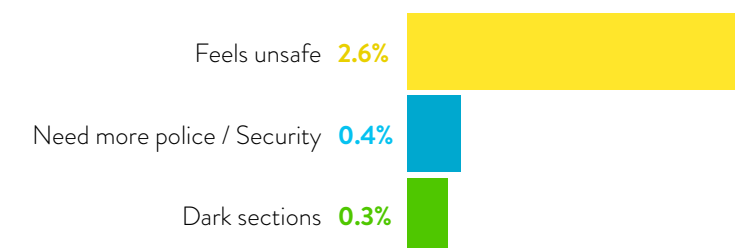
ownership and depth of character for the area will go a long way towards strengthening and building new connections within Downtown Yonge. Beyond the retail landscape, dedicated community spaces and cultural programming were identified as critical to nourishing a community and its people.



Safety

3.3%

Safety was a concern, with aggressive panhandling, the need for better lighting and security issues raised.

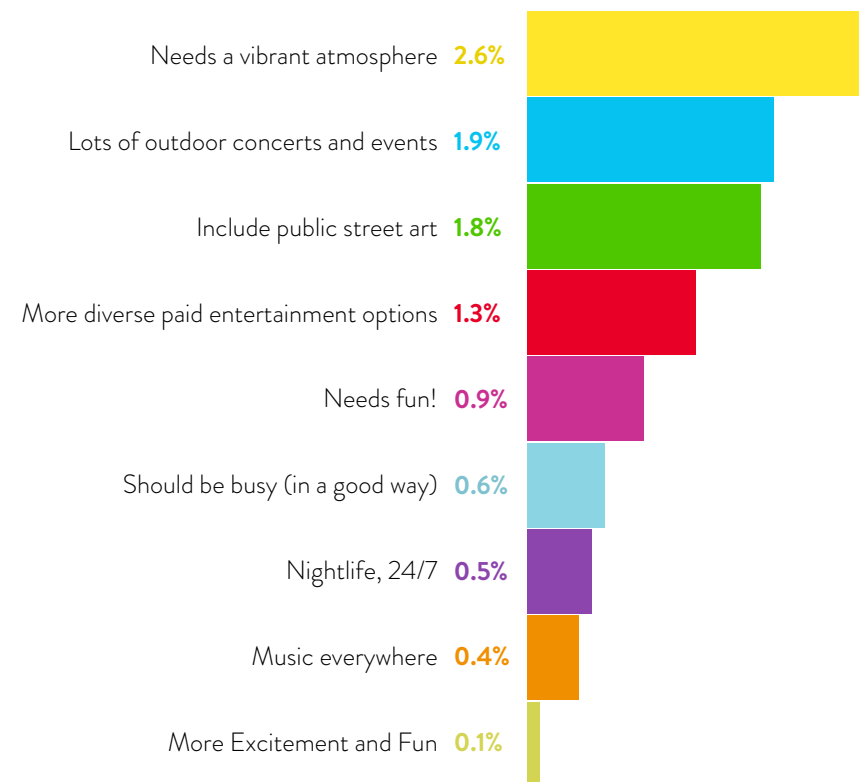


Arts, Culture & Entertainment

10.1%

Arts, Culture & Entertainment comments consist of appreciation for the neighbourhood's arts and culture legacy and by specific requests for more abundant cultural programming and live entertainment options; with the ultimate goal of creating a more fun and vibrant atmosphere. Respondents identified a desire for better cultural activity including a healthy nightlife, around-

the-clock opportunities for cultural engagement and socializing, better accommodated street entertainment, and an increase in the number of food and entertainment establishments. An increase in public art was also emphasized to breathe unique character into the neighbourhood. In general, Torontonians have high hopes for what's possible for Yonge Street as an arts and culture hub.

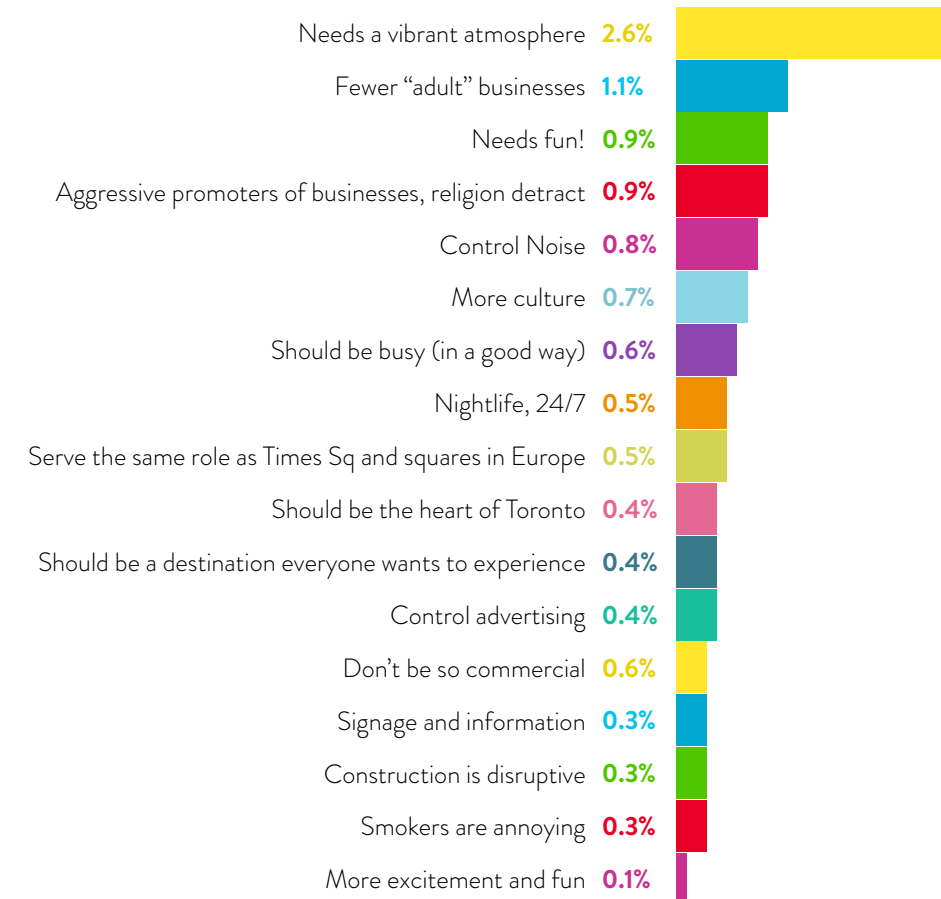


Experience

9.9%

A large number of comments relate to the overall feel of Downtown Yonge, appeal and comfort levels, or the role of Yonge Street as the heart of the city. On the negative side, a lack of vibrancy; rampant signage and advertising; disruptive construction and noise levels; adult entertainment establishments; and the presence of aggressive panhandlers, canvassers and street preachers were raised as concerns. On the aspirational side,

a number of respondents shared their view that Yonge Street should maintain a festive and vibrant atmosphere, on par with global hot spots. There is a general sense that Downtown Yonge is approaching this status, but is missing a few key ingredients to stand out as a unique destination.



The opportunity for this area is to get retail and entertainment that is different, so that people are excited to stay on the street.

KEN RUTHERFORD

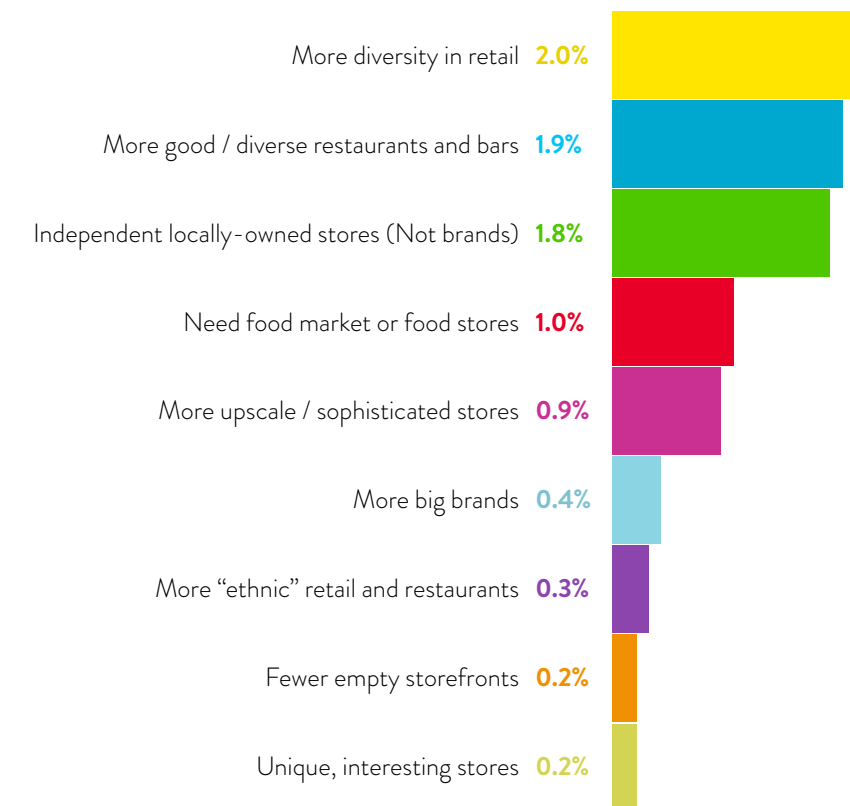
OWNER, THORTON-SMITH BUILDING, 340 YONGE STREET

Retail

8.7%

The results revealed that people want Downtown Yonge to be a dynamic mix of independent, local businesses of high quality – including unique shops, restaurants, cafés, bars and food markets. This would add depth and character that keeps people coming back, attracts new visitors, increases time (and money) spent in the area, and reflects the identity of the people of Toronto.

The retail experience is one of the area's main attractions, with many expressing its diversity and convenience as a key ingredient to Downtown Yonge's success.



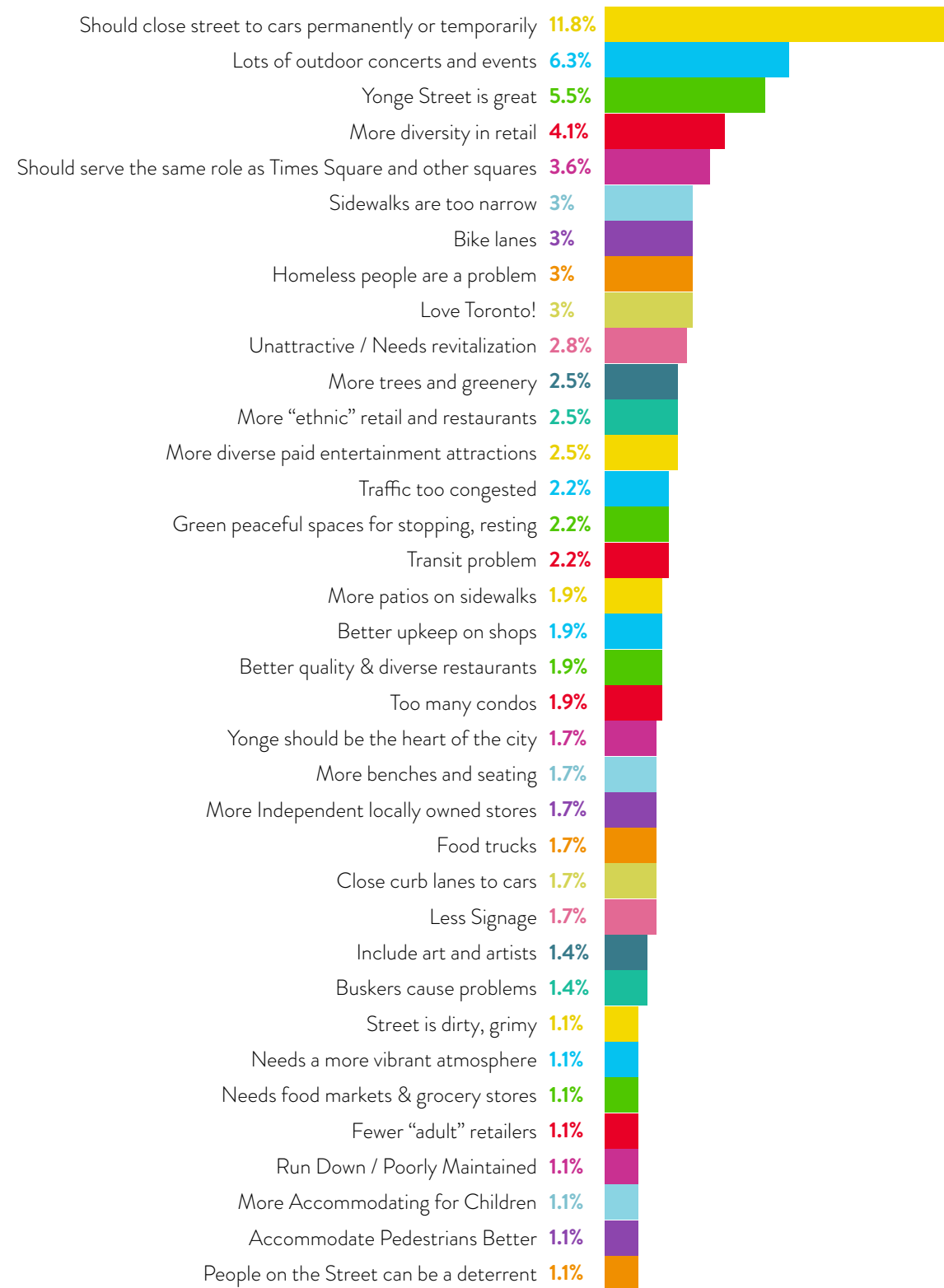
Priorities by Subthemes

This chart illustrates a comparison between each of the subthemes that group to form the Key Themes.



Social Media Comments

While comments received through social media were included in the full analysis, this chart illustrates what ideas and feelings were most prominent on social media specifically.



I can tell you all over Europe the people aren't shopping in the suburbs... they're walking the streets and shops with their families and friends.

SURVEY RESPONDENT

Campaign Content



Following are the videos, animations, and articles that were created throughout the campaign to activate conversation and promote Yonge Love. We have included a brief summary of each, what we heard during their production, as well as their release date and some information about the engagement they received on social media and yongelove.ca. Content is listed by order of views received, providing some insight into the response generated by each topic.

Video

JAN

Video Views	11,044
Reach	40,052
Avg. % Viewed	27%
Likes	274
Shares	125
Comments	41

Bringing Torontonians Back To Yonge

Despite being an extremely high traffic area and tourist destination, there are still a substantial number of Torontonians who are not drawn to Downtown Yonge on a regular basis. We visited some of the city's other key neighbourhoods to ask what would make Yonge Street a more appealing destination for them. People shared a variety of opinions, in the video and in the comments. They echo the priorities identified in Yonge Love's wider analysis: street closures and better pedestrian infrastructure; a rebalancing of the retail and food sector towards higher quality fine-grain and diverse offerings that reflect Toronto's character; more events and cultural programming; and improved transit access.



OCT

Video Views	9,440
Reach	57,060
Avg. % Viewed	25.7%
Likes	177
Shares	91
Comments	17

The Art Of Street Performance

Downtown Yonge's ever-present and multitalented musicians, buskers and artists add vibrancy and surprise to the neighbourhood. We spoke with some of Yonge Street's long-time street performers and audience members about why street performance is important. As one of our Top 3 best performing videos, as evidenced by its high number of Views, Likes and Shares – it demonstrates an appreciation for street performance as a defining feature of Yonge St.



Respondents argue that a vibrant street performance culture brings life to the neighbourhood, and suggest designating spaces for performers to foster a more consistent year-round presence.

NOV

Video Views	9,218
Reach	54,782
Avg. % Viewed	8.9%
Likes	65
Shares	28
Comments	5
Unique Pageviews	166

Music On Yonge

Live music has played a huge role in the history of Downtown Yonge. But how should it be a part of a future vibrant Yonge Street? In this video we chatted with a leading artist, a veteran venue operator, a Yonge Street music history expert and a local cultural programmer about the special role Yonge Street has played in the past as a hub for the city's music culture. We asked why it's so critical, and how it can build on its legacy.





OCT

Video Views	6,926
Reach	44,763
Avg. % Viewed	23.4%
Likes	166
Shares	69
Comments	12
Unique Pageviews	93

The Future of Retail On Yonge

As Toronto's original commercial centre, Downtown Yonge has experienced enormous changes to its retail landscape, from the general store to the modern shopping mall and everything in between. This video delves into how the retail sector continues to evolve in response to the shifting socioeconomic character of the neighbourhood and global changes in how we shop. We spoke with some of Downtown Yonge's retail experts about the major changes on the way and how the area is adapting.



SEPT

Video Views	3,434
Reach	29,082
Avg. % Viewed	31.2%
Likes	74
Shares	22
Comments	12

How Can Downtown Yonge Be More Pedestrian Friendly?

In this video we engaged with Torontonians during OpenStreetsTO, a pedestrian-focused street closure festival, and asked how to make Yonge Street more people-friendly. Respondents stressed the importance of wider sidewalks, safer bike lanes, and more green space.



JUNE

Video Views	5,458
Reach	41,766
Avg. % Viewed	28.7%
Likes	191
Shares	120
Comments	15
Unique Pageviews	164

Welcome To Yonge Love

Acting as the campaign's launch video, *Welcome To Yonge Love* was the first spark in the conversation, where the #yongelove hashtag was introduced and our team first hit the streets to talk to people about what they love about Yonge. This video captures the spirit of what Yonge Street means to Torontonians. As a start to the campaign, *Welcome To Yonge Love* underscored the fact that everyone in the city has a story to tell and a thought to share about Yonge Street.



MAY

Live, Work, Play, Learn

This video explores one of Downtown Yonge's defining features – its role as a multipurpose hub that accommodates a diverse population every day, where people from all walks of life come to Live, Work, Play and Learn. We spoke with a variety of people in the neighbourhood about how they interact with Yonge Street as they went about their day.





Animation

DEC

What should
the future of
**DOWNTOWN
YONGE**
look like

?

Video Views	10,319
Reach	37,724
Avg. % Viewed	26.3%
Likes	63
Shares	26
Comments	6

What should the future of Yonge St look like?



This animation acted as an overall promotional tool for the campaign, tracing some of Yonge Street's unique aspects and challenges over time to frame the open question of what our vision for a future Yonge Street should be.

JAN

MORE

PUBLIC ART

ON YONGE ST?

Video Views	7,492
Reach	39,604
Avg. % Viewed	24.8%
Likes	31
Shares	3
Comments	2

Do you want to see more Public Art on Yonge Street?



Downtown Yonge is already the heart of the city, but how can it do a better job of inspiring its citizens? This animation looks at the role public art plays in creating healthy, vibrant communities.

OCT

HAVE YOUR SAY

SHOULD FESTIVALS STAY ON YONGE?

Video Views	2,116
Reach	22,882
Avg. % Viewed	42.2%
Likes	41
Shares	4
Comments	13

Should Festivals Stay On Yonge?

Yonge Street is truly a street of festivals, with over 100 festivals per year. Festivals improve community wellness, stimulate the local economy, drive tourism and much more – but some argue large festivals should be moved outside the city core. This animation highlights the impact festivals have on community wellness in a downtown neighbourhood, and poses the question of whether or not they should stay there.



Profiles

In addition to content on particular issues, we produced a series of Yonge Love Profile videos featuring some of Downtown Yonge's personalities.



SEPT

Video Views	2,208
Reach	7,966
Avg. % Viewed	14.1%
Likes	5
Shares	1

Yonge Love Profile - Ron Soskolne

Ron Soskolne is an internationally-reknowned developer who has shaped some of the world's biggest urban attractions.

He led the revitalization of Yonge and Dundas for the City of Toronto. We spoke with him about how the transformation of Yonge-Dundas Square has helped reinvigorate the neighbourhood, and where he thinks things are headed.





JAN

Video Views	2,106
Reach	7,966
Avg. % Viewed	24.5%
Likes	32
Shares	19

Yonge Love Profile - Patties Express

We spoke with Daniel Cheng, owner of Patties Express, about his experience as a new arrival and small shop on Downtown Yonge's food scene.





DEC

Video Views	2,041
Reach	8,269
Avg. % Viewed	18.5%
Likes	5
Shares	18

Yonge Love Profile - Onyx Barbers

Barber shops are important community hubs for neighbourhoods. Onyx Barbers has been playing that role in Downtown Yonge for over a decade. We stopped by to chat with owners Kirk Tulloch and Lowell Stephens about Onyx, the changes they've seen and the future of Yonge Street.

NOV

Video Views	532
Reach	10,353
Avg. % Viewed	42.5%
Likes	23
Shares	2

Yonge Love Profile - Play De Record

Started in 1990 by Eugene Tam, Play De Record is a staple record shop and meeting place in Toronto, and a Yonge Street landmark. Jason Palma is a veteran Toronto DJ. We spoke with them about how Downtown Yonge has changed around them over the years.





OCT

Video Views	136
Reach	7,459
Website Clicks	57
Likes	42
Shares	2

Yonge Love Profile - Glad Day Bookshop

Kim Milan is an award-winning multidisciplinary artist, activist, consultant, facilitator and educator. She is also one of 22 co-owners of Glad Day Bookshop, the world's oldest LGBTQ book store. We spoke with Kim about the shop, the role of the neighbourhood for Toronto's LGBTQ communities and some of the changes she'd like to see happen in

Downtown Yonge. *Note: This video was promoted on Facebook as a link to an article as opposed to an embedded video, its Video Views differ from the others as a result.*




OCT

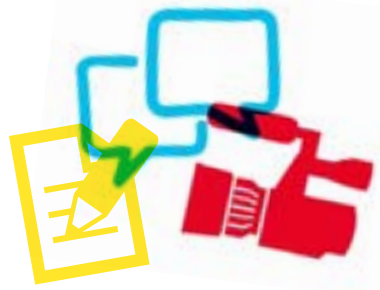
Yonge Love Profile - Josef Ebner

Josef Ebner (RVP-Canada & Managing Director at Eaton Chelsea Hotel) is a globe-trotting hotelier with over 45 years of international hotel experience – an ambassador in the world of hospitality and tourism, and a long-time champion of the Downtown Yonge community. We spoke with him about the changes he's seen in Downtown

Yonge over his long career – and what he'd like to see in the future.



Have a sense of community and support local artists and artisans. Host street markets and invest in Canada's future and our own country and people.



Editorial



SEPT

Unique Pageviews	364
Reach	23,699
Website Clicks	225
Avg. Viewing Time	3:33
Likes	27
Shares	3
Comments	4

How Can Vacant Spaces Help Transform Yonge Street?

Vacancy might be a dirty word in real estate but on Toronto's iconic Yonge Street, it's become a signal for creative space uses ranging from pop-up arts and culture to second-storey restaurants and quirky destination stores. This article looks at some of the unique opportunities presented by Downtown Yonge's ample above-grade vacant spaces for transforming the neighbourhood.

READ ARTICLE



DEC

Unique Pageviews	338
Reach	28,557
Website Clicks	282
Avg. Viewing Time	2:23
Likes	70
Shares	4
Comments	12

What Does Yonge Street As Public Space Mean To Toronto?

Yonge Street has always held an important place in Toronto. It splits the city into east and west; it features our very first subway line; and it's the first street that newcomers learn about when they arrive in this great city. But like other great public spaces in the world, is Yonge Street a true reflection of Toronto and its people? This article explores the perspectives of three unique public space thinkers on how we should be approaching future public space development in the area.

READ ARTICLE



OCT

Unique Pageviews	242
Reach	31,607
Website Clicks	196
Avg. Viewing Time	3:37
Likes	102
Shares	17
Comments	7

Signage on Yonge: Honouring its history, shaping its future

Signage has played a significant role in the vitality and history of Yonge Street, how do we honour the history of signs and what role should signage play in the future? We spoke with a number of signage experts to get their take on how signage has shaped the Downtown Yonge experience, both past and present, and where things should be headed.

READ ARTICLE



Unique Pageviews	132
Reach	41,415
Website Clicks	161
Avg. Viewing Time	5:42
Likes	36
Shares	1
Comments	3

How Do Social Agencies Contribute To Community Wellness on Yonge Street?

In this article, we connected with leaders from social agencies serving Yonge Street for decades. Homelessness and mental health challenges are prominent concerns, and this piece looks at how the challenge has been addressed in the past, and what models are emerging in local social agencies for improving community wellness.



Unique Pageviews	114
Avg. Viewing Time	3:05

Downtown Yonge By Numbers

This infographic article illustrates some of Downtown Yonge's unique demographics and facts. It sheds light on some of the big changes the neighbourhood is currently undergoing that impact Yonge Street's future. This content was also integrated in the Yonge Love Pop Up as an ongoing projection installation, to stimulate conversation with visitors and passers by.



Downtown Yonge is a community. We have more people living here; it's not just a place for commerce or business. If we want to build a healthy community, we all have a role.

ANGELA DRASKOVIC
PRESIDENT AND CEO, YONGE STREET MISSION



Engagement & Impact



Earned & Paid Media

Direct outreach to media and organic buzz created by the campaign generated substantial earned media coverage for Yonge Love, carrying the conversation into the mainstream. Editorial coverage and radio appearances included key properties such as The Toronto Star, Globe & Mail, CBC Metro Morning, Torontoist, Spacing Magazine and other independent outlets. DYBIA also activated outdoor pole banners throughout the high-traffic neighbourhood to promote the campaign with calls to action to share through the site and participate in the Instagram Contest, which proved effective. Digital media ads were also activated in support of the campaign.

The conversion of these audiences to those who participated directly in Yonge Love can't be directly measured, however the estimated impressions are strong at approximately 7,900,000, suggesting healthy traction was gained. And as a bonus, more voices were added to the conversation through user commenting on third party articles published online.



Website

The online hub for the campaign, yongelove.ca was designed and developed to:

- Clearly communicate the Yonge Love brand and mission;
- Powerfully present the original video and editorial content;
- Host the crowd-sourced #YongeLove Instagram Gallery;
- Receive feedback and stories directly from participants;
- Promote other aspects of the campaign such as the Pop Up, Interactive Survey and Contesting;
- Share other media relevant to the conversation.



In addition to the website, social media (Facebook specifically) was always a central part of the strategy, and ultimately where Yonge Love content took on life. The site will remain online as a listening mechanism for DYBIA and as a showcase for the great content and stories that were captured along the way.



Instagram Contest & Exhibition

An aspect of the campaign that produced powerful results, the #YongeLove Instagram Contest invited Torontonians to share their unique experiences, perspectives and stories of Downtown Yonge by sharing their photos on Instagram using the hashtag #yongelove. Software was developed to gather the images in real time and display them at yongelove.ca. The result was a beautiful collective portrait of Yonge Street, made up of 641 images shared by 239 photographers.

Families, architecture, events, food, friends, memories, favourite spots, activities to get involved in the neighbourhood, public art, performance, and more – the flood of submissions were stunning and painted a remarkable picture of Yonge Street through the eyes of the people who live, work, play and learn here every day. Have a look for yourself at yongelove.ca/gallery. Contesting was integrated to support participation, and three winners

selected based on the best submissions, with a grand prize of a digital SLR camera. Ninety of the best photos were put on display as part of an outdoor gallery exhibition at Yonge & Gould, and the collection will be exhibited again in Downtown Yonge in 2015.





Pop Up & Activations

With the generous support of GWL Realty Advisors, Yonge Love mobilized a unique opportunity to activate a vacant retail storefront at College Park, directly on Yonge Street. The space was transformed into a layered and interactive experience for the community to learn more about the campaign and share ideas. Visitors to the Pop Up could share their thoughts with Yonge Love staff or through an on-site video booth, participate in the Interactive Survey, watch original Yonge Love videos, and learn more about the fast-changing neighbourhood.

Open approximately 3 days a week from July to November, the Pop Up helped fuel awareness and participation in the campaign. It engaged with approximately 825 visitors who shared over 60 ideas verbally or through the video booth. As part of community outreach beyond the Pop Up, the Yonge Love team activated audiences at some of the neighbourhood's marquee events, including Open Streets TO, Ice, Wine and Dine, Kidzfest, Illuminite and Manifesto Festival. In total the Yonge Love team connected with over 4,000 people at street level.



Interactive Survey

One of the core features of the Yonge Love effort, an Interactive Survey was designed and developed to present a series of questions in a fun and accessible way. Inspired by mobile app and game design, and primarily for use on iPads, participants were taken through a series of touchscreen and text-based questions to gather critical feedback on key target issues.

1,693 participants responded to 13 questions, collectively providing approximately 22,000 opinions and ideas about Downtown Yonge.

Contesting was integrated with the Interactive Survey, with two winners randomly selected to win an iPad 4. Questions included examples such as a city-building shopping cart experience, where users were asked how they would spend \$10,000 based on a number of costed amenities, services and programs. These user-friendly, touch-based interactions made the subject matter more approachable and intuitive, and it was great to witness people of all ages and backgrounds enjoy themselves as they shared their perspectives on what's best for Yonge Street.

You need the big boxes, but you also need the small players and the newness. They feed off of each other.

RICHARD MONTGOMERY
VICE PRESIDENT / GENERAL MANAGER, HUDSON'S BAY



Twitter

The Yonge Love conversation was animated in the Twittersphere throughout the campaign, with over 530 tweets and retweets generated over the course of the campaign. This was entirely organic as a result of word of mouth, DYBIA email outreach and awareness built through events and ambient exposure such as street banners. Conversation on Twitter focused on sharing Yonge Love with others and encouraging participation, as well as sharing

Yonge Love videos and articles. Over time however, and this unfolded to an extent on Instagram as well, the campaign hashtag **#yongelove** has taken root for much of the conversation related to Yonge Street and city-building. This is a testament to the resonance and effectiveness of the campaign, and to the public appetite for ongoing conversation and engagement about the future.



“What a fantastic way to make #Torontonians a part of renewing our city centre, Yonge Street. #Yongelove”

@rondavismusic



Facebook

Social media was, by design, one of the central pillars of Yonge Love's engagement. A range of tailored content fuelled conversation, generating additional insight beyond that provided by the survey alone. Social media engagement metrics in and of themselves are increasingly meaningful in a fast-paced and mobile-focused media environment, especially among younger audiences. Essentially, an approach traditionally reserved for corporate advertising and social media strategies was reappropriated as a tool for civic engagement. Facebook ads were leveraged to quickly build awareness and audience for Yonge Love, driving traffic to the site and encouraging participation in the campaign components.

Those tactics were then supported by promoted content featuring specific questions and issues

raised by the original video and editorial content created for the campaign. Collectively, Yonge Love's Facebook efforts reached 494,690 users, creating 77,642 Actions, which include Likes, Shares, Comments, Photo Views, Video Views and Clicks to **yongelove.ca**. That represents an average Engagement Rate of 15.7%, reflecting the effectiveness of the campaign and – as with Twitter – a strong public appetite for involvement in the conversation. Video in particular, as is the norm, substantially outperforms written content on both desktop and mobile platforms. This is one of the main reasons for Yonge Love's emphasis on the creation of original video content as a central tool of its engagement efforts, not to mention some great stories and ideas were captured in the process of creating them.

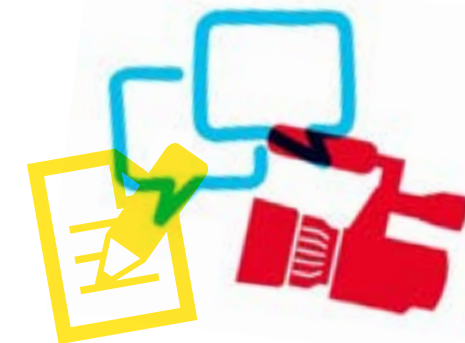
Too much focus on advertising – and not enough on arts, entertainment and culture.



Video & Editorial

The creation of original content, as detailed from pages 54 to 67, was a central component of Yonge Love. This content was shared in a variety of ways, and allowed us to capture a powerful range of ideas, opinions and stories, which in turn activated further conversation. From the future of retail, to the role and history of live music, to signage, pedestrian issues, street performance, social services and much more – Yonge Love engaged Torontonians on the street and sought out key experts and thinkers to shed light on important questions. Other creative tools such as short animations supported

in bringing new energy and momentum to the city-building conversation. We also profiled some of the neighbourhood's unique characters and small businesses, to help give shape to the diverse cast of characters that together make Downtown Yonge one of Canada's most dynamic destinations. This content will live on as part of the cultural artifacts created by Yonge Love to carry Yonge Street's stories and conversations forward.



The best way to keep a downtown vibrant, is to keep the culture strong and bring life into the core. Music is a great way to do that. Let's look at what made the city great in the past, and build on that.

NICHOLAS JENNINGS
MUSIC JOURNALIST & HISTORIAN

Glossary Engagement Metrics

Estimated Media Impressions Approximate number representing the potential number of people exposed to Yonge Love editorial coverage, print ads, and radio interviews to date, calculated as a total of each outlets audience reach.

Visits to yongelove.ca Number of user sessions on the site. This number can include repeat visits.

Unique Visitors to yongelove.ca Individual visitors to the site as identified by their IP address

Pageviews The total number of individual pages viewed on the site.

Average Visit Duration The average amount of time spent browsing the site. As traffic to the site grows, this number inevitably goes down as is averaged against a larger group with varying levels of interest.

Instagram Submissions The total number of images posted to Instagram that have used the #yongelove hashtag, indicating they had recognized its usage either from street banners, online/social promotion, pop up/activation engagement, word of mouth, or through seeing the hashtag used in social media.

Direct Engagements The number of people who were engaged by pop up and activation staff in conversation about Downtown Yonge and Yonge Love. This number includes those who may not have taken the time to enter the pop up or complete the interactive survey, but were made aware of the project, and potentially shared a thought or took a flyer away with them for potential future engagement.

Visitors to Pop Up Approximate total number of people who entered the pop up, to complete the interactive survey, engage in conversation with staff, watch videos, etc.

Facebook

Page Likes Interested audience who now follow Yonge Love and receive updates in their News Feed

Impressions # of times Yonge Love content was served to users through their News Feed

Reach # of unique users who were served Yonge Love content through their News Feed

Clicks # of clicks registered of any kind on Yonge Love content

Actions Includes Post Likes, Comments, Shares, Video Views, Clicks, etc. - indicating overall interest and engagement

People Taking Action # of individual users who engaged in an Action

Website Clicks # of clicks through to yongelove.ca generated by Yonge Love content

Post Likes # of Likes on individual content posts, as opposed to the Page overall, including articles, videos, images, etc.

Shares # of times Facebook users shared Yonge Love content with their networks

Comments # of comments shared by Facebook users in response to Yonge Love content

Engagement Rate The rate of Actions taken by users as a percentage of total Reach.

Unique Click Through Rate (CTR) The rate of individual users who clicked on content as a percentage of total Reach.

Sources Downtown Yonge At A Glance

1, 6, 7, 9, 12 - Environics Analytics 2014 – Trade area defined as a 2 km radius from Yonge-College intersection

2, 3, 8 - Environics Research Group 2013 – Within Downtown Yonge BIA area

4, 5 - TTC, Subway Ridership, 2011-12

10 - Centre for the Study of Commercial Activity, 2013

11 - Springboard 2014

Thank you.

Special thanks to all of the staff who made Yonge Love possible – behind the cameras, on the streets, at the Pop Up, and everywhere else – and to the Downtown Yonge community members, businesses and other individuals who supported and participated in the project by opening their doors, offering their time, sharing their ideas, and leveraging their platforms. Most of all thank you to every single person who lent their voice to Yonge Love, who shared a picture, helped spread the word, or just stopped to listen to what Yonge Love was all about. This project could not have happened without the passion and ideas we're grateful to have received.

Let's keep the conversation going.



Hightop is an impact-driven creative agency serving a diverse range of clients across the arts and culture, entertainment, non-profit, government/NGO and forward-thinking corporate sectors. They produce innovative work in the space where art, commerce, community, social change, media and technology intersect. In collaboration with the DYBIA, Hightop conceived and executed all aspects of the Yonge Love campaign. The Yonge Love project was led by Ryan Paterson, who is also the author of this report. The Hightop team who worked to make Yonge Love possible includes Che Kothari, Mriga Kapadiya, Nate Martin, Jon Riera, Connor Illsley and Yasmine Mathurin.



Enterprise Canada is one of Ontario's leading public affairs and research firms offering expertise and research focusing on qualitative and quantitative analysis. They contributed qualitative and statistical analysis of the data gathered for Yonge Love.



Thank you to Leigh Sherkin, DYBIA's project lead for the execution of Yonge Love.

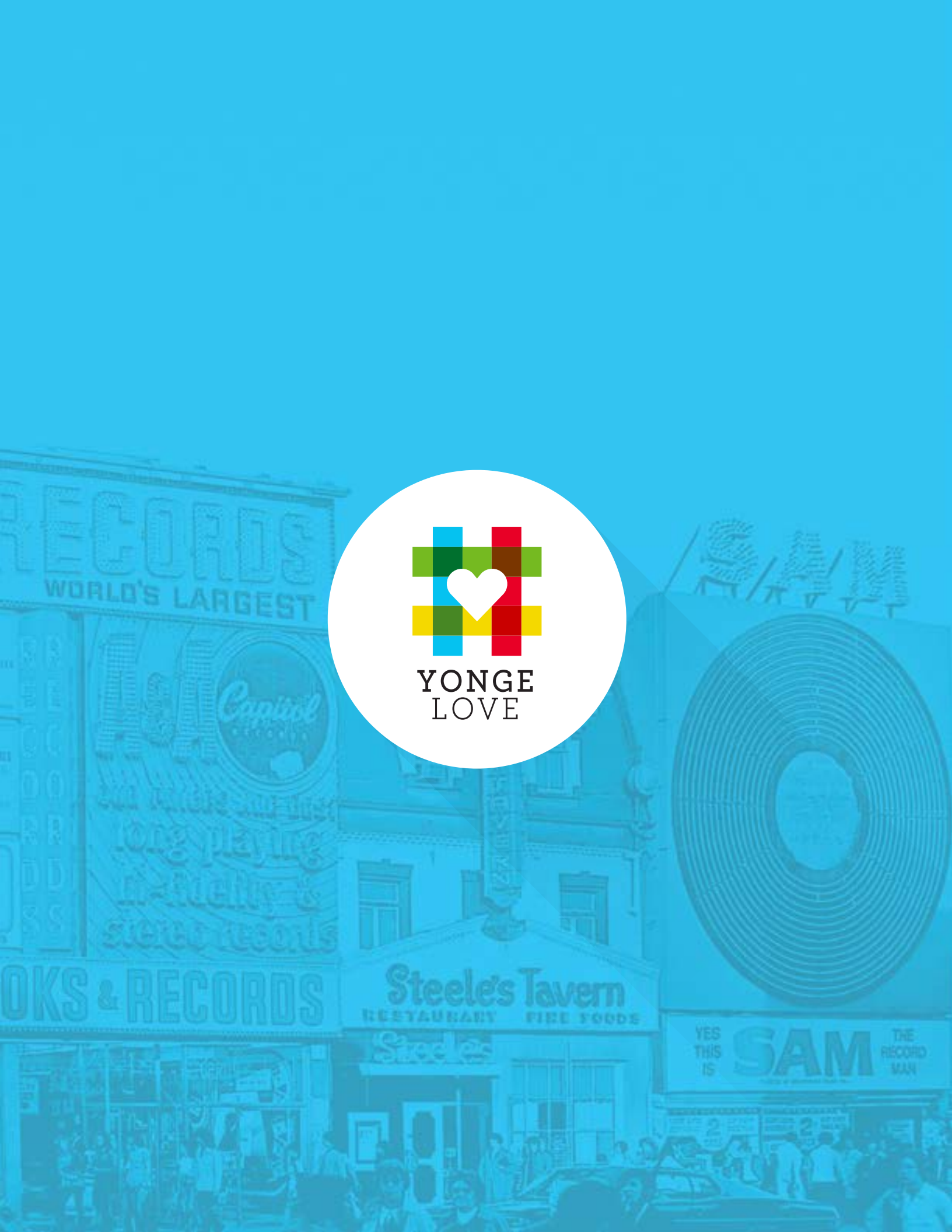
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YONGE
LOVE