CIVIC CENTER PUBLIC SPACE AND PUBLIC LIFE STUDY 2019: A COMMONSPACE BETA TEST
AGENDA

• Introduction
• 2017 Gehl Study Findings
• 2017 – 2019 Changes
• 2019 Methodology
• 2019 Findings
• Future Inquiries
DESIGNING PUBLIC SPACE

Introduction

Collect Data and Input

Implement Changes

Design Programming or Capital Upgrades
MONITORING PUBLIC SPACE

On Site Observations → Data Entry → Analysis → Present Results
Introduction
4 Snapshot Days + 2 spot-counts

There is no typical day at Civic Center. We selected four days that represented different common activity profiles and supplemented these counts with two spot-counts to capture specific conditions.

The survey ran from 8:00am to 8:00pm on each day unless noted.

Playgrounds Pre-construction
Saturday, February 11
Tuesday, February 13

Night-time Counts
7pm-11pm

“Quiet” Weekday
Thursday, May 25
Cloudy until around noon
Min 54°F Max 61°F Wind 2m/s

“Quiet” Weekend
Saturday, June 10
Min 54°F Max 63°F Wind 4m/s

“Busy” Weekday
Thursday, June 7
Farmers’ Market b UN Plaza,
Warriors game at Civic Center
Min 52°F Max 59°F Wind 4m/s

“Busy” Weekend
Saturday, May 27
Concert b Bill Graham + Prom
Min 54°F Max 61°F Wind 2m/s
Many people pass through but there aren’t enough reasons to stay.
Peaks in activity don’t generate “spillover” impacts
Activities like sleeping and encampment can feel overwhelming.
Initiatives:

- Bi-Rite Café
- Hellen Diller Playgrounds
- Knit the Commons
- Dragon mural installation
- Tivoli lighting
- Movable tables and chairs
- Friday markets
- Tuk-Tuk games
- Downtown Streets Team
- Urban Alchemy Stewardship
**STATIONARY ACTIVITY MAPPING**

**PEDESTRIAN SCREENLINE COUNTS**

2019 Methodology

Meital Hoffman
August 22, 2019
PEDESTRIAN COUNTS
• 181 counts across 3 locations
• 20,850 total pedestrians counted

STATIONARY ACTIVITY MAPPING
• 108 counts across 3 zones
• 7405 total data points

INTERCEPT SURVEYS
• Updated 2017 survey
• 21 completed surveys
• Will continue to collect until statistically significant

26 PARTICIPANTS
2019 STUDY FINDINGS
INITIATIVE SPOTLIGHT
BI-RITE CAFÉ PROVIDES:

Seating
Water
Food and beverages for visitors, workers, and neighbors
Eyes on the plaza from 7AM – 5:30 PM on weekdays and 9AM – 5PM on weekends
Free fruit for children who visit the library
Free coffee for stewards

“Wow public life by the cafe is so vibrant”
“I love coming here on my lunch break”
“What a great spot to grab a cold drink”
Average Stationary Activity Counts in Civic Center Plaza

- 2019 Bi-Rite Counts
- 2019 Playground Counts
- 2019 July Study
- 2019 Bi-Rite Counts
- 2017 Gehl Study

<table>
<thead>
<tr>
<th>Time</th>
<th>Average Stationary Activity Count Per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiet Weekday</td>
<td>25</td>
</tr>
<tr>
<td>Busy Weekday</td>
<td>75</td>
</tr>
<tr>
<td>Weekend</td>
<td>100</td>
</tr>
</tbody>
</table>

2019 Study Findings

Meital Hoffman
August 22, 2019
MOVEABLE TABLES AND CHAIRS
Formal Seating (chairs and benches)

Informal Seating (everything else)

2019 Study Findings
Posture Mapping
Wednesday, July 17th 2019 2PM

Postures
One dot = One person

- **Lying**
- **Informal Seating**
- **Formal Seating**
- **Standing**

Areas fenced off for turf maintenance
Moveable tables and chairs
Areas fenced off for Exploratorium exhibit installation

2019 Study Findings
POSTURE BREAKDOWN IN CIVIC CENTER PLAZA

2017

- Lying: 23.2% (494)
- Informal Seating: 61.4% (1312)
- Formal Seating: 13.9% (295)
- Standing: 1.5% (32)

2019

- Lying: 19.6% (1046)
- Informal Seating: 61.0% (3264)
- Formal Seating: 13.8% (735)
- Standing: 3.7% (303)

2019 Study Findings
“I wish there were more places to sit”

“Finally, a shaded outdoor lunch spot”

“Who needs chairs”

“Ouch, my back”

2019 Study Findings
2019 Study Findings

2019 Study Findings

STEWARDS:

Are stationed throughout Civic Center
Monitor people entering and exiting the playgrounds
Act as guides and docents
Are trained in de-escalation techniques
Add eyes on the space from 11AM – 7PM every day
Contribute to a feeling of safety
Are equipped to help folks experiencing medical emergencies

Meital Hoffman
August 22, 2019
SO FAR, 1,520 CHILDREN AND ADULTS HAVE USED THE FIELDS.
WEEKDAY ACTIVITIES ON FULTON STREET

2017

2019
Pre Soccer

2019
Post Soccer

Active Recreation
Consuming
Waiting for Transit
Conversing
Cultural
Electronic Engagement
Smoking
Sleeping

5.3 people/hour
6.3 people/hour
4 people/hour
9.8 people/hour
6.1 people/hour
6.8 people/hour
6.4 people/hour
4 people/hour

2019 Study Findings

Meital Hoffman
August 22, 2019
THESE EFFORTS HAVE LEAD TO A GREATER DIVERSITY OF USERS AND USES OF THE SPACE
2019 Study Findings
GENDER DISTRIBUTION IN CIVIC CENTER PLAZA USERS

2017
- Men: 70.3%
- Women: 29.7%

2019
- Men: 49.7%
- Women: 50.3%
AGE BREAKDOWN IN CIVIC CENTER PLAZA

2017

- 0 – 14 years old: 4.9% (77)
- 65+ years old: 5.3% (84)
- 15 – 64 years old: 89.8% (1409)

2019

- 0 – 14 years old: 4.7% (253)
- 65+ years old: 33.1% (1796)
- 15 – 64 years old: 62.2% (3373)

2019 Study Findings
WEEKDAY ACTIVITIES IN CIVIC CENTER PLAZA

2019 Study Findings
CIVIC CENTER PLAZA HAS BECOME A HUB FOR PHYSICAL ACTIVITY
AMERICA SCORES SUMMER CAMP USES THE CIVIC CENTER PLAZA FIELDS
SF REC AND PARKS DEPARTMENT HOSTS ZUMBA FOUR TIMES A WEEK
GROUP FITNESS CLASSES USE THE PLAZA AS AN OPEN RECREATION SPACE
OF COURSE THE PLAYGROUNDS
CIVIC CENTER PLAZA IS THE CENTER OF THE CITY’S POLITICAL ACTIVISM
Meital Hoffman
August 22, 2019

FALUN GONG PARADE AND RALLY COMMEMORATING TWENTY YEARS OF PERSECUTION

2019 Study Findings
PROTEST AGAINST FORMER PUERTO RICAN GOVERNOR RICARDO ROSSELLÓ
NEW ACTIVATIONS BUILD OFF OF EACH OTHER, INVITING PEOPLE NOT ONLY TO COME, BUT TO STAY.
MORE PEOPLE ARE WALKING THROUGH THE PLAZA DAILY.
MORE PEOPLE ARE ENGAGING WITH THE PLAZA DAILY.
COMPARING HOW MANY PEOPLE WALK THROUGH TO HOW MANY PEOPLE STAY IS REFERRED TO AS “STICKINESS”
2019 Study Findings

Stationary Activity Mapping
Wednesday, July 17th 2019 2PM

Activities
One dot = One person

- Civic Work
- Active Recreation
- Conversing
- Eating/Drinking
- Commercial
- Encampment
- Cultural
- Waiting for Transport
- Electronic Engagement
- With Pet
- Passive Recreation
- Smoking
- Sleeping
- Political Advocacy

2019 Study Findings
Meital Hoffman
August 22, 2019
ACTIVATION EFFORTS HAVE HELPED MAKE THE MASSIVE CIVIC CENTER PLAZA FEEL BUSIER, BUT IT IS STILL HAS CAPACITY TO GROW.
2019 Study Findings

Meital Hoffman
August 22, 2019
FURTHER INQUIRIES
MIDDLE GROUND: INTERACTIVE EXPLORATORIUM EXHIBIT
OPENED AUGUST 13TH AND SPONSORED BY THE EXPLORATORIUM, THIS INSTALLATION MAKES PEOPLE QUESTION SNAP JUDGEMENTS AND WHAT WE THINK WE KNOW.
RELATED WORK:

• WHITE PAPER EXPLORING NEW TECHNOLOGIES IN EVALUATING THE PUBLIC REALM

• HOW-TO GUIDE FOR USING COMMONSPACE IN PSPL STUDIES

• SQL DATABASE MANAGEMENT
A BIG THANK YOU TO ROBIN ABAD, SVETHA AMBATI, JULIE FLYNN, NICK PERRY, AND TINA TAM FOR SUPPORTING AND ENCOURAGING MY WORK THIS SUMMER.