

Discussion guide – Sponsor

90 minutes total

Shot list

1. **Portrait:** Sponsor(s) in the parklet; wide and close up
2. **Action:** Sponsor maintaining the parklet, interacting with people, doing the research activities
3. **Details:** Parklet related blueprints, applications and permits, overhead of research activities, parklet details or activities they talk about during the interview.
4. **Openbox process:** Showcase the Openbox moderator with interviewees.
5. **Audio:** The sound of the room

Intro (5 mins)

- Openbox is researching the people behind the SF parklets program
- Trying to get context, understand their experiences
- Confirm they are comfortable with us taking pictures / audio / video
- Sign consent form

Sponsoring organization context (10 min)

Goal: Gain context on their organization's culture and values

- Tell us a little bit about the business / organization
 - What is the mission?
 - How would you describe the culture / values?
 - What's your role; formally and informally?
 - What made you want to become a parklet sponsor?
 - What was your vision for the impact the parklet would have?

Parklet users and goals (15 min)

Goal: Learn who uses the space, who doesn't, and efforts made to include more people

- Tell us about your parklet
 - What does a typical day/week look like?
 - Who is most commonly using the space?
 - How are they using the space?
 - What has had the biggest impact on drawing people to the parklet?
 - Do people ever use it in ways you weren't expecting / planning?
 - Is that good or bad?
 - Are there any groups that don't often use it?
 - What has had the biggest impact on keeping them away?
 - Who is missing that you want here in the future?
 - What have you done to make the parklet more inclusive and inviting to them?

Decision making(30 min)

Goal: Understand the decision making process and the information/inputs they need

- How did you decide that you wanted or needed a parklet?
 - What motivated / inspired you to apply?
 - Who was included in that process
 - What roles did they play?
 - Who was missing that should have been included?
 - What information or resources did you use?
 - Did you look at any hard data?
 - What data/info do you wish you had?

- How did you decide about the design?
 - (same follow-up questions as above)

- How do you decide the programming for the parklet?
 - (same follow-up questions as above)

Stewardship (15 mins)

Goal: Learn about what takes to be a sponsor

[activity]

What hats do you have to wear as a parklet sponsor?

Pick the three that are the most important for parklet success.

- Describe your selections
- Which hat your favorite to wear?
- How is being a sponsor different from your expectations?

Parklet impact (20 min)

Goal: Learn about the value of the parklet for businesses, communities, etc.

[activity]

What has been the impact of the parklet?

- Write on the chart who feels the 'ripple effects' rings of impact. Closer to the center means they feel greater impact. Impact can be economic, social, cultural, etc.
- Talk about each one
- What are the different types of value you've noticed that parklets create?
- Talk about a type of value / ripple effect that surprised you

Wrap Up (2 min)

Answer any questions they have for us