I. Program Overview
II. Project Scope
III. Public Life Assessment
IV. Findings
V. Recommendations
Program Overview
Pavement to Parks is a program that seeks to implement temporary interventions that reclaim underutilized roadway into new pedestrian space. These spaces can become permanent public open space after an evaluation period.

Program Goals
• Foster neighborhood interaction
• Reimagine the potential of city streets
• Enhance pedestrian safety and activities
• Encourage non-motorized transportation
• Support local businesses
These temporary spaces are typically outfitted with amenities that enhance the quality of public life, such as tables, seating, landscaping, bicycle parking, and public art. Simultaneously, these spaces cut down on the amount of pavement that remains unused or taken up by cars for a majority of the day.
What is a Public Life Study?
• Provides descriptive data as to how public space is being used
• Information can be used to make public life improvements that promote good design and active use of public space

Survey Instruments
• Screenline Counts
  Pedestrian and cyclist volumes
• Activity Scans
  Postures and behaviors on parklet/plaza/block
• Intercept Surveys
  Travel patterns, trip-related details, user satisfaction, and user demographics

Pavement to Parks launched its first round of citywide public life survey of parklets and plazas in Summer 2014.

Project Scope
Project Scope

- Conduct public life survey research on:
  - 20 out of 48 parklets installed
  - 3 parklets permitted / designing
  - 2 plazas

Intern Scope of Work

- Provide training to volunteers interested in collecting data on Pavement to Parks projects
- Collect data at study sites and track overall data collection process
- Analyze findings on public survey data in a final report for Pavement to Parks

Justin Panganiban, SF Planning Department (August 2014)
Summer 2014 Study Sites

- 1331 9th Avenue, hosted by Arizmendi Bakery
- 1122 Folsom Street, hosted by Brainwash*
- 200 Clement Street, hosted by Cumaica*
- 236-242 Townsend Street, hosted by D’Urso Delicatessen
- 3876 Noriega Street, hosted by Devil’s Teeth Baking
- 4754 Mission Street, hosted by Excelsior Action Group*
- 1315 18th Street, hosted by Farley’s*
- 375 Valencia Street, hosted by Four Barrel Coffee*
- 914 Valencia Street, hosted by Freewheel Bike Shop*
- 1530 Haight Street, hosted by Haight Street Market
- 1570 Stockton Street, hosted by International School of Pizza*
- 732 22nd Street, hosted by Just For You Café
- 639 Divisadero Street, hosted by Mojo Bicycle Café*
- Polk Street, hosted by Quetzal Café
- 2198 Filbert Street, hosted by Rapha Cycle Club
- 903 Cortland Avenue, hosted Sandbox Bakery*
- 3434 Balboa Street, hosted by Simple Pleasures Café*
- 2410 California Street, hosted by Sioi Design / Zinc Details
- 1730 Yosemite Avenue, hosted by Trouble Coffee Co. (Yosemite)*
- 4033 Judah Street, hosted by Trouble Coffee Co. (Judah)
- 436 Balboa Street, hosted by Cinderella Bakery
- 1901 Ocean Avenue, hosted by Out of Site Youth Arts Center
- 1772 Taraval Street, hosted by Rolling Out Bakery

- Jane Warner Plaza on 17th Street & Market Street
- Mechanics Monument Plaza on Battery Street & Market Street
Findings - Key Questions

Parklet Assessment
- What types of activities & behaviors are being observed in parklets?
- How are people responding to parklets?
- Who is using parklets?

Plaza Assessment
- How does the surrounding neighborhood context dictate plaza use?

Mechanics Monument Plaza
Financial District

Jane Warner Plaza
Upper Market/Castro

This summer’s work provides a set of initial findings that can inform future public life studies about whether Pavement to Parks projects are achieving the goals built into the vision for the program.

Justin Panganiban, SF Planning Department (August 2014)
Weekday Total Pedestrian Volumes - All Study Parklets

Findings - Parklets

<table>
<thead>
<tr>
<th></th>
<th>12-1 pm</th>
<th>1-2 pm</th>
<th>5-6 pm</th>
<th>6-7 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>72.5</td>
<td>69</td>
<td>65.35</td>
<td>62.45</td>
</tr>
<tr>
<td>Median</td>
<td>59.5</td>
<td>49</td>
<td>57.5</td>
<td>66.5</td>
</tr>
</tbody>
</table>

Justin Panganiban, SF Planning Department (August 2014)
Parklet Finding #1: Parklets were observed as generally having a higher number of activities than on the surrounding sidewalks, as well as having a similar mix of activities as the sidewalk. The most notable difference in activities between the two is higher instances of eating/drinking in the parklet.

Parklets are providing a space for diverse activities. While many parklets are sponsored by eateries and thus may account for higher instances of eating/drinking, activities not necessarily associated with eating/drinking were still well-represented.

Findings - Parklets
Parklet Finding #2: There is a weak relationship between sidewalk pedestrian volumes and parklet use, particularly on weekdays where more data was collected.

Findings - Parklets

Parklets are well-used and occupied even when numbers of people walking through the neighborhood are relatively low. Thus, there may be other factors on the surrounding block that are affecting parklet use, such as land use.
Parklet Finding #3: Around 90% of respondents spent money while using parklets. However, a majority of spending is minimal and tied to both commercial and non-commercial reasons, although dining is the most commonly cited.

Parklets appear to support local businesses, but not necessarily in a way that makes these spaces inaccessible for those who aren’t spending money. People still visit parklets for reasons related to its proximity and opportunities for socializing.
Parklet Finding #4: Parklets are being accessed predominantly by non-motorized and public transit, regardless of travel time.

Parklets are supporting public life in a way that allows alternative travel modes to be a more desirable way of accessing nearby amenities and services.
Parklet Finding #5: People are generally satisfied with the physical infrastructure and social opportunities within parklets.

It appears that many parklet sponsors are playing a key role in keeping these spaces safe, active, and clean. Parklets are also promoting a high level of neighborhood interaction based on people’s satisfaction with socializing with others.

Findings - Parklets
Parklet Finding #6: Survey sample demographics did not correspond with the demographics of residents who live within a 5-minute walkshed of a parklet.

There were several limitations to using intercept surveys to understand parklet demographics, including self-selection survey bias and an inability to administer surveys to those 17 and under, resulting in their lack of representation in the sample.

Justin Panganiban, SF Planning Department (August 2014)
Plaza Finding #1: Similar to what was found in the parklet study, pedestrian volumes on sidewalk did not correspond with plaza occupancy.

*no data was collected on weekend evenings (5-7 pm)
Plaza Finding #1: Similar to what was found in the parklet study, pedestrian volumes on sidewalk did not correspond with plaza occupancy.

*no data was collected on weekend evenings (5-7 pm)*

Findings - Plazas

Source: Flickr

Justin Panganiban, SF Planning Department (August 2014)
Plaza Finding #2: Primary uses within a plaza can be linked to local land uses and the different types of users who are near the plaza.

Financial District
Mechanics Monument Plaza

Castro / Upper Market
Jane Warner Plaza

Findings - Plazas

Source: Flickr
Plaza Finding #3: The carrying capacity and use of plazas is connected to the availability of street furnishings. Even though Jane Warner Plaza and Mechanics Monument Plaza experienced different pedestrian volumes on the sidewalk, they shared similar levels of activity in the plaza when furnishings were present.

Permanent Seating (Recently Removed)

Movable Tables and Chairs (Weekday Afternoons)

No Furnishings (Weekday Evenings & Weekends)

Weekday Afternoon Activities Mechanics Monument Plaza

Weekday Evening Activities Mechanics Monument Plaza
Plaza Finding #3: The carrying capacity and use of plazas is connected to the availability of street furnishings. Even though Jane Warner Plaza and Mechanics Monument Plaza experienced different pedestrian volumes on the sidewalk, they shared similar levels of activity in the plaza when furnishings were present.

Findings - Plazas

Justin Panganiban, SF Planning Department (August 2014)
Plaza Finding #4: Similar to what was observed between parklets and sponsoring organizations, local stewardship from CBDs play a key role in how people perceive and use plazas.

Findings - Plazas

<table>
<thead>
<tr>
<th>Categories</th>
<th>Plaza Mean</th>
<th>Parklet Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>3.64</td>
<td>4.26</td>
</tr>
<tr>
<td>Maintenance</td>
<td>3.79</td>
<td>4.36</td>
</tr>
<tr>
<td>Safety</td>
<td>4.29</td>
<td>4.39</td>
</tr>
<tr>
<td>Weather</td>
<td>2.96</td>
<td>2.89</td>
</tr>
<tr>
<td>Socialization</td>
<td>3.44</td>
<td>4.01</td>
</tr>
</tbody>
</table>

Source: castrocbd.org

Justin Panganiban, SF Planning Department (August 2014)
Cognitive Mapping
Administered after the intercept survey, this exercise gives respondents an opportunity to reflect on public space distribution throughout the City. Respondents were given a map of neighborhood names and streets in San Francisco and were asked to draw bubbles around areas where they would like to see more small open spaces similar to a parklet.

Areas with High Response Rate
- South of Market
- Financial District
- Mission
- Castro/Upper Market
- Inner Richmond

Survey instrument developed by Adrienne Aquino.
**Findings and Program Goals**

**Heightened Neighborhood Interaction:** Satisfaction with ease of socializing within the parklet was ranked highly amongst respondents, and social activities were one of the most highly observed activities in both the parklet and on adjacent sidewalks.

**Enhanced Pedestrian Safety and Activities:** Satisfaction with parklet’s safety from passing vehicles was ranked the highest out of all categories in the parklet user intercept survey. In addition, activity scans of the parklet indicated a diverse mix of different activities and behaviors on the block while intercept surveys revealed that respondents were visiting the parklet for a mix of recreational, local, and work-related reasons.
Findings and Program Goals

Use of Non-Motorized Transportation:
Both non-motorized transportation (walking and cycling) and public transit made up at least 60% of trips to a parklet regardless of travel time, making parklets an accessible public asset for the local neighborhood, as well as visitors and tourists.

Support for Local Businesses:
Parklets, while publically accessible spaces, capture a lot of the commercial activity that happens at nearby stores, restaurants, etc. Intercept surveys indicated that 90% of parklet users spent money while using the parklet.
Recommendation #1: Look into neighborhoods where respondents have expressed interest in seeing more parklets and similar small public spaces

Recommendation #2: Expand activity scans to inventory street furnishings in parklets and plazas

Recommendation #3: Conduct further study on the relationship between pedestrian volume, land use, and plaza/parklet use

Recommendation #4: Explore and gauge the cultural accessibility of parklets and plazas
Acknowledgements

• Robin Abad Ocubillo
• Ilaria Salvadori
• Neil Hrushowy
• Adrienne Aquino
• Amir Hajrasouliha

Public Life Survey Volunteers, Summer 2014

Alex Riemondy
Amir Hajrasouliha
Amy Chan
Ariel Feingold-Shaw
Bahar Vaezi
Charlotte Hummer
Chrissy Lin
Corina Velazco
David Uniman
Emily Busch
Esmeralda Jardines
Eunice Fong
Fahteen Khan
Fiona Cundy
Gene Stroman
Genevieve Munsey
Hilary Finck
Jason Su
John Dennis
Kath Buttar
Lale Tiejiao
Luke Norman
Mahsa Kassai
Maria De Alva

Mark Dreger
Megan Calpin
Melissa Ruhl
Miriam Eason
Nicholas Perry
Nikki Diaz
Norma Guzman
Pranjali Deokule
Sara Ameri
Stella Kim
Tatiana Sierra
Tom Holub

And a special thank you to Tina Tam, the Summer 2014 interns, and all of the planning staff for your support and guidance throughout this internship program!