

**Toronto  
Port  
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**Administration  
Portuaire  
de Toronto**

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## **Toronto waterfront development “headed in right direction”: Poll**

TORONTO – An independent public opinion poll has found that 64% of Torontonians surveyed believe that Toronto’s waterfront redevelopment efforts are headed in the right direction.

These are among the results of an annual poll conducted for the Toronto Port Authority (TPA) by the national public-opinion research firm Pollara Strategic Insights.

The 500-person telephone survey was conducted July 6-7, 2009. In addition to probing opinions on the performance of the TPA, the survey touched on a wide variety of topics, including views on the waterfront and the Toronto City Centre Airport (TCCA).

According to the survey, 64% of respondents believe recent “changes along Toronto’s waterfront are headed in the right direction.” Only 14% of respondents believed the waterfront was headed in the “wrong direction,” while 22% didn’t have an opinion.

“As a key service provider to Toronto residents, the TPA recognizes it has a supporting role to play in revitalizing our city's waterfront. With TCCA commercial passenger traffic doubling between 2007 and 2008, it is encouraging to see that Torontonians believe the success of the airport is compatible with the direction of Toronto’s waterfront redevelopment strategy,” said Mark McQueen, Chairman of the TPA’s Board of Directors.

“The TPA has worked diligently to ensure that the passenger growth at the TCCA complies with our ‘good neighbour’ policy,” said the TPA’s Acting President and CEO, Alan Paul. “Over the past 12 months, noise complaints have dropped 61%. Later this Fall, our community-based Noise Management Advisory Group will consider several ambient noise mitigation recommendations with input from a soon-to-be scheduled public meeting. Even with the dramatic drop in noise complaints, the TPA is keen to utilize any and all practical means to ensure that the TCCA’s growth and success does not interfere with the quality of life of waterfront residents and visitors.”

Earlier this month, the TPA announced other encouraging results from this year’s survey. Among them, 62% of Torontonians support the construction of a pedestrian tunnel between the mainland and the TCCA, with 31% opposing. Furthermore, 58% of Torontonians oppose the proposal by some City of Toronto politicians that the TPA be abolished and its duties turned over to the City, with 31% supporting the proposal.

The full results of the Pollara survey are available at [www.torontoport.com](http://www.torontoport.com).

The Toronto Port Authority was incorporated on June 8, 1999, as a government business enterprise under the *Canada Marine Act* as the successor to the Toronto Harbour Commissioners. It is a federal public authority providing transportation, distribution, storage and container services to businesses. The TPA owns and operates the Toronto City Centre Airport, Marine Terminals 51 and 52, and the Outer Harbour Marina. The TPA also provides regulatory controls and public works services to enhance the safety and efficiency of marine navigation and aviation in the port and harbour of Toronto.

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**For more information contact:**

Janet MacDonald  
Toronto Port Authority  
(416) 863-2003

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## **Relevant Survey Results**

**Details: Details** Pollara Strategic Insights surveyed a random sample of 500 City of Toronto residents by telephone between July 6-7, 2009; the margin of error is  $\pm 4.4\%$ , 19 times out of 20. It is the third annual survey probing Torontonians' views of the TPA, its performance and its strategic objectives. A key question posed by Pollara sought to gauge the potential support for the construction of a pedestrian tunnel connecting the mainland with the TCCA.

Q4: As you may know, Toronto's waterfront has been going through a process of revitalization in recent years, with the development and creation of new communities, parks and green spaces along the waterfront. Do you think these changes along Toronto's waterfront are headed in the right direction or wrong direction?

Right Direction .....	64%
Wrong Direction.....	14%
Don't Know/Refused.....	22%
N Size.....	500