

Lake Ontario Waterfront News
An Ezine produced by the Waterfront Regeneration Trust

December 2002

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Waterfront Partners Meeting November 22nd

Thanks to everyone who braved inclement snowy weather to attend November's Partners meeting in Port Credit. The agenda was very full and we appreciate the excellent input from attendees. There are a number of actions items from the meeting. I'll summarize briefly in a list below. The full context for the action items is provided in the notes.

1. Check out artist Dorsey James website (www.homeplace.ca) featuring the wonderful Home Place project.
2. Contact Marlaine Koehler (mkoehler@istar.ca) if you are interested incorporating sculptures into our trailhead signage program along the lines of Dorsey's work.
3. Anyone interested in participating in a meeting to explore the extent and nature of revisions to update the signage guidelines in the new year please email mkoehler@istar.ca.
4. Review Draft marketing plan (attached in a Word document) and send comments to Marlaine at mkoehler@istar.ca by **January Friday, January 10th.**
5. 2002 User Survey is complete. Printed copies will be sent to municipal representatives. The report will be available on our website by January.

I have attached the notes from the meeting in Word document. If you have any trouble opening the document, try this. Save the document from your email software on to your hard drive. Launch Word and go to the File menu to open the document. If this doesn't work email mkoehler@istar.ca or nr@wrtrust.com to make arrangements to have a copy sent to you.

Draft Marketing Plan for the Lake Ontario Waterfront Trail

Thanks again to Committee members who have helped develop the attached draft Marketing Plan for the Lake Ontario Waterfront Trail. As you will see in the Partners Meeting notes, the plan was discussed and input received as to target audiences and priority next steps. We want to give everyone an opportunity to provide feedback. Please review the documents and/or share them with your colleagues in the marketing fields. Comments should be sent to Marlaine at mkoehler@istar.ca.

Letter from the Trust to the Waterfront Revitalization Corporation

The Waterfront Revitalization Corporation is calling for public input on their newly released plans. I have attached the letter sent by the Trust to Corporation. As a major gateway Toronto's waterfront is important to all of the communities along Lake Ontario. In many ways it will set a tone and shape people's expectations for what they will experience along the waterfront. I encourage you to participate in the process and send your comments as well.

New Offices—drop by for visit some time

After thirteen years, the Trust has moved from Queen's Quay to Richmond and Spadina! Our office is quite small (hey but so is the rent!) and very inviting and we welcome any visits (one at time please).

Season's Greeting!
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Thank you to our supporters

The Waterfront Regeneration Trust gratefully acknowledges the financial support of the Ontario Trillium Foundation, an agency of the Ministry of Tourism, Culture and Recreation. With \$100 million in annual funding from the province's charitable gaming initiative, the Foundation provides grants to eligible charitable and not-for-profit organizations in the arts, culture, sports, recreation, environment and social service sectors. (www.trilliumfoundation.org/)

The Trust also thanks St. Lawrence Cement for their generous gift and support.

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**Meeting Notes from the November 22, 2002
Lake Ontario Waterfront Partners Meeting
Port Credit Yacht Club, Mississauga**

1. Presentation by Dorsey James, Artist

Dorsey James is a member of the Arts and Heritage Committee for Pickering's Waterfront Task Force. The Committee has done an amazing job of interpreting Pickering's heritage through artwork along the waterfront. One example is Dorsey James's Home Place, a series of sculptures designed to represent the peoples of diverse cultures. Home Place has transformed Alex Robertson Park in Pickering into a very beautiful and inspiring experience. If you have not seen these incredible pieces of art, visit www.homeplace.ca.

In his slide presentation, Dorsey explained the conception of Home Place and described how the work captured the enthusiasm and support of the community. Encouraged by the overwhelming response from the community, Dorsey has proposed that we install similar projects along the entire waterfront. He has asked for our help to explore interest among waterfront communities and develop an action plan.

In a handout he left behind, Dorsey indicated that each sculpture or "Kijimba Kind" would cost between \$10,000 to \$18,000. Maintenance is minimal. Dorsey would agree to maintain each pole for a period of 5 years.

There is a wonderful opportunity in this idea to use art to enhance and interpret the experience and history of the waterfront. We would like to suggest accomplishing this by:

- Incorporating Kijimba Kind into a unique trailhead signage program for the Lake Ontario Waterfront Trail. The sculpture would illustrate part of a community's cultural or natural heritage and could be part of the sign's posts. In locations where there is existing signage, a pole could be installed in close proximity to the sign. Collectively the sculptures would become a distinctive signature for the Waterfront Trail, and creatively recount the story of the waterfront. Optimally we would have a minimum of one trailhead/Kimbja Kind sign per community.

- Local communities would work with the Trust and the artist to develop concepts for Kijimba Kind that best capture the story you want told about your waterfront. We would also explore how the project might include local artists, students and other community members.
- The project seemed to interest a number of attendees. **Let us know via email to mkoehler@istar.ca if your municipality would be interested in exploring the idea further and possibly participating by installing a trailhead/Kimbja Kind.** The Trust will work with Dorsey to develop a formal proposal to solicit funding and participation from a variety of sources, including CIBC, Ontario Power Generation and Trillium Foundation.

2. Toronto Star Waterfront Trail Tour

Thanks to everyone who helped organize and/or participated in this summer's end to end tour with the Toronto Star. The experience was chronicled in five articles, almost one page in length and accompanied by a colour photo in all but one case. More than a travel log, the articles described the progress to date in regenerating the waterfront and highlighted the community and political leadership behind this progress.

Signage

While the Trail itself is in great shape especially for recreational cyclists, we found that safety and clarity for users could be improved with more directional signage. As well, we need signage that informs users of gaps in the Trail and possibly suggests detours. **Moreover, the Marketing Committee insists that successful promotion and marketing of the Trail is dependent on clear, consistent signage along the Trail.** Bruce Carr suggested that trail signage guidelines be reviewed and updated to reflect current needs and technology. **Anyone interested in participating in a meeting to explore the extent and nature of revisions to update the signage guidelines in the new year please email mkoehler@istar.ca.**

Some basic trail statistics we were asked to compile by Kate Harries the reporter:

- Distance from Niagara-on-the-Lake (NOTL) to Quinte West -- 430 kms
- Distance from NOTL to Brockville -- 743 kms
 - ❑ 225 kms or 30% is off road
 - ❑ 199 kms or 27% follows residential streets
 - ❑ 320 kms or 43% is on major roads. In most cases there are shoulders along the road. We found approximately 76 kms did not.
- Of the 743 kms between NOTL and Brockville, 320 kms is currently designated and signed as Waterfront Trail. There are 423 kms of undesignated trail, much of this lies east of Belleville.
- Between NOTL and Quinte West the largest gaps (total of 118 kms) exist in:
 - ❑ Niagara Region—the SuperBuild/Canada-Ontario Infrastructure Program grant would address much of this.
 - ❑ Hamilton (in Stoney Creek)

- ❑ Scarborough in Toronto
- ❑ Municipality of Port Hope—the Waterfront Trail committee is supportive of designated old HWY 2 as the Waterfront Trail. As well Heritage Shores has been re-established to explore ways to close the gap between Port Hope and Cobourg.
- ❑ Eastern portion of Quinte West (former Trenton to Belleville).

3. Municipal Insight Television Show

The Waterfront Trail was the feature of the November 30th Municipal Insight Show on Crossroads Television network. The show's host, Ann Mulvale, Mayor of Oakville is a Trust Board member. Guests included University of Toronto Professor Ingrid Stefanovic, Bruce Carr, City of Mississauga and Vicki Barron. Topics discussed included: public access to the waterfront; connection between access and water quality; people's value of the waterfront; children's impressions of the waterfront; trail's role in tourism; Canada Geese; the need for education programs to build support for public investment in the trails; and need for government investment in trails infrastructure.

4. Trail User Survey

Nikki Rendle and David Ritter presented highlights from the 2002 Lake Ontario Waterfront Trail User Survey. Findings demonstrate that the Lake Ontario Waterfront Trail is a highly rated, frequently used community amenity with potential to play a greater role in Ontario's tourism industry. The report, which is part of the Collaborative Communications Program will be available on the Trust's website. A printed copy has been mailed to municipal and conservation authority representatives.

Highlights from the findings include:

- The Trail performs well, receiving high ratings for design, views and programs – aspects that are deemed very important or important to trail users. 99% would recommend the Trail to other people.
- The vast majority of respondents rated appreciating nature and the waterfront (96%), being surrounded by nature (94%), being close to Lake Ontario (90%) and being able to see the lake (87%) as important reasons for using the trail.
- 77% of users are interested in spending part or all of their vacation on the Waterfront Trail. There is strong interest in participating in guided or organized tours, although the majority favours self-guided tours and visiting festivals or concerts.
- Many respondents reported having visited sections of the Trail other than the one in their community. Most frequently cited were: NOTL 53%, St. Catharines 20%, Hamilton 32%, Burlington 35%, Oakville 36%, Mississauga 30%, Toronto 49%, Cobourg 22%, Belleville 20% and Kingston 25%.
- Commuter use on the trail has increased by 10% from 14% in 1996 to 24% in

2002.

- For most the trail remains a three-season facility, however, winter use is substantial with 56% of respondents reporting either daily (17%), weekly (22%) or monthly use (19%).
- Trail awareness was high among respondents (73% knew that the Trail they were on was part of the Waterfront Trail. The survey results show that users are learning about the Trail mainly through the Trail itself.
- There is a significant economic contribution to local communities by people using the Trail with respondents reporting an average spending of \$9.20 per trip. Highest reported spending occurred in NOTL where survey participants reported spending an average of \$30.20 per trip and St. Catharines (\$19.70).

Data from the survey is being used to create user profiles to guide marketing and promotional work. Of the 745 surveys completed 441 were walkers; 181 cyclists; 84 in-line skaters; and 46 runners/joggers. The majority of respondents (44%) were between ages 35 and 54 from couple households with no children under 21 at home (42%). Couples with children under 21 living at home represented 28% of the respondents.

Profiles of Cyclist in Comparison to Walker Profiles:

Cyclists:

- Live further away from the Trail (27.7km)
- Spend about twice as much time on average on the Trail (2.5 hours) and travel five times further on average while on the Trail (20.1km)
- Chose “physical fitness” as the most important reason for using the Trail more often (49%)
- Are more interested in vacationing on the Trail (85%)
- Are more interested in tours of the Trail (43%)
- Spend more per trip and annually on the Trail (\$16.30 / \$286)
- Think a continuous, community-linking Trail is more important (77%)
- Are more likely to be between the ages of 35 and 54 (50%)
- Are classified as heavy users (56 times per year)

Walkers:

- Live closer to the Trail (14.9km)
- Twice as likely to drive to the Trail (66%)
- Spend less time on average on the Trail (1.5 hours) and do not travel as far on average while on the Trail (4 km)
- Chose “to appreciate nature and the waterfront” as the most important reason for using the Trail (42%)
- Use the Trail with their families more often (56%)
- Are more likely to be over the age of 45 (55%)

- Are classified as heavy users (79 times per year)

5. Marketing Plan for the Lake Ontario Waterfront Trail

Formed in response to priorities identified by partners at the Spring 2002 meeting, the Marketing Committee has been developing a marketing plan for the Waterfront Trail. Results of this work were presented and discussed at the partners meeting. As you will see in the *Draft Marketing Plan* (attached), the Committee has identified three target markets: Recreational cyclists, families and active adults.

Suzan Trabert McKay from Mississauga facilitated a group discussion on proposed tactics to reach these markets. Attendees had three votes per target audience to rank tactical priorities. The results of the vote are presented in the table below.

Proposed Tactics	Number of Votes		
	Cyclists	Families	Aging Active
Website: redesign with a Trail focus, visitor-friendly site that provides access to all information needs, personalized content	14	16	9
Collateral material: publish a guidebook with maps that describes trail experience from NOTL to Brockville.	12	13	13
Packaging: package experiences to bundle accommodation, shopping, other activities. Themed itineraries and seasonal experiences. Seasonal promos to stimulate shoulder season business	7	14	14
Public Relations: media relations (print and broadcast) for “free ink”	1	1	4
Advertising: print, broadcast and outdoor in US and Canada to increase awareness. Provide a template of trail info for use in local and regional tourism literature and ads.	1	1	1
Advertising: Enhanced signage	6	3	1
Promotion: presence at events, which have a connection with potential Waterfront Trail Users, e.g. World Cycling Championships in Hamilton and Mississauga Triathlon. Branded giveaways.	5	0	5
Direct Mail: traditional or electronic; promotional campaigns. Do we create trail-specific information or build on existing promotional material.	0	0	0
Channels of Distribution: attend trade shows to stimulate business from tour operators. Sales calls to retail travel agents in target area(s). Branded giveaways.	0	0	0
Tactical priorities	<ul style="list-style-type: none"> •Website •Collateral •Packaging 	<ul style="list-style-type: none"> •Website •Collateral •Packaging 	<ul style="list-style-type: none"> •Packaging •Collateral •Website

Next Steps:

- Incorporate partner comments into the next draft of the marketing plan. **Please send your comments or suggestions to Marlaine at mkoehler@istar.ca by Friday, January 10th.**
- Organize a third meeting with the Marketing Committee to finalize tactics, key messages and implementation.
- Circulate final document to partners.
- Begin implementation.

6. SuperBuild Update

As you know the province has committed \$4.5 million through SuperBuild to the Lake Ontario Waterfront Investment Program. The federal government through Canada-Ontario infrastructure continues to review projects to ensure that they comply with appropriate and/or required environmental measures. Once complete, the package of projects will be sent to Ottawa for their approval. There is still no confirmation as to the timing of this process, **although an announcement may be organized for as soon as January.**

7. Other Business

A.K. Sculthrope

Sadly A. K. Sculthrope of Port Hope has passed away recently. A.K was a strong leader and a voice in the community. She was passionately committed to preserving the waterfront's cultural and natural heritage and saw the Trail's importance in realizing this goal. We will miss her.

Leasing and Ownership Options for Waterfront Trail Routes

Ken Forgeron is interested in learning about any cases where municipalities, conservation authorities or regions have negotiated an arrangement with a developer or other private landowner to accommodate the route the Waterfront Trail. In particular, he is interested in information about the advantages and disadvantages of either obtaining an easement from the owner to accommodate the Trail versus full public ownership through either the purchase of a strip of land or parkland dedication through the Planning Act process. Ken can be reached at kforgeron@regional.niagara.on.ca.

Web Links between the Trust and all waterfront community websites

With the majority of people researching their vacation options on the website, a number of people suggested that as an immediate first step, we should ensure that a reciprocal link between waterfront communities and the Trust's website is in place. Currently the Trust does link back to most municipal sites. **Please send me the contact information for the people who handles your website so we can begin to establish the connections. Contact info should be sent to Nikki at nrendle@wrtrust.com.**

List of Attendees

Penny Ulbinas, Hamilton Waterfront Trust
Darcy Baker, Niagara Peninsula Conservation Authority
Suzanne Barrett
Jim Hastings, Credit Valley Conservation
Larry Field, Toronto Region Conservation Authority
Merebeth Switzer, Credit Valley Conservation
Margaret Boyce, Whitby Heritage Community Association
Pam Belgrade, Burlington
Chris Conti, Friends of Second Marsh
Doug Moses, Belleville
Eugene Todd, Municipality of Port Hope
Gary Hardy, Niagara Economic Tourism Corporation
Rob Norman, Hamilton
Bruce Carr, Mississauga
Suzan Trabert McKay, Mississauga
Vicki Barron, WRT
Marlaine Koehler, WRT
Nikki Rendle, WRT
David Ritter, WRT