



Sparks Street Public Realm Plan

As We Heard It Report Questionnaire #2



Planning, Infrastructure and Economic Development

Prepared June 2018

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Sparks Street Public Realm Plan – Questionnaire #2 Results As We Heard It Report

Part I - Statistical results - 24 Questions

Start date:	2017-12-22	Partial completes:	69 (4%)
End date:	2018-02-06	Screened out:	0 (0%)
Live:	47 days	Reached end:	1,661 (96%)
Questions:	27	Total responded:	1,730
Languages	en, fr		

1. 1. Which of the following best describes you? I am a:

(Each respondent could choose only ONE of the following responses.)


Response	Total	% of responses	%
Resident of Ottawa/Gatineau	1126		65
Resident on or near Sparks Street	236		14
Business owner on Sparks Street	24		1
Employee on or near Sparks Street	244		14
Property owner on Sparks Street	8		0
Government representative	6		0
Tourist and/or occasional visitor	18		1
Student	18		1
Other, please specify	50		3

Total respondents: 1730
Skipped question: 0



2. 2. What are the first three characters of your postal code?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	1730		100







Total respondents: 1730
Skipped question: 0

0% 20% 40% 60% 80%

3.1. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- People watching

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	508		31
2 2	274		17
3 3	364		22
4 4	249		15
5 5 - High impact	152		9
6 Not applicable	83		5

Average: 2.70 — Median: 3







Total respondents: 1630
Skipped question: 100

0% 20% 40% 60% 80%

3.2. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Relaxing/lounging

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	447		28
2 2	316		20
3 3	340		21
4 4	252		16
5 5 - High impact	179		11
6 Not applicable	77		5

Average: 2.77 — Median: 3

Total respondents: 1611 0% 20% 40% 60% 80%
Skipped question: 119

3.3. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Shopping and/or accessing services

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	373		23
2 2	352		21
3 3	342		21
4 4	296		18
5 5 - High impact	251		15
6 Not applicable	40		2

Average: 2.89 — Median: 3

Total respondents: 1654
Skipped question: 76



3.4. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Visiting a restaurant/bar/patio

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	138		8
2 2	202		12
3 3	347		21
4 4	456		27
5 5 - High impact	500		30
6 Not applicable	36		2

Average: 3.65 — Median: 4







Total respondents: 1679
Skipped question: 51



3.5. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Enjoying a cultural experience (e.g. The Haunted Walk, Nighttime Dance)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	500		31
2 2	258		16
3 3	285		18
4 4	249		15
5 5 - High impact	193		12
6 Not applicable	139		9

Average: 2.87 — Median: 3

Total respondents: 1624
Skipped question: 106



3.6. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Attending a special event (e.g. Ribfest, Buskerfest, Canada Day)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	113		7
2 2	131		8
3 3	265		16
4 4	410		24
5 5 - High impact	715		43
6 Not applicable	44		3

Average: 3.96 — Median: 4

Total respondents: 1678
Skipped question: 52



3.7. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Checking out temporary installations or activations (e.g. Capital Pop Up Cinema, World's Largest Sandbox)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	494		30
2 2	261		16
3 3	308		19
4 4	242		15
5 5 - High impact	194		12
6 Not applicable	142		9

Average: 2.88 — Median: 3

Total respondents: 1641
Skipped question: 89



3.8. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

- Passing through (scenic pedestrian route to somewhere nearby)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	126		8
2 2	139		8
3 3	315		19
4 4	433		26
5 5 - High impact	637		38
6 Not applicable	24		1

Average: 3.83 — Median: 4

Total respondents: 1674
Skipped question: 56



3.9. 3. In the past, what activities have attracted you to Sparks Street? Please rate how each activity has impacted your enjoyment of Sparks Street as a public place. 1= no impact, 5= high impact.

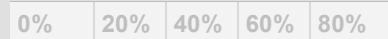
- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	62		13
2 2	7		1
3 3	15		3
4 4	28		6
5 5 - High impact	124		25
6 Not applicable	253		52

Average: 4.85 — Median: 6

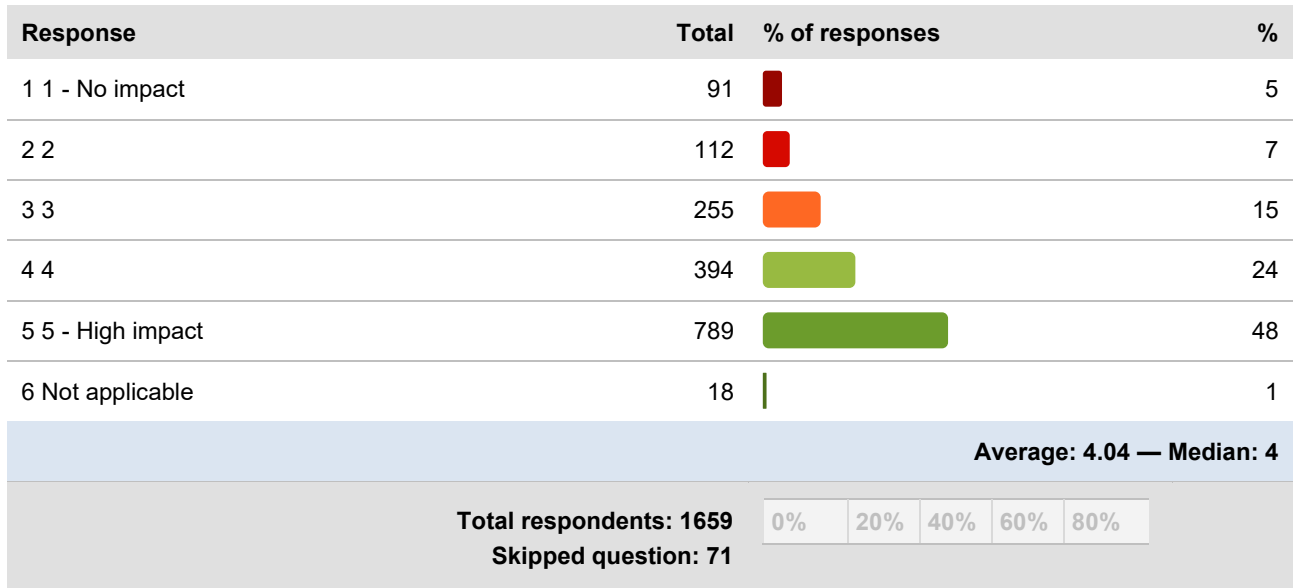
Total respondents: 489
Skipped question: 1241



4.1. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- More nature (trees/plants/grass/rocks)

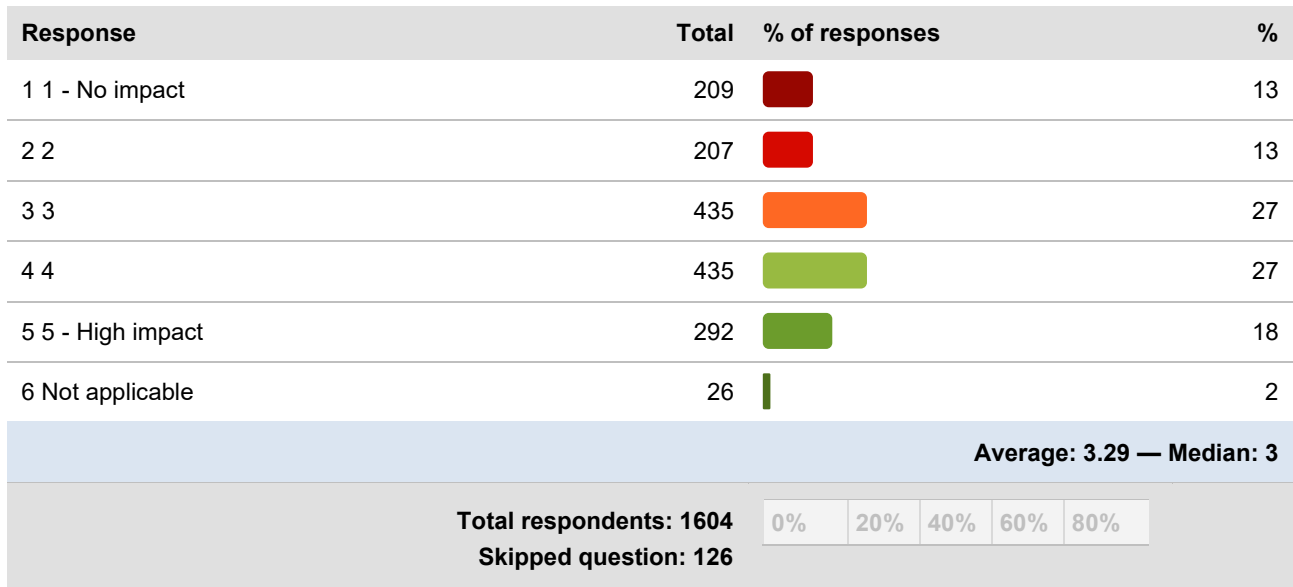
(Each respondent could choose only ONE response per sub-question.)



4.2. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- More open space for flexible programming

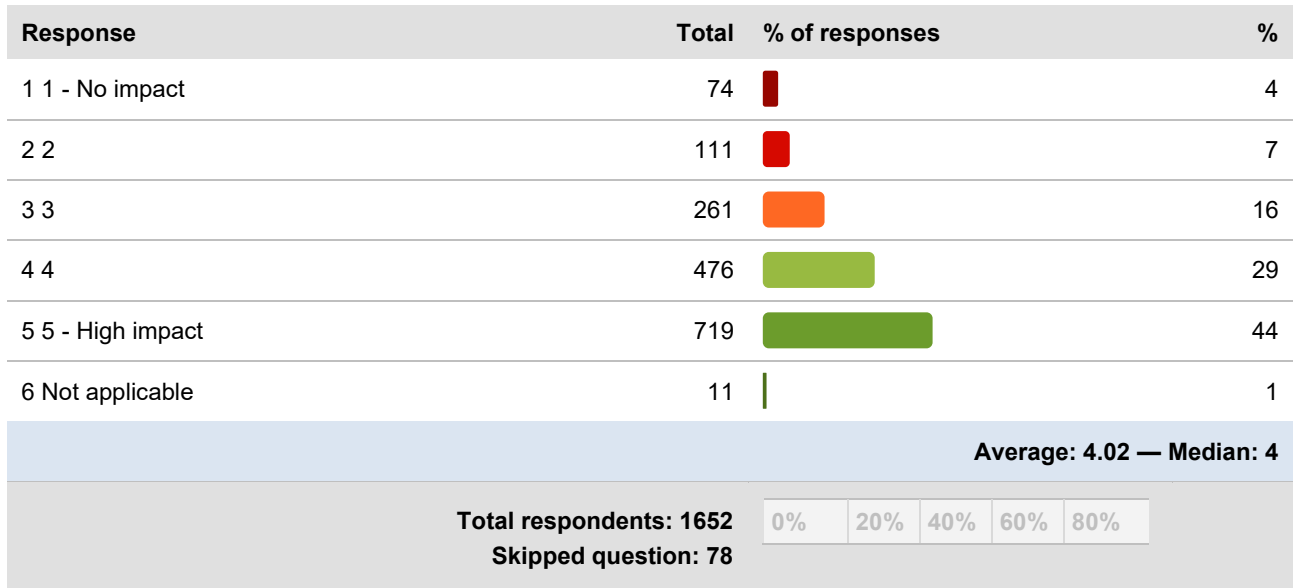
(Each respondent could choose only ONE response per sub-question.)



4.3. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- More comfortable public lounging areas

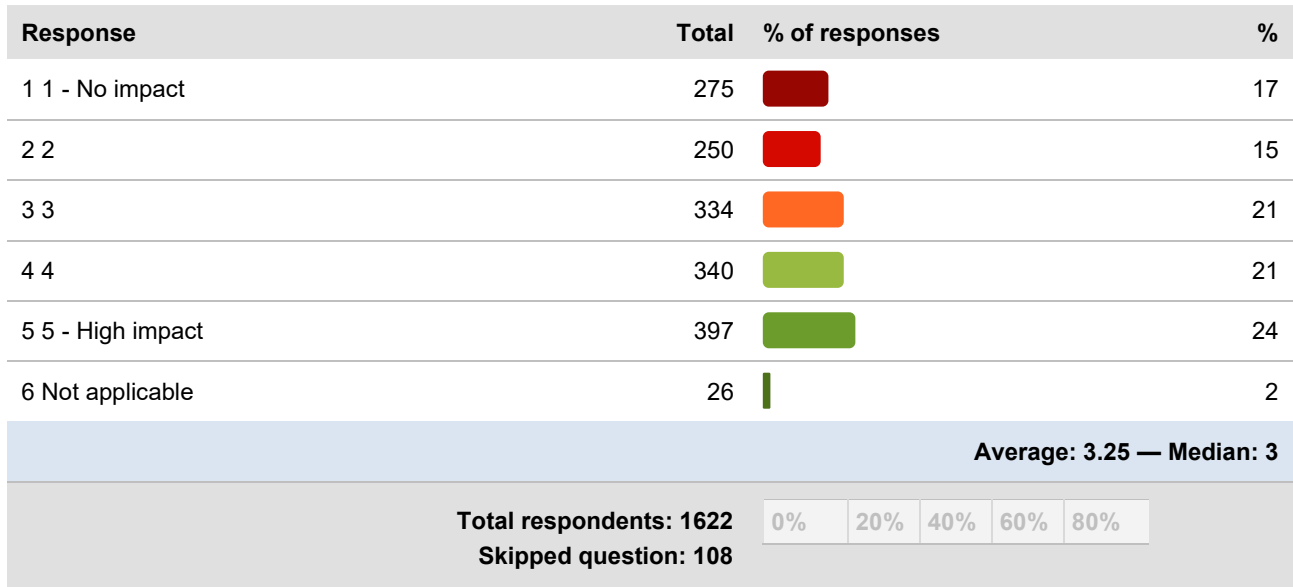
(Each respondent could choose only ONE response per sub-question.)



4.4. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- More bike parking

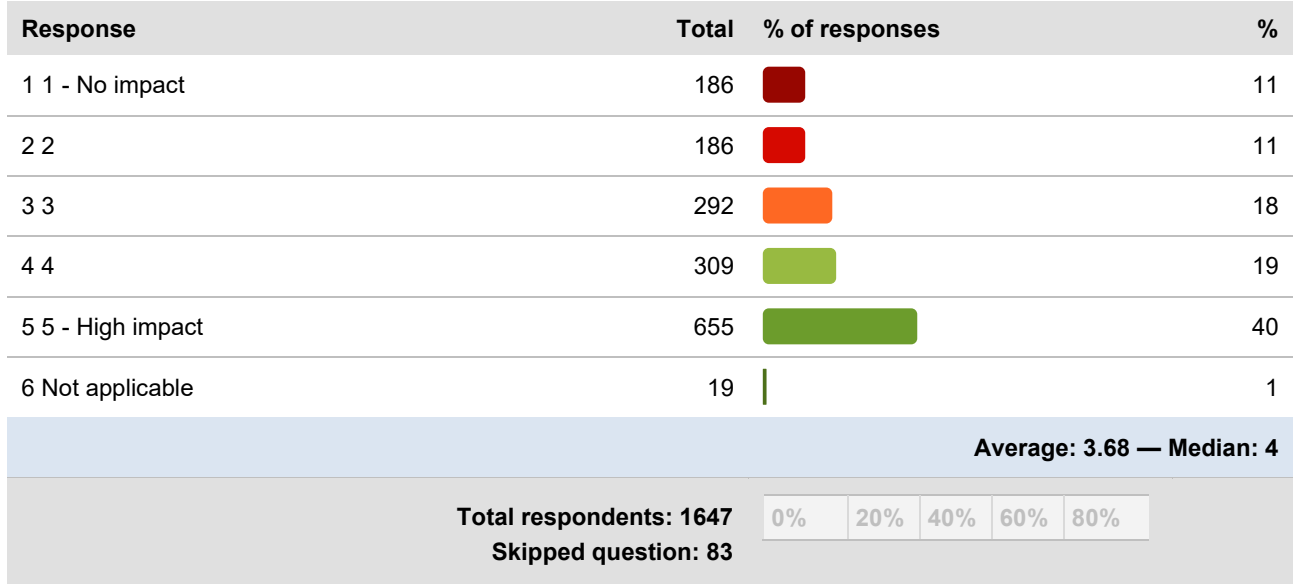
(Each respondent could choose only ONE response per sub-question.)



4.5. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Free public WiFi

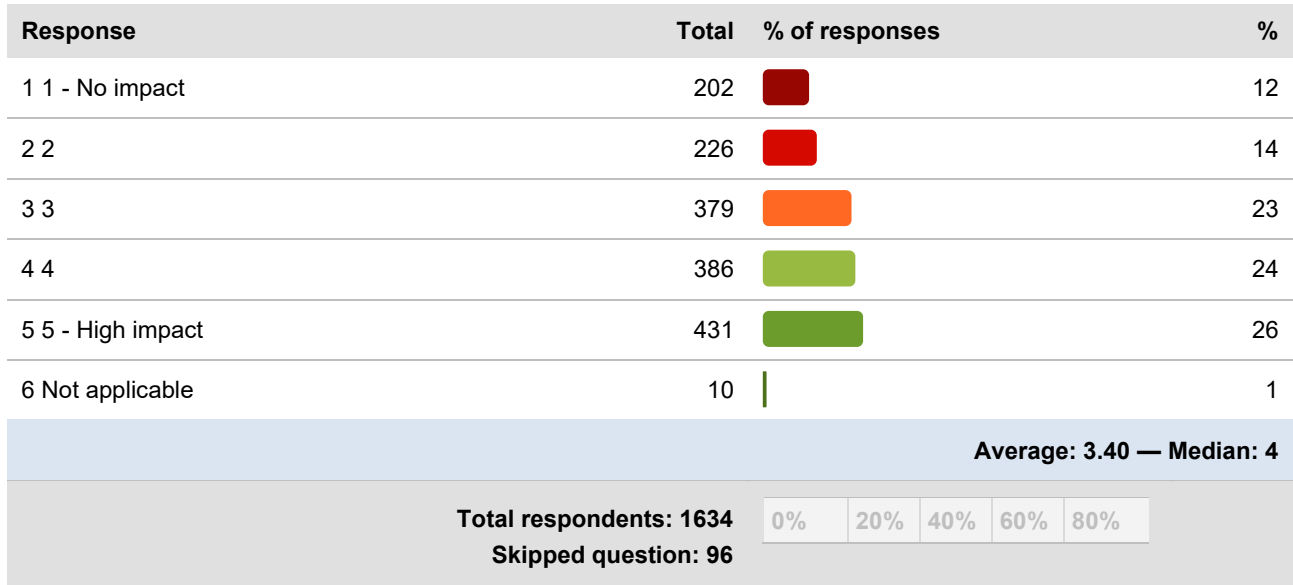
(Each respondent could choose only ONE response per sub-question.)



4.6. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Water features (fountains)

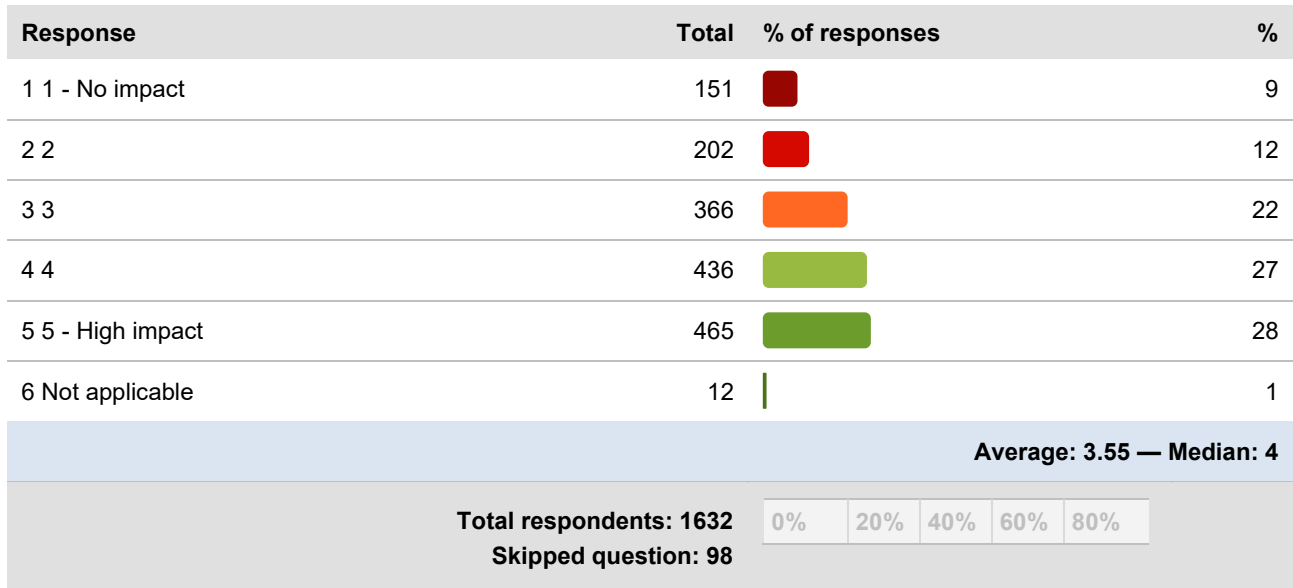
(Each respondent could choose only ONE response per sub-question.)



4.7. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Inviting accent lighting

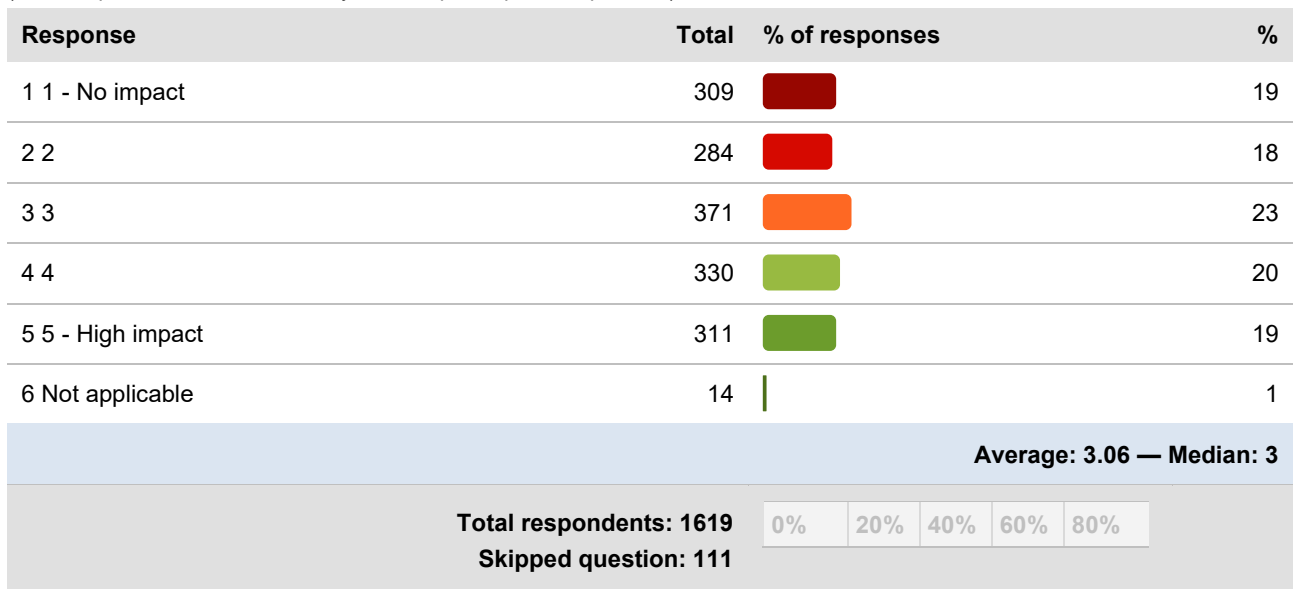
(Each respondent could choose only ONE response per sub-question.)



4.8. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Public broadcasts (music and/or video)

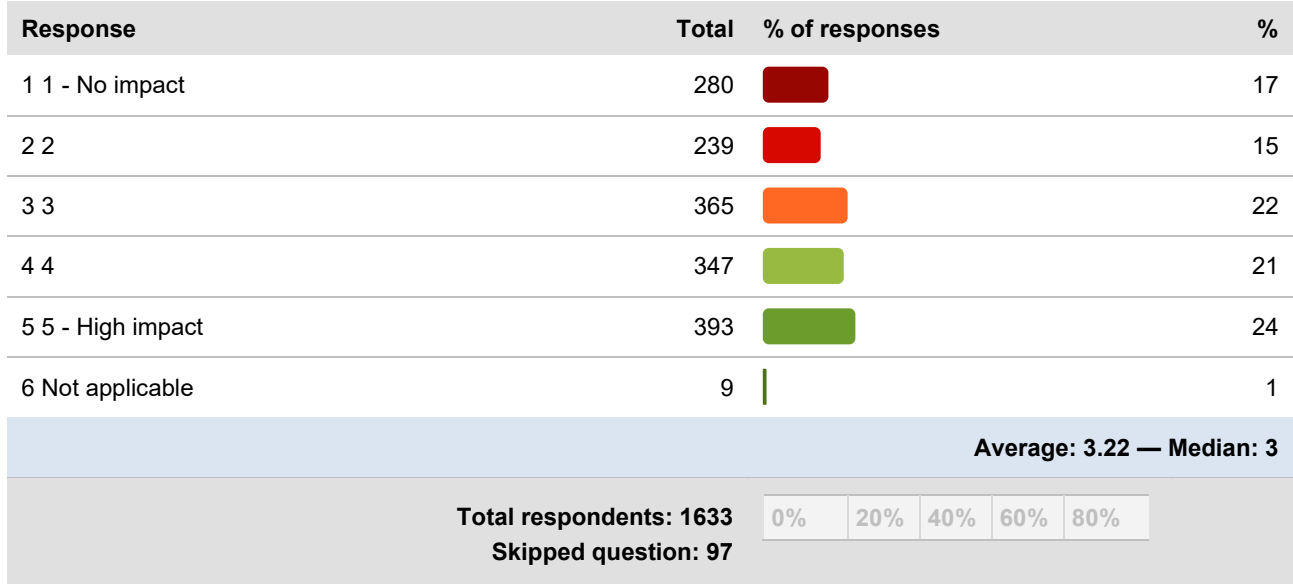
(Each respondent could choose only ONE response per sub-question.)



4.9. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Drinking fountains

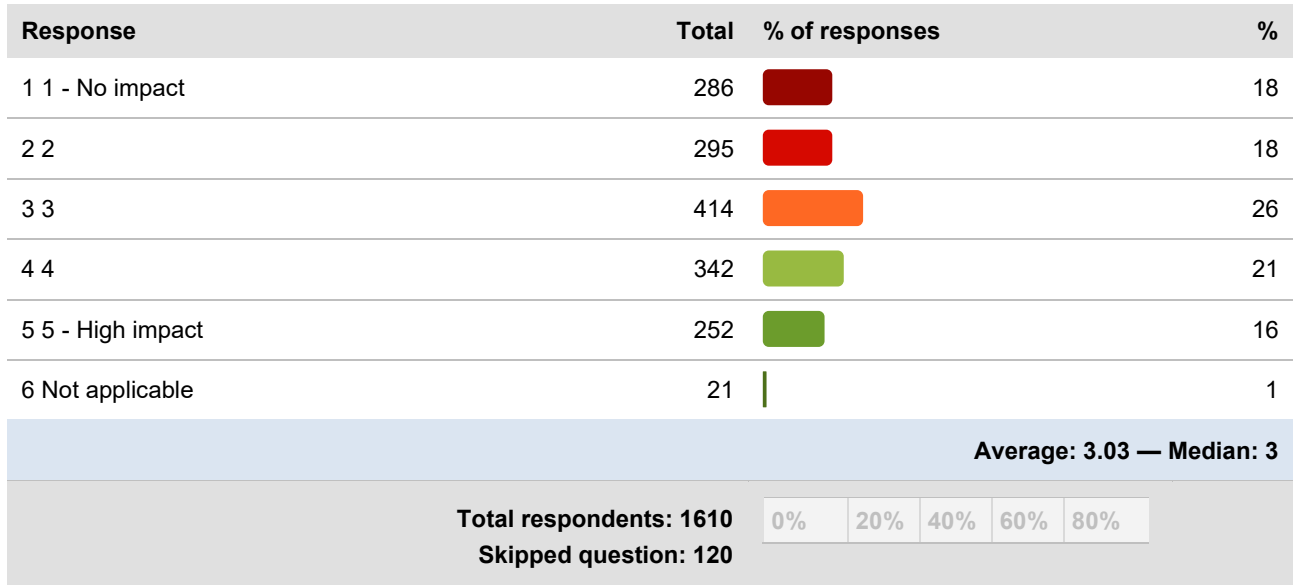
(Each respondent could choose only ONE response per sub-question.)



4.10. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Wayfinding signage/business directories

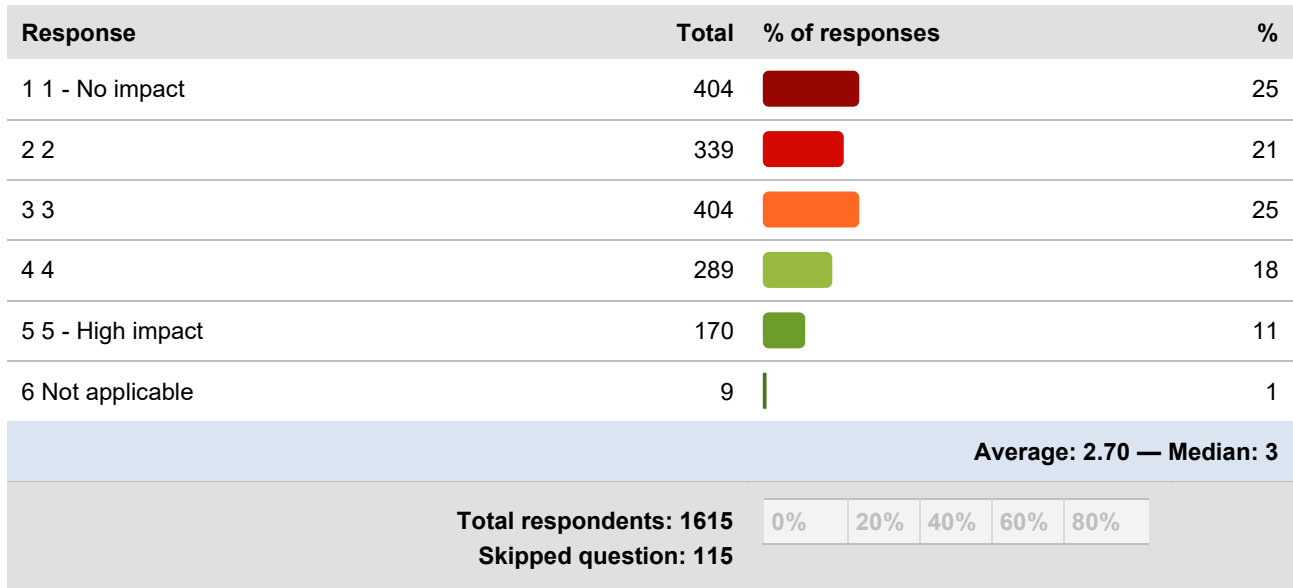
(Each respondent could choose only ONE response per sub-question.)



4.11. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Interpretive elements (telling stories relating to Sparks Street)

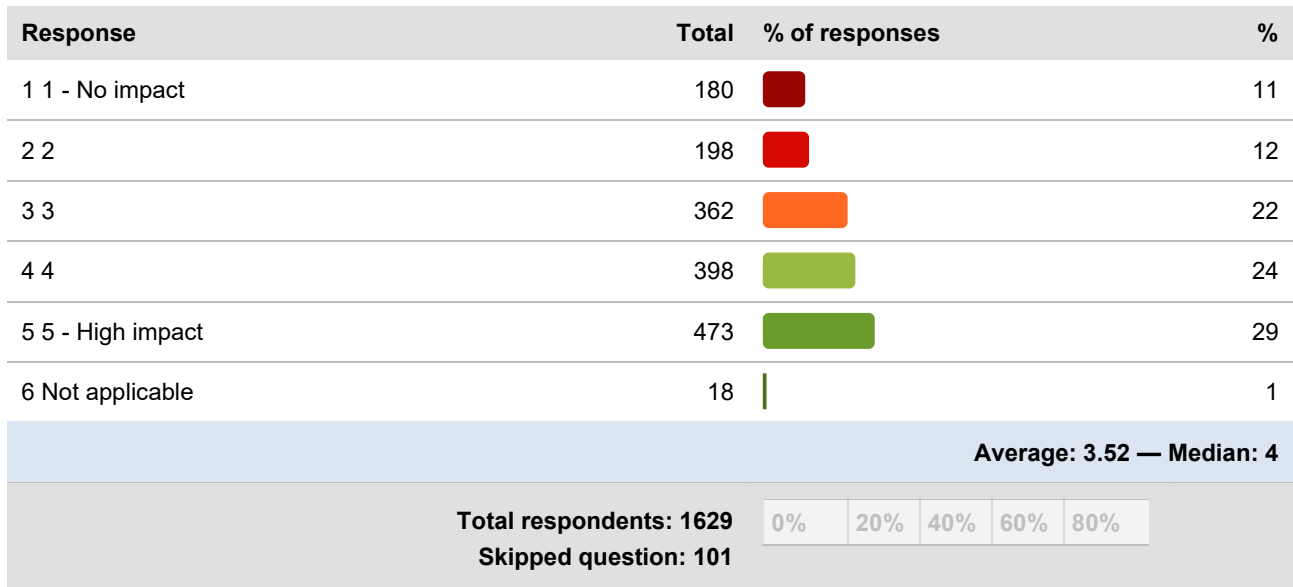
(Each respondent could choose only ONE response per sub-question.)



4.12. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Wind breaks (to reduce wind chill)

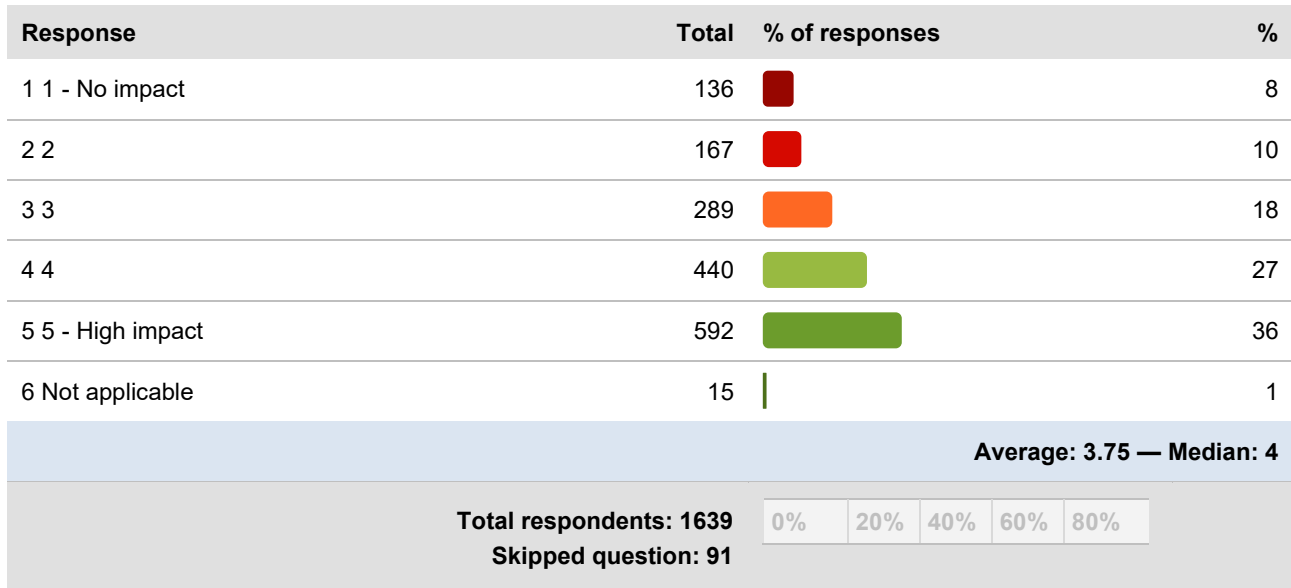
(Each respondent could choose only ONE response per sub-question.)



4.13. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Heated patios/areas

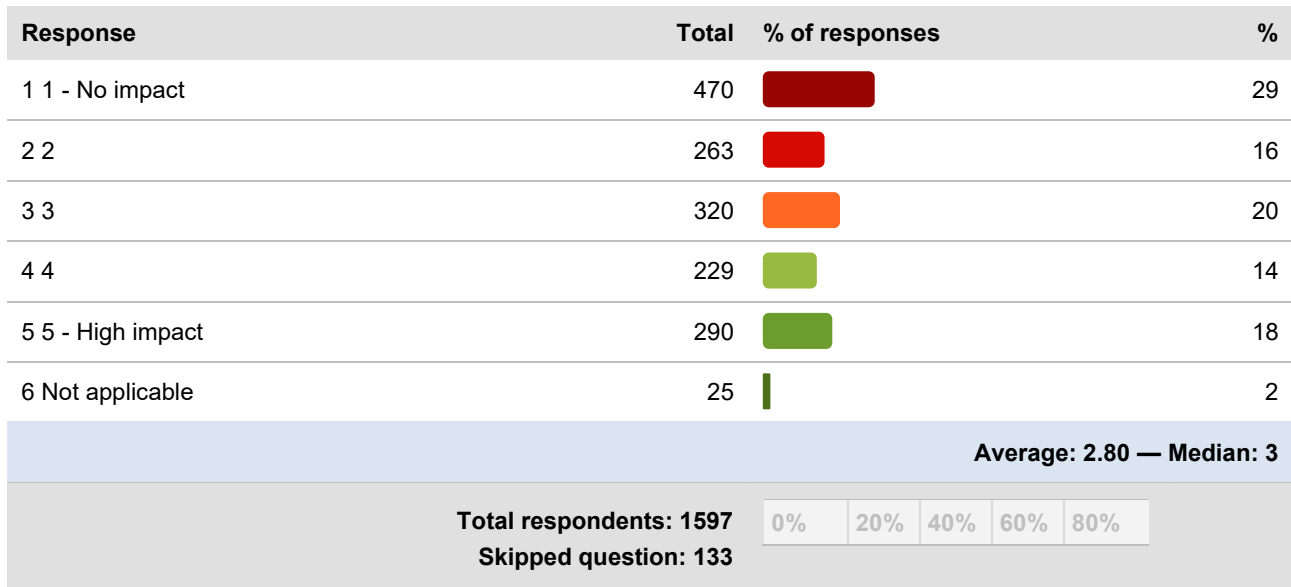
(Each respondent could choose only ONE response per sub-question.)



4.14. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Heated sidewalks

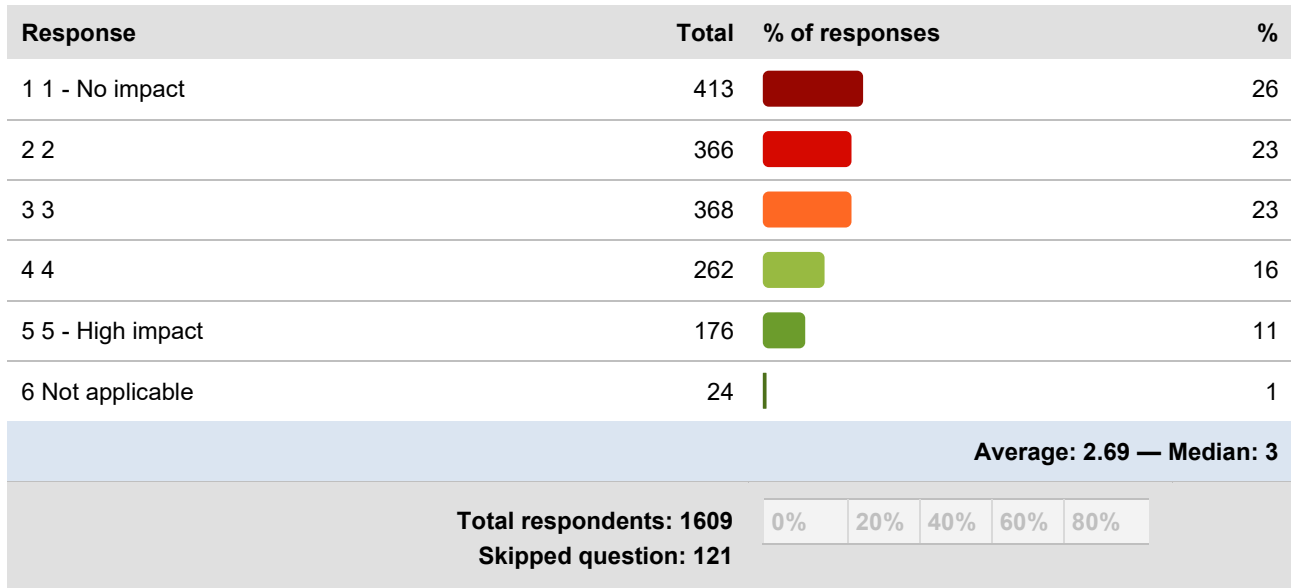
(Each respondent could choose only ONE response per sub-question.)



4.15. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Misting stations and/or cooling stations

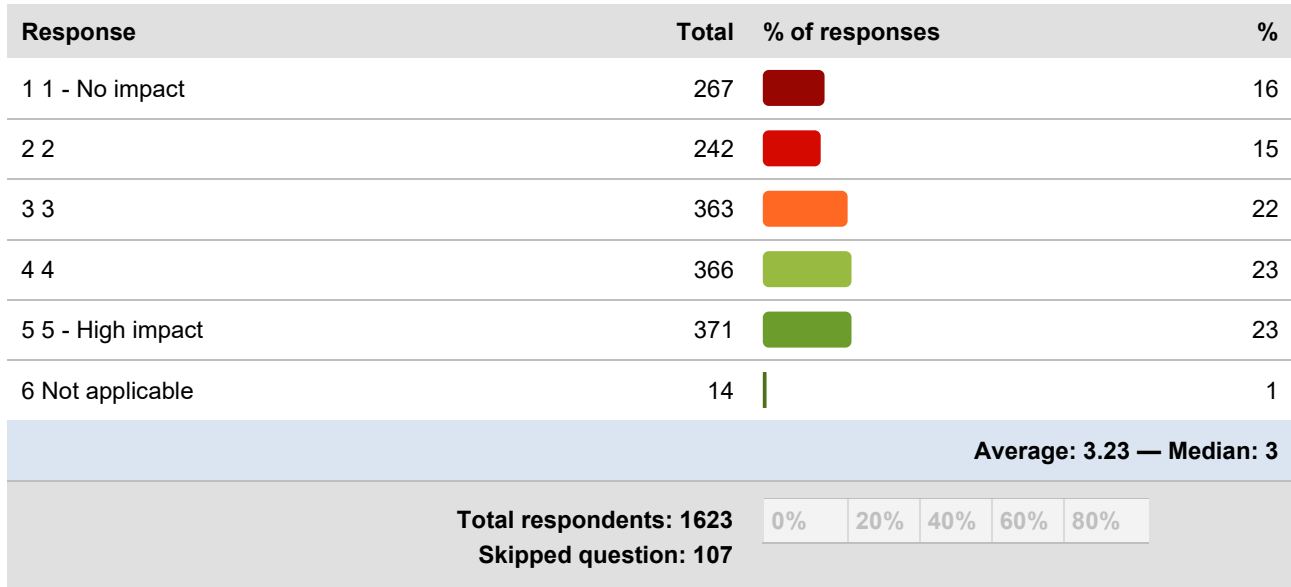
(Each respondent could choose only ONE response per sub-question.)



4.16. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Socially interactive areas/installations (ping pong tables, snow sculpture zone, rock balancing garden, etc.)

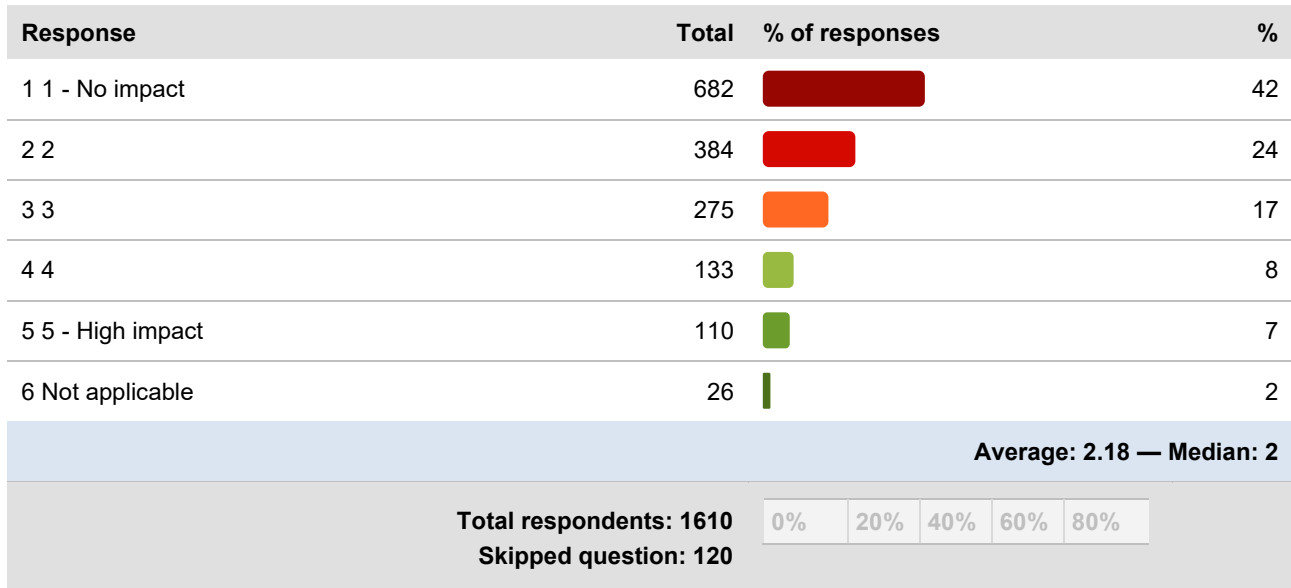
(Each respondent could choose only ONE response per sub-question.)



4.17. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Public exercise equipment

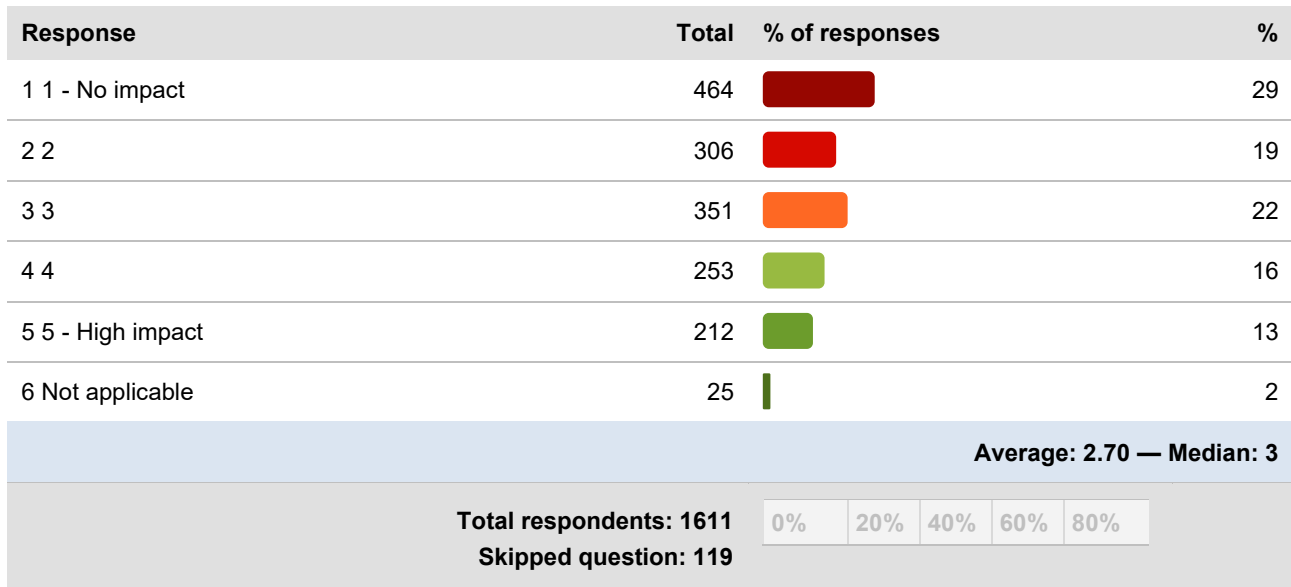
(Each respondent could choose only ONE response per sub-question.)



4.18. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Cool playground equipment areas

(Each respondent could choose only ONE response per sub-question.)



4.19. 4. What public amenity improvements do you think would make Sparks Street a better year-round destinations? Please rate your answers: 1= no impact and 5= high impact.

- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 1 - No impact	27		4
2 2	1		0
3 3	7		1
4 4	24		4
5 5 - High impact	403		65
6 Not applicable	161		26

Average: 5.02 — Median: 5

Total respondents: 623
Skipped question: 1107



5. 5. As a resident of Ottawa/Gatineau, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	1028		59

Total respondents: 1028
Skipped question: 661



6. 6. As a resident of Ottawa/Gatineau, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)



Response	Total	% of total respondents	%
Open answer	1025		59

Total respondents: 1025
Skipped question: 664




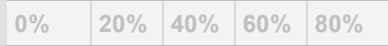
7. 5. As a resident on or near Sparks Street, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	224		13
Total respondents: 224			
Skipped question: 1464			


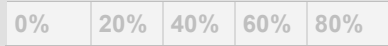
8. 6. As a resident on or near Sparks Street, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	222		13
Total respondents: 222			
Skipped question: 1466			


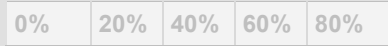
9. 5. As a business owner on Sparks Street, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	22		1
Total respondents: 22			
Skipped question: 1666			


10. 6. As a business owner on Sparks Street, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	22		1
Total respondents: 22			
Skipped question: 1666			

11. 5. As an employee on or near Sparks Street, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)



Response	Total	% of total respondents	%
Open answer	229		13

Total respondents: 229
Skipped question: 1459

0% 20% 40% 60% 80%


12. 6. As an employee on or near Sparks Street, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	220		13
Total respondents: 220			
Skipped question: 1468			


13. 5. As a property owner on Sparks Street, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	7		0
Total respondents: 7			
Skipped question: 1681			


14. 6. As a property owner on Sparks Street, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	8		0
Total respondents: 8			
Skipped question: 1680			

15. 5. As a government representative, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	5		0
Total respondents: 5			
Skipped question: 1683			

16. 6. As a government representative, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	5		0

Total respondents: 5 0% 20% 40% 60% 80%
Skipped question: 1683

17. 5. As a tourist and/or occasional visitor, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	15		1

Total respondents: 15 0% 20% 40% 60% 80%
Skipped question: 1673

18. 6. As a tourist and/or occasional visitor, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	15		1

Total respondents: 15 0% 20% 40% 60% 80%
Skipped question: 1673

19. 5. As a student, what are some of the things that you dislike the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	14		1

Total respondents: 14 0% 20% 40% 60% 80%
Skipped question: 1674

20. 6. As a student, what are some of the things that you like the most about Sparks Street?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	14		1

Total respondents: 14 0% 20% 40% 60% 80%
Skipped question: 1674

21. 7. Are you or your organization interested in collaborating to help animate areas of Sparks Street through programming, activations, installations or special events?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	112		7
No	1262		75
Maybe	314		19

Total respondents: 1688
Skipped question: 0



22. Please explain your collaboration idea(s) and provide your name, email and organization.

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	232		13

Total respondents: 232
Skipped question: 1442



23. 8. Although cycling is currently not allowed on Sparks Street, the City's Cycling Plan indicates Sparks Street as a minor bicycle path. Do you think the City should allow slow-speed cycling along Sparks Street?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	821		49
No	852		51

Total respondents: 1673
Skipped question: 0



24. Please explain why or under what conditions?

(Each respondent could write a single open-ended response of maximum 2000 characters.)




Response	Total	% of total respondents	%
Open answer	1415		82

Total respondents: 1415
Skipped question: 258





25. 9. Currently, vehicles allowed on Sparks Street are limited to emergency vehicles, loading and deliveries during specific times and special parking permits for events, programming, etc..Do you think the City should extend the access periods for vehicles on the Sparks Street Pedestrian Mall to include some evenings and/or winter months, or should the City focus on improving the year-round pedestrian environment for programming and socialization?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Extend access periods for vehicles (e.g. evenings and/or winter months)	152		9
Focus on improved pedestrian amenities, year-round programming and opportunities for socialization	1521		91
Total respondents: 1673			
Skipped question: 0			



26. Please explain why.

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	1260		73
Total respondents: 1260			
Skipped question: 413			

27. 10. Any other thoughts or ideas that you'd like for us to consider?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	1000		58
Total respondents: 1000			
Skipped question: 0			

Part II - Themes and Machine-Generated Topics

Expected Themes

The Sparks Street public realm team has identified several themes it expected to find through comments and responses made during the consultation process.

- Parking (on Sparks or area)
- Quality of the space (comfort, enjoyment, style, materials)
- Greenery (including sustainability, “urban oasis”)
- History (heritage, culture, entertainment, Canadian identity)
- Business and store (shopping, destination)
- Tourism
- Cycling
- Winter (cold, wind...)
- Smoking
- Seating (patio...)
- Day/night (lighting...)
- Digital technology (wayfinding, interpretation, online “information desk”)
- Aboriginal, Indigenous, Canada

Generating Topics through Machine Learning

To make sense of data from this survey, we have brought together 7275 responses in English coming from 1602 respondents to this survey (Questionnaire 2) with 229 responses from Questionnaire 1 and 389 comments from Town Hall meetings. We have used topic modelling analysis, a probabilistic method from Machine Learning, to automatically group these items in a limited set of categories. The machine was instructed to generate seven topics according to similarities it perceived in these items. Unlike themes, topics don't carry meaning. They can be understood as “buckets” of items which should belong together through statistical analysis of their content. Still, items grouped in these topics gain a lot of meaning together. We have labeled these seven topics based on some prominent words in the responses they contain.

1. Downtown Street
2. Cyclists and Pedestrians
3. Shopping
4. Events
5. Vehicle and Access
6. Amenities
7. Projects

In the table below, “Responses” corresponds to the number of answers in English to Questionnaire 2 which displayed a high relation to each topic (we have used a threshold of 70%). In other words, the machine has found 476 responses to Questionnaire 2 which displayed a high relevance to the first topic (which we have labelled “Downtown Street”). Other responses do relate to each topic, albeit to a lesser degree. This includes some responses which address more than one topic at a time. The score corresponds to the sum of these rates through the whole content. Including comments which may only relate tangentially to the first topic, the machine has calculated that the equivalent of 1970 items would have a 100% relationship to it (including 5993 responses which have less than 50% relation to the topic).

The top words are those terms which are most likely to be exclusive to that topic. For instance, the word “path” is unlikely to appear in the first topic as the machine found it to be highly exclusive to the second topic. Words like “history” and “Canada” rarely appear outside of Topic 7 (labelled “Projects”).

Machine-Generated Topics from English Responses (with Top Words)

Number	Topic	Responses	Score	Top Words
1	Downtown Street	476	1970	downtown spark make
2	Cyclists and Pedestrians	528	1306	speed path lane
3	Shopping	319	1291	store shopping shop
4	Events	260	1118	outdoor festival event
5	Vehicle and Access	270	1081	delivery vehicle access
6	Amenities	85	706	fountain wind washroom
7	Projects	67	421	artist history canada

Response Rates (English and French)

Responses by Status

Status	Respondents	Proportion
Resident (Ottawa/Gatineau)	1101	66%
Employee (Sparks)	242	15%
Resident (Sparks)	226	14%
Business owner (Sparks)	22	1%
Student	18	1%
Tourist	13	1%
Others	39	2%
Total	1661	100%

Responses by Location

Postal	Respondents	Proportion
K1S	163	10%
K1R	156	9%
K2P	153	9%
K1N	111	7%
K1Y	91	5%
K2A	62	4%
K1P	50	3%
K2J	47	3%
K1K	45	3%
K1V	44	3%
K1Z	43	3%
K1H	42	3%
K1C	41	2%
K1G	38	2%
K2C	35	2%
K1L	34	2%
K2G	31	2%
K2H	31	2%
K1J	30	2%
K2K	30	2%
K4A	28	2%

K0A	27	2%
K2B	27	2%
K2M	26	2%
K1M	25	2%
K1T	22	1%
K2E	20	1%
K1B	17	1%
K2L	15	1%
K2S	15	1%
J9A	14	1%
K1E	14	1%
K1A	12	1%
K2T	9	1%
Others	113	7%

Response Rates by Question and Status

Q3 Other Activities

In the past, what other activities have attracted you to Sparks Street?

Resident (Ottawa/Gatineau)	105 (10%)
Employee (Sparks)	25 (10%)
Resident (Sparks)	30 (13%)
Business owner (Sparks)	2 (9%)
Student	0 (0%)
Tourist	1 (8%)
Others	7 (18%)
Grand Total	170 (10%)

Q4 Other Amenities

What other public amenity improvements do you think would make Sparks Street a better year-round destinations?

Resident (Ottawa/Gatineau)	292 (27%)
Employee (Sparks)	49 (20%)
Resident (Sparks)	63 (28%)
Business owner (Sparks)	8 (36%)
Student	4 (22%)
Tourist	2 (15%)
Others	10 (26%)
Grand Total	428 (26%)

Q5 Dislikes

What are some of the things that you dislike the most about Sparks Street?

Resident (Ottawa/Gatineau)	1015 (92%)
Employee (Sparks)	228 (94%)
Resident (Sparks)	221 (98%)
Business owner (Sparks)	21 (95%)
Student	14 (78%)
Tourist	12 (92%)
Others	12 (31%)
Grand Total	1523 (92%)

Q6 Likes

What are some of the things that you like the most about Sparks Street?

Resident (Ottawa/Gatineau)	1012 (92%)
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Employee (Sparks)	219 (90%)
Resident (Sparks)	219 (97%)
Business owner (Sparks)	21 (95%)
Student	14 (78%)
Tourist	12 (92%)
Others	13 (33%)
Grand Total	1510 (91%)

Q7 Collaboration

Are you or your organization interested in collaborating to help animate areas of Sparks Street through programming, activations, installations or special events? Please explain your idea(s) and provide your name, email and organization.

Resident (Ottawa/Gatineau)	141 (13%)
Employee (Sparks)	27 (11%)
Resident (Sparks)	35 (15%)
Business owner (Sparks)	14 (64%)
Student	2 (11%)
Tourist	1 (8%)
Others	11 (28%)
Grand Total	231 (14%)

Q8 Cycling

Although cycling is currently not allowed on Sparks Street, the City's Cycling Plan indicates Sparks Street as a minor bicycle path. Do you think the City should allow slow-speed cycling along Sparks Street? Please explain why or under what conditions?

Resident (Ottawa/Gatineau)	925 (84%)
Employee (Sparks)	208 (86%)
Resident (Sparks)	201 (89%)
Business owner (Sparks)	17 (77%)
Student	15 (83%)
Tourist	11 (85%)
Others	33 (85%)
Grand Total	1410 (85%)

Q9 Vehicles

Currently, vehicles allowed on Sparks Street are limited to emergency vehicles, loading and deliveries during specific times and special parking permits for events, programming, etc..Do you think the City should extend the access periods for vehicles on the Sparks Street Pedestrian Mall to include some evenings and/or winter months, or should the City focus on improving the year-round pedestrian environment for programming and socialization? Please explain why.

Resident (Ottawa/Gatineau)	824 (75%)
Employee (Sparks)	179 (74%)
Resident (Sparks)	182 (81%)
Business owner (Sparks)	14 (64%)
Student	14 (78%)
Tourist	10 (77%)
Others	31 (79%)
Grand Total	1254 (75%)

Q10 Other Thoughts

Any other thoughts or ideas that you'd like for us to consider?

Resident (Ottawa/Gatineau)	663 (60%)
Employee (Sparks)	134 (55%)
Resident (Sparks)	146 (65%)
Business owner (Sparks)	14 (64%)

Student	7 (39%)
Tourist	8 (62%)
Others	28 (72%)
Grand Total	1000 (60%)

Relevant Responses in English per Question

Results from the topic modelling algorithm were used to select relevant answers to each question. By sorting these comments in decreasing order of closeness to *one* of the seven machine-generated topics, we were able to easily identify “topical” responses. In the context of answers to a survey, comments with very low connection to any single topic are unlikely to convey much meaning.

Q3 Other Activities

1. Respondent 413 (Resident (Ottawa/Gatineau), K1Y, Topic 1. Downtown Street) I avoid walking on Sparks Street my 5 above is negative impact
2. Respondent 746 (Resident (Ottawa/Gatineau), K1N, Topic 3. Shopping) Shopping - Winner's, luggage shop, dining, entertainment, more of these.
3. Respondent 1612 (Resident (Ottawa/Gatineau), K2P, Topic 2. Cyclists and Pedestrians) Speed. You don't have to slow your pace because it's not a crowded sidewalk.
4. Respondent 1667 (Resident (Ottawa/Gatineau), K1V, Topic 4. Events) poutine fest, christmas lights and ice sculptures
5. Respondent 1113 (Resident (Ottawa/Gatineau), K1K, Topic 4. Events) restaurants cafes beer ice cream etc
6. Respondent 1584 (Resident (Ottawa/Gatineau), K1S, Topic 1. Downtown Street) Work-related meetings bring me to the area
7. Respondent 174 (Resident (Ottawa/Gatineau), K1R, Topic 1. Downtown Street) Easy pedestrian route, no cars even if not scenic
8. Respondent 293 (Resident (Ottawa/Gatineau), K2M, Topic 1. Downtown Street) CITY SHOULD HAVE MADE A CASINO WITH FREE PARKING..
9. Respondent 1460 (Resident (Ottawa/Gatineau), K1V, Topic 1. Downtown Street) Thinking about what would be required to allow for an organic street life to develop on Sparks Street
10. Respondent 1025 (Resident (Ottawa/Gatineau), K2P, Topic 3. Shopping) Being frustrated that every shop is closed when I visit

Q4 Other Amenities

1. Respondent 745 (Resident (Sparks), K1Y, Topic 3. Shopping) Higher quality business in the area - less offices and more reasons for me to GO to sparks street. Also - higher quality food options (healthy as well). Less 'tourist trap' places and more pop up shops of local makers and entrepreneurs
2. Respondent 1580 (Employee (Sparks), K1S, Topic 5. Vehicle and Access) Fewer motor vehicles, trucks, vans, pickup trucks at present the street is always crowded with motor vehicles during peak times of pedestrian usage
3. Respondent 183 (Employee (Sparks), K1G, Topic 1. Downtown Street) Public transportation! Add a street car to Sparks connecting Ottawa and downtown Hull/museum via the bridge.
4. Respondent 719 (Resident (Ottawa/Gatineau), K2G, Topic 3. Shopping) Getting rid of all the boring places like dentist offices and offering more shopping and stores and entertainment venues
5. Respondent 1503 (Employee (Sparks), K1S, Topic 5. Vehicle and Access) Tougher restrictions & better enforcement to eliminate cars and trucks driving through a so-called pedestrian mall.

6. Respondent 1135 (Resident (Ottawa/Gatineau), K1L, Topic 1. Downtown Street) Main Plaza where people can meet chill and spend time
7. Respondent 347 (Resident (Sparks), K1R, Topic 1. Downtown Street) More vibrant economic activity of various types to draw people to the street
8. Respondent 778 (Resident (Ottawa/Gatineau), K1S, Topic 3. Shopping) Housing, small grocery stores, hey how about a hardware store? I know, too wild
9. Respondent 342 (Resident (Ottawa/Gatineau), K1L, Topic 3. Shopping) More street level businesses - too many government buildings and souvenir shops right now
10. Respondent 1136 (Resident (Ottawa/Gatineau), K1Y, Topic 2. Cyclists and Pedestrians) Ottawa's first dedicated bike road (down the middle). And absolutely no more CARS. Stop that!

Q5 Dislikes

1. Respondent 919 (Employee (Sparks), K1M, Topic 5. Vehicle and Access) Traffic. It is a pedestrian mall, and yet daily during high traffic times pedestrians needs to deal with cars and delivery trucks driving down the street, or parking in the middle of the street. It makes the street uninviting.
2. Respondent 606 (Employee (Sparks), K1H, Topic 3. Shopping) It's just horribly uninviting. I never go down Sparks Street when I have errands to run cause there is nothing there. And 9 our of -0 Times, I pick a restaurant elsewhere cause there are so many better ones on other nearby streets.
3. Respondent 937 (Employee (Sparks), K2H, Topic 3. Shopping) All the construction, lack of useful stores for people working there i.e. no grocery store and not many good eating establishments.
4. Respondent 1592 (Employee (Sparks), K1R, Topic 6. Amenities) no trees or other plant material. Paving material in poor shape. Limited furnishings, eg. benches, places to sit.
5. Respondent 212 (Employee (Sparks), K1H, Topic 3. Shopping) no shopping any more! I used to use the Zellers, the ladies clothes, the miscellaneous stores a lot. It was a shopping destination.
6. Respondent 1622 (Employee (Sparks), K2H, Topic 6. Amenities) State of the infrastructure. Lack of diversity. Cold wind chills from tunnel effect
7. Respondent 1329 (Employee (Sparks), K4R, Topic 3. Shopping) There is nothing there to attract me. I find the restaurants,. other than Riviera, to be rather boring and mundane. I have not purchased anything on Sparks in probably 20+ years.
8. Respondent 135 (Employee (Sparks), K1P, Topic 6. Amenities) Weather condition, icy sidewalks, no heating seating outside for office lunches
9. Respondent 950 (Employee (Sparks), K1S, Topic 6. Amenities) It is a cold wind tunnel, no trees, or inviting creative green spaces
10. Respondent 1404 (Employee (Sparks), K1S, Topic 3. Shopping) The fact that there are many empty storefronts and some that just have knick knacks. Would be great for there to be cool shops, restaurants...like a real destination. There are some ok restos but the space could be better leveraged.

Q6 Likes

1. Respondent 988 (Business owner (Sparks), K1V, Topic 1. Downtown Street) It's beauty and uniqueness and the fact that most of my clientele works close by. Also provides access to business travelers and tourists which helps to grow my business.
2. Respondent 456 (Business owner (Sparks), K1P, Topic 4. Events) Flowers in the summer, Christmas decorations for winter.

3. Respondent 1409 (Business owner (Sparks), K1P, Topic 1. Downtown Street) Proximity to Parliament Hill. Consistent and steady workforce. Heritage buildings. Pedestrian street.
4. Respondent 363 (Business owner (Sparks), K1P, Topic 1. Downtown Street) Open air, proximity to parliament, nostalgia, history
5. Respondent 485 (Business owner (Sparks), K1P, Topic 5. Vehicle and Access) Access to business by automobile
6. Respondent 475 (Business owner (Sparks), K1P, Topic 1. Downtown Street) The historic architecture
7. Respondent 505 (Business owner (Sparks), K1P, Topic 1. Downtown Street) location people
8. Respondent 476 (Business owner (Sparks), K1P, Topic 3. Shopping) I like the pedestrian street aspect. It is very picturesque. I like that there are other small businesses like mine. I believe we need more variety, small and big businesses to attract more people.
9. Respondent 472 (Business owner (Sparks), K1P, Topic 4. Events) The fact that people can stroll down the street, can sit and people watch (if they can find a bench) , all the events that draw huge crowds. In the summer the street is alive and beautiful, we need to do something in the winter as well.
10. Respondent 1412 (Business owner (Sparks), K1P, Topic 1. Downtown Street) NEXT TO PARLIAMENT HILL AND HERITAGE BUILDINGS

Q7 Collaboration

1. Respondent 741 (Employee (Sparks), K2J, Topic 7. Projects) [...] Working in projects, I use a online/web based collaborative app that keeps me and the team in sync. I would be happy to share that info if needed. This app allows members to share ideas and assign individual tasks, and the ability to follow other's assigned tasks. Being from Toronto, I can see that Ottawa is a tough crowd. Good luck on bringing life to Sparks St! This city needs it!
2. Respondent 302 (Resident (Ottawa/Gatineau), K1N, Topic 7. Projects) Architects, Urban Designers and Conservation (heritage and sustainability) specialists with experience in public realm design, flexible exhibit design, Eco-District design, interventions into historic places design, cultural landscapes, public art, etc. Would be a valuable member of the concept-programming-design team.
3. Respondent 428 (Resident (Sparks), K1N, Topic 7. Projects) I may be interested in landscape and architecture interventions like the Stanley Cup tribute that is going in, or some ephemeral/temporary design ideas competition. [...]
4. Respondent 1715 (Resident (Sparks), K1R, Topic 7. Projects) I work for the Department of National Defence. So I would love to see some history from each department. Example, National Defence to provide an ancient military vehicle. And other departments contributing other things, like Citizenship and Immigration, to provide history on how they reside refugees from other countries, in large numbers. Something that really represents Canada. If you wish to discuss this, my number is [...].
5. Respondent 1511 (Resident (Ottawa/Gatineau), K1S, Topic 7. Projects) I am just a person, who loves this City and have seen and have marvelled at spaces that have worked for the community, I have no organization behind me. I am sure the city has access to architects and designers and city planners who are well versed in the concepts of a livable city.
6. Respondent 1196 (Resident (Ottawa/Gatineau), K2K, Topic 7. Projects) To help bring better lighting, and culture, I would assist. [...]
7. Respondent 805 (Resident (Ottawa/Gatineau), K1E, Topic 7. Projects) Planning and design ideas. [...] Individual/private citizen

8. Respondent 1194 (Resident (Ottawa/Gatineau), K1S, Topic 7. Projects) I am happy to provide input, be a member of focus group, etc... [...]
9. Respondent 1631 (Employee (Sparks), K4K, Topic 7. Projects) We have a group at work (National Capital Commission) already collaborating with the City on this initiative.
10. Respondent 580 (Resident (Sparks), K1P, Topic 7. Projects) I'm a performer with [...], an aerial/circus performance troupe. [...]

Q8 Cycling

1. Respondent 187 (Resident (Ottawa/Gatineau), K2A, Topic 2. Cyclists and Pedestrians) I am a devoted cyclist. I definitely do not believe that this mall, which is relatively narrow, will accommodate cyclists and not disturb the stop and go flow of pedestrians, incl. children and older folks. Regardless that it may be pitched as slow speed cycling-once cyclists are moving through, it will not be slow cycling-what is the purpose of 'slow cycling?' Might as well walk, or walk your bike.
2. Respondent 909 (Former Resident, K0J, Topic 2. Cyclists and Pedestrians) Cyclists must cycle very slowly as a speed limit and always yield to pedestrians. The posted speed limit for cyclists maybe should be at 6 kph to ensure no one is collided. Sometimes cyclists may find it easier to cycle than walking with their bike in case they are transporting an unusual heavy load of goods.
3. Respondent 448 (Employee (Sparks), K1Z, Topic 2. Cyclists and Pedestrians) Cyclists currently use Sparks occasionally and it is very distracting and unexpected to pedestrians. Cyclists are weaving through crowds and as there is no road, pedestrians must predict their path. Cycling should occur on Laurier or on a street. Sparks is meant for leisurely walking.
4. Respondent 996 (Resident (Ottawa/Gatineau), K1L, Topic 2. Cyclists and Pedestrians) I think cycling should be allowed because I think cycling ought to be encouraged wherever and whenever possible. But I also feel strongly that it should not become a place where cyclists see it as merely a route to pass through from point A to point B. Cyclists should be encouraged to see Sparks Street as an endpoint. And any cycling on the street itself should be slow and leisurely.
5. Respondent 1431 (Resident (Sparks), K1N, Topic 2. Cyclists and Pedestrians) bicycles - and I am a cyclist - do not mix well with pedestrians in Ottawa. Pedestrians on a pedestrian street must feel they can cross and wander...and unpredictably ...feel they are in a safe space. It is not hard to push a bike a few blocks.
6. Respondent 32 (Resident (Ottawa/Gatineau), K1N, Topic 2. Cyclists and Pedestrians) Cyclists riding in a designated section of Sparks street makes sense if the city wants to make cycling a priority, as they will be away from cars/traffic which is a major obstacle for people to commute by bicycle.
7. Respondent 394 (Resident (Ottawa/Gatineau), K1H, Topic 2. Cyclists and Pedestrians) While cycling may not 'be allowed' it doesn't seem to stop the cyclists. Define 'slow speed'. Some cyclists won't pay attention to 'slow speed', and would endanger pedestrians.
8. Respondent 44 (Resident (Ottawa/Gatineau), K1S, Topic 2. Cyclists and Pedestrians) Maybe create a lane for bikes so it remains essentially pedestrian. For bikes...it would be convenient as Wellington has a lot of buses and Laurier is several blocks away. Sparks could help the bicycle path network.
9. Respondent 610 (Resident (Sparks), K2P, Topic 2. Cyclists and Pedestrians) If cycling is allowed, there should be a bike lane the lane should probably have 'curbs' of some sort, rather than just lines painted on the ground so that pedestrians don't absent-mindedly wander into the bike lane.

10. Respondent 1022 (Resident (Ottawa/Gatineau), K2R, Topic 2. Cyclists and Pedestrians) Cyclists already share the road with cars - they should not be allowed on a pedestrian only street. They are dangerous and cyclists already don't follow the rules of the road, why would they follow a 'slow-speed' rule?

Q9 Vehicles

1. Respondent 69 (Tourist, K1Y, Topic 1. Downtown Street) There is so much potential for making sparks street more inviting with relaxing areas, interactive places with greenery that will draw people to spend time there. This won't be possible if you are keeping areas for parking.
2. Respondent 425 (Resident (Ottawa/Gatineau), K1S, Topic 5. Vehicle and Access) Whether it's for evenings and/or winter months, the street would have to be designed for cars even if there were no cars permitted during the day and/or warmer months, i.e., it would become a 'street' that happens to permit pedestrians during the day and/or the warmer months.
3. Respondent 1119 (Resident (Sparks), K2P, Topic 5. Vehicle and Access) 'Currently, vehicles allowed on Sparks Street are limited to emergency vehicles, loading and deliveries during specific times' anyone who goes to Sparks At knows that this statement is totally wrong. There are cars parked at anytime any day of the week. Current no parking bylaws are not enforced. Allowing the cars for evening or winter months would just have for consequences to have more cars at all times. Allowing cars will just prevent animations or spaces to be designed for pedestrians.
4. Respondent 702 (Resident (Ottawa/Gatineau), K2M, Topic 1. Downtown Street) the corridor is relatively unique as a car free zone in downtown. This character should be preserved. Promotion of adjacent parking garages plus improved transit access should be considered instead.
5. Respondent 1578 (Resident (Ottawa/Gatineau), K1N, Topic 1. Downtown Street) As the city becomes more dense, there is an increasing need for pedestrian-only spaces. Could the western leg of Elgin between Wellington and Queen be closed to traffic to create a pedestrian link between Sparks and Confederation Square? It would create an open area for special activities that might encourage more people to come west from the Byword market or the Rideau centre.
6. Respondent 398 (Resident (Ottawa/Gatineau), K2C, Topic 5. Vehicle and Access) Extending access periods is just confusing. There are enough intersecting streets that people can do drop offs. If you are going to extend vehicle hours just allow them all the time and scrap the pedestrian mall concept.
7. Respondent 157 (Resident (Sparks), K2P, Topic 1. Downtown Street) Pedestrian streets thrive in Europe and elsewhere in the world. Sparks St is Ottawa's only pedestrian street. Keep it and expand to other downtown streets. Do not allow more vehicular access.
8. Respondent 766 (Resident (Ottawa/Gatineau), K2G, Topic 1. Downtown Street) Sparks Street could be a nice place for socialization. Unfortunately the way it is structured now it is a wasted space. Make it different to what we already have in this city - the one that is referred to as 'The City that Fun Forgot'.
9. Respondent 1631 (Employee (Sparks), K4K, Topic 5. Vehicle and Access) Same as above, it's supposed to be for pedestrians, so improving pedestrian amenities is key. I understand that some vehicles need access at certain times but I wouldn't want to increase the amount of time vehicles spend on Sparks.
10. Respondent 1525 (Resident (Ottawa/Gatineau), K1S, Topic 1. Downtown Street) People in cars, or parking them, do not add to the social mix of the street. the cars will be in the way.

Vast areas of cities like Rome are inaccessible to cars and they are full of people as a result.

Q10 Other Thoughts

1. Respondent 1120 (Resident (Ottawa/Gatineau), K1S, Topic 1. Downtown Street) Sparks is often studied as a destination, but it is more appropriate to see it as the dynamic edge of three communities, Parliament Hill, Tourist Ottawa, and the Resident Urban Core. Some people belong to one or more of these communities, and some are interacting with each other for the first time. Sparks should provide the space to meet, and the space to move smoothly along its length.
2. Respondent 518 (Business owner (Sparks), K1P, Topic 1. Downtown Street) Yes - lots :) Please don't screw up Elgin street by - the downtown needs that corridor to the Market. I have worked on Sparks Street for 20 years now and see incredible potential here. Allowing more vehicular traffic is a bad idea. Please don't take away the things that make Sparks Street unique!
3. Respondent 1220 (Resident (Sparks), K2P, Topic 1. Downtown Street) Sparks St. is a great opportunity for the city, and I have always appreciated it ever since moving to Ottawa 8 years ago, despite its flaws. I used to live in Sandy Hill and would often choose to walk down Sparks to get to Hintonburg, to avoid walking along a street filled with traffic. Thank you for doing this consultation.
4. Respondent 394 (Resident (Ottawa/Gatineau), K1H, Topic 1. Downtown Street) Sparks street has such potential. I've seen 'walking malls' in other cities (the best I've seen so far is Church Street in Burlington, Vermont) and they are awesome spaces. Sparks street is... a disorganized mess, in my opinion. Hopefully this little survey will help.
5. Respondent 377 (Resident (Ottawa/Gatineau), K1C, Topic 1. Downtown Street) I think we must remember that Sparks St. is foremost a street and thus, a thoroughfare. It exists to move traffic from one destination to another. What makes it different is that is exclusively for pedestrians. This means the focus should be on the pedestrian and how to make moving along that street both pleasant, interesting and efficient. Build on the natural advantage that Sparks has as a thoroughfare: parallel to the Hill & LRT and running from Confed Sq. to the edge of Lebreton Flats
6. Respondent 695 (Resident (Ottawa/Gatineau), K2S, Topic 1. Downtown Street) Make this a street again!! Close it down for special events, but for daily life and activities, this needs to be a true street (bank street, wellington etc.) and vehicular traffic is part of the street.
7. Respondent 866 (Employee (Sparks), K1Z, Topic 1. Downtown Street) Some kind of integrated tourist and city planning strategy that would draw tourists visiting the Byward Market and Parliament out to Sparks St. What could be done to connect these two areas of the city? (Some ideas include promoting walking tours, and creating a pamphlet that covers the attractions of all three areas). Perhaps the BIAs could work more closely together too (and with the Elgin St BIA if one exists).
8. Respondent 1655 (Resident (Ottawa/Gatineau), K1H, Topic 1. Downtown Street) Continue trying to improve Sparks, including maintaining the architecture. Tourists (and residents) love heritage architecture and we have so little compared to European cities. Beauty first!
9. Respondent 261 (Resident (Ottawa/Gatineau), K2A, Topic 1. Downtown Street) If we want to develop the area, ask businesses how to develop, bring more businesses, if you would manage to bring ottawa/gatineau residents to spend time and money there, you'll have triple the tourists.
10. Respondent 912 (Resident (Ottawa/Gatineau), K1R, Topic 1. Downtown Street) So much potential to make an engaging community space where people want to spend time.

Modernize, look to other cities for inspiration and tap into the things that make Ottawa great.

Most Relevant Responses in English per Machine-Generated Topic

Topic 1. Downtown Street

1. Respondent 1154 (Resident (Sparks), K1R, Question 6. Likes) I enjoy being able to live, work and play on Sparks Street and having easy access to amenities on Elgin, Bank, Rideau, the Market and Parliament. I like when there are cultural or charitable events which add life to the Street. I appreciate that buildings are being renovated along the street and that investment is being made into further improving the area. It has a bright future!
2. Respondent 1120 (Resident (Ottawa/Gatineau), K1S, Question 10. Other Thoughts) Sparks is often studied as a destination, but it is more appropriate to see it as the dynamic edge of three communities, Parliament Hill, Tourist Ottawa, and the Resident Urban Core. Some people belong to one or more of these communities, and some are interacting with each other for the first time. Sparks should provide the space to meet, and the space to move smoothly along its length.
3. Respondent 518 (Business owner (Sparks), K1P, Question 10. Other Thoughts) Yes - lots :) Please don't screw up Elgin street by - the downtown needs that corridor to the Market. I have worked on Sparks Street for 20 years now and see incredible potential here. Allowing more vehicular traffic is a bad idea. Pleas don't take away the things that make Sparks Street unique!
4. Respondent 1220 (Resident (Sparks), K2P, Question 10. Other Thoughts) Sparks St. is a great opportunity for the city, and I have always appreciated it ever since moving to Ottawa 8 years ago, despite its flaws. I used to live in Sandy Hill and would often choose to walk down Sparks to get to Hintonburg, to avoid walking along a street filled with traffic. Thank you for doing this consultation.
5. Respondent 651 (Resident (Sparks), K2P, Question 6. Likes) As a frequent pedestrian, I value Sparks Street as a major pedestrian thoroughfare, and a potential heart of pedestrian activity in Ottawa. But I want it to live up to that potential, as a pedestrian route designed for our Canadian climate.
6. Respondent 394 (Resident (Ottawa/Gatineau), K1H, Question 10. Other Thoughts) Sparks street has such potential. I've seen 'walking malls' in other cities (the best I've seen so far is Church Street in Burlington, Vermont) and they are awesome spaces. Sparks street is... a disorganized mess, in my opinion. Hopefully this little survey will help.
7. Respondent 69 (Tourist, K1Y, Question 9. Vehicles) There is so much potential for making sparks street more inviting with relaxing areas, interactive places with greenery that will draw people to spend time there. This won't be possible if you are keeping areas for parking.
8. Respondent 358 (Resident (Ottawa/Gatineau), K2C, Question 6. Likes) a pedestrian mall in downtown is a great idea. a pedestrian mall is part of a sustainable city. For example, times square in NY was converted a couple of years ago to be an area for pedestrians.
9. Respondent 377 (Resident (Ottawa/Gatineau), K1C, Question 10. Other Thoughts) I think we must remember that Sparks St. is foremost a street and thus, a thoroughfare. It exists to move traffic from one destination to another. What makes it different is that is exclusively for pedestrians. This means the focus should be on the pedestrian and how to make moving along that street both pleasant, interesting and efficient. Build on the natural advantage that Sparks has as a thoroughfare: parallel to the Hill & LRT and running from Confed Sq.to the edge of Lebreton Flats

10. Respondent 695 (Resident (Ottawa/Gatineau), K2S, Question 10. Other Thoughts) Make this a street again!! Close it down for special events, but for daily life and activities, this needs to be a true street (bank street, wellington etc.) and vehicular traffic is part of the street.

Topic 2. Cyclists and Pedestrians

1. Respondent 187 (Resident (Ottawa/Gatineau), K2A, Question 8. Cycling) I am a devoted cyclist. I definitely do not believe that this mall, which is relatively narrow, will accommodate cyclists and not disturb the stop and go flow of pedestrians, incl. children and older folks. Regardless that it may be pitched as slow speed cycling-once cyclists are moving through, it will not be slow cycling-what is the purpose of 'slow cycling?' Might as well walk, or walk your bike.
2. Respondent 909 (Former Resident, K0J, Question 8. Cycling) Cyclists must cycle very slowly as a speed limit and always yield to pedestrians. The posted speed limit for cyclists maybe should be at 6 kph to ensure no one is collided. Sometimes cyclists may find it easier to cycle than walking with their bike in case they are transporting an unusual heavy load of goods.
3. Respondent 448 (Employee (Sparks), K1Z, Question 8. Cycling) Cyclists currently use Sparks occasionally and it is very distracting and unexpected to pedestrians. Cyclists are weaving through crowds and as there is no road, pedestrians must predict their path. Cycling should occur on Laurier or on a street. Sparks is meant for leisurely walking.
4. Respondent 996 (Resident (Ottawa/Gatineau), K1L, Question 8. Cycling) I think cycling should be allowed because I think cycling ought to be encouraged wherever and whenever possible. But I also feel strongly that it should not become a place where cyclists see it as merely a route to pass through from point A to point B. Cyclists should be encouraged to see Sparks Street as an endpoint. And any cycling on the street itself should be slow and leisurely.
5. Respondent 1431 (Resident (Sparks), K1N, Question 8. Cycling) bicycles - and I am a cyclist - do not mix well with pedestrians in Ottawa. Pedestrians on a pedestrian street must feel they can cross and wander...and unpredictably ...feel they are in a safe space. It is not hard to push a bike a few blocks.
6. Respondent 32 (Resident (Ottawa/Gatineau), K1N, Question 8. Cycling) Cyclists riding in a designated section of Sparks street makes sense if the city wants to make cycling a priority, as they will be away from cars/traffic which is a major obstacle for people to commute by bicycle.
7. Respondent 394 (Resident (Ottawa/Gatineau), K1H, Question 8. Cycling) While cycling may not 'be allowed' it doesn't seem to stop the cyclists. Define 'slow speed'. Some cyclists won't pay attention to 'slow speed', and would endanger pedestrians.
8. Respondent 44 (Resident (Ottawa/Gatineau), K1S, Question 8. Cycling) Maybe create a lane for bikes so it remains essentially pedestrian. For bikes...it would be convenient as Wellington has a lot of buses and Laurier is several blocks away. Sparks could help the bicycle path network.
9. Respondent 610 (Resident (Sparks), K2P, Question 8. Cycling) If cycling is allowed, there should be a bike lane the lane should probably have 'curbs' of some sort, rather than just lines painted on the ground so that pedestrians don't absent-mindedly wander into the bike lane.
10. Respondent 1022 (Resident (Ottawa/Gatineau), K2R, Question 8. Cycling) Cyclists already share the road with cars - they should not be allowed on a pedestrian only street. They are

dangerous and cyclists already don't follow the rules of the road, why would they follow a 'slow-speed' rule?

Topic 3. Shopping

1. Respondent 745 (Resident (Sparks), K1Y, Question 4. Other Amenities) Higher quality business in the area - less offices and more reasons for me to GO to sparks street. Also - higher quality food options (healthy as well). Less 'tourist trap' places and more pop up shops of local makers and entrepreneurs
2. Respondent 235 (Resident (Ottawa/Gatineau), K1Z, Question 5. Dislikes) Poor shopping & dead at night. You need to attract residents, not just services for public servants or tourists. More thinking outside the box: interactive, international, busking, amaze people, give us something unique.
3. Respondent 955 (Resident (Ottawa/Gatineau), K2P, Question 5. Dislikes) That the stores are all the same type of stores (souvenir, jewelry), and are never open late. We need to make the street a destination at all times of day. We also need stores that will attract people to the area.
4. Respondent 1095 (Resident (Ottawa/Gatineau), K1C, Question 10. Other Thoughts) Curated selection of stores, make it a place people come because of the good or different selection. Subsidized rent for interesting or local stores, so that we can make the ambiance and experience good for people. In order to get lower rent they must say why they think they will attract people to sparks, stay open late, stay open all weekend, etc
5. Respondent 206 (Resident (Ottawa/Gatineau), K2A, Question 5. Dislikes) Fewer destination stores than in the past -- lost Zellers, lost the Scottish store and some great clothing shops, the bookstore.
6. Respondent 1328 (Resident (Sparks), K1R, Question 5. Dislikes) Most of the really interesting and useful shops and services have closed. The lack of retail outlets is a real deficit for a downtown area. One used to be able to buy almost anything at places like Zellers, Simpsons, Holt Renfrew, and Marks and Spencer's. Now it is a shopping wasteland (other than for Winners). The federal government (if it ever finishes its endless construction) should hire a retail impresario to find a variety of retailers and locate them strategically on the north side.
7. Respondent 1161 (Resident (Ottawa/Gatineau), K2B, Question 5. Dislikes) It's not like I dislike it, I just have no reason to go there unless for some reason I need to get food in that area. The businesses are uninteresting and/or unaffordable to me as a middle-class woman in her mid-twenties.
8. Respondent 1683 (Resident (Ottawa/Gatineau), K1C, Question 5. Dislikes) Not visually appealing and only geared to attract a small segment of the total population, local employees and merchants who want to attract them.
9. Respondent 606 (Employee (Sparks), K1H, Question 5. Dislikes) It's just horribly uninviting. I never go down Sparks Street when I have errands to run cause there is nothing there. And 9 out of 10 Times, I pick a restaurant elsewhere cause there are so many better ones on other nearby streets.
10. Respondent 937 (Employee (Sparks), K2H, Question 5. Dislikes) All the construction, lack of useful stores for people working there i.e. no grocery store and not many good eating establishments.

Topic 4. Events

1. Respondent 448 (Employee (Sparks), K1Z, Question 6. Likes) Festivals (rib fest, poutine fest,...) Always draw crowds. The hockey art display installation is an improvement too as it lights up at night.
2. Respondent 268 (Resident (Sparks), K1R, Question 5. Dislikes) Hate rib fest and other junky fairs. Hate canned music at all times. Hate cars Hate those hideous giant tulips.
3. Respondent 352 (Resident (Sparks), K1R, Question 6. Likes) Seasonal events are great (rib fest, poutine fest, the Canada people posters that were up this year) nice to just walk through and take time.
4. Respondent 1713 (Resident (Ottawa/Gatineau), K1N, Question 6. Likes) I really like the events that have been planned over the last few years like Latin nights and New Year's Eve parties and big screens to watch sports, etc.
5. Respondent 746 (Resident (Ottawa/Gatineau), K1N, Question 10. Other Thoughts) Art exhibits, fairs. New talent days. Dancing. Buskers, of course. Gourmet trucks. Book fair.
6. Respondent 1437 (Resident (Ottawa/Gatineau), K2L, Question 6. Likes) Canada Day, Remembrance Day, BBQ days, Buskers performances, very occasional restaurant meal
7. Respondent 1573 (Resident (Ottawa/Gatineau), K1S, Question 6. Likes) Ribfest, Poutinefest, Buskerfest. They should add on a Foodtruckfest, a Stew/Soup Cookoff Fest, and an Arts and Crafts Fest.
8. Respondent 622 (Resident (Ottawa/Gatineau), J8V, Question 6. Likes) Great place for special events (Ribfest, busker fest). Good place for lunch in the summer.
9. Respondent 1301 (Employee (Sparks), K2A, Question 6. Likes) The special Events, The live music at night, The seating areas that have started showing up (outside goodlife)
10. Respondent 1689 (Employee (Sparks), K1J, Question 6. Likes) The various "-fests" — Ribfest, Poutinefest, Buskerfest, etc. Christmas decorations. Statues (eg, bear, Stanley Cup)

Topic 5. Vehicle and Access

1. Respondent 1276 (Resident (Sparks), K2P, Question 5. Dislikes) Vehicles of all kinds driving on it. Ban all vehicles INCLUDING DELIVERY VEHICLES. Deliveries can be made by parking on adjacent streets and using loading docks on adjacent streets. The only way to efficiently ban all vehicles it to make it physically impossible for them to get onto the mall - so BOLLARDS at EVERY intersection.
2. Respondent 919 (Employee (Sparks), K1M, Question 5. Dislikes) Traffic. It is a pedestrian mall, and yet daily during high traffic times pedestrians needs to deal with cars and delivery trucks driving down the street, or parking in the middle of the street. It makes the street uninviting.
3. Respondent 425 (Resident (Ottawa/Gatineau), K1S, Question 9. Vehicles) Whether it's for evenings and/or winter months, the street would have to be designed for cars even if there were no cars permitted during the day and/or warmer months, i.e., it would become a 'street' that happens to permit pedestrians during the day and/or the warmer months.
4. Respondent 1119 (Resident (Sparks), K2P, Question 9. Vehicles) 'Currently, vehicles allowed on Sparks Street are limited to emergency vehicles, loading and deliveries during specific times' anyone who goes to Sparks At knows that this statement is totally wrong. There are cars parked at anytime any day of the week. Current no parking bylaws are not enforced. Allowing the cars for evening or winter months would just have for consequences to have more cars at all times. Allowing cars will just prevent animations or spaces to be designed for pedestrians.

5. Respondent 398 (Resident (Ottawa/Gatineau), K2C, Question 9. Vehicles) Extending access periods is just confusing. There are enough intersecting streets that people can do drop offs. If you are going to extend vehicle hours just allow them all the time and scrap the pedestrian mall concept.
6. Respondent 1631 (Employee (Sparks), K4K, Question 9. Vehicles) Same as above, it's supposed to be for pedestrians, so improving pedestrian amenities is key. I understand that some vehicles need access at certain times but I wouldn't want to increase the amount of time vehicles spend on Sparks.
7. Respondent 1580 (Employee (Sparks), K1S, Question 4. Other Amenities) Fewer motor vehicles, trucks, vans, pickup trucks at present the street is always crowded with motor vehicles during peak times of pedestrian usage
8. Respondent 1076 (Resident (Sparks), K2P, Question 9. Vehicles) The intent of Sparks is to be a pedestrian friendly area. As an example, Lansdowne was also supposed to be pedestrian friendly, but has been taken over by cars due to the high access they've been given. This deters me as a pedestrian from using the space as it was intended.
9. Respondent 1472 (Resident (Ottawa/Gatineau), K1C, Question 9. Vehicles) Get vehicles off the street, too many at peak times of day especially trades. Deliveries should be scheduled before and after peak periods, use side street (loading zones - enforced).
10. Respondent 954 (Employee (Sparks), K1N, Question 9. Vehicles) I already find the amount of vehicles on Sparks to be incredibly high and would not want to see an increase. Especially during construction periods when sidewalk size is reduced, I have found it difficult to get around parked and moving vehicles on Sparks.

Topic 6. Amenities

1. Respondent 976 (Resident (Ottawa/Gatineau), K1L, Question 5. Dislikes) The god-awful hodgepodge of surface treatment, especially the awful, stupid pavers that heave in the frost, become tripping hazards, and constantly have to be replaced and repaired. STOP USING PAVERS.
2. Respondent 1592 (Employee (Sparks), K1R, Question 5. Dislikes) no trees or other plant material. Paving material in poor shape. Limited furnishings, eg. benches, places to sit.
3. Respondent 1201 (Resident (Ottawa/Gatineau), K2H, Question 5. Dislikes) the constant construction, the poor (even hazardous) condition of the sidewalks, the lack of greenery, not enough benches/seating areas, the lack of a 'pulse'!
4. Respondent 808 (Resident (Ottawa/Gatineau), K1C, Question 5. Dislikes) Lack of surface maintenance ie broken concrete, uneven surfaces. Wind tunnel effect.
5. Respondent 1410 (Resident (Sparks), K1R, Question 6. Likes) patios, seating areas, need trees, need bird feeders or bird houses for song birds
6. Respondent 1622 (Employee (Sparks), K2H, Question 5. Dislikes) State of the infrastructure. Lack of diversity. Cold wind chills from tunnel effect
7. Respondent 396 (Resident (Ottawa/Gatineau), K1V, Question 5. Dislikes) Missing pizzazz, feels cold/uninviting, little to no greenery, no public washrooms, too few public seating
8. Respondent 135 (Employee (Sparks), K1P, Question 5. Dislikes) Weather condition, icy sidewalks, no heating seating outside for office lunches
9. Respondent 950 (Employee (Sparks), K1S, Question 5. Dislikes) It is a cold wind tunnel, no trees, or inviting creative green spaces
10. Respondent 614 (Employee (Sparks), K1Y, Question 10. Other Thoughts) In terms of design, the pavement, the flower boxes, the lighting and the benches are ugly and use

materials which are mismatched and outdated. Just fixing that would help make the area more attractive.

Topic 7. Projects

1. Respondent 741 (Employee (Sparks), K2J, Question 7. Collaboration) [...] Working in projects, I use a online/web based collaborative app that keeps me and the team in sync. I would be happy to share that info if needed. This app allows members to share ideas and assign individual tasks, and the ability to follow other's assigned tasks. Being from Toronto, I can see that Ottawa is a tough crowd. Good luck on bringing life to Sparks St! This city needs it!
2. Respondent 302 (Resident (Ottawa/Gatineau), K1N, Question 7. Collaboration) Architects, Urban Designers and Conservation (heritage and sustainability) specialists with experience in public realm design, flexible exhibit design, Eco-District design, interventions into historic places design, cultural landscapes, public art, etc. Would be a valuable member of the concept-programming-design team.
3. Respondent 428 (Resident (Sparks), K1N, Question 7. Collaboration) I may be interested in landscape and architecture interventions like the Stanley Cup tribute that is going in, or some ephemeral/temporary design ideas competition. [...]
4. Respondent 9 (Resident (Ottawa/Gatineau), K2P, Question 10. Other Thoughts) Talk to Jim Mountain from the National Trust for Canada. His urbanism class at Carleton did a great study on these exact things a few years ago (2014) and offered many practical ideas and inspirations such as those already discussed here among others you may not have considered.
5. Respondent 1715 (Resident (Sparks), K1R, Question 7. Collaboration) I work for the Department of National Defence. So I would love to see some history from each department. Example, National Defence to provide a ancient military vehicle. And other departments contributing other things, like Citizenship and Immigration, to provide history on how they reside refugees from other countries, in large numbers. Something that really represents Canada. If you wish to discuss this, my number is [...].
6. Respondent 1511 (Resident (Ottawa/Gatineau), K1S, Question 7. Collaboration) I am just a person, who loves this City and have seen and have marvelled at spaces that have worked for the community, I have no organization behind me. I am sure the city has access to architects and designers and city planners who are well versed in the concepts of a livable city.
7. Respondent 1196 (Resident (Ottawa/Gatineau), K2K, Question 7. Collaboration) To help bring better lighting, and culture, I would assist. [...]
8. Respondent 805 (Resident (Ottawa/Gatineau), K1E, Question 7. Collaboration) Planning and design ideas. [...] Individual/private citizen
9. Respondent 1194 (Resident (Ottawa/Gatineau), K1S, Question 7. Collaboration) I am happy to provide input, be a member of focus group, etc... [...]
10. Respondent 1631 (Employee (Sparks), K4K, Question 7. Collaboration) We have a group at work (National Capital Commission) already collaborating with the City on this initiative.