

**National Capital Region
Special Generator Survey**

Sports, Entertainment, and Event Venues

December 2016

Prepared for:

TRANS Committee

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Under Separate Cover

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1. Introduction

1.1. Project Overview

The Special Generator Survey (SGS) project has the following objectives:

- collect comprehensive data on the travel patterns of non-permanent residents of the National Capital Region (NCR);
- collect data on the trips to and from ‘special generators’ in the NCR; and
- supplement data from the 2011 origin-destination survey, the household travel survey which is a core component of the region’s transportation model.

Four types of special generators are included in the SGS: post-secondary institutions; transportation terminals (air, rail, intercity bus); major hotels; and major sporting, entertainment, and event venues.

The focus of this report is on the visitor intercept surveys conducted at the major sporting, entertainment, and event venues, which include:

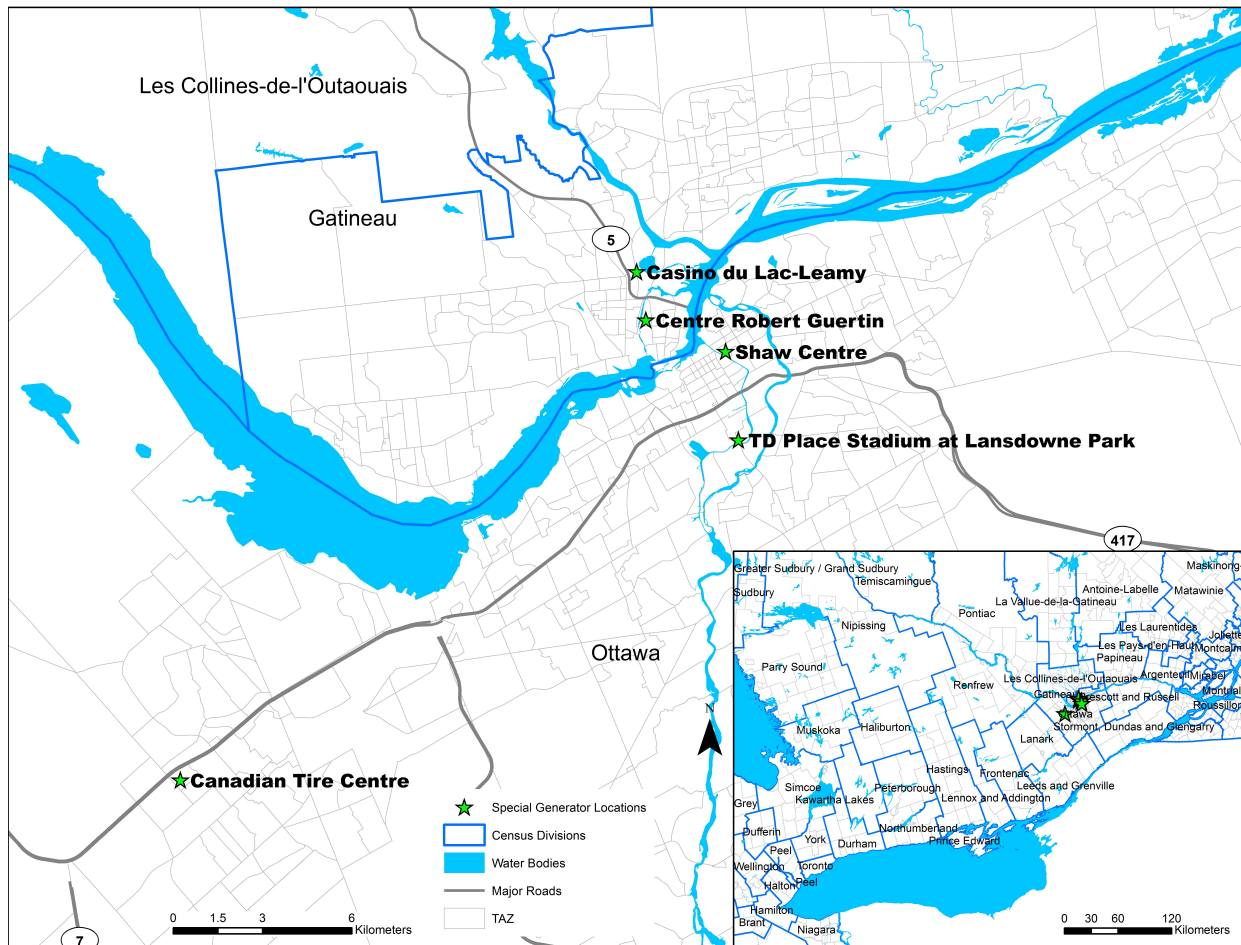
- the Canadian Tire Centre, a 20,500-capacity arena in Kanata;
- the Centre Robert-Guertin, a 4,000-capacity arena, located in Gatineau;
- TD Place at Lansdowne Park, a stadium/arena complex with a 24,000-capacity stadium and a 10,000-seat arena, located in the Glebe neighbourhood;
- the Shaw Centre, a convention centre in downtown Ottawa with capacities under alternative configurations of 4,000 banquet/ballroom seats, 6,000 theatre seats, 4,000 classroom-style seats, and up to 28 meeting rooms; and
- the Casino du Lac-Leamy, a government-run casino in Gatineau with bars, restaurants, a theatre, and an attached hotel.

The locations of these special generators are mapped in Exhibit 1-1, on the following page.

The SGS project was conducted by R.A. Malatest and Associates Ltd. (Malatest) in association with David Kriger Consultants Inc. and Resource Systems Group Inc.

In total, over, 5,600 visitors were surveyed across all venues. After geocoding, data cleaning, and data validation, the dataset includes 5,330 useable surveys.

Exhibit 1-1 Sports, Entertainment & Event Special Generator Locations



1.2. Report Contents

The report presents key survey results after the completion of geocoding, data cleaning, and data validation. These results are based on survey data expanded to represent average weekday event attendance (or average weekday attendance at the casino). The remainder of the report is organized into two sections:

- Section 2: Methodology
- Section 3: Survey Results

This report updates and supersedes an earlier, interim version dated February 2015, which is based on unweighted data.

Appendix A presents maps of the five generators, origins, and destinations under a separate cover.

1.3. Acknowledgements

The project team would like to acknowledge the support of the TRANS Committee, in particular the client project team lead, Jennifer M. Armstrong of the City of Ottawa and Ahmad Subhani, formerly with the City and now with the Regional Municipality of York. We would also like to acknowledge the management and administrative staff associated with the various special generators surveyed who provided access to the facilities surveyed. Finally, we would like to acknowledge the assistance of the thousands of members of the public, including both residents of the NCR and visitors to the region, who graciously agreed to answer questions about their travel habits.

2. Survey Methodology

2.1. Survey Content

Visitors to the sporting, entertainment, and event venues were surveyed through intercept surveys conducted by trained interview staff. The survey questions were designed to gather the following types of information:

- age and gender;
- location of home residence;
- for residents who live outside the NCR, the mode of travel used to reach the NCR;
- information about the trip taken to the special generator, including:
 - trip origin,
 - times of departure and arrival,
 - mode of travel (including buses taken, and transit or shuttle bus boarding locations),
 - reason for using the selected mode of travel,
 - if not a transit user, reason for not using transit for the trip, and
 - vehicle occupancy of automobile trips;
- where auto travellers parked (if not dropped off);
- the purpose of the visit to the venue;
- information about the trip taken from the special generator, including:
 - next destination,
 - mode of travel, and
 - anticipated time of departure (if known);
- for Lansdowne Park visitors, awareness of their game ticket including free transit; and
- for Casino visitors, awareness of and use of the La Zone multi-games area interactive terminals.

It may be noted that different questions had differing levels of response from survey participants.

Full survey questionnaires are included in the Survey Design Report, issued under a separate cover.

2.2. Survey Sampling and Scheduling

Survey targets and sampling requirements differed for each of the generators. Survey targets were established based on generator size or visitor capacity, therefore larger generators required a larger volume of surveys compared to smaller generators.

In general, the approach for this project was to develop sampling plans and survey schedules that spread data collection across weekdays and generator operating hours. This approach ensured that a good proportion of surveys were completed over the course of the day, on each day of the week. However, with the exception of the Casino du Lac-Leamy, which receives patrons 24 hours a day, seven days a week, sampling for the sports and entertainment generators was largely determined by the events scheduled during the data collection period.

As much as possible, scheduled data collection included a sample of events that varied in nature and size and spread over weekdays and times of the day.

2.2.1. Canadian Tire Centre

A selection of NHL games and one performing arts event were originally identified for data collection at the Canadian Tire Centre. However, the promoters of the performing arts event declined participation.

Finally, six NHL games were selected; one for each weekday, with an extra game scheduled on a Thursday. All games started between 6:00 pm and 7:30 pm. As the end of the data collection approached, a seventh date was necessary in order to reach the target of 1,500 surveys. Exhibit 2-1 lists the survey events, dates, and completion targets.

Exhibit 2-1: Survey Dates and Target Completions for the Canadian Tire Centre

Event	Date	Day	Start Time	Survey Targets
Ottawa Senators v. Montréal Canadiens	Nov. 7, 2013	Thu	6pm-7:30pm	250
Ottawa Senators v. Philadelphia Flyers	Nov. 12, 2013	Tue	6pm-7:30pm	250
Ottawa Senators v. Boston Bruins	Nov. 15, 2013	Fri	6pm-7:30pm	250
Ottawa Senators v. Minnesota Wild	Nov. 20, 2013	Wed	6pm-7:30pm	250
Ottawa Senators v. Vancouver Canucks	Nov. 28, 2013	Thu	6pm-7:30pm	250
Ottawa Senators v. Philadelphia Flyers	Dec. 9, 2013	Mon	6pm-7:30pm	250
Ottawa Senators v. St. Louis Blues	Dec. 16, 2013	Mon	6pm-7:30pm	-
Total				1,500

2.2.2. Centre Robert-Guertin

There were only four events (all hockey games) scheduled at the Centre Robert-Guertin during the initial data collection period (Oct to Dec 2013). Surveying was scheduled for each of these games. To reach targets, a fifth game was surveyed in early January. Exhibit 2-2 lists the survey events, dates, and completion targets.

Exhibit 2-2: Survey Dates and Target Completions for the Centre Robert-Guertin

Event	Date	Day	Start Time	Survey Targets
Gatineau v. Halifax	Oct. 30, 2013	Wed	7 :30pm	125
Gatineau v. Rouyn-Noranda	Nov. 15, 2013	Fri	7 :30pm	125
La Russie v. la LHJMQ	Nov. 18, 2013	Mon	7 :30pm	125
Gatineau v. Baie-Comeau	Nov. 29, 2013	Fri	7 :30pm	125
Gatineau v. Unknown	Jan. 3, 2014	Fri	7 :30pm	-
Total				500

2.2.3. Casino du Lac-Leamy

Unlike the other sports and entertainment generators, data collection at the casino was not limited to certain events. Surveying could be scheduled for anytime during operation hours. However, to ensure good productivity, surveying was limited to afternoons and evenings until midnight.

The data collection was also scheduled to align with the weekly visitor volume distribution. The specific figures provided by the casino reflected the observed volumes for the month of November 2013. While the data collection extended into Spring 2014, overall survey targets were established to align with these proportions. Exhibit 2-3 lists daily distribution of visitors, survey dates, and survey targets.

Exhibit 2-3: Visitor Distribution and Survey Targets for Casino du Lac-Leamy

Week Day	% of Weekly Visitors	Survey Target	Survey Dates
Monday	6%	98	Dec. 2, 2013 May 5, 2014
Tuesday	5%	82	Dec. 3, 2013
Wednesday	7%	114	May 7, 2014
Thursday	10%	163	Nov. 28, 2013 May 1, 2014 May 8, 2014
Friday	21%	343	Nov. 29, 2014 May 2, 2014 May 9, 2014
Saturday	30%	n/a	n/a
Sunday	21%	n/a	n/a
Total	100%	800	

2.2.4. Ottawa Convention Centre

The Shaw Centre, known as the Ottawa Convention Centre at the time of the survey, hosts events of varying types and sizes. A list of upcoming events was provided by the Shaw Centre and an event sampling plan was developed to include representation of this spectrum. Events that would likely host residents of the National Capital Region as well as visitors were also included in the plan.

The Centre could only allow data collection during events where the promoter agreed to the survey. For this reason, back up events were also sampled. Unfortunately, very few promoters agreed to participate in the survey. This resulted in moving forward with a sample of convenience in that any event that provided their approval was surveyed. In total only seven events over 11 data collection days were surveyed. Exhibit 2-4 lists the survey events, dates, and estimated attendance at each event.

Exhibit 2-4: Survey Dates for the Shaw Centre

Event	Date	Day	Forecasted attendance
Invariant Security	Nov. 7, 2013	Thu	200
Signatures Shows Ltd.	Nov. 15, 2013	Fri	1,000
2013 Best Ottawa Business (BOBs)	Nov. 21, 2013	Thu	600
Big Brothers Big Sisters of Ottawa	Dec. 5 2013	Thu	800
Cannexus 2014	Jan. 20 2014	Mon	850
Cannexus 2014	Jan. 21 2014	Tue	850
Baffin Regional Chamber of Commerce	Jan. 30 2014	Thu	1,200
Baffin Regional Chamber of Commerce	Jan. 31 2014	Fri	1,200
CES Conference	June 16, 2014	Mon	unknown
CES Conference	June 17, 2014	Tue	unknown
CES Conference	June 18, 2014	Wed	unknown

The original survey target for this generator was 800; however given the inability to survey most events due to certain individual promoters not allowing the data collection to take place for their conference, it was reduced to 600.

2.2.5. TD Place Stadium (Lansdowne Park)

Following extensive renovations, Lansdowne Park and TD Place Stadium re-opened in the summer of 2014. The data collection schedule was then planned accordingly. The stadium hosts a variety of events, but to maximise productivity and to include questions that would explore the effectiveness of the site's TDM plan, surveying was limited to Ottawa RedBlacks games. There were seven RedBlacks games scheduled during weekdays (Fridays only) between July and November: July 18, August 15, September 5, September 26, October 3, October 24, and October 31.

To allow time for any issues with the TDM plan to be mitigated and to maximize public knowledge of transportation options to the site, data collection was not scheduled for the first two games. Surveying occurred during games 3, 4, 5 and 6, leaving game 7 as a contingent in the case that the survey target had not been reached. The contingency date was not required.

Exhibit 2-5 summarizes the surveyed events, dates, and targets.

Exhibit 2-5: Survey Dates and Target Completions for TD Place Stadium

Event	Date surveyed	Day	Start Time	Survey Targets
Ottawa v. BC	Sep. 5, 2014	Fri	7:30 PM	375
Ottawa v. Montréal	Sep. 26, 2014	Fri	7:00 PM	375
Ottawa v. Winnipeg	Oct. 3, 2014	Fri	7:00 PM	375
Ottawa v. Montréal	Oct. 24, 2014	Fri	6:30 PM	375
Total				1,500

2.3. Survey Administration

All venues were attended by survey teams in order to identify eligible respondents, and then conduct the survey with them. There was at least one supervisor present during each data collection shift. It should be noted that due to the limited number of games available for conducting surveys at TD Place Stadium, the survey team was supplemented with stadium staff, in order to reach the target number of survey completions. The number of surveyors supplied by the stadium represented approximately 50% of the total survey team at each game.

Standard procedures for set-up and decamp ensured that survey teams were prepared to carry out data collection at each event. Surveyors also used a consistent approach when approaching potential survey respondents and completing the questionnaire with them.

To encourage survey participation, the following incentive strategy was used:

- Respondents were offered a chance to enter a draw for one of eight tablet computers (Apple iPad); and
- The importance of the survey was stressed to all eligible respondents:
 - For local residents, participating in the study would guarantee that their travel habits and experiences are considered by transportation planners when developing or improving travel infrastructure.
 - For non-residents, participating in the study would help to ensure they have an even better experience the next time they are in the NCR.

Exhibit 2-6 summarizes the number of surveys collected at each venue, and the number of usable (valid) surveys after data cleaning and data validation.

Exhibit 2-6: Surveys Completed

Special Generator	Surveys	Unusable Surveys	Valid Surveys (n)
Canadian Tire Centre	1,638	80	1,558
Centre Robert-Guertin	563	49	514
TD Place at Lansdowne Park	1,759	77	1,682
Casino du Lac-Leamy	1,037	45	992
Shaw Centre	615	31	584
Grand Total	5,612	282	5,330

The next table details the final number of valid surveys obtained for each special generator by event and date.

Exhibit 2-7: Valid Surveys by Generator and Event/Date

Special Generator / Event	Date	Day of Week	Valid Surveys (n)
Canadian Tire Centre (NHL hockey)			1,558
Ottawa Senators v. Montréal Canadiens	2013-11-07	Thursday	198
Ottawa Senators v. Philadelphia Flyers	2013-11-12	Tuesday	213
Ottawa Senators v. Boston Bruins	2013-11-15	Friday	236
Ottawa Senators v. Minnesota Wild	2013-11-20	Wednesday	222
Ottawa Senators v. Vancouver Canucks	2013-11-28	Thursday	207
Ottawa Senators v. Philadelphia Flyers	2013-12-09	Monday	214
Ottawa Senators v. St. Louis Blues	2013-12-16	Monday	268
Centre Robert-Guertin (QMJHL hockey)			514
Olympiques Hockey Game	2013-10-30	Wednesday	71
Olympiques Hockey Game	2013-10-30	Wednesday	69
Olympiques Hockey Game	2013-11-15	Friday	112
Olympiques Hockey Game	2013-11-18	Monday	128
Olympiques Hockey Game	2013-11-29	Friday	63
Olympiques Hockey Game	2014-01-03	Friday	71
TD Place at Lansdowne Park (CFL football)			1,682
Redblacks Football Game	2014-09-05	Friday	374
Redblacks Football Game	2014-09-26	Friday	495
Redblacks Football Game	2014-10-03	Friday	335
Redblacks Football Game	2014-10-24	Friday	478
Casino du Lac-Leamy			992
Regular weekday	2013-11-28	Thursday	56
Regular weekday	2013-11-29	Friday	69
Regular weekday	2013-12-02	Monday	34
Regular weekday	2013-12-03	Tuesday	91
Regular weekday	2014-05-02	Friday	15
Regular weekday	2014-05-05	Monday	25
Regular weekday	2014-05-07	Wednesday	17
Regular weekday	2014-05-09	Friday	118
Regular weekday	2014-05-15	Thursday	80
Regular weekday	2014-05-16	Friday	56
Regular weekday	2014-05-20	Tuesday	28
Regular weekday	2014-05-21	Wednesday	76
Regular weekday	2014-05-22	Thursday	105
Regular weekday	2014-05-23	Friday	222
Shaw Centre			584
Invariant Security	2013-11-07	Thursday	4
Signatures Shows Ltd.	2013-11-15	Friday	127
2013 Best Ottawa Business (BOBs)	2013-11-21	Thursday	54
Big Brothers Big Sisters of Ottawa	2013-12-05	Thursday	10
Cannexus 2014	2014-01-20	Monday	99
Cannexus 2014	2014-01-21	Tuesday	49
Baffin Regional Chamber of Commerce	2014-01-30	Thursday	57
Baffin Regional Chamber of Commerce	2014-01-31	Friday	99
CES Conference	2014-06-16	Monday	28
CES Conference	2014-06-17	Tuesday	22
CES Conference	2014-06-18	Wednesday	35
Grand Total			5,330

2.4. Data Processing

In order to be considered a valid, useable survey, the survey had to include reasonably good information on, at minimum, the location of the origin of the trip to the special generator as well as the mode of travel, and also pass various tests of trip logic.

Trip information for trips *from* the special generator was not subject to the same stringent criteria for survey acceptance: When surveyed, a number of respondents were unsure as to what time they would leave the venue (for example, the game end time might be unpredictable, or some fans might leave early if their team was losing) or where they would go next after leaving the venue (for example, it might depend on the outcome of the game, what friends would be doing, or what restaurants or bars were full already.). Thus, trips leaving the generator have a certain proportion of unknown travel times and unknown destinations.

2.5. Data Weighting

The Sports, Entertainment & Event special generator survey dataset includes a total of 5,330 validated survey records for intercept surveys conducted at five distinct venues. Each venue was weighted with a set of simple expansion weights in order to represent the population of attendees on an average event day. For each generator, there was no attempt to adjust the data weights by age, gender, mode of travel, place of residence or other such categories, as we do not have reference data that might be used to adjust the weights by these categories. **Users of the data are cautioned that the data weighting is thus unable to correct for non-response bias in the data, if it exists.**

For the sporting venues, it did not make sense to adjust weights by game attended, as we can make the assumption that amongst the games surveyed, the general nature of attendees is likely to be relatively similar, and the disadvantages of weighting (increase in effective sampling error due to some cases having considerably lower weights than others) outweigh the what are assumed to be slight improvements in the representativeness of the samples that weighting might bring.

As a result, expansion weights were applied to the entire dataset for each generator in order to represent the total traffic flows associated with an average day or event's attendance at each generator. Expansion weights for each generator are outlined below.

For the Shaw Centre, it should be noted that the expansion weight (based on average attendance at the events surveyed) is somewhat arbitrary, as event sizes will vary quite widely (See Exhibit 2-4 for the different types and sizes of events, each of which may draw a different kind of patron). The expansion weight scaling may need to be tailored to the modelling purpose for which Convention Centre data is required. Depending on the purpose, it may be useful to introduce differential weights for different types of attendees or for different types of events in the survey data, depending on the type of event / type of attendees to be modelled.

Exhibit 2-8 summarizes the expansion weights assigned to survey cases for each venue. The Casino du Lac-Leamy also received day-of-week adjustments in addition to the expansion weight, the rationale for which is explained after the table, and in Exhibit 2-9.

Exhibit 2-8: Expansion Weights for Sports, Entertainment & Event Survey Dataset

Special Generator	Basis of Average Attendance (events surveyed)	Average Weekday Attendance per Event (for Casino: Avg.per Day)*	Valid Surveys	Expansion Weight
TD Place Stadium at Lansdowne Park	4 RedBlacks football games	21,715	1,682	12.91037
Canadian Tire Centre	7 Ottawa Senators hockey games	14,671	1,558	9.41674
Centre Robert-Guertin	5 Olympiques hockey games	2,200	514	4.28015
Shaw Centre	various types of event surveyed, 8 with known attendance estimates	838	584	1.43408
Casino du Lac-Leamy	Annual attendance, % distribution of attendance by weekday	4,887	992	4.92598
Grand Total			5,330	

* Average weekday attendance has been rounded to the closest integer. Expansion weights reflect the average daily attendance (including fractional amounts) divided by the number of valid surveys.

For Casino du Lac-Leamy, the average daily attendance on weekdays is 4,887 based on a total reported attendance of 2,600,000 visitors per year, which averages to 49,863 visitors per week, with statistics on the distribution of visit by day of week suggesting that approximately half of this (49%) is on weekdays from Monday to Friday.

However, it should be noted that total attendance varies considerably by day of week, with highest volumes on Fridays. Depending on the uses of the data for modelling travel patterns associated with the Casino on different days of the week, it may be useful to increase or decrease the expansion weight for different days of the week. For the purposes of the weighting and reporting, the data has been expanded to reflect the overall average daily attendance across all five weekdays.

For the Casino, 14 different dates were surveyed, covering different days of week. We generally attempted to ensure that we obtained a distribution of surveys by day of week that closely followed the Casino's statistics on visitors by day of the week. The final survey dataset had some under-representation of Mondays and Wednesdays and some over-representation of Thursdays and Fridays. Adjustment factors were applied to provide a balanced average by day of week that reflects the overall attendance by day of week. Given the modest sample sizes for Mondays and Wednesdays, and that visitors on these days are more likely to be closer to Tuesday visitors in terms of characteristics, the data for Monday, Tuesday, and Wednesday were combined to calculate one adjustment factor across all three days, and was used instead of individual factors for these three days.

Exhibit 2-9: Day-of-Week Adjustment Factors for Casino du Lac-Leamy Surveys

Day of Week	% of Total Visitors by Day of Week	Average Weekly Attendance	% of Weekday Total	Valid Surveys	% of Survey Total	Adjustment Factor for Average Daily Attendance
Total - 7 Days	100%	49,863	n/a	n/a	n/a	n/a
Sat (not surveyed)	30%	14,959	n/a	n/a	n/a	n/a
Sun (not surveyed)	21%	10,471	n/a	n/a	n/a	n/a
Mon-Fri Subtotal	49%	24,433	100%	992	100%	
Mon	6%	2,992	12%	59	6%	see below
Tues	5%	2,493	10%	119	12%	see below
Weds	7%	3,490	14%	93	9%	see below
Subtotal : Mon-Wed	18%	8,975	37%	271	27%	1.34468
Thu	10%	4,986	20%	241	24%	0.84003
Fri	21%	10,471	43%	480	48%	0.88571

2.6. Presentation of the Survey Results

Most survey results are presented as percentage distributions by special generator. In presenting the survey results, given the diverse nature of the different special generators—which include a casino and a convention centre—an overall survey average has not been computed, except for selected questions where a global perspective may be useful.

In interpreting the results, readers should be aware that the data are based on the following sample sizes, with expanded numbers of persons as presented in Exhibit 2-10. By venue, the sampling errors range from ± 2.2 for the Shaw Centre to $\pm 3.8\%$ for the Centre Robert-Guérin, depending on the number of surveys completed and the total average attendance the surveys are intended to represent.

The sampling error is the error caused by collecting information for a sample instead of the whole population. The sampling errors in the table below are estimates of the maximum variation of the survey results from the true value for the population, at a 95% confidence level (i.e., 19 times out of 20, the true value for the population will theoretically be within the range of the survey result plus or minus the sampling error). The sampling error does not take into account error from other possible sources such as measurement error, reporting error, processing error, non-response bias, or non-representativeness of the events surveyed (e.g., the Shaw Centre hosts a variety of conferences and events, and the survey sample may not be representative of the attendees of all individual conferences/events that take place there).

Exhibit 2-10: Sample Sizes, Attendance Represented by Survey Data, and Estimated Sampling Errors

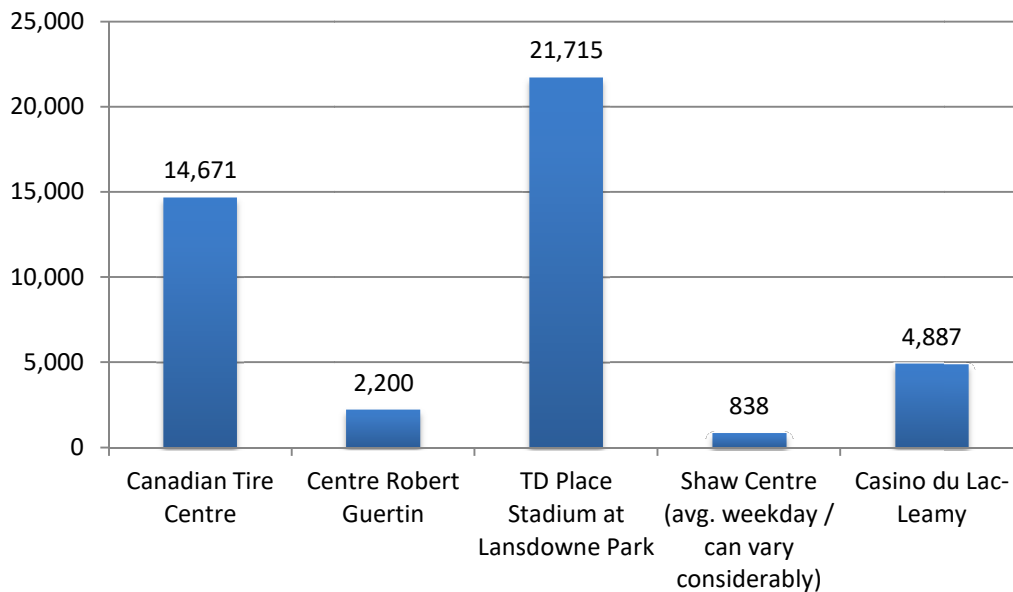
	Canadian Tire Centre	Centre Robert- Guertin	TD Place Stadium at Lansdowne Park	Shaw Centre	Casino du Lac-Leamy
Average attendance / trips to / trips from (expanded weighted data)	14,671	2,200	21,715	838 (avg. *)	4,887
Sample size (n)**	n=1,558	n=514	n=1,682	n=584	n=992
Sampling error***	±2.3%	±3.8%	±2.3%	±2.2%	±2.8%

*Average of attendance at the specific events surveyed, which ranged from 200 to 1200 attendees. The actual capacity of the Shaw Centre is greater than this, particularly for trade expositions (e.g., home shows).

** Note that the data do **not** include trips made by venue staff.

*** Estimated sampling error at a 95% confidence interval (19 times out of 20). (For the Casino, this is an estimate that has not been adjusted for the effects of data weighting.).

Exhibit 2-11: Average Event Attendance (Average Daily Attendance at Casino du Lac-Leamy)



3. Survey Results

3.1. Visitor Demographics

The following table outlines the demographics of the respondents surveyed at each special generator. 2011 Census distributions for the Ottawa-Gatineau Census Metropolitan Area are included for reference.

Exhibit 3-1: Visitor Demographics

	Age	16-24	25-34	35-44	45-54	55-64	65-74	75+	Sex Total
Sex									
2011 Census – Ottawa Gatineau CMA									
Male		8.4%	7.9%	8.3%	9.7%	7.3%	4.0%	2.7%	48.2%
Female		8.3%	8.3%	8.8%	10.1%	7.6%	4.5%	4.2%	51.8%
Age Group Total		16.7%	16.2%	17.1%	19.8%	14.9%	8.4%	6.9%	100.0%
Canadian Tire Centre									
Male		14.2%	13.8%	12.2%	15.1%	10.7%	4.2%	0.7%	70.8%
Female		6.4%	6.7%	4.8%	5.8%	3.7%	1.8%	0.1%	29.2%
Age Group Total		20.5%	20.5%	17.0%	20.9%	14.4%	5.9%	0.7%	100.0%
Centre Robert-Guertin									
Male		14.4%	10.2%	14.0%	17.2%	10.4%	6.8%	2.0%	74.9%
Female		6.4%	4.2%	3.4%	7.0%	3.4%	0.8%	0.0%	25.1%
Age Group Total		20.8%	14.4%	17.4%	24.2%	13.8%	7.6%	2.0%	100.0%
TD Place									
Male		7.6%	15.6%	12.6%	16.2%	11.1%	4.3%	0.4%	67.9%
Female		5.2%	7.6%	6.0%	7.3%	4.4%	1.5%	0.2%	32.1%
Age Group Total		12.8%	23.3%	18.6%	23.5%	15.5%	5.8%	0.6%	100.0%
Casino du Lac-Leamy									
Male		4.1%	2.4%	4.6%	7.7%	7.4%	9.7%	4.5%	40.5%
Female		1.9%	2.5%	6.0%	10.3%	14.7%	15.5%	8.6%	59.5%
Age Group Total		6.1%	4.9%	10.7%	18.0%	22.1%	25.2%	13.0%	100.0%
Shaw Centre									
Male		1.7%	7.7%	12.5%	11.3%	7.6%	1.3%	0.7%	42.8%
Female		3.9%	8.9%	12.5%	14.8%	12.0%	4.1%	1.1%	57.2%
Age Group Total		5.5%	16.6%	25.1%	26.0%	19.6%	5.4%	1.8%	100.0%

Note: Excludes a small number of cases with unknown age and/or gender

The results reveal that the population that attends sporting venues consists of considerably more males 16 through 64 years of age than exist in the general population. Whereas males comprise just under half the population, they represent approximately 70% of the attendees at the sporting venues. The greatest proportion of male attendees is in the 45-54 cohort, at 15.9% of all attendees. The greatest proportion of female attendees is in the 25-34 cohort, at 6.8% of all attendees. This gender imbalance suggests that there is a mix of same-household and non-household attendees groups (given that most people attend sporting events with at least one other person), and this in turn can have implications on whether people travel together or meet at the venue, and their mode choice.

In contrast, the attendees at the Casino and at the Shaw Centre comprise more females than males in age groups 25 and up at the Casino and for all age group at the Shaw Centre. The gender balance is closer to that of the population as a whole (compared with the sporting venues visitors), with females representing 59.5% of all Casino attendees and 57.2% of all Shaw Centre attendees. Females in the 65-74 age cohort have the highest representation at the Casino, at 15.5% of all attendees, and females in the 45-54 age cohort have the highest representation at the Shaw Centre, at 14.8%. Of note, visitors who are 65 and older have the highest attendance rates at the Casino among all of the venues. People 65 and older represent fully 38.2% of visitors to the Casino, with those 75+ representing 13.0% of all attendees at the Casino (compared with 2% or less at any other venue for this age group). These characteristics also can impact mode choice and whether or not people travelled together to the venue.

3.2. Home Residence

Exhibit 3-2 highlights the home-town geographies of the visitors to the special generators surveyed, while **Exhibit 3-3** provides a more detailed breakdown by TRANS District (transportation planning zones within the NCR).

The exhibits show the following:

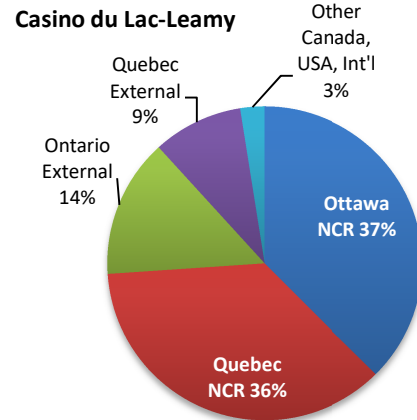
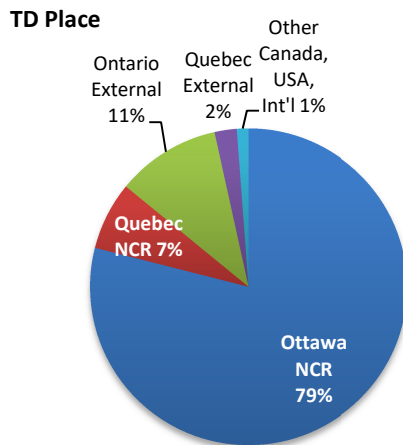
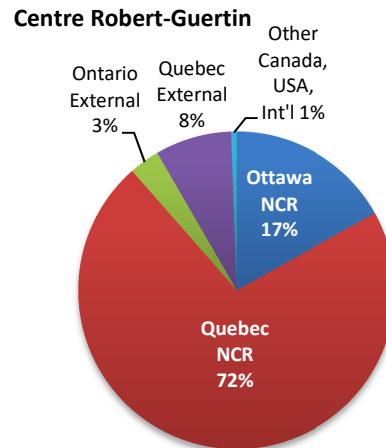
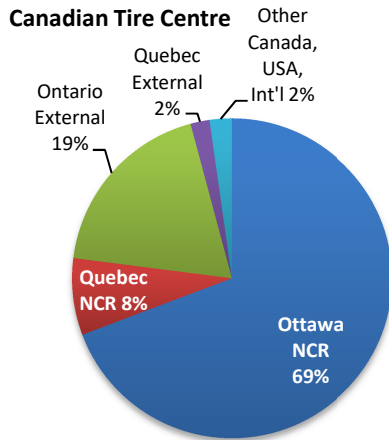
- The main 'draw' for each venue is the NCR, ranging from 49% of the Shaw Centre attendees to 86% of the TD Place attendees and 89% of the Centre Robert-Guertin attendees.
- For the three sporting venues, the attendees live primarily in the same NCR city as the venue. Cross-river NCR trips range from 7% Québec NCR residents at TD Place and 8% Québec NCR residents at the Canadian Tire Centre, to 17% Ottawa NCR residents at the Centre Robert-Guertin. (On the other hand, note that the much larger capacities of the TD Place and the Canadian Tire Centre mean that the cross-river numbers are much higher than for the Centre Robert-Guertin.)
- The external 'same side' percentages are higher than the cross-river NCR percentages for the three Ottawa venues and for the Centre Robert-Guertin, but not for the Casino, for which the external Ontario percentage is higher than that of the external Québec side.
- It is reasonable to consider that these home-town breakdowns for the three sporting venues likely relate to the event on offer, as opposed to transportation choices. Nonetheless, the place of residence can impact mode choice – for example, external and even some cross-river attendees are more likely to travel by private auto. This in turn is consistent with the available modes – e.g., non-auto choices from external locations are limited or do not exist.
- The Casino du Lac-Leamy's urban draw is almost evenly divided between the Ottawa NCR (37%) and the Québec NCR (36%). The cross-river external draw, of 14% external Ontario, is higher

than the 10% external Québec proportion. Again, the geographical breakdowns suggest that the private auto is important for mode choice, which is consistent with the modes that are available to the site (e.g., transit access from external locations is limited).

- The Shaw Centre has the lowest 'urban' representation, at 49% NCR trips, of which the large majority (43%) are from the Ottawa NCR. The 'other Canada, USA and international' places of residence make up by far the largest proportion of the remainder, at 24%. By comparison, this group has a 1-3% share at the other four venues. This high proportion at the Shaw Centre is reasonable, given that many conferences attract out-of-town people who live temporarily at hotels, and who have the opportunity to walk or perhaps take transit or a taxi to the venue (in addition to driving). By comparison, 17% of the Shaw Centre visitors live in external Ontario and 9% live in external Québec (i.e., within a same-day driving distance, although it is conceivable that some of these visitors might also choose to stay temporarily at hotels close to the Shaw Centre, for convenience).

Of the visitors who live in the NCR, it is interesting to note that the largest percentages of attendees at the Canadian Tire Centre and at TD Place live in the same district as the venue: 13% of Canadian Tire Centre visitors live in Kanata / Stittsville and 12% of TD Place visitors live in the Ottawa Inner Area. However, whereas the TD Place is located in a walkable urban environment, the Canadian Tire Centre is somewhat isolated from the nearby communities, meaning that many people must drive or take transit. The largest proportion of Casino du Lac-Leamy attendees also live in the same district, at 10% in the Hull Périphérie: again, given the generally older demographic of the attendees and the Casino's relative isolation from residential areas, it is likely that many attendees drive or take transit. The Centre Robert-Guertin attendees are more evenly distributed – but only 4% of attendees live in the Ile-de-Hull where the site is located. For the Shaw Centre, the two largest visitor home locations are outside the NCR, with 'Ontario over 90 minute drive' and 'western Canadian provinces / territories' each at 14% (of which a significant portion likely stay at a hotel within a short distance of the venue).

Exhibit 3-2: Home Residence: Where do Visitors Call Home?



Shaw Convention Centre

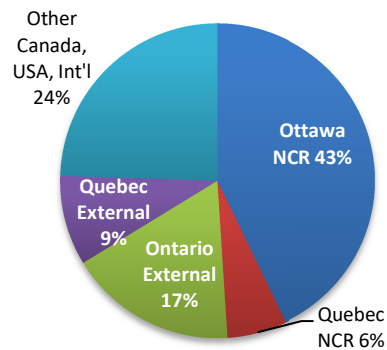


Exhibit 3-3: Home Residence by TRANS District

		Canadian Tire Centre	Centre Robert- Guertin	TD Place	Casino du Lac-Leamy	Shaw Centre
Ottawa NCR Residents		69%	17%	79%	37%	43%
1	Ottawa Centre	1%	0%	1%	1%	2%
50	Ottawa Inner Area	6%	3%	12%	6%	6%
100	Ottawa East	3%	1%	2%	6%	2%
120	Beacon Hill	2%	1%	2%	2%	1%
140	Alta Vista	4%	1%	6%	3%	4%
180	Hunt Club	3%	1%	5%	3%	3%
200	Merivale	6%	2%	7%	3%	5%
240	Ottawa West	4%	1%	4%	2%	4%
260	Bayshore / Cedarview	5%	1%	4%	3%	3%
300	Orleans	7%	4%	10%	4%	4%
350	Rural East	1%	0%	1%	0%	0%
360	Rural Southeast	1%	0%	2%	0%	1%
400	S. Gloucester / Leitrim	2%	0%	2%	0%	0%
425	South Nepean	6%	1%	7%	1%	2%
450	Rural Southwest	2%	0%	2%	0%	1%
500	Kanata / Stittsville	13%	1%	9%	1%	3%
560	Rural West	2%	0%	1%	0%	1%
Québec NCR Residents		8%	72%	7%	36%	6%
600	Ile de Hull	1%	4%	0%	2%	0%
625	Hull Peripherie	1%	12%	1%	10%	1%
650	Plateau	0%	8%	0%	2%	1%
700	Aylmer	2%	10%	2%	3%	2%
750	Rural Northwest	1%	2%	0%	2%	0%
800	Gatineau Centre	1%	14%	1%	7%	1%
820	Gatineau Est	1%	15%	1%	6%	0%
840	Rural Northeast	0%	4%	0%	3%	0%
845	Masson-Angers	0%	5%	0%	3%	0%
Non-NCR Residents		23%	11%	14%	26%	51%
Ontario nearby communities		10%	2%	7%	5%	3%
Ontario over 90 min. drive		8%	1%	3%	9%	14%
Québec nearby communities		0%	2%	0%	2%	0%
Québec over 90 min. drive		2%	6%	2%	8%	9%
Atlantic Provinces		1%	0%	0%	0%	7%
Western Provinces/Territories		1%	0%	1%	1%	14%
International (USA or overseas)		1%	0%	0%	1%	4%
Grand Total		100%	100%	100%	100%	100%

Individual figures may not always add to subtotals due to rounding.

3.3. Non-Residents' Modes of Travel to the National Capital Region

Exhibit 3-4 summarizes the various modes used to reach the NCR by those visitors to the special generators who live outside the NCR. This information is presented graphically in pie charts on the following page (Exhibit 3-5).

Readers are reminded these respondents are only a subset of the total patrons at each special generator, as outlined in the preceding section. For example, of TD Place patrons, only 14% live outside the boundaries of the NCR.

Exhibit 3-4: Non-Residents' Modes of Travel to the NCR

	Canadian Tire Centre	Centre Robert-Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Non-NCR Residents as % of Attendees	23%	11%	14%	26%	51%
Arrival Mode to the NCR (last mode used) (% of Non-NCR Residents)					
Car - driver	52%	56%	46%	32%	19%
Car - passenger	24%	37%	30%	25%	4%
Intercity or charter bus	11%	0%	10%	31%	3%
VIA Rail	2%	0%	2%	1%	15%
Airplane	8%	5%	10%	10%	59%
Other*	3%	2%	1%	1%	1%
Total	100%	100%	100%	100%	100%
Sample size (n)	353	59	218	241	278
No response (excluded)	5	0	20	14	20

*Other: school bus, motorcycle, taxi, etc.

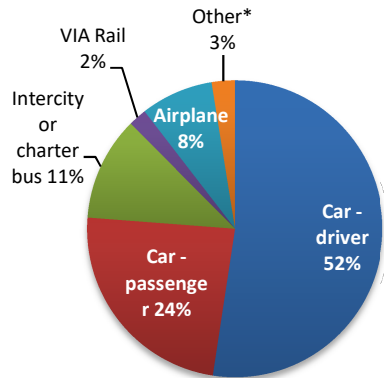
Key points to note are the following:

- Car driver is the primary mode of travel to the NCR for half or almost half of the non-local attendees at the three sporting venues. Together with car passenger, the auto mode share is 93% for the Centre Robert-Guertin, and 76% for both the Canadian Tire Centre and TD Place.
- The average car occupancy rates (number of occupants per vehicle) ranged from 1.21 at the Shaw Centre, to 1.46 at the Canadian Tire Centre, 1.65 at TD Place, 1.66 at Centre Robert-Guertin and 1.78 at the Casino. These occupancy rates are higher than those that are typically experienced in daily traffic flows in the NCR, and reflect the fact that many people attend these events with one or more other persons.
- The Casino du Lac-Leamy had a 32% car driver share, and a 57% combined car driver / car passenger share. However, the Casino had by far the highest intercity or charter bus share, at 31%, which is consistent with expectations for this venue - compared with the Canadian Tire Centre and TD Place, which had 11% and 10% shares respectively.

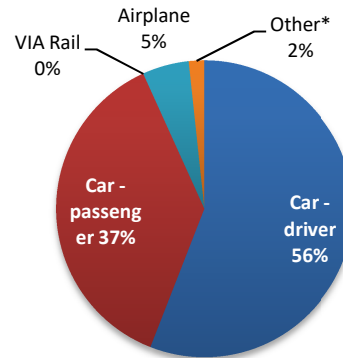
Not surprisingly, most of the out-of-town trips for Shaw Centre attendees travelled to the region by air, at 59%, followed by car driver at 19% and VIA Rail at 15%. Of interest, air captures 8% and 10% of Canadian Tire Centre and TD Place non-residents' trips to the NCR, respectively.

Exhibit 3-5: Mode to NCR: How do Out-of-Town Visitors get to the NCR?

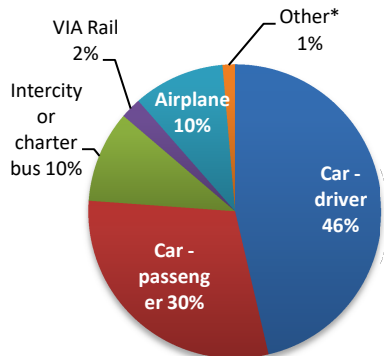
Canadian Tire Centre



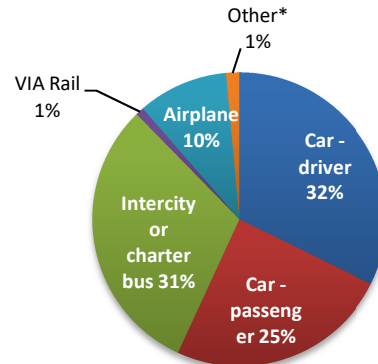
Centre Robert-Guertin



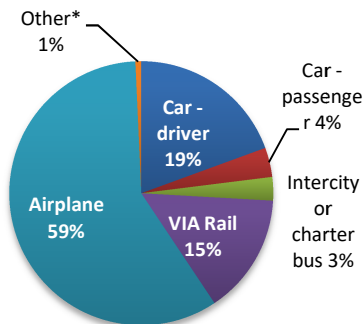
TD Place Lansdowne Park



Casino du Lac-Leamy



Shaw Convention Centre



* Other: school bus, motorcycle, taxi, etc.

3.4. Trip Purpose

Survey respondents were asked why they travelled to the given generator. Unsurprisingly, virtually all of those surveyed were there to attend the event, with a small proportion (1%-2%) being there to conduct business of some kind or for other purposes. The exception is the Shaw Centre, where only 82% attend the event: it is conceivable that many of the remaining 18% were exhibitors at the event, or else recorded their attendance at the event as part of conducting business.

Exhibit 3-6: Purpose of Trip to the Generator

Purpose	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Recreation / Attend Event	98%	98%	99%	98%	82%
Have Business at Generator	2%	2%	1%	1%	18%
Other	<1%	<1%	<1%	<1%	<1%
Total	100%	100%	100%	100%	100%
Valid sample size (n)	1,546	513	1,669	977	579
No response (excluded)	12	1	13	15	5

3.5. Trip Origins

3.5.1. Origin Type

Exhibit 3-7 and Exhibit 3-8 highlight the type of place survey respondents were at prior to travelling to the event they attended. The results show that, with the exception of the Shaw Centre, most came to the event from a residential location (whether their own home or someone else's), ranging from 69% of Canadian Tire Centre and 70% of Casino visitors to 86% of Centre Robert-Guertin visitors. Of the order of 10-11% of Canadian Tire Centre, TD Place and Shaw Centre visitors came from their workplace – which suggests that they likely used the same mode that they used to commute to work. For most venues, restaurants or bars were also common trip origins, at 5% of Centre Robert-Guertin visitors, 7% of TD Place visitors, 8% of Casino visitors and 10% of Canadian Tire Centre visitors: many of these patrons likely drove or walked (or parked at the restaurant and then walked to the venue), depending on the proximity of the restaurant to the venue, or perhaps they used the shuttles that some of the more distant restaurants and bars offer. This suggests, for those who drove to a nearby restaurant or bar, that at least some people arrived well before the peak travel times, thereby potentially diffusing some of the traffic volumes.

Of particular note, 41% of attendees of conventions or other events at the Shaw Centre came there directly from their hotel or other accommodation – meaning that walking or taxi could be expected to be important access modes.

Exhibit 3-7: Type of Origin Prior to Travelling to Generator

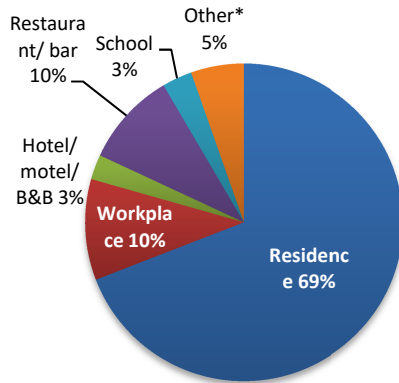
Origin	Canadian Tire Centre	Centre Robert-Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Residence*	69%	86%	74%	70%	38%
Workplace	10%	4%	11%	5%	10%
Hotel/ motel/ B&B	3%	1%	2%	5%	41%
Restaurant/ club /bar	10%	5%	7%	8%	3%
School	3%	1%	3%	1%	2%
Other**	5%	3%	4%	11%	6%
Total	100%	100%	100%	100%	100%
Valid sample size (n)	1,538	510	1,665	984	575
No response (excluded)	20	4	17	8	9

* Residence = either the traveller's own residence or someone else's

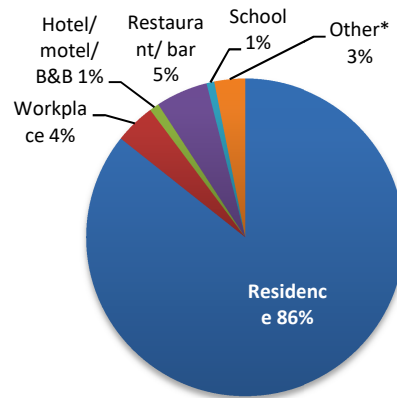
**Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

Exhibit 3-8: Origin Type: What Kind of Place were Patrons at Before the Event?

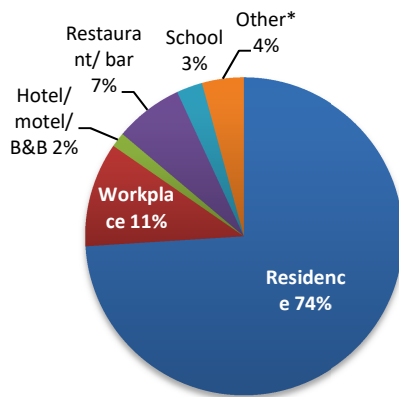
Canadian Tire Centre



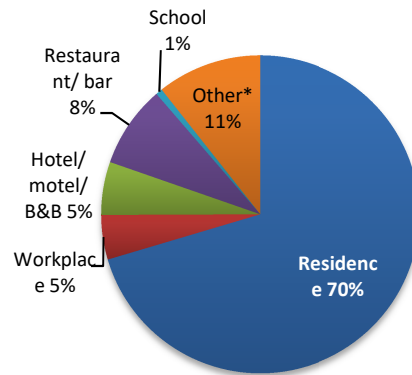
Centre Robert-Guertin



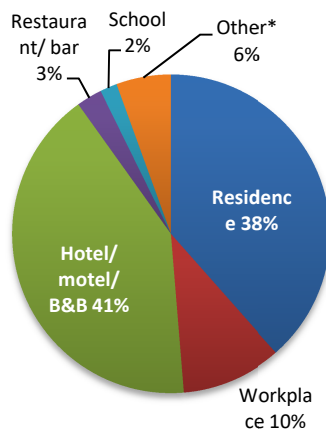
TD Place Lansdowne Park



Casino du Lac-Leamy



Shaw Convention Centre



* Other: train station, bus station, airport, mall, store, bank, gym, museum, etc.

3.5.2. Origin Type – Differences between NCR Residents and Non-Residents

Types of trip origins are presented in detail in **Exhibit 3-9** and **Exhibit 3-10** for both NCR residents and non-residents. Of note, of the non-residents who attended sports events, only about one-third travelled directly from their home outside the NCR to the event (or under half, in the case of the Centre Robert-Guertin). The proportion was about the same for Casino visitors, although only 4% of non-residents travelled from home directly to the Shaw Centre. By comparison, 80% of non-local Shaw Centre visitors came from their hotel, as did 20% of non-local Casino visitors (which has a hotel on site), 11% of non-local Canadian Tire Centre and TD Place visitors, and 9% of Centre Robert-Guertin visitors. Another 13% of out-of-town visitors came directly from the restaurant to the Canadian Tire Centre, as did 15% of Casino visitors, 11% of Centre Robert-Guertin visitors and 9% of TD Place visitors, but only 2% of Shaw Centre visitors. It is also interesting to note that is a high percentage of out-of-town visitors who travel directly from work, but only to the sports venues: 12% to the Centre Robert-Guertin, 10% to the Canadian Tire Centre and 9% to TD Place.

Exhibit 3-9: Origin Types – NCR Residents v. Non-Residents – Sports Venues

	Canadian Tire Centre		Centre Robert-Guertin		TD Place Lansdowne Park	
	NCR Residents	Non Residents	NCR Residents	Non Residents	NCR Residents	Non Residents
Expanded Trips	11,300	3,371	1,947	253	18,643	3,073
Origin						
Direct from Home in NCR	71%	-	85%	-	73%	-
Direct from Home Outside NCR	-	34%	-	44%	-	31%
Someone Else's Residence	4%	15%	3%	19%	5%	21%
Workplace	10%	10%	3%	12%	11%	9%
Hotel/motel/B&B	0%	11%	0%	9%	0%	11%
Restaurant/club/bar	9%	13%	5%	11%	7%	9%
School	2%	5%	1%	2%	2%	6%
Other*	3%	13%	3%	4%	3%	13%
Total	100%	100%	100%	100%	100%	100%
Valid sample size (n)	1,187	351	454	56	1,431	234
No response (excluded)	13	7	2	2	13	4

*Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

Exhibit 3-10: Origin Types – NCR Residents v. Non-Residents – Other Generators

	Casino du Lac-Leamy		Shaw Centre	
	NCR Residents	Non Residents	NCR Residents	Non Residents
Expanded Trips	3,612	1,274	410	427
Origin				
Direct from Home in NCR	78%	-	66%	-
Direct from Home Outside NCR	-	35%	-	4%
Residence: Someone Else's Residence	2%	8%	2%	5%
Workplace	5%	2%	19%	2%
Hotel/motel/B&B	0%	20%	1%	80%
Restaurant/club/bar	6%	15%	3%	2%
School	1%	0%	2%	1%
Other*	7%	21%	6%	5%
Total	100%	100%	100%	100%
Valid sample size (n)	731	253	282	293
No response (excluded)	6	2	4	5

*Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

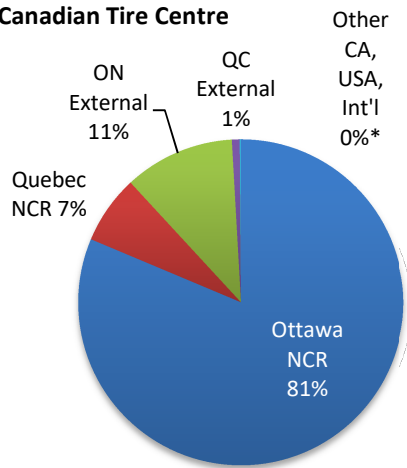
3.5.3. Origin Location

Exhibit 3-11 illustrates the origins of trips to the special generators, summarized at a regional level. The figures confirm that most of the origins are located on the same side of the Ottawa River as the venue, except for the Casino du Lac-Leamy, where there is a slightly higher proportion of cross-river origins (46% from the Ottawa NCR, compared with 42% from the Québec NCR).

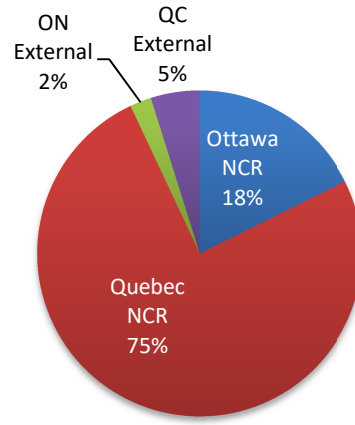
Exhibit 3-12 details the trip origins by TRANS district. For each venue, the largest single origin is the same as that in which the venue is located. This is a similar tendency as the home location (see Section 3.2). However, the origin proportions also include non-home locations, such as restaurants and bars, which may be located in proximity to the site. As a result, the proportions of trips originating in the same district as the venue in Exhibit 3-12 are higher – reaching 23% for the Canadian Tire Centre, 22% for the TD Place, 16% for the Casino, 17% for the Centre Robert-Guertin and 44% for the Shaw Centre. As noted, these findings suggest that many patrons ‘make an evening’ out of the event, going to a restaurant before going to the event. These findings also might reflect people who work, or who are staying at a hotel, close to the venue. This has an implication on mode choice.

Exhibit 3-11: Trip Origins – Where did Patrons Begin their Trip?

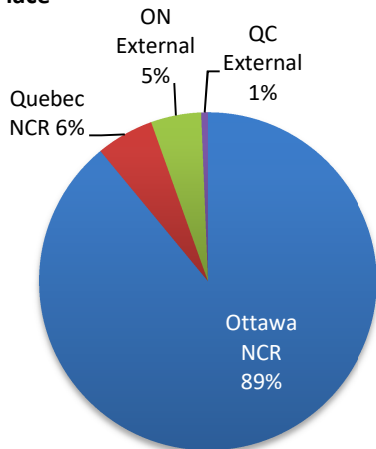
Canadian Tire Centre



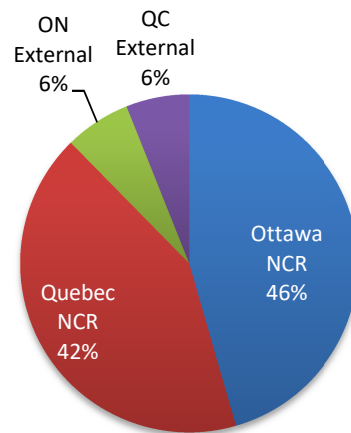
Centre Robert-Guertin



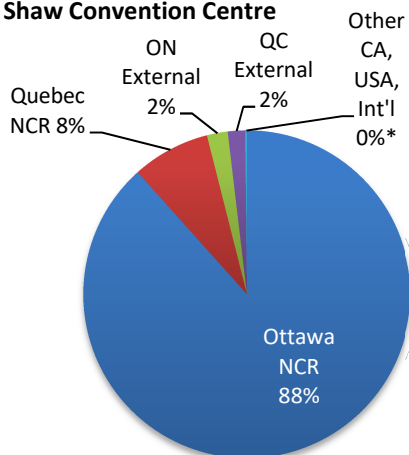
TD Place



Casino du Lac-Leamy



Shaw Convention Centre



* Value of less than 0.5% has been rounded to 0%

Exhibit 3-12: Origin-Generator Matrix by TRANS District

Origin		Canadian Tire Centre	Centre Robert- Guertin	TD Place	Casino du Lac- Leamy	Shaw Centre
Trip Origin in Ottawa NCR		81%	18%	89%	46%	88%
1	Ottawa Centre	6%	2%	6%	7%	44%
50	Ottawa Inner Area	7%	3%	22%	8%	12%
100	Ottawa East	3%	2%	3%	8%	2%
120	Beacon Hill	1%	1%	2%	2%	1%
140	Alta Vista	4%	1%	9%	4%	4%
180	Hunt Club	3%	1%	4%	3%	3%
200	Merivale	6%	2%	9%	3%	6%
240	Ottawa West	4%	2%	4%	3%	4%
260	Bayshore / Cedarview	6%	0%	4%	2%	3%
300	Orleans	6%	3%	8%	4%	3%
350	Rural East	1%	0%	1%	0%	0%
360	Rural Southeast	1%	0%	2%	0%	0%
400	S. Gloucester / Leitrim	2%	0%	1%	0%	0%
425	South Nepean	6%	1%	6%	1%	1%
450	Rural Southwest	2%	0%	2%	0%	1%
500	Kanata / Stittsville	23%	1%	7%	1%	2%
560	Rural West	2%	0%	1%	0%	1%
Trip Origin in Québec NCR		7%	75%	6%	42%	8%
600	Ile de Hull	1%	6%	1%	3%	2%
625	Hull Peripherie	1%	17%	1%	16%	1%
650	Plateau	0%	6%	0%	2%	1%
700	Aylmer	1%	10%	1%	3%	1%
750	Rural Northwest	0%	2%	0%	1%	1%
800	Gatineau Centre	1%	14%	1%	8%	1%
820	Gatineau Est	1%	13%	1%	5%	0%
840	Rural Northeast	0%	3%	0%	2%	0%
845	Masson-Angers	0%	5%	0%	2%	0%
Trip Origin External to NCR		12%	7%	5%	12%	4%
Ontario nearby communities		7%	2%	4%	3%	2%
Ontario > 90 minute drive away		4%	0%	1%	3%	1%
Québec nearby communities		0%	1%	0%	2%	0%
Québec > 90 minute drive away		1%	4%	1%	5%	2%
Atlantic Provinces		0%	0%	0%	0%	0%
Western Provinces / Territories		0%	0%	0%	0%	0%
International (USA or overseas)		0%	0%	0%	0%	0%
Grand Total		100%	100%	100%	100%	100%

3.6. Trip Times

Survey respondents were asked when they left their previous location to travel to the special generator, when they arrived, and when they planned to leave. Many were surveyed when they arrived at the special generator, or while their event or activity was in progress, so they might not have known definitively when they would leave the venue. Some respondents may have provided a scheduled departure time, others a best guess, others simply indicated that they would leave when their event was over, whenever that would be, and a few at sporting events indicated that they might leave early if their team was losing. As a result, special generator departure times were imputed for a large proportion of the survey cases at sporting events based on known game end times, spread out over a reasonable departure period after the end of the game. These imputations are flagged in the survey database. For the Casino du Lac-Leamy and the Shaw Centre, there was no basis with which to impute unknown departure times.

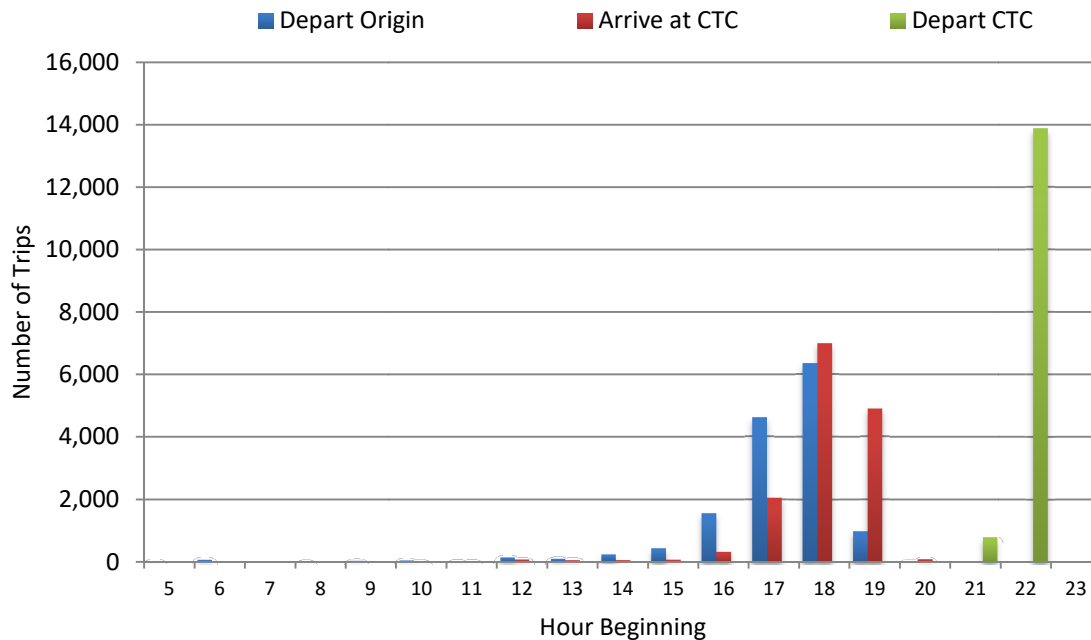
The charts in Exhibit 3-13 illustrate, for each special generator, the time of departure from the respondent's origin when travelling to the special generator, the time of arrival at the special generator, and the time of departure when leaving the special generator. These plots are based on valid responses as well as imputed times for sports venues, but exclude responses of 'don't know' provided by patrons of the Casino du Lac-Leamy and the Shaw Centre. For these venues, 33% of Casino visitors and 37% of Shaw Centre visitors were unable to estimate when they might leave the venue, and thus the plots for these venues under-represent actual departure volumes.

The data reveal the following:

- Sporting venues show expected patterns of most attendees leaving their previous location to travel to the event over the period of two to three hours, arriving over a period of two to three hours, followed by mass exodus at the end of the game—although when these busy periods fall differs across venues. Note that the departures from TD Place are more spread out than those at the other two sports venues: this may reflect the proximity of the venue to on-site and nearby restaurants and bars.
- At the Casino, arrivals peak from 1700 through 1959 (with steady arrivals on either shoulder of this period), with departures peaking from 2100 to 2259, but some sustained departures until after midnight.
- Shaw Centre arrivals and departures are typical of what one might expect for all-day conferences, with peak arrivals in the morning and departures late afternoon / early evening, noting that this is an average across a number of different types of events, and that the scheduling of events differs. For example, some events may be evening-based or have an evening component, hence the arrivals observed at 1700.

Exhibit 3-13: Travel Times

Canadian Tire Centre



Centre Robert-Guertin

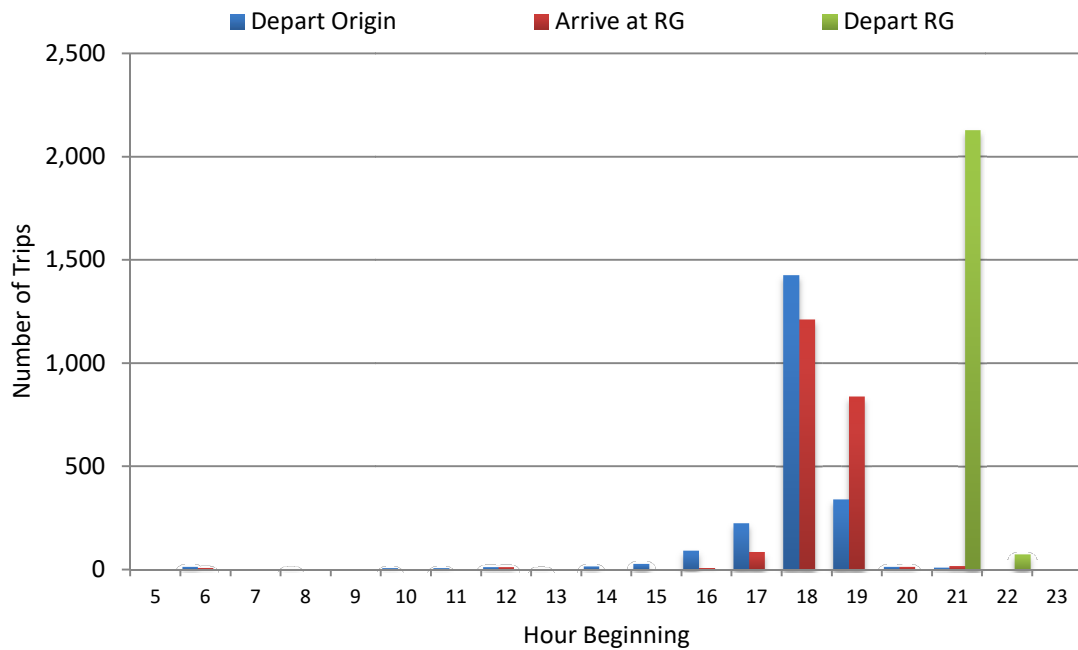
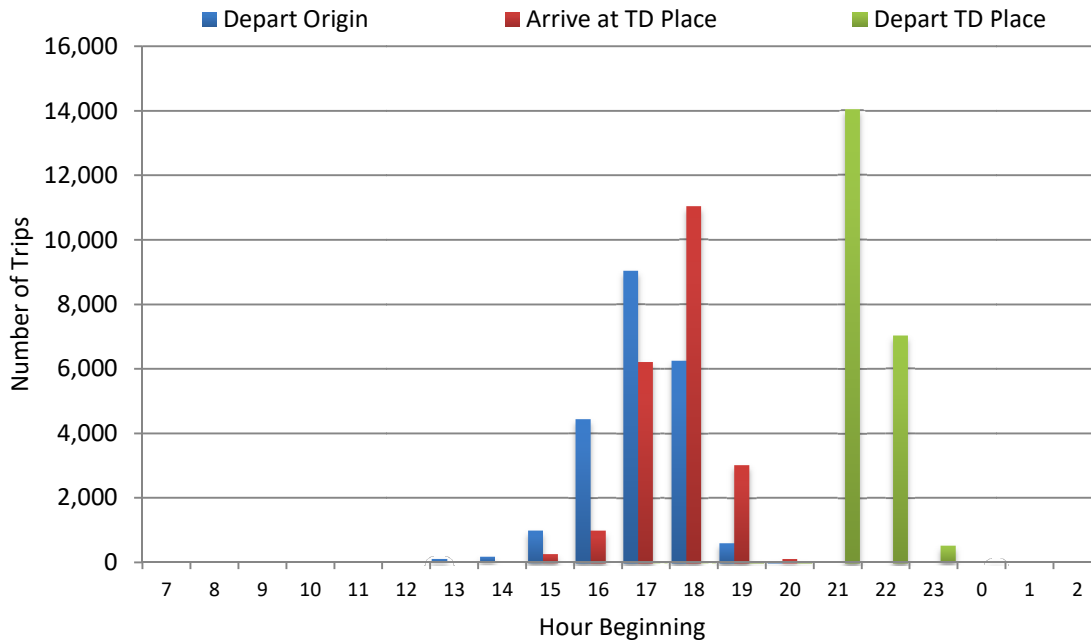


Exhibit 3-13: Travel Times

TD Place



Casino du Lac-Leamy

(Departures exclude 33% of respondents who did not know when they would leave)

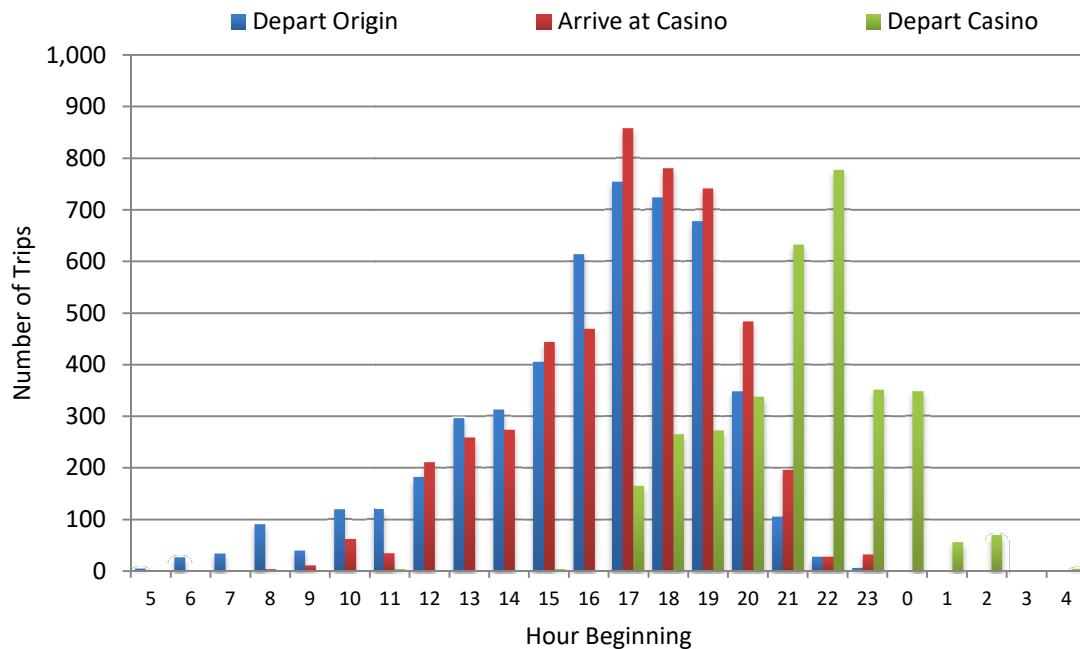
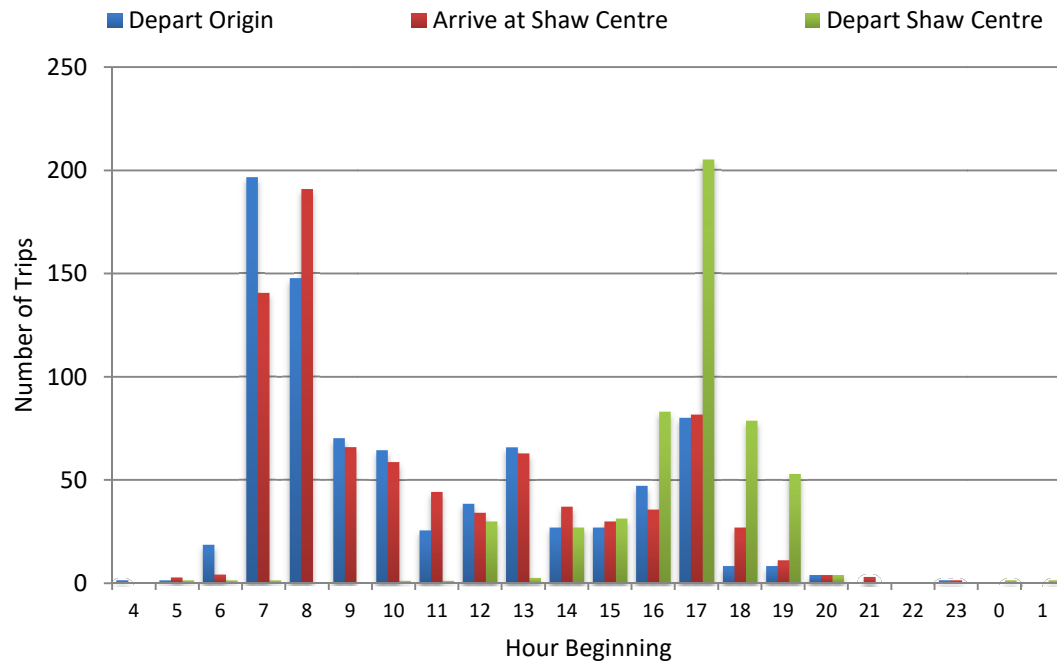


Exhibit 3-13: Travel Times

Shaw Centre

(Departures exclude 37% of respondents who did not know when they would leave)



3.7. Travel Mode

3.7.1. Arrival Mode

Exhibit 3-14 and Exhibit 3-15 summarize the last mode of travel used to get to the venue attended. Expanded trip counts are provided at the end of this section in Exhibit 3-16.

Exhibit 3-14: Arrival Mode (Last Mode Used)

Mode	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac- Leamy	Shaw Centre
Car driver	49%	61%	15%	45%	23%
Car passenger	33%	32%	12%	32%	9%
Urban Transit	11%	1%	26%	7%	16%
TD Place Shuttle	n/a	n/a	23%	n/a	n/a
Walk	0%	5%	14%	4%	47%
Intercity bus, minibus, other	4%	0%	2%	7%	0%
Taxi	1%	0%	4%	4%	4%
Bicycle	0%	0%	4%	0%	0%
Other*	2%	0%	0%	0%	1%
Total	100%	100%	100%	100%	100%
Sample size (n)	1,558	514	1,682	992	584

* Other: school bus, motorcycle, paratransit, other

Overall, the modal shares appear to be in reasonable ranges. They vary by venue, consistent with the venue type, event type, location and transit access:

- All of these venues draw visitors from a large area, within the NCR and, as noted previously, beyond, but the scale of the event – for example, high profile, professional-level NHL and CFL games – impacts mode choices differently. Lac-Leamy similarly is the only casino in the NCR.
- The Shaw Centre’s high walking share (47% - almost half) is consistent with the large number of out-of-town attendees who may be staying one or more nights at downtown hotels. It also is consistent with the facility’s downtown location, which is within walking distance of many workplaces and residences.
- The automobile is the dominant mode for most venues, except for TD Place and the Shaw Centre. This is within expectations, for several reasons:
 - With the exception of the Shaw Centre events, most people visit the other venues with at least one other person or as part of a family group. This suggests that driving, even with the costs of parking, may be less expensive than other modes. The exception is TD Place, at which on-site parking is limited and for which a comprehensive travel demand

management programme is in place, with transit from park-and-ride lots being available at no charge to event ticket holders.

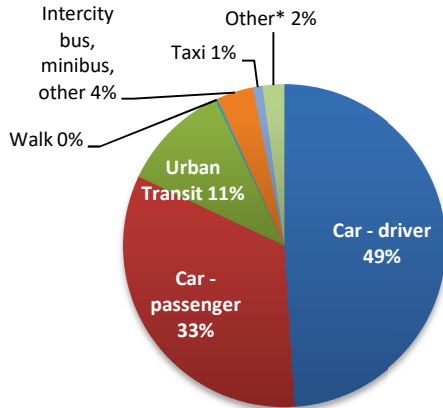
- Unlike regular ‘working weekday’ activity, the sporting events mostly take place in the evening, when traffic congestion is minimal, at least after the event if not before the event (which can overlap with the PM commuter peak period). This means that door-to-door times via transit might not be perceived to be as competitive as those of the auto, and in any event the transit level of service might be perceived as being lower or less direct than that available during the working day, especially later at night after the event. Some visitors also may have been constrained by the mode they used to travel to work, prior to the event. The Casino, which operates 24/7, and the Shaw Centre events, could expect to have more diffused arrival times, compared with other daytime activities (such as going to or from work or school). This may reflect the lower level of transit service that occurs outside the two commuter peak periods. However, the high walking share to the Shaw Centre suggests that this downtown venue’s proximity to visitors’ workplaces, residences or hotels, perhaps coupled with out-of-town visitors’ lack of knowledge of the local transit system, means that the transit service level may be less of a factor at this venue.
- Note that many of the surveyed events take place on weeknights, which means that patrons may be constrained time-wise both in their pre-game and post-game options. That is, people may drive directly to the venue or to the pre-game restaurant, rather than taking transit which might be perceived as taking longer; and people may not have time to take longer travel modes after the game, especially if they must work or go to school the next morning. At the same time, given that the surveyed TD Place CFL games all took place on Friday evenings (and CFL games generally are held only on weekends or public holidays), some visitors may have chosen to linger at the nearby restaurants and bars, while others moved directly to use the special event transit services. Those who lingered may not perceive transit to be as convenient for them if they are travelling later at night.
- The relative remoteness of the Canadian Tire Centre and its close access to Highway 417 mean that the automobile is the most convenient mode. At the same time, 1 in 10 (11%) of patrons take transit, which suggests that even despite the ‘auto friendly’ environment, transit has achieved considerable success.
- The intercity bus and minibus shares at the Canadian Tire Centre, TD Place and – especially – the Casino du Lac-Leamy are consistent with the services offered as a convenience to out-of-town residents and to other populations, such as those operated by restaurant owners as part of meal packages or by operators who serve seniors’ residences.

- Taxi shares vary, but never exceed 4%, and these shares appear reasonable given the respective venues' locations and types of events.
- 'Other' appears only at the Canadian Tire Centre and, in any event, represents a small proportion. These could include shuttles offered by restaurants as a service to their patrons. If so, reasonably such a service at TD Place would make sense only for CFL games (and might be introduced in time); however, TD Place has many more 'walkable' venues than does the Canadian Tire Centre.
- The TD Place's high transit, Shuttle, walk and bicycle shares suggest that the City's transportation demand management strategy for the venue has been **successful**, and that event patrons have been responsive to the publicity surrounding the strategy. Other contributing factors could be on-site construction, which was still going on at the time of the TD Place surveys (meaning that visitors did not want to attempt to drive to or near the site, or perceived that there would be road congestion, i.e. they were aware of the well-publicized alternatives), uncertainty regarding the location of on-site or nearby parking for this new event (CFL), and patrons' historical experience with limited neighbourhood parking from the time that the Senators NHL team was located at Lansdowne; nonetheless, the results suggest that the strategy is working. Note also that the surveyed events took place during September and October, when it was still warm enough to walk and bicycle.¹

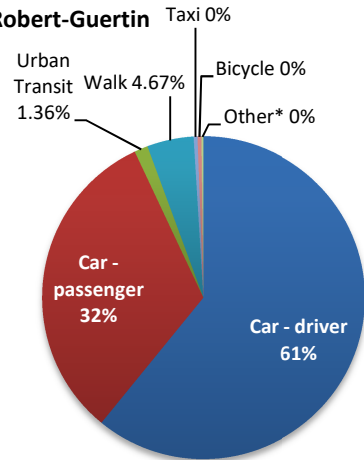
¹ There is no evidence that the time of year was a factor at any of the other venues.

Exhibit 3-15: Arrival Mode: How did Patrons get to the Event?

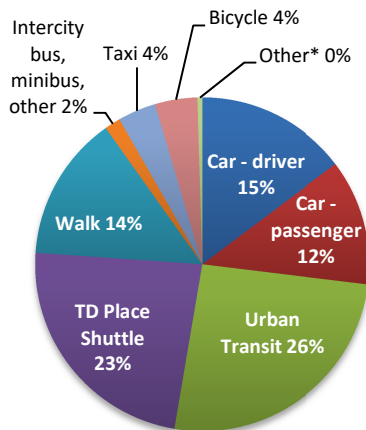
Canadian Tire Centre



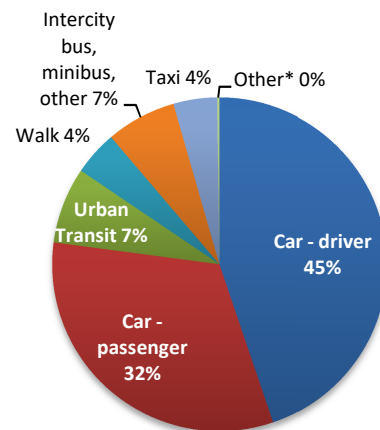
Centre Robert-Guertin



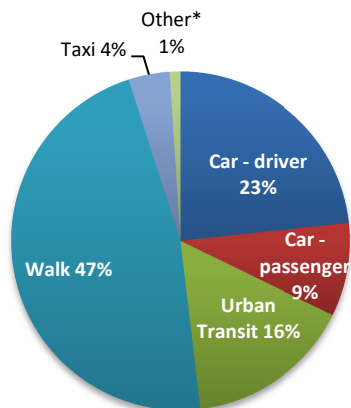
TD Place Lansdowne Park



Casino du Lac-Leamy



Shaw Convention Centre



* Other: school bus, motorcycle, paratransit, other. Percentages between 0.01% and 0.49% are shown as 0%.

Exhibit 3-16 presents the expanded number of trips represented by the survey data for reference.

Exhibit 3-16: Arrival Mode (Last Mode Used) – Expanded Trips

Mode	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Car driver	7,185	1,340	3,202	2,189	195
Car passenger	4,850	706	2,647	1,579	75
Urban Transit	1,601	30	5,590	361	133
TD Place Shuttle			5,087		
Walk	38	103	3,060	210	393
Intercity bus, minibus, other	537		336	331	
Taxi	141	9	800	206	33
Bicycle		9	891		
Other*	321	4	104	11	8
Total	14,673	2,201	21,717	4,887	837
Sample size (n)	1,558	514	1,682	992	584

* Other: school bus, motorcycle, paratransit, other

3.7.2. Vehicle Occupancy

All patrons who arrived by automobile, whether as a driver or passenger, were asked how many people in total travelled in the vehicle. However, this section is based on responses from auto drivers only. Other than the Shaw Centre and Casino, auto-based trips averaged at least two or more people per vehicle, as detailed in Exhibit 3-17. Two-person auto trips were highest for the Canadian Tire Centre (63% of all auto-driver trips), TD Place (51%) and the Casino (50%). The proportions of three- and four-person auto trips were in a similar range for the three sporting venues (9% - 12%). TD Place had the greatest proportion of four-person trips (15%).

The proportion of all respondents who took one-person automobile journeys was modest, for the Canadian Tire Centre (14%) and TD Place (19%), again consistent with expectations given that most visitors at these venues participate in groups. On the other hand, 35% of Centre Robert-Guertin and 39% of Casino du Lac-Leamy auto trips to the venue are single-occupancy. The 67% single-occupancy rate associated with Shaw Centre trips is consistent with the business-related nature of the events.

It is important to note that percentages reported are based on auto-driver trips (excluding the responses of auto passengers who answered the same question).

Exhibit 3-17: Arrival Mode Vehicle Occupancy (% Distribution of Auto Trips by Occupancy)

	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac- Leamy	Shaw Centre
Auto-Vehicle Trips *	7,185	1,340	3,202	2,189	195
Vehicle Occupancy – Auto-Driver Trips					
1 Occupant	14%	35%	19%	39%	67%
2 Occupants	63%	38%	51%	50%	25%
3 Occupants	10%	12%	9%	7%	4%
4 Occupants	10%	10%	15%	4%	5%
5 or More Occupants	3%	5%	6%	1%	0%
Total	100%	100%	100%	100%	100%
Average Occupancy	2.29	2.13	2.42	1.78	1.47
Valid sample size (n)	1,238	427	414	746	143
No response (excluded)	40	51	39	26	45

* Equivalent to the number of auto-driver trips, on which the calculations shown in this table are based.

3.7.3. Transit Access Mode – Mode of Travel to Boarding Bus Stop

Transit users indicated the mode of travel they used to reach the bus stop where they boarded their bus to the venue. The results are presented in Exhibit 3-18.

As indicated, a considerable proportion of those who arrived at TD Place via transit were ‘mixed-mode’ users who drove to their bus stop or TD Shuttle boarding location. This underlines the importance of the Shuttle (85% of whose users travelled by auto), and regular transit as well, with 56% of its users accessing transit by auto, as convenient means of conveying patrons to TD Place. In contrast, 20% of Canadian Tire Centre transit users accessed transit by auto, a smaller but still respectable number, which again is further evidence of the success of transit in serving the large-scale NHL and CFL sporting events.

Exhibit 3-18: Transit Users – Transit Access Mode (% of Transit Users)

	Canadian Tire Centre	Centre Robert- Guertin*	TD Place			Casino du Lac- Leamy	Shaw Centre
	Regular Transit	Regular Transit	Regular Transit	TD Shuttle	Total Transit	Regular Transit	Regular Transit
Total Urban Transit Trips	1,601	30	5,590	5,087	10,677	361	133
Transit Access Mode							
Car driver	14%	0%	39%	61%	50%	0%	16%
Car passenger	6%	0%	17%	24%	20%	4%	4%
Walk more than 50 m	52%	67%	27%	4%	16%	38%	39%
Stop/station right in front of origin	27%	33%	16%	8%	12%	58%	41%
Other	1%	0%	2%	2%	2%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Sample size (n)	162	6*	421	378	799	64	82
Unknown (excluded)	0	0	16	16	32	6	11

*very small sample size for Centre Robert-Guertin, interpret results with extreme caution

The survey collected information on where respondents boarded their transit bus. While these geocoded locations are not presented in this report, they are available in the survey dataset.

3.7.4. Transit Egress Mode to Venue after Alighting Bus

Exhibit 3-19 highlights patrons' modes of travel to the venue after alighting from their bus.

As indicated, only one-fifth of TD Place patrons who used transit reported walking more than 50 metres to reach the stadium: this likely reflects the fact that the transit service stops virtually in front of the facility, on Bank Street. This compares favourably with the other venues, for which larger proportions of patrons reported having to walk more than 50 metres after alighting from their bus; and this reflects how transit actually accesses the individual facilities.

Exhibit 3-19: Transit Alighting - Mode of Travel to Special Generator (% of Transit Users)

	Canadian Tire Centre	Centre Robert- Guertin**	TD Place			Casino du Lac- Leamy	Shaw Centre
	Regular Transit	Regular Transit	Regular Transit	TD Shuttle	Total Transit	Regular Transit	Regular Transit
Total Urban Transit Trips	1,601	30	5,590	5,087	10,677	361	133
Transit Alighting Mode (trip to venue)							
Walk more than 50 m	73%	67%	22%	18%	20%	44%	54%
Stop/station right in front of [generator]	25%	33%	77%	82%	79%	57%	46%
Other*	2%	0%	1%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
Sample size (n)	150	6**	418	393	811	59	81
Unknown (excluded)	0	0	1	1	2	10	12

*Other: car passenger, taxi, bicycle.

**very small sample size for Centre Robert-Guertin, interpret results with extreme caution

3.7.5. Departure Mode

The survey data reveal that the modes of travel used to leave the venues closely mirror the arrival modes, as can be seen in **Exhibit 3-20**. Differences of at least 1% are highlighted in the following table.

The increase in walking trips for those leaving the Casino du Lac-Leamy is a circumstance of timing: casino-goers who are on organized intercity bus trips can arrive directly at the casino via their intercity bus, and may walk to their hotel after their evening's entertainments; on their departure dates, such tourists are likely to have left via their intercity bus without being intercepted for a survey interview. For the Shaw Centre, the diminishment in walking modes is consistent with the idea that some conference goers may walk to the conference centre from their hotel at the start of the conference day, but leave directly for the airport, train station, or bus terminal afterwards, if their conference has ended.

Exhibit 3-20: Departure Mode

Departure Mode from Generator	Canadian Tire Centre	Centre Robert-Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Car driver	48%	62%	15%	45%	26%
Car passenger	34%	32%	12%	32%	10%
Urban Transit	10%	2%	26%	6%	17%
TD Place Shuttle	n/a	n/a	24%	n/a	n/a
Walk	0%	3%	12%	10%	36%
Intercity bus, minibus, other	4%	0%	1%	2%	0%
Taxi	1%	0%	5%	5%	10%
Bicycle	0%	0%	4%	0%	0%
Other*	2%	0%	0%	0%	1%
Total	100%	100%	100%	100%	100%
Sample size (n)	1,558	514	1,682	992	584

Difference in Departure Mode from Arrival Mode

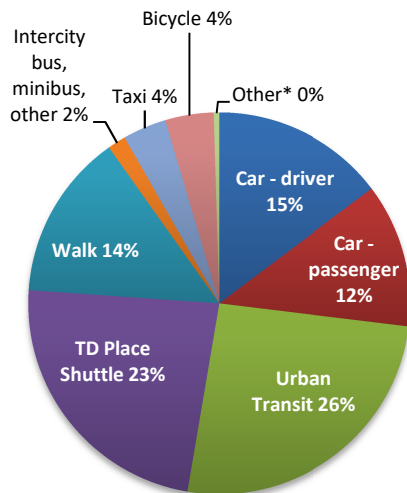
Departure Mode from Generator	Canadian Tire Centre	Centre Robert-Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Car driver	-0.7%	+0.8%	+0.4%	-0.1%	+2.4%
Car passenger	1.3%	+0.2%	+0.2%	-0.2%	+0.9%
Urban Transit	-0.5%	+0.4%	+0.6%	-1.3%	+1.5%
TD Place Shuttle	n/a	n/a	+0.8%	n/a	
Walk	0.0%	-1.4%	-2.3%	+5.6%	-11.1%
Intercity bus, minibus, other	0.0%	0.0%	-0.1%	-4.9%	+0.3%
Taxi	+0.2%	0.0%	+0.8%	+1.0%	+5.7%
Bicycle	0.0%	0.0%	-0.1%	0.0%	0.0%
Other*	-0.3%	0.0%	-0.2%	-0.1%	+0.3%

*Other: school bus, motorcycle, paratransit, other

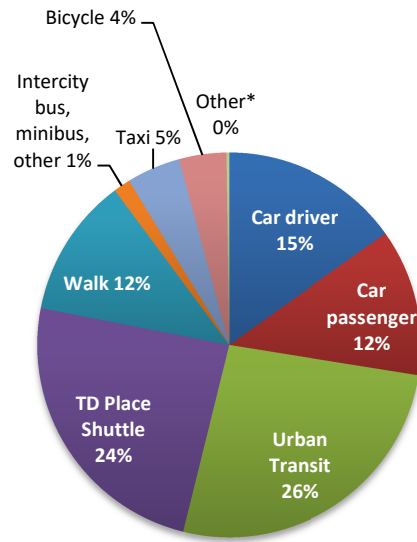
It would be redundant to present charts of departure modes for venues that have arrival and departure modes that are virtually identical. Instead, Exhibit 3-21 presents only venues which demonstrated differences of greater than two percentage points between arrival and departure for at least one of the modes used: TD Place (walk decreased from 14% to 12%), Casino du Lac-Leamy (walk increased from 4% to 10%, intercity bus decreased from 7% to 2%), and the Shaw Centre (walk decreased from 47% to 36%, and car driver, car passenger, and taxi trips combined increased from 36% to 46%).

Exhibit 3-21: Comparison of Arrival and Departure Modes

TD Place Lansdowne Park

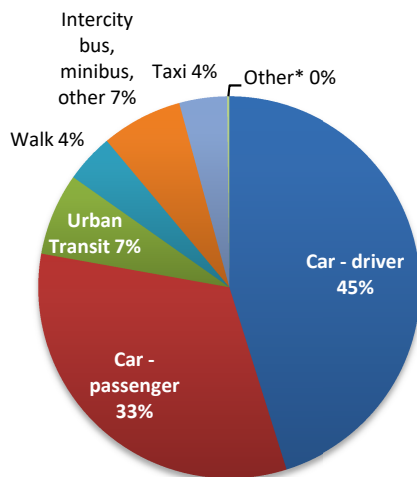


Arrival Mode

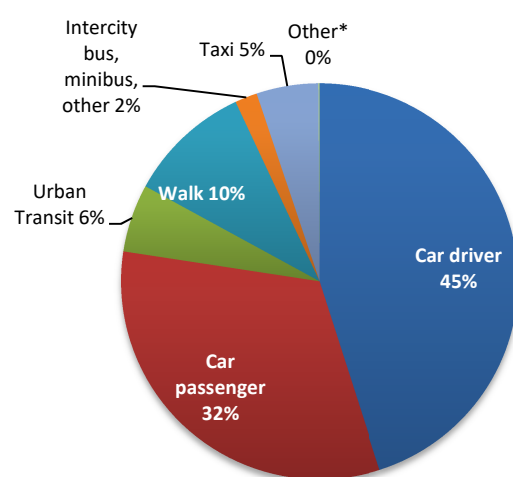


Departure Mode

Casino du Lac-Leamy

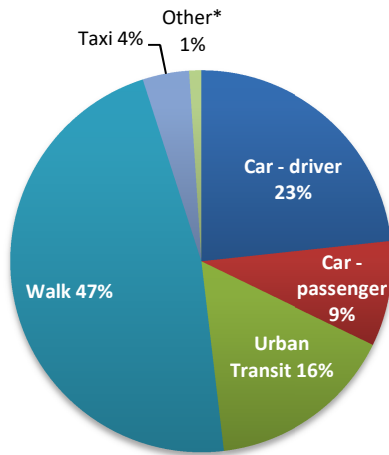


Arrival Mode

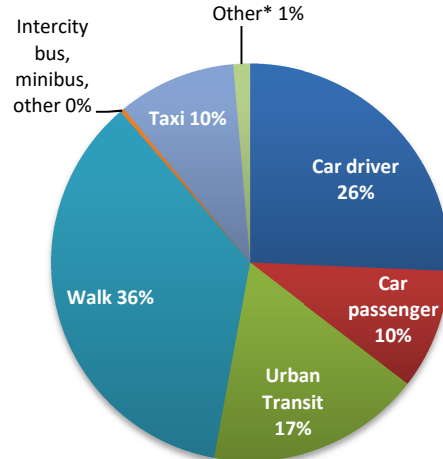


Departure Mode

Shaw Convention Centre



Arrival Mode



Departure Mode

* Other: school bus, motorcycle, paratransit, other. Values of less than 0.5% have been rounded to 0%.

At the Shaw Convention Centre, the increase in car-driver and car-passenger mode shares (32% combined share to the venue vs. 36% combined from the venue) can largely be explained by two types of patterns observed in the data: some convention attendees from outside the NCR reported walking from their hotel to the convention centre, but then reported departing from the convention centre as a car driver (i.e., in a rental car left parked either at their hotel or a nearby lot, which is not in itself reported as the next destination after visiting the convention centre); some other convention attendees reported arriving at the convention centre via transit from a residence or school or by walking from their workplace, but reported leaving the convention centre to return home or to travel to their next destination as a car passenger (having options for a pick-up that were either unnecessary or unavailable for the travel to the convention centre) or as a car driver (having left their vehicle at work or another location previous to their trip to the convention centre).

3.8. Parking for Auto Trips

Survey respondents who drove to their venue, whether they were auto passengers or drivers, were asked where they parked. However, similar to the question on vehicle occupancy, in order to present a more accurate representation of the disposition of vehicles, the results have been filtered to only surveys conducted with auto-drivers for reporting purposes.

Exhibit 3-22 illustrates the percentage of auto drivers by type of parking facilities.

Of note, 58% of those who drove to TD Place found on-street parking. Further examination of the all responses including those of auto passengers also revealed that 20% of the passengers who travelled by automobile to TD Place were dropped off by the vehicle driver, which is consistent with the pattern of event-goers dropping off passengers directly at the venue, then driving to nearby street parking. For context, readers are reminded that auto-driver and auto-passenger trips are a relatively modest fraction of all trips to this generator (27%, compared with the 49% of the TD Place visitors who took urban transit or the TD Place Shuttle).

Exhibit 3-22: Patrons Use of Parking for Auto Trips (% of Auto Drivers)

	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac- Leamy	Shaw Centre
Expanded Auto-Driver Trips	1,908	763	313	248	444
Parking Location					
On-street	1%	5%	58%	0%	6%
Municipal garage	2%	0%	3%	0%	1%
Municipal surface lot	2%	7%	1%	2%	4%
Private parking garage	0%	0%	6%	1%	7%
Private surface lot	0%	1%	7%	0%	0%
Parking lot at the venue	90%	86%	13%	96%	77%
Park and Ride	1%	0%	0%	0%	0%
Other	3%	0%	10%	1%	4%
Total	100%	100%	100%	100%	100%
Valid sample size (n)	725	283	218	416	102
No response (excluded)	38	30	30	28	34

The geocoded locations of parking used are not detailed in this report, but are included in the survey dataset.

3.9. Next Destinations after Departing the Special Generator

3.9.1. Destination Type

Exhibit 3-23 and Exhibit 3-24 highlight the type of place survey respondents travelled to directly after leaving their venue. The charts on the following page illustrate this information graphically.

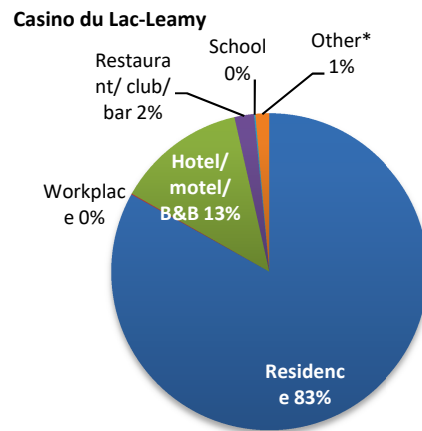
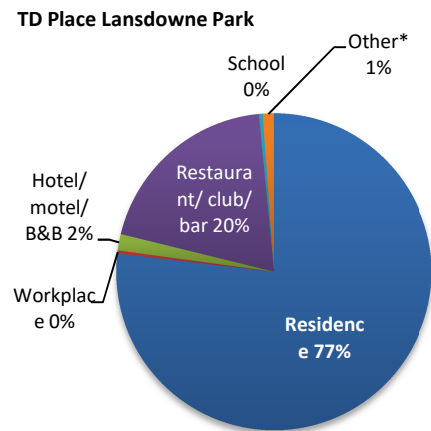
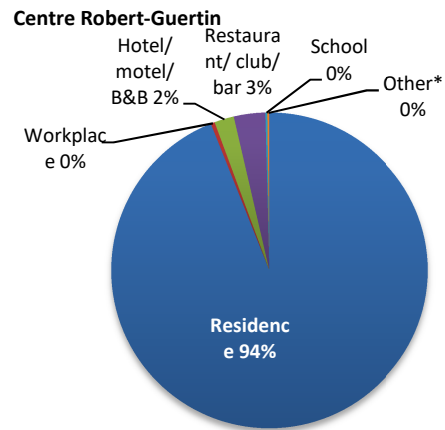
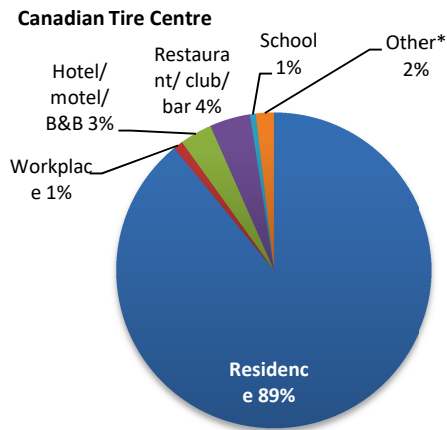
Of interest, fully one-fifth (20%) of the patrons surveyed at Redblacks football games at TD Place reported going to a restaurant, club, or bar after attending their game, while 77% travelled home. At TD Place, next destinations may have included restaurants on-site at Lansdowne Park (i.e., a departure from the stadium to an on-site restaurant was counted as a trip to a new destination) as well as near-by restaurants/bars (of which there are quite a few in the area) or locations further away. By comparison, only 4% of Canadian Tire Place patrons went to a restaurant, club or bar, compared with 89% who went directly home; and the proportions were similar for the Centre Robert-Guertin. On the other hand, 13% of the Casino patrons went to a hotel (one of which is located on site), as did 26% of the Shaw Centre visitors. Of note, 17% of the Shaw Centre's visitors went to an intercity terminal (train, bus or air), or to another venue such as a mall, store, etc.

Exhibit 3-23: Type of Destination Travelled to After Leaving the Generator

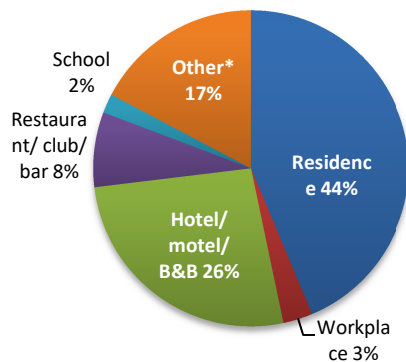
	Canadian Tire Centre	Centre Robert- Guertin	TD Place Lansdowne Park	Casino du Lac-Leamy	Shaw Centre
Residence	89%	94%	77%	83%	44%
Workplace	1%	0%	0%	0%	3%
Hotel/ motel/ B&B	3%	2%	2%	13%	26%
Restaurant/ club/ bar	4%	3%	20%	2%	8%
School	1%	0%	0%	0%	2%
Other*	2%	0%	1%	1%	17%
Total	100%	100%	100%	100%	100%
Valid sample size (n)	1,512	497	1,563	966	561
No response (excluded)	46	17	119	26	23

*Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

Exhibit 3-24: Destination Types: What Kind of Place did Patrons Go to Next?



Shaw Convention Centre



* Other = train station, bus station, airport, mall, store, bank, gym, museum, etc. Values of less than 0.5% have been rounded to 0%.

3.9.2. Destination Type – Differences between NCR Residents and Non-Residents

Exhibit 3-25 and Exhibit 3-26 detail the types of departing trip destinations for both NCR residents and non-residents. For all venues, non-residents have lower rates of returning directly home, at an average of 66% for all three sporting venues (compared with 82% for NCR residents). The return home rates for non-residents are significantly lower for the Casino (41%, less than half of the 95% rate for NCR residents) and 14% for the Shaw Centre (14% compared to 70% for NCR residents); and the hotel rates are correspondingly higher (and roughly make up the difference with respect to the NCR residents' proportions). Of note, 25% of the non-resident visitors to the Shaw Centre travel to intercity terminals (rail, bus and air) or to other venues, such as malls, stores, and so on. Otherwise, for all other destination types, the proportions are largely similar.

Exhibit 3-25: Destination Types – NCR Residents v. Non-Residents – Sports Venues

	Canadian Tire Centre		Centre Robert-Guertin		TD Place Lansdowne Park	
	NCR Residents	Non Residents	NCR Residents	Non Residents	NCR Residents	Non Residents
Expanded Trips	11,300	3,371	1,947	253	18,643	3,073
Destination						
Direct to Home in NCR	88%	-	91%	-	74%	-
Direct to Home Outside NCR	-	68%	-	73%	-	62%
Someone Else's Residence	5%	10%	5%	9%	3%	9%
Workplace	1%	1%	0%	0%	0%	0%
Hotel/motel/B&B	0%	14%	0%	14%	1%	9%
Restaurant/club/bar	4%	5%	3%	2%	20%	19%
School	1%	1%	0%	2%	0%	0%
Other*	2%	2%	0%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%
Valid sample size (n)	1,173	339	441	56	1,342	221
No response (excluded)	27	19	15	2	102	17

*Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

Exhibit 3-26: Destination Types – NCR Residents v. Non-Residents – Other Generators

	Casino du Lac-Leamy		Shaw Centre	
	NCR Residents	Non Residents	NCR Residents	Non Residents
Expanded Trips	3,612	1,274	410	427
Destination				
Direct to Home in NCR	95%	-	70%	-
Direct to Home Outside NCR	-	41%	-	14%
Someone Else's Residence	1%	4%	1%	2%
Workplace	0%	0%	6%	0%
Hotel/motel/B&B	1%	50%	2%	50%
Restaurant/club/bar	2%	2%	8%	7%
School	0%	1%	3%	1%
Other*	1%	2%	10%	25%
Total	100%	100%	100%	100%
Valid sample size (n)	721	245	277	284
No response (excluded)	16	10	9	14

*Other = train station, bus station, airport, mall, store, bank, gym, museum, etc.

3.9.3. Destination Location

Exhibit 3-27 illustrates the destinations of trips departing from the special generators, summarized at a regional level. Most patrons travelled to destinations that are on the ‘same side’ of the Ottawa River as the venue.

Exhibit 3-28 details the departing trip destinations by TRANS districts. Of interest, the nearest district was the most important destination for four venues, again reflecting the mix of attendees living (or staying near the venue, and people who went to restaurants and bars close-by (although the proportions are generally lower than for the pre-game origins, as discussed in Section 3.5.3). The Casino is the exception.

When surveyed, a number of patrons were not yet sure where they would go after their event concluded (3% to 5% for most venues). For some, their next destination might depend on the outcome of the game (i.e., whether a win or loss; or whether the game went into overtime), or what their acquaintances would be doing. For others, it might depend on which restaurant or bar would have space to accommodate them. After this issue was identified during the course of survey administration, interview strategies were adapted to probe respondents to volunteer their most likely destination or where they ended up after the last such game they attended, but a number of respondents still could not provide a confident response.

For most of the survey results presented in this report, non-responses (don’t know, declined, or missing responses) are excluded from the base for calculating percentages. However, for next destinations, given the higher than usual proportion of non-response, as well as the reasons for non-response (legitimate uncertainty), non-responses are included in the calculation of percentages as useful information. How non-responses for final destination are to be handled in the transportation modelling would be a matter to be considered by the modelling team.

Of note, 9% of TD Place patrons were unsure of their next destination, which is higher than the average for other venues. It is worth recalling that a higher proportion (approximately 20%) of TD Place patrons indicated that they would go to a restaurant or bar post-game, and some of these respondents might not yet know which establishments might be able to accommodate them.

Shaw Centre visitors recorded the highest proportion of ‘same-side’ NCR destinations, with 82% of all respondents citing the Ottawa NCR as their destination. However, it is conceivable that some of these visitors were actually headed to an intermodal terminal (rail, bus or air), consistent with the 25% ‘other’ destination type recorded in the previous section (see **Exhibit 3-26**). The relatively high proportion of Shaw Centre visitors who travel to the Hunt Club district – i.e., the airport - (11%, per **Exhibit 3-28**) seems to confirm this, as does the null percentages who travel to remote Canadian, US or overseas destinations (i.e., they likely would travel to the train station or airport, not directly to the destination).

Finally, note that the percentage breakdowns for the post-venue destination and the pre-venue origin (**Exhibit 3-11**) have the same general magnitudes but do show some differences. These differences could reflect a number of factors: for example, at the Casino, 88% of the origins and 87% of the destinations are from and to the NCR – about the same. However, the split between the Ottawa and Québec sides differs, at 46% Ottawa / 42% Québec for the origins and 40% Ottawa / 47% Québec for the destinations. These differences could reflect several factors – for example, people travelling from their Ottawa workplace to the Casino, then afterwards to their home in Québec; Ottawa residents going on to a Québec restaurant after their visit to the Casino; and so on. Readers are reminded that travel to/from the venue does not necessarily include the visitor’s residence (if an NCR resident) or even the same type

of location at the previous origin before arriving at the venue as at the next destination when leaving the venue.

Exhibit 3-27: Departing Trip Destinations: Where did Patrons Go after Leaving the Venue?

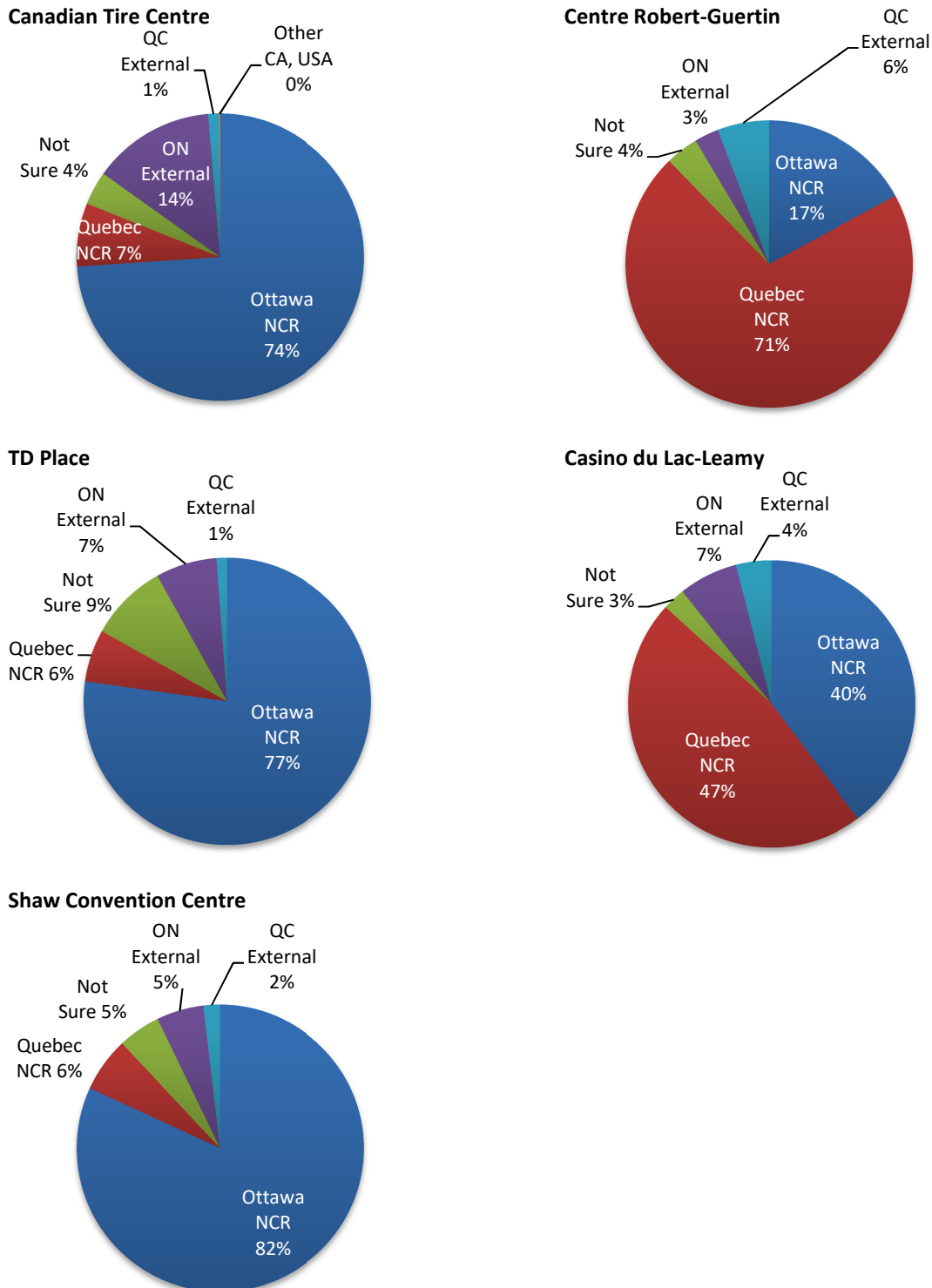


Exhibit 3-28: Generator-Destination Matrix by TRANS District

		Canadian Tire Centre	Centre Robert- Guertin	TD Place	Casino du Lac- Leamy	Shaw Centre
Ottawa NCR		74%	17%	77%	40%	82%
1	Ottawa Centre	4%	1%	6%	2%	34%
50	Ottawa Inner Area	7%	4%	19%	6%	11%
100	Ottawa East	2%	1%	2%	7%	1%
120	Beacon Hill	1%	1%	1%	2%	1%
140	Alta Vista	4%	1%	5%	3%	4%
180	Hunt Club	4%	1%	4%	3%	11%
200	Merivale	6%	2%	6%	3%	3%
240	Ottawa West	4%	1%	3%	3%	4%
260	Bayshore / Cedarview	5%	0%	3%	3%	3%
300	Orleans	8%	3%	9%	4%	3%
350	Rural East	1%	0%	1%	0%	0%
360	Rural Southeast	1%	0%	2%	1%	0%
400	S. Gloucester / Leitim	2%	0%	2%	0%	0%
425	South Nepean	6%	1%	6%	1%	2%
450	Rural Southwest	2%	0%	1%	0%	1%
500	Kanata / Stittsville	16%	1%	6%	1%	3%
560	Rural West	2%	0%	1%	0%	1%
Québec NCR		7%	71%	6%	47%	6%
600	Ile de Hull	1%	4%	0%	2%	1%
625	Hull Peripherie	1%	12%	1%	20%	1%
650	Plateau	0%	7%	0%	1%	1%
700	Aylmer	1%	9%	2%	3%	2%
750	Rural Northwest	0%	2%	0%	2%	0%
800	Gatineau Centre	1%	14%	1%	8%	1%
820	Gatineau Est	1%	13%	1%	6%	0%
840	Rural Northeast	0%	3%	1%	3%	0%
845	Masson-Angers	0%	5%	0%	3%	0%
Unknown Destination		4%	4%	9%	3%	5%
External to NCR		15%	9%	8%	11%	7%
	Ontario nearby communities	9%	2%	5%	5%	2%
	Ontario > 90 min. drive away	5%	0%	2%	2%	3%
	Québec nearby communities	0%	1%	0%	1%	0%
	Québec > 90 min. drive away	1%	4%	1%	3%	2%
	Atlantic Provinces	0%	0%	0%	0%	0%
	Western Provinces / Territories	0%	0%	0%	0%	0%
	International (USA or overseas)	0%	0%	0%	0%	0%
Grand Total		100%	100%	100%	100%	100%

3.10. TD Place at Lansdowne Park – Awareness of Free Transit

The survey results demonstrate that the message that a free transit program is available to TD Place game ticket-holders has attained high levels of market penetration. Overall, 89% of respondents were aware of the program. Non-residents were only slightly less informed of the benefit than NCR residents, with 84% of non-residents aware that free transit was included in their event ticket.

Exhibit 3-29: TD Place: Patron's Awareness of Free Transit for Ticket-Holders by Arrival Mode

Aware that game ticket includes free public transit or the TD Shuttle?	Arrival Mode					Survey Average
	Auto driver or passenger	Urban Transit	TD Place Shuttle*	Walk more than 50 m	Other Modes	
Yes	82%	97%	100%	77%	73%	89%
No	18%	3%	-	23%	27%	11%
Total	100%	100%	100%	100%	100%	100%
Sample size (n)	428	389	394	227	157	1,595
No response (excluded)	25	44		10	8	87

* Note: 394 TD Place survey respondents who took the TD shuttle were not asked this question. It is assumed that they were aware of free transit being included in the game ticket.

Exhibit 3-30: TD Place: NCR Residents' and Non-Residents' Awareness of Free Transit

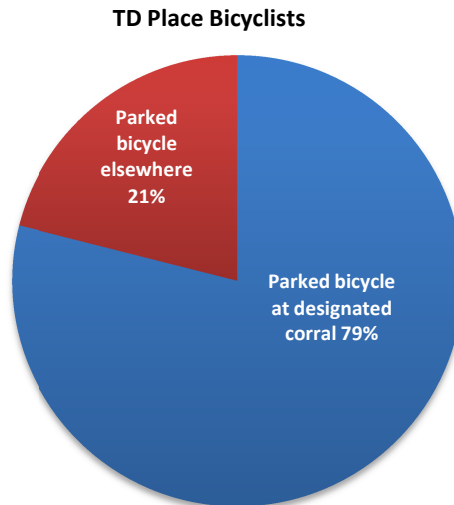
Aware that game ticket includes free public transit or the TD Shuttle? *	NCR Resident	Non-Resident	Survey Average
Yes	89%	84%	89%
No	11%	16%	11%
Total	100%	100%	100%
Sample size (n)	1,370	225	1,595
No response (excluded)	74	13	87

* Note: 394 TD Place survey respondents who took the TD shuttle were not asked this question. It is assumed that they were aware of free transit being included in the game ticket.

3.11. TD Place at Lansdowne Park – Parking for Bicycle Trips

Exhibit 3-31 shows that almost four-fifths of bicyclists who were surveyed at games at TD Place reported parking their bicycle at the designated bicycle corral.

Exhibit 3-31: TD Place: Use of Bicycle Parking Corral



n=57
(excludes 12 surveys with no response)

3.12. Casino du Lac-Leamy – La Zone Awareness and Use

Exhibit 3-32 and Exhibit 3-33 present the results for the questions asked of attendees at the Casino du Lac-Leamy on awareness and participation in LaZone, an attraction within the casino. Overall, 39% of those surveyed were aware of LaZone, and 13% play LaZone.

Exhibit 3-32: Casino du Lac-Leamy: LaZone Awareness and Participation



n=963
(excludes 29 surveys with no response)

Exhibit 3-33: LaZone Awareness and Participation – Residents/Non-Residents

	Total Casino Attendees	NCR Resident	Non- Resident
Play LaZone	13%	14%	8%
Aware of LaZone but do not play	26%	30%	16%
Not aware	61%	56%	75%
Total	100%	100%	100%
Sample size (n)	963	708	255
No response (excluded)	29	26	3