

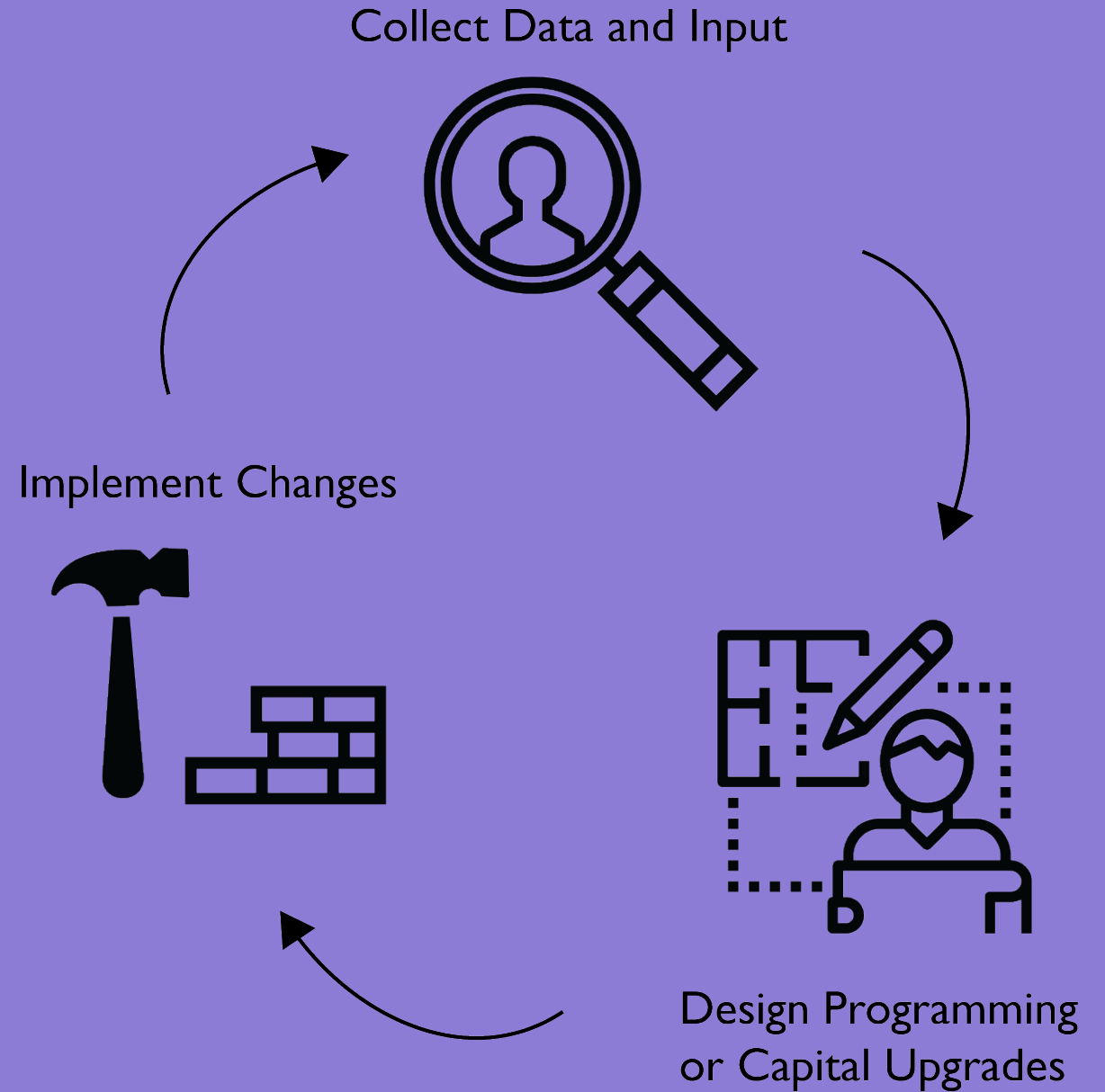
CIVIC CENTER PUBLIC SPACE AND PUBLIC LIFE STUDY 2019: A COMMONSPACE BETA TEST

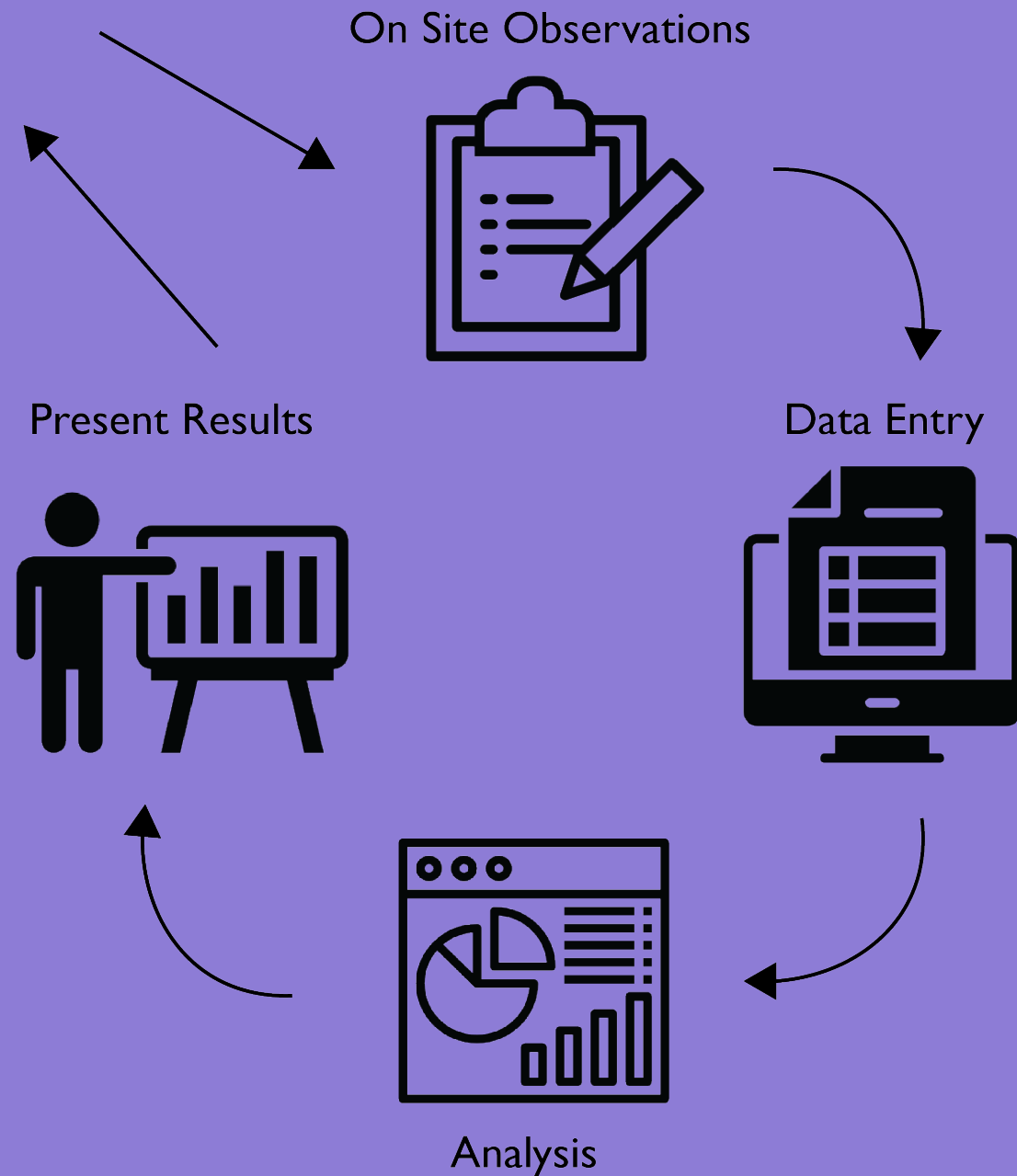
AGENDA

- Introduction
- 2017 Gehl Study Findings
- 2017 – 2019 Changes
- 2019 Methodology
- 2019 Findings
- Future Inquiries



DESIGNING PUBLIC SPACE





MONITORING PUBLIC SPACE

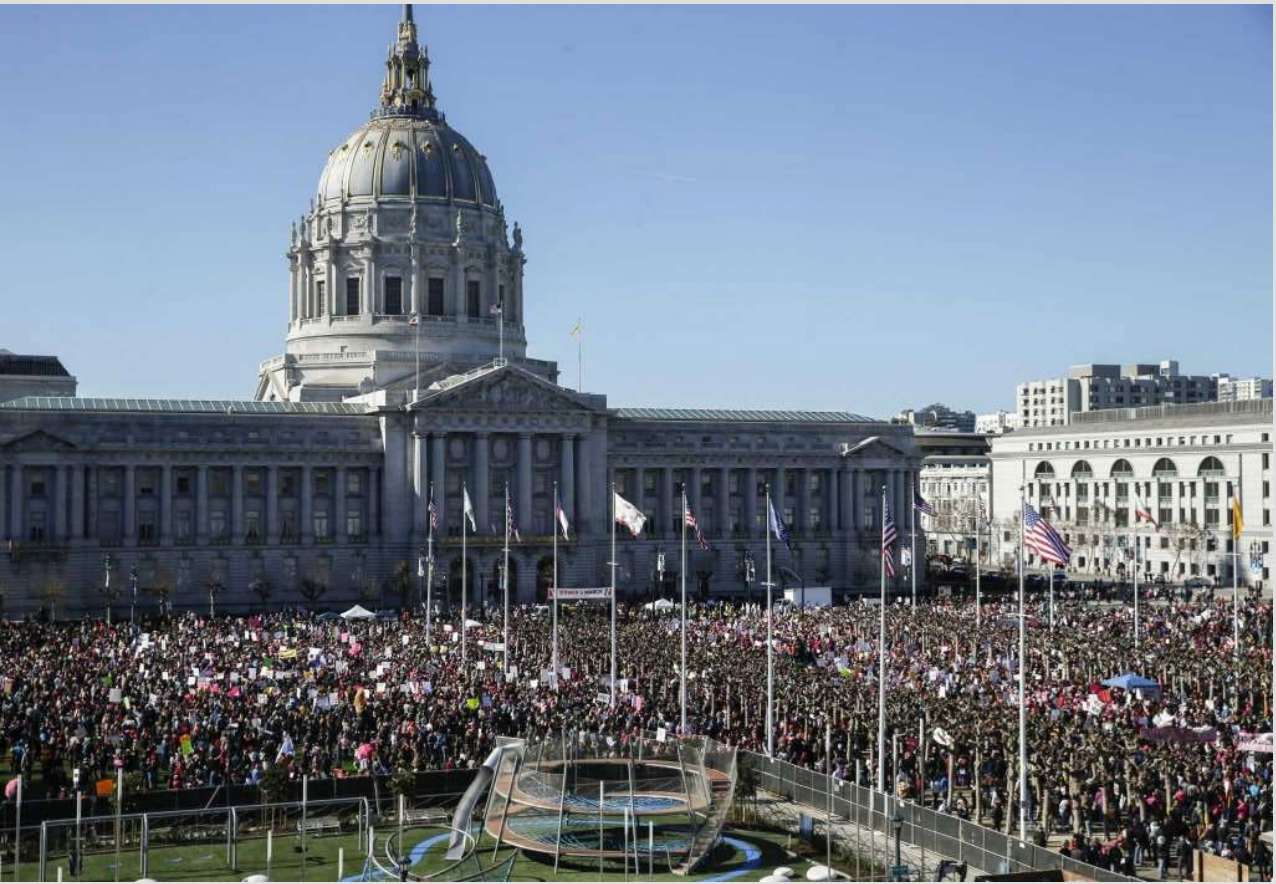


Introduction

Meital Hoffman
August 22, 2019



San Francisco
Planning



Introduction

Meital Hoffman
August 22, 2019





San Francisco 2018

Public Space + Public Life in Civic Center

Public Space Public Life Survey
Key Findings and a
Framework for Public Life

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

Friday, September 22



“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

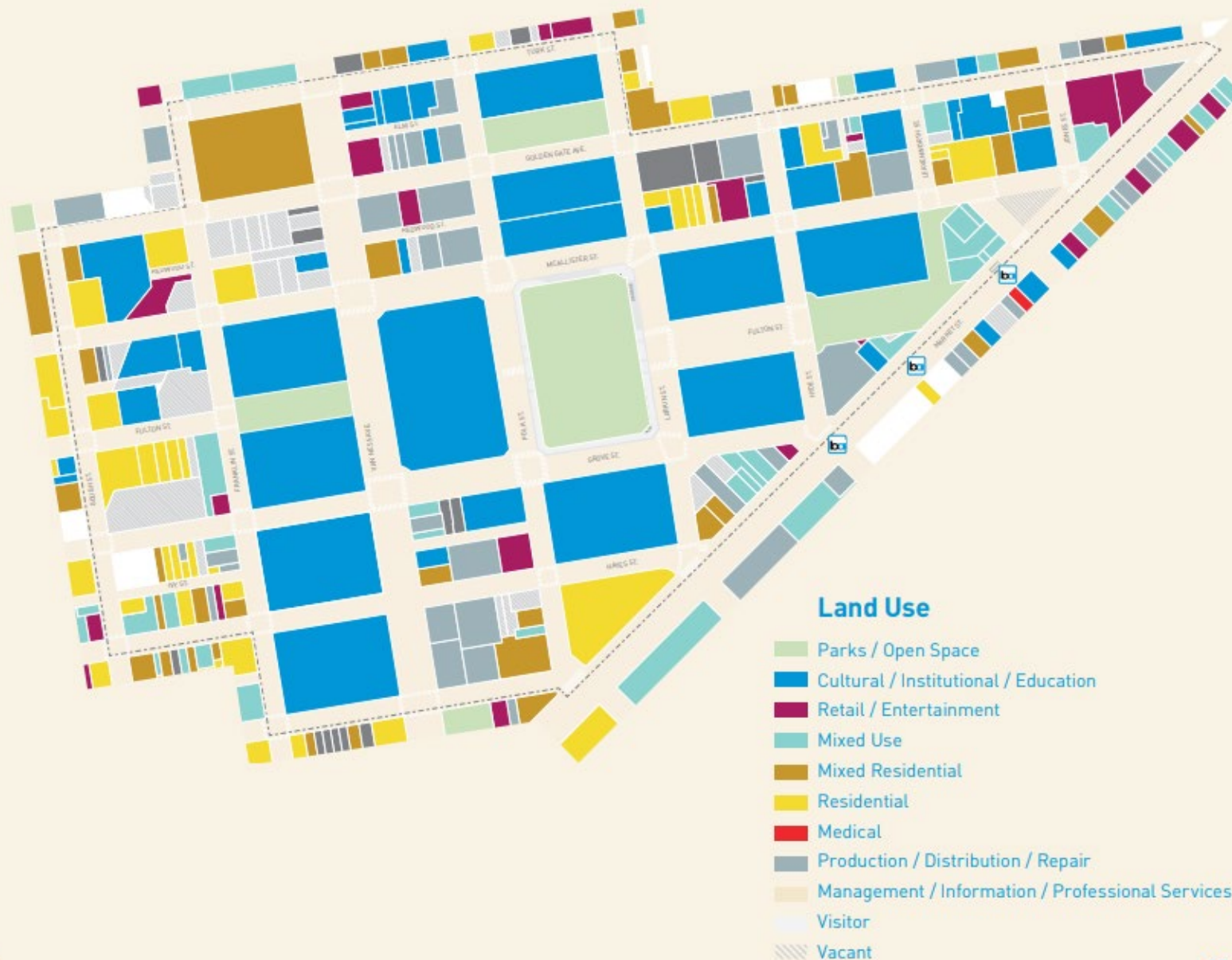
Farmers' Market @ UN Plaza,
Warriors game at Civic Center
Min 52°F Max 59°F Wind 4m/s



“Busy” Weekend

Saturday, May 27

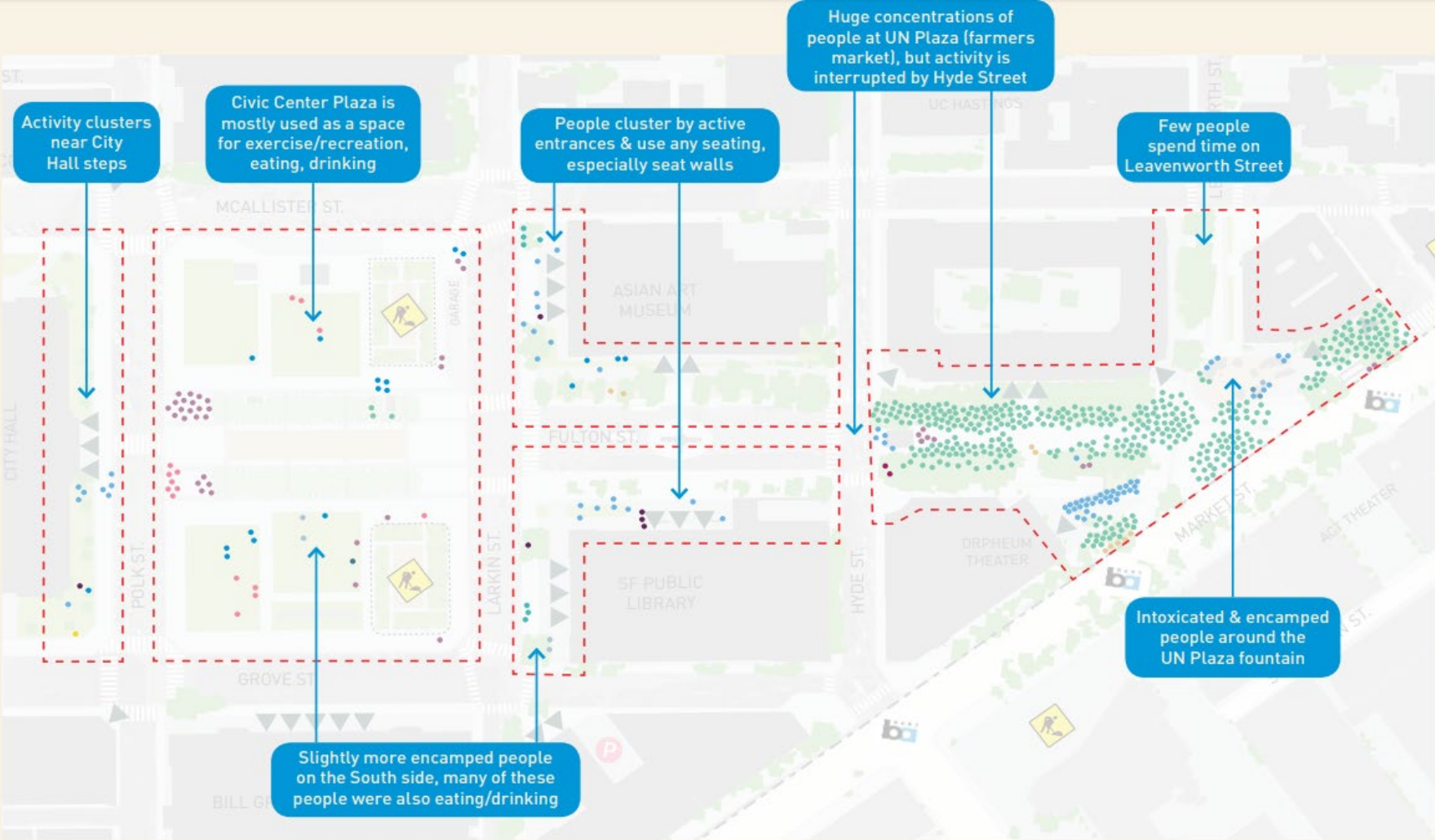
Concert @ Bill Graham + Prom
Min 54°F Max 61°F Wind 2m/s



**Many
people pass
through but
there aren't
enough
reasons to
stay**



Peaks in activity don't generate "spillover" impacts



Activities

One dot = One person

● Civic Work

● Eating/Drinking

● Cultural/Performance

● Passive Recreation

● Hard Drugs/Intoxicated

● Exercise/Play/Recreation

● Commerce

● Waiting for Transport

● Accompanied by Pets

● Encamped

● Sleeping

● Political/Religious Advocacy

● Smoking

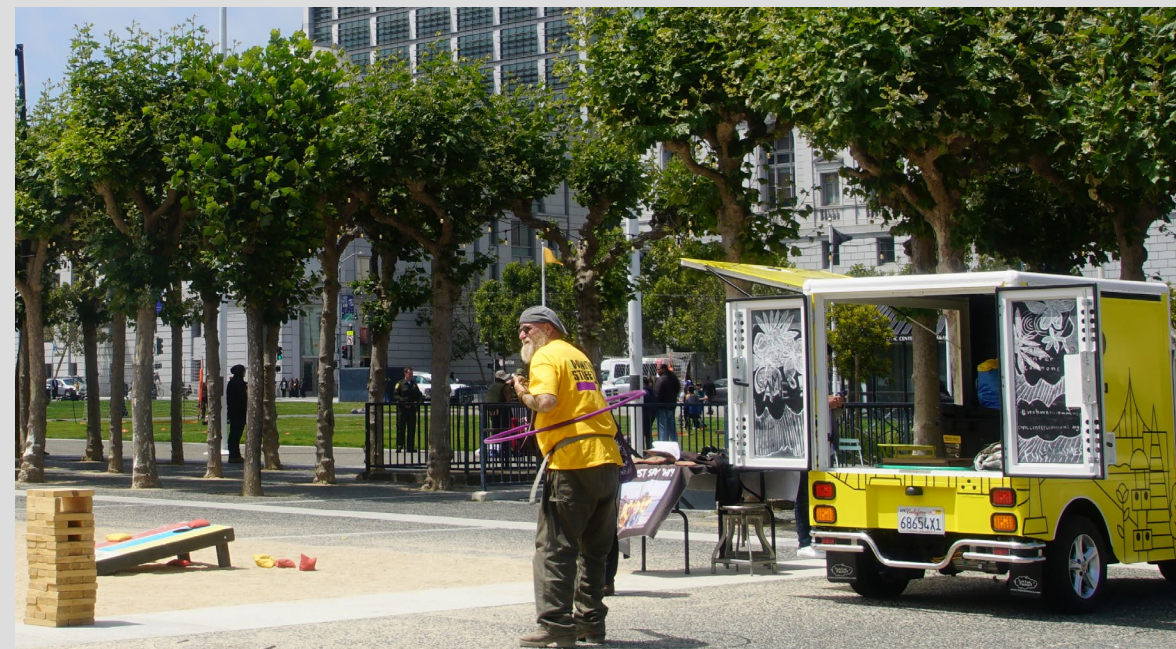
**Activities like
sleeping and
encampment
can feel
overwhelming**





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



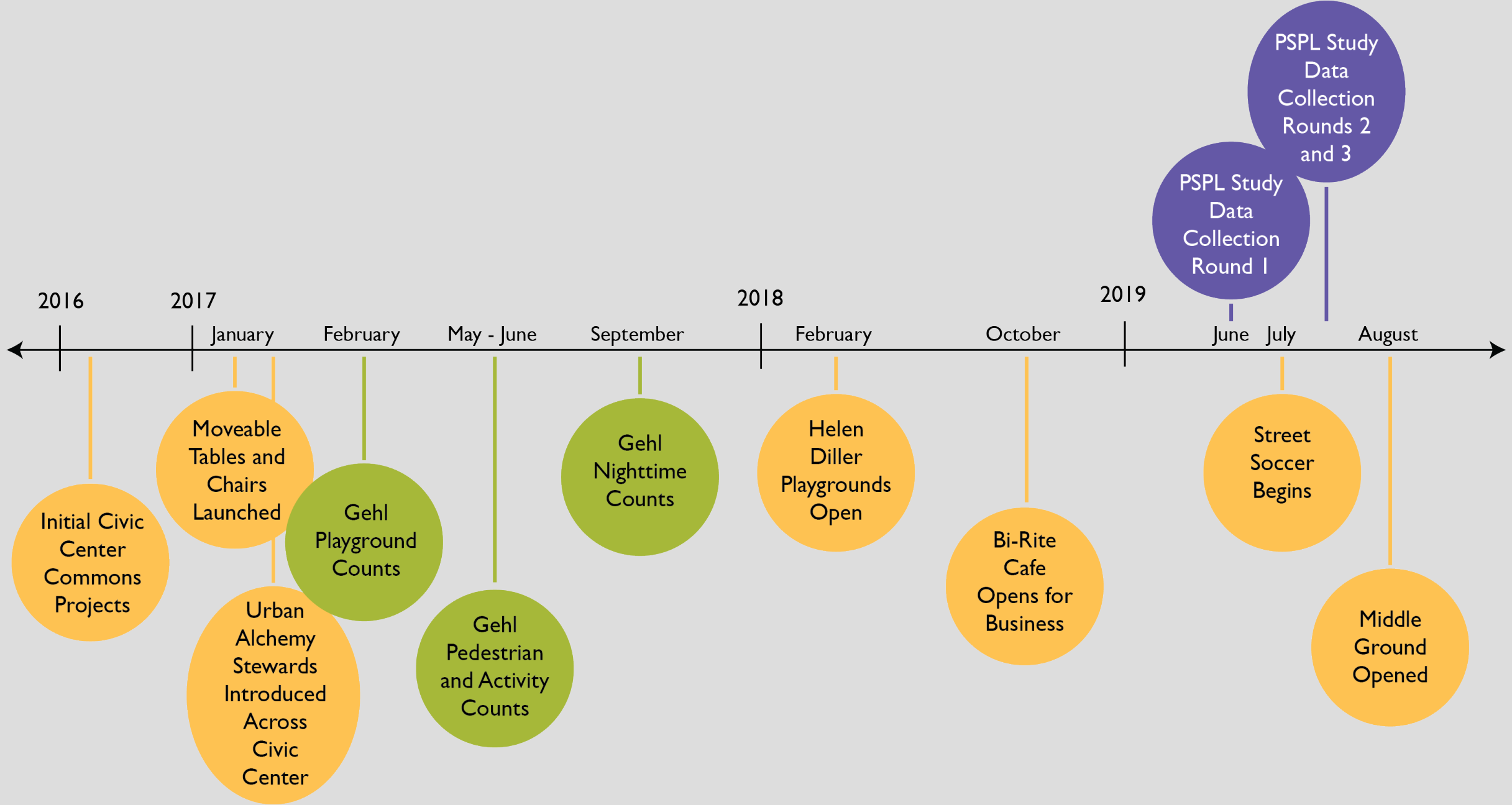


Changes

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August 22, 2019



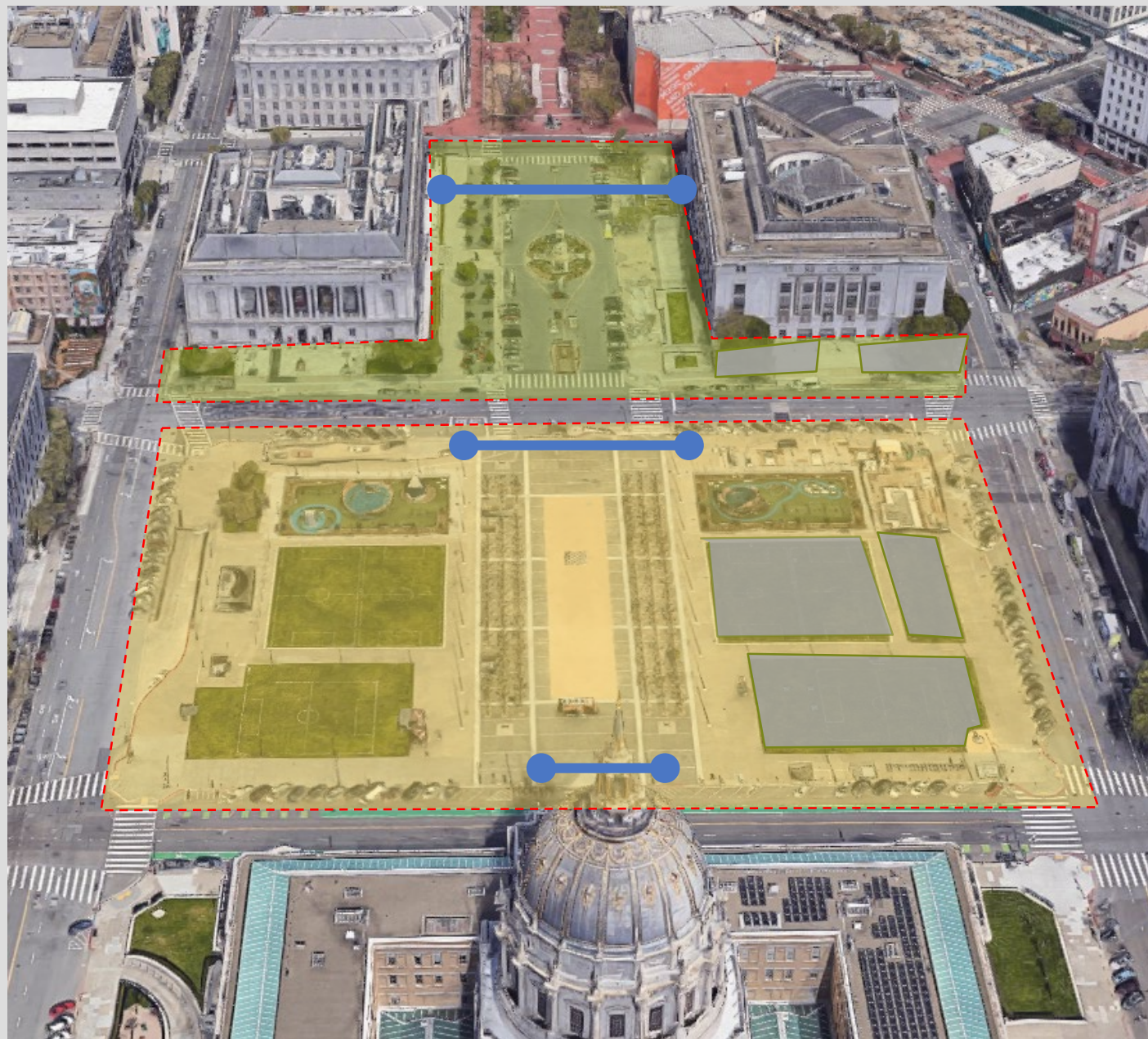
San Francisco
Planning



2019 Study Times

Meital Hoffman
August 22, 2019





2019 Study Zones

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August 22, 2019



San Francisco
Planning

STATIONARY ACTIVITY MAPPING

Exit 1 pm

Person 4
13:51

Male Female Other/ Unsure

Age
0-14 15-24 25-64 65+

Posture
Standing Sitting (informal) Sitting (formal)

Activity
Commercial Consuming Conversing Cultural

Groups
1 Person 2 People 3-7 People 8+

Add note Back to Map



PEDESTRIAN SCREENLINE COUNTS

simplified PEDESTRIAN SCREENLINE COUNT

SCREENLINE COUNT LOCATION

SIDE OF STREET: ☐ ODD ONLY ☐ EVEN ONLY ☐ BOTH

DATE: ☒ WEEKDAY ☐ WEEKEND
Monday

YOUR NAME
Michael Scott

WEATHER CONDITIONS
☐ ☐ ☐ ☐ ☐ ☐

TEMPERATURE

TIME IN: 11:01 TIME OUT: 11:11
(FOR EXACTLY 10 MINS)

DATE ENTERED INITIALS

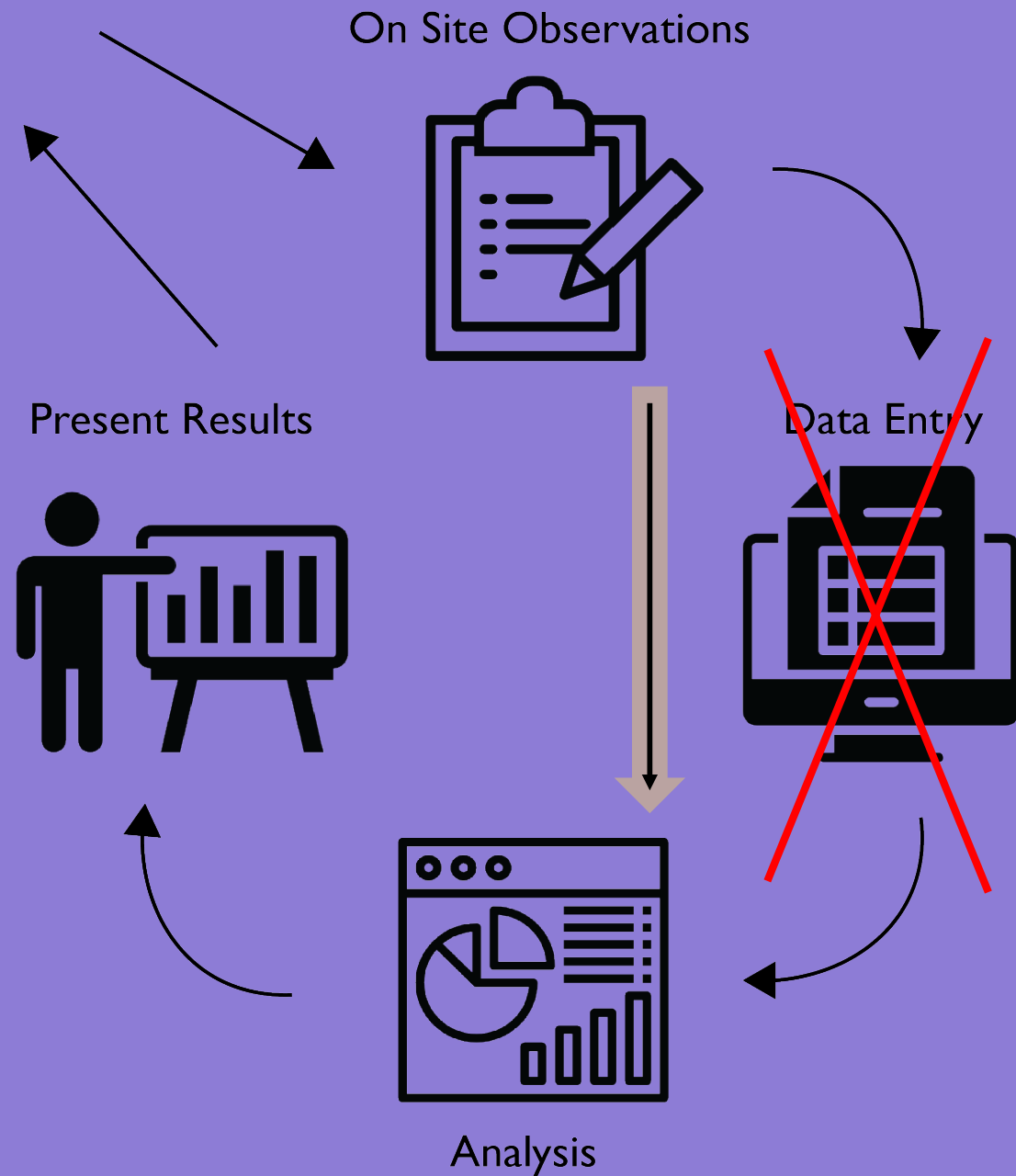
ENTER DATA AT: TINYURL.COM/SF-ST-PED-COUNTS

SAMPLE STREET BLOCK

— SCREENLINE: COUNT PEDESTRIANS CROSSING THIS LINE
— STAND FOR 10 MINUTES AT EACH SPOT, SOMEWHERE IN THE MIDDLE OF THE BLOCK

NOTES

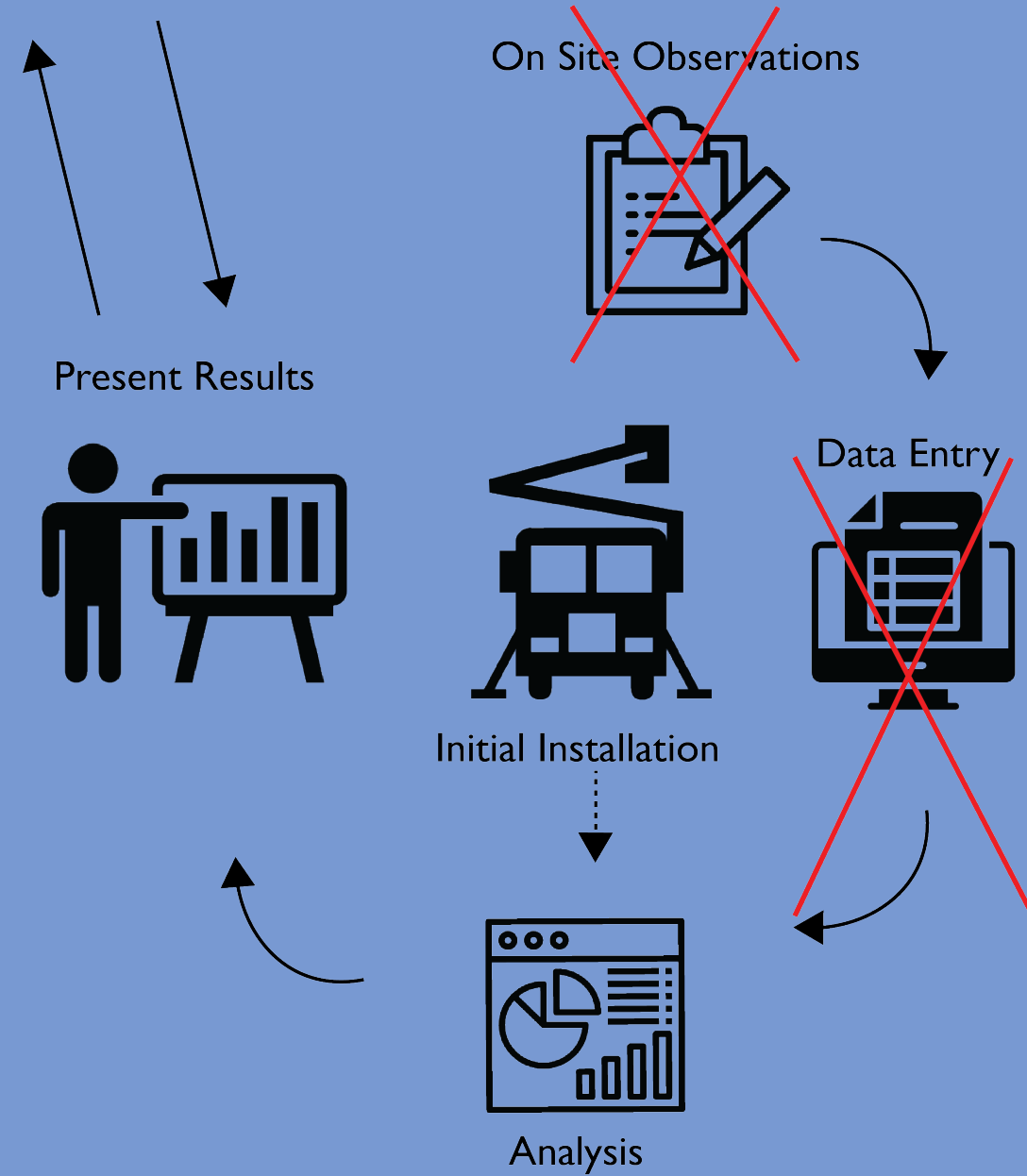
PEDESTRIANS		SUBTOTAL	TOTAL
DIRECTION OF TRAVEL*			
	LEFT TO RIGHT →	← RIGHT TO LEFT	
SENIOR 65+			10
ADULT 15 - 64			10
CHILD 0 - 14			9



USING
COMMONSPACE



MOTIONLOFT



PEDESTRIAN COUNTS

- 181 counts across 3 locations
- 20,850 total pedestrians counted

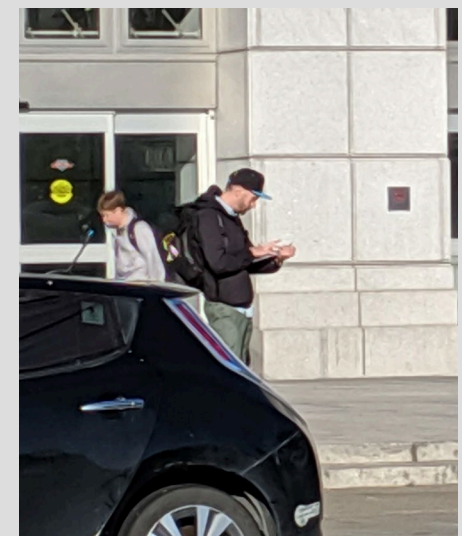
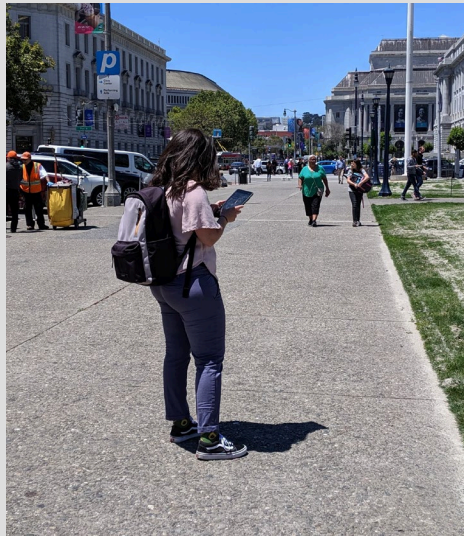
STATIONARY ACTIVITY MAPPING

- 108 counts across 3 zones
- 7405 total data points

INTERCEPT SURVEYS

- Updated 2017 survey
- 21 completed surveys
- Will continue to collect until statistically significant

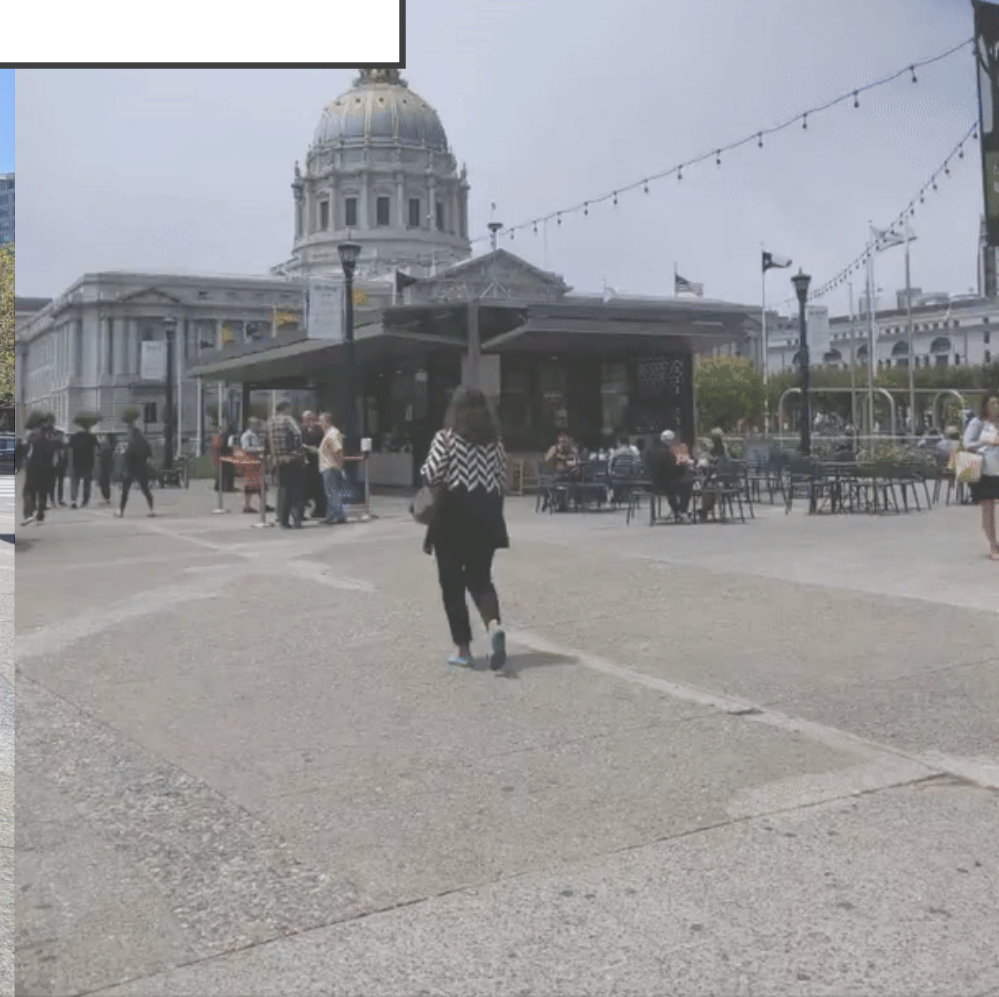
26 PARTICIPANTS



2019 STUDY FINDINGS

INITIATIVE SPOTLIGHT

BI-RITE CAFÉ



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

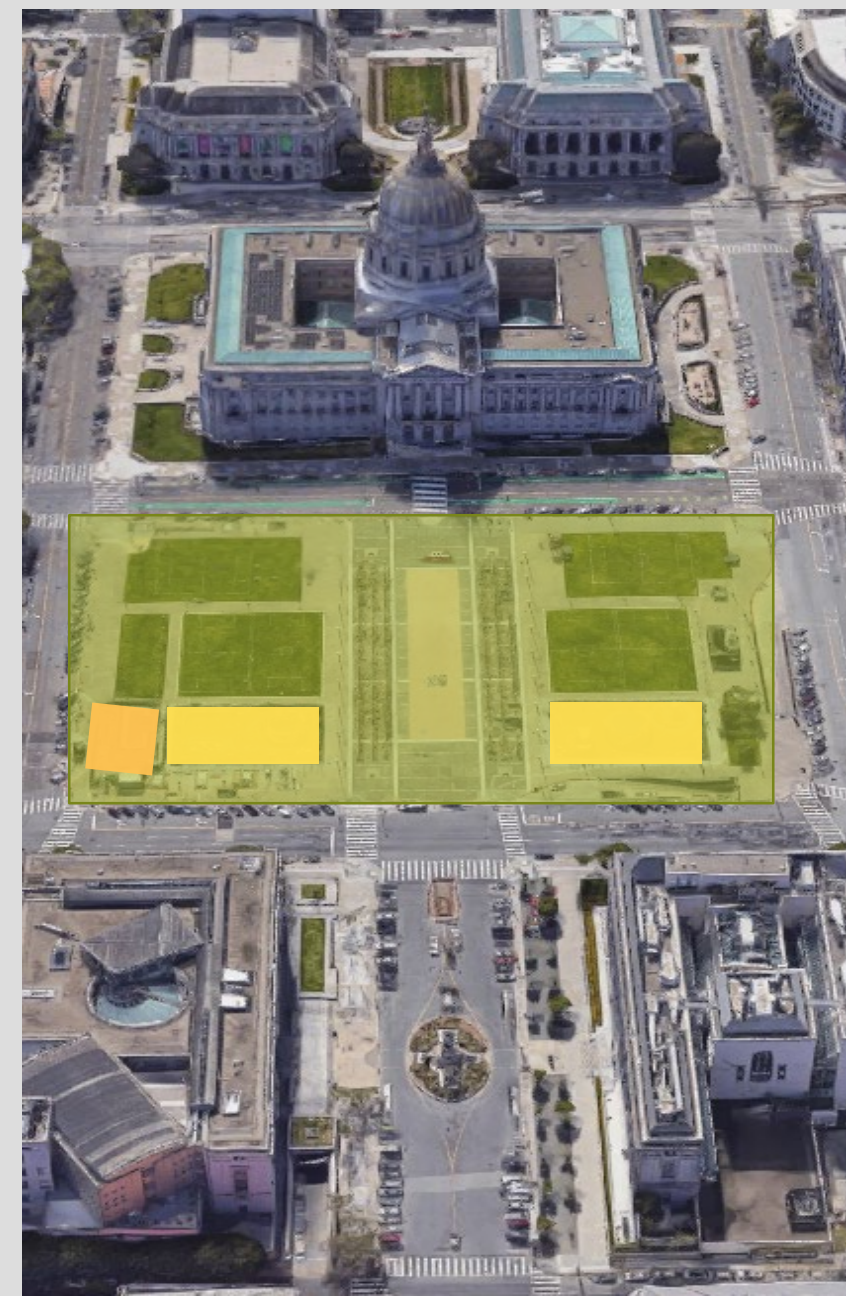
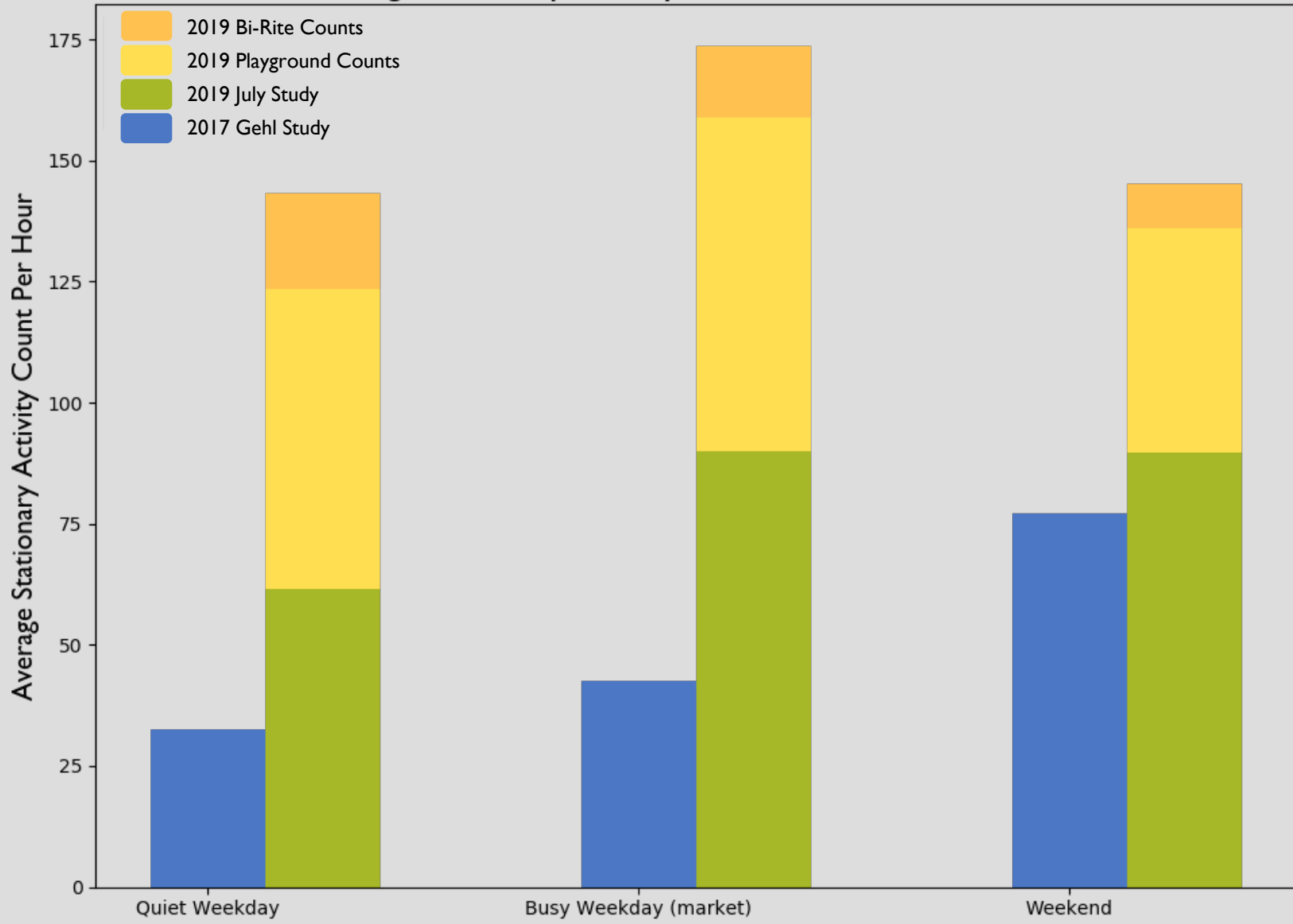


HELEN DILLER PLAYGROUNDS





Average Stationary Activity Counts in Civic Center Plaza



MOVEABLE TABLES AND CHAIRS









Formal Seating (chairs and benches)

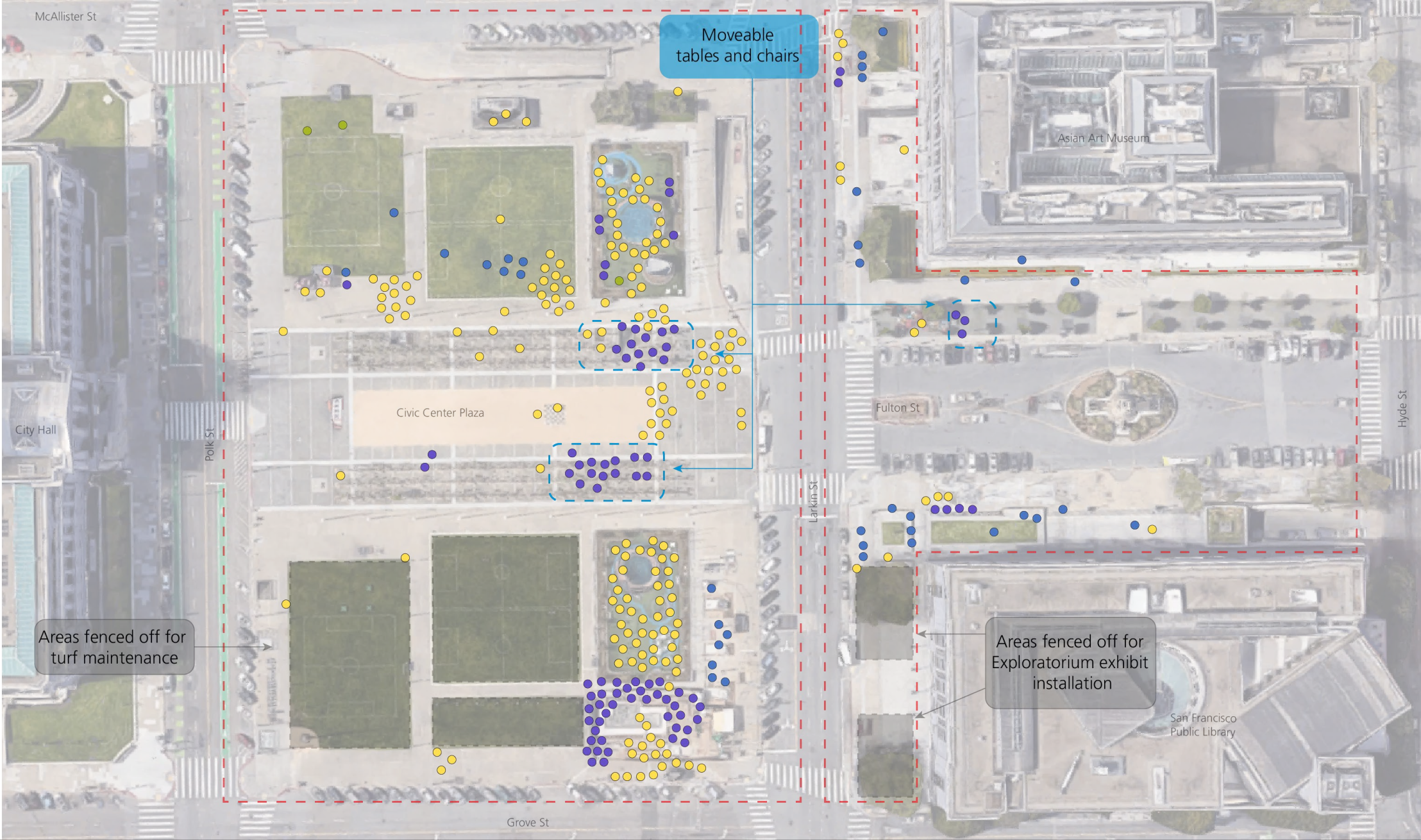


Informal Seating (everything else)

Posture Mapping
Wednesday,
July 17th 2019
2PM

Postures
One dot =
One person

-  Lying
-  Informal Seating
-  Formal Seating
-  Standing



POSTURE BREAKDOWN IN CIVIC CENTER PLAZA

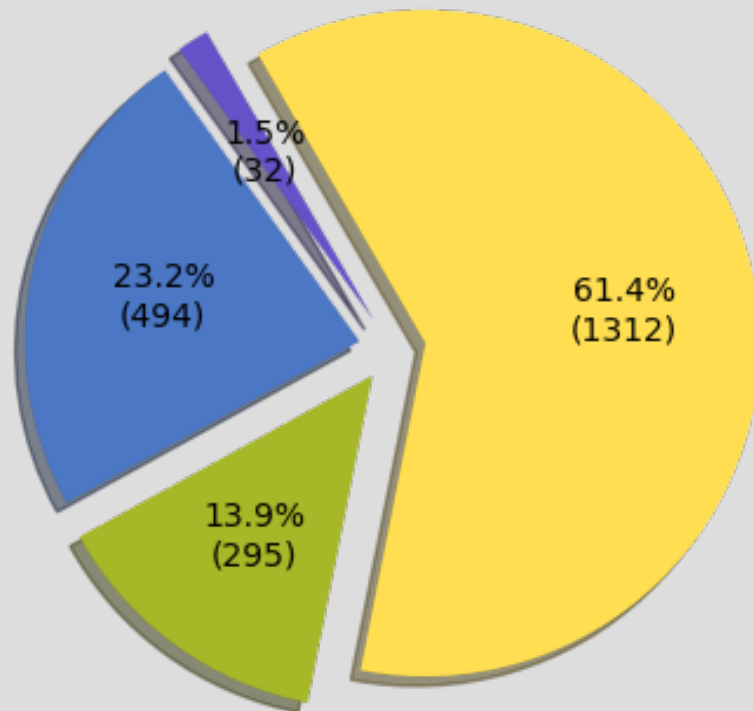
Lying

Informal Seating

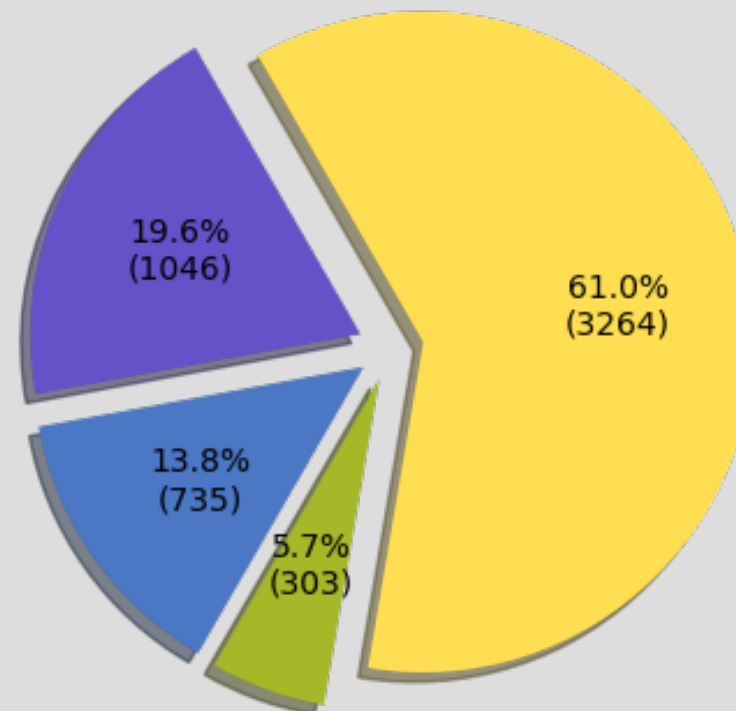
Formal Seating

Standing

2017



2019





URBAN ALCHEMY STEWARDS



2019 Study Findings

Meital Hoffman
August 22, 2019



**San Francisco
Planning**



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

STREET SOCCER



SO FAR,
1,520
CHILDREN
AND ADULTS
HAVE USED
THE FIELDS.





WEEKDAY ACTIVITIES ON FULTON STREET

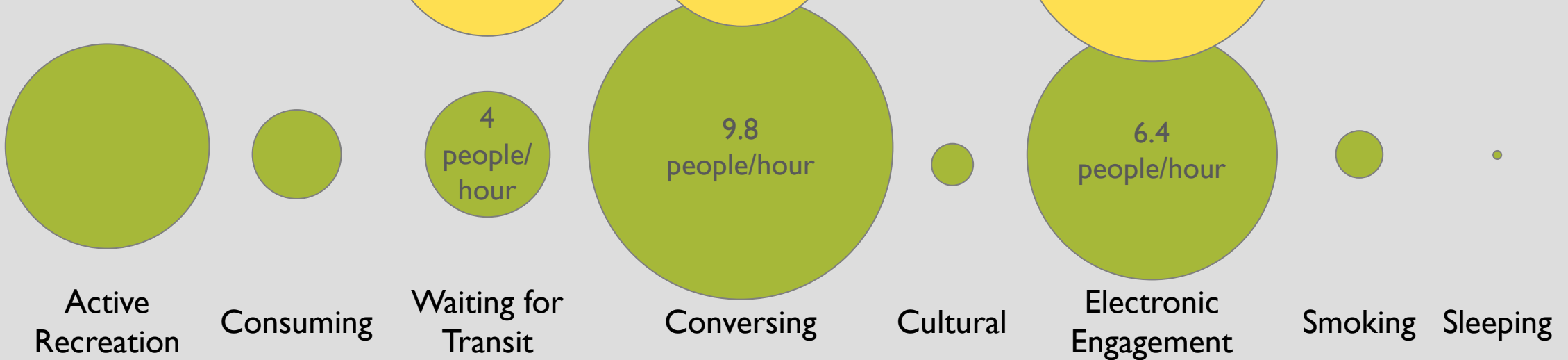
2017



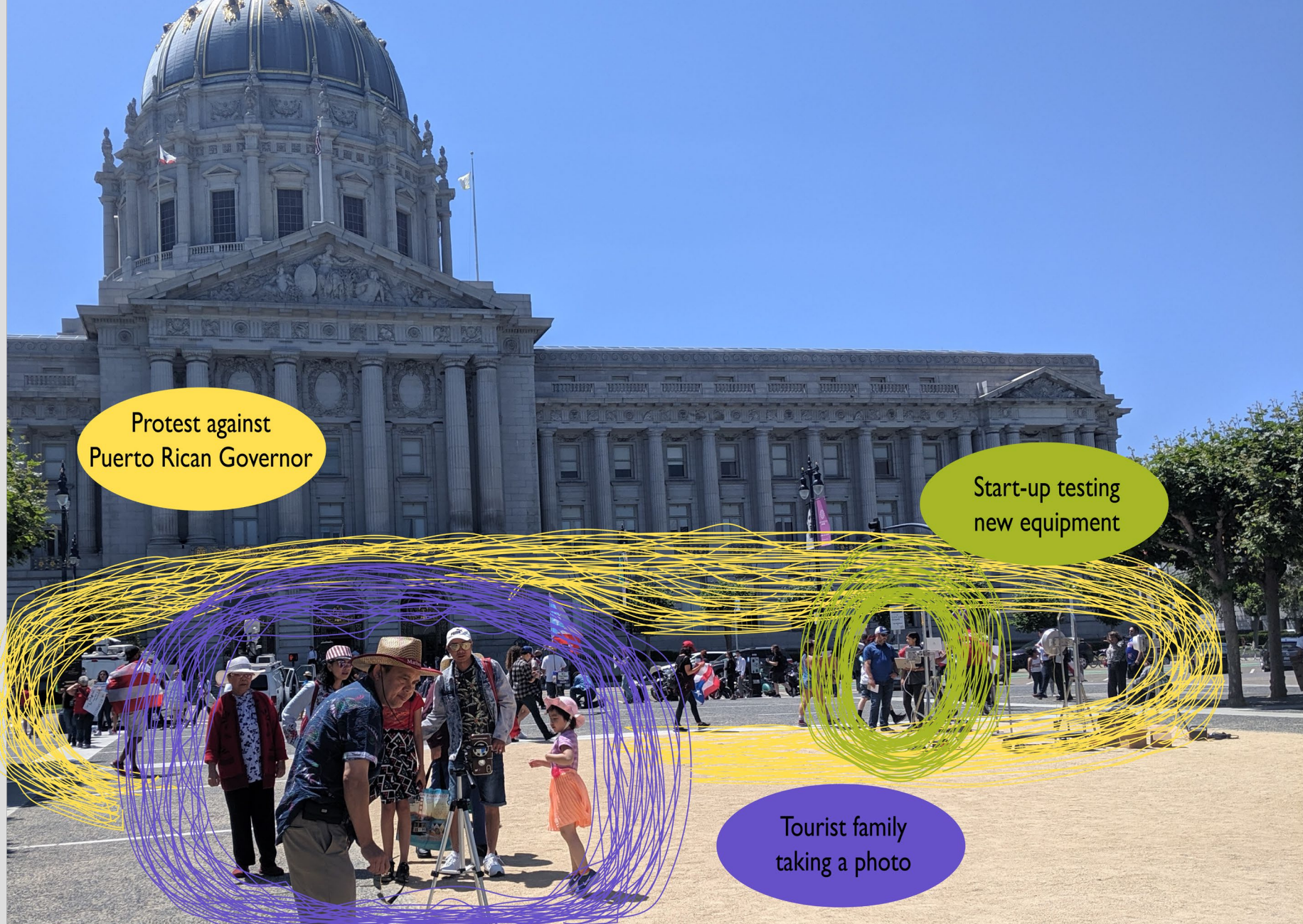
2019
Pre
Soccer



2019
Post
Soccer



THESE EFFORTS HAVE LEAD TO A
GREATER DIVERSITY OF USERS
AND USES OF THE SPACE



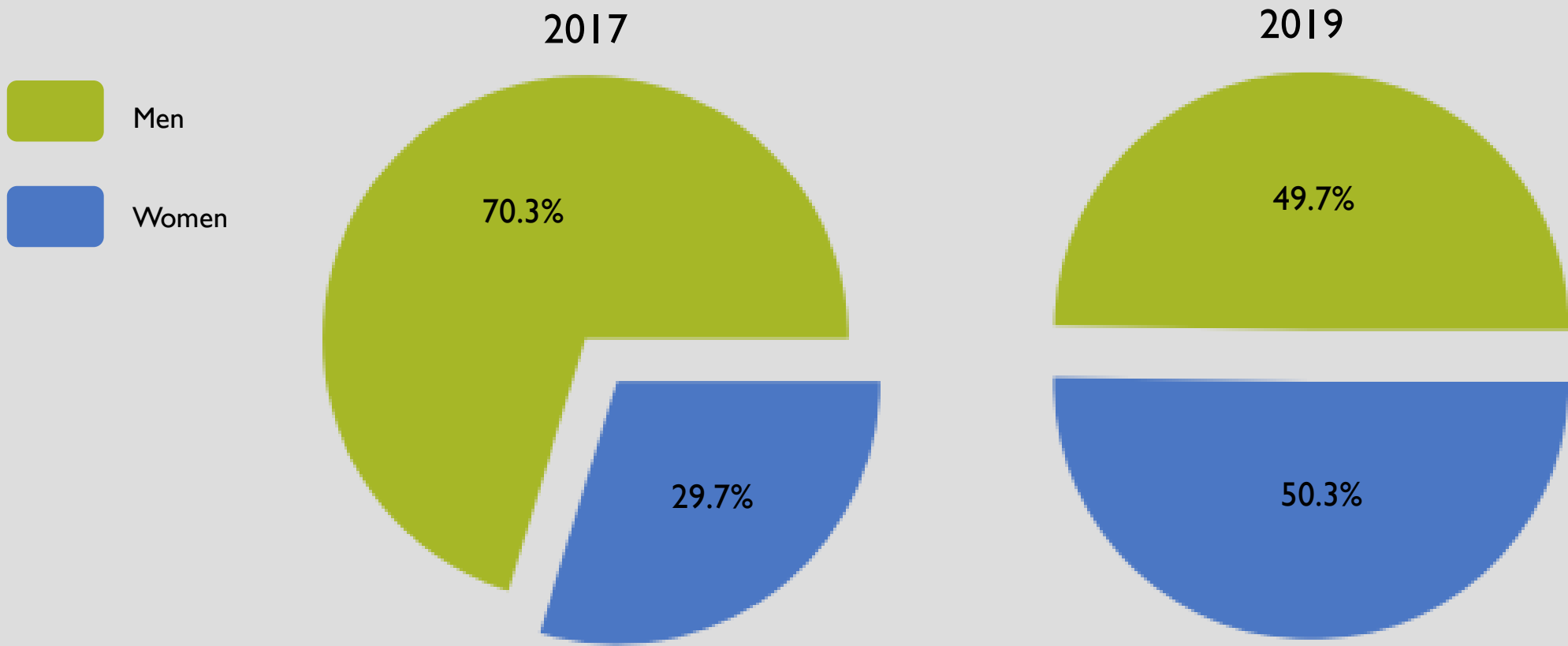
Protest against
Puerto Rican Governor

Start-up testing
new equipment

Tourist family
taking a photo



GENDER DISTRIBUTION IN CIVIC CENTER PLAZA USERS



AGE BREAKDOWN IN CIVIC CENTER PLAZA



0 – 14 years old

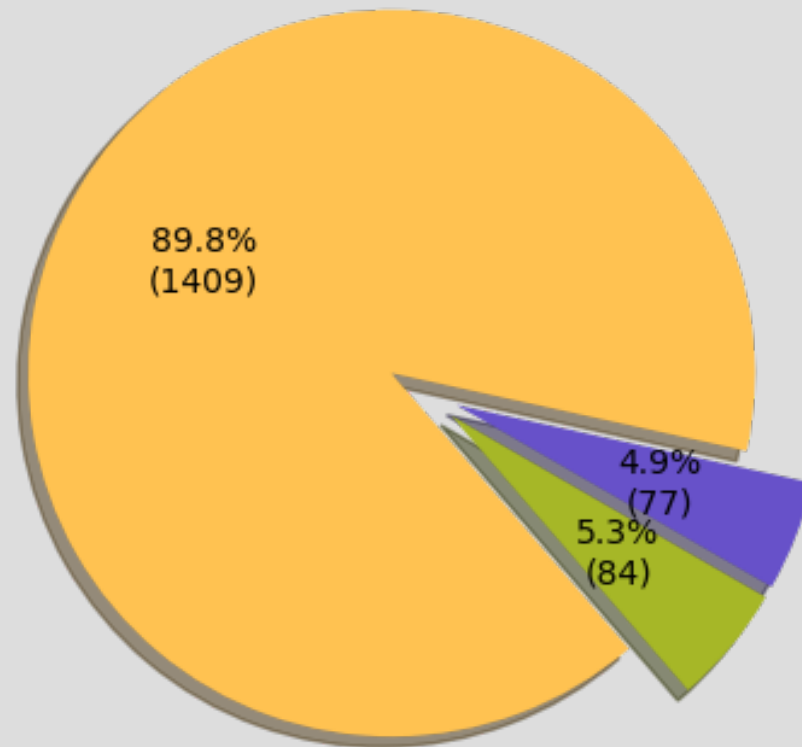


65+ years old

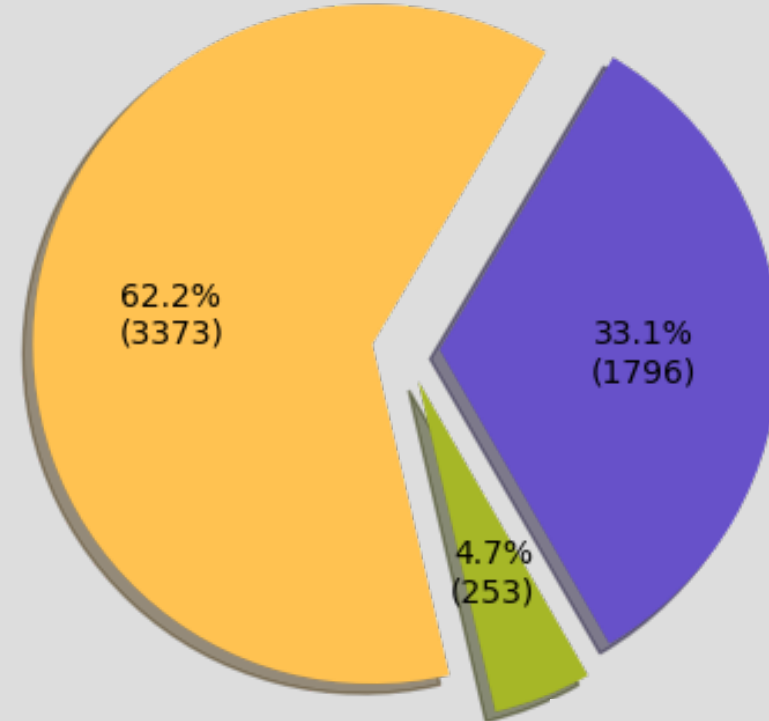


15 – 64 years old

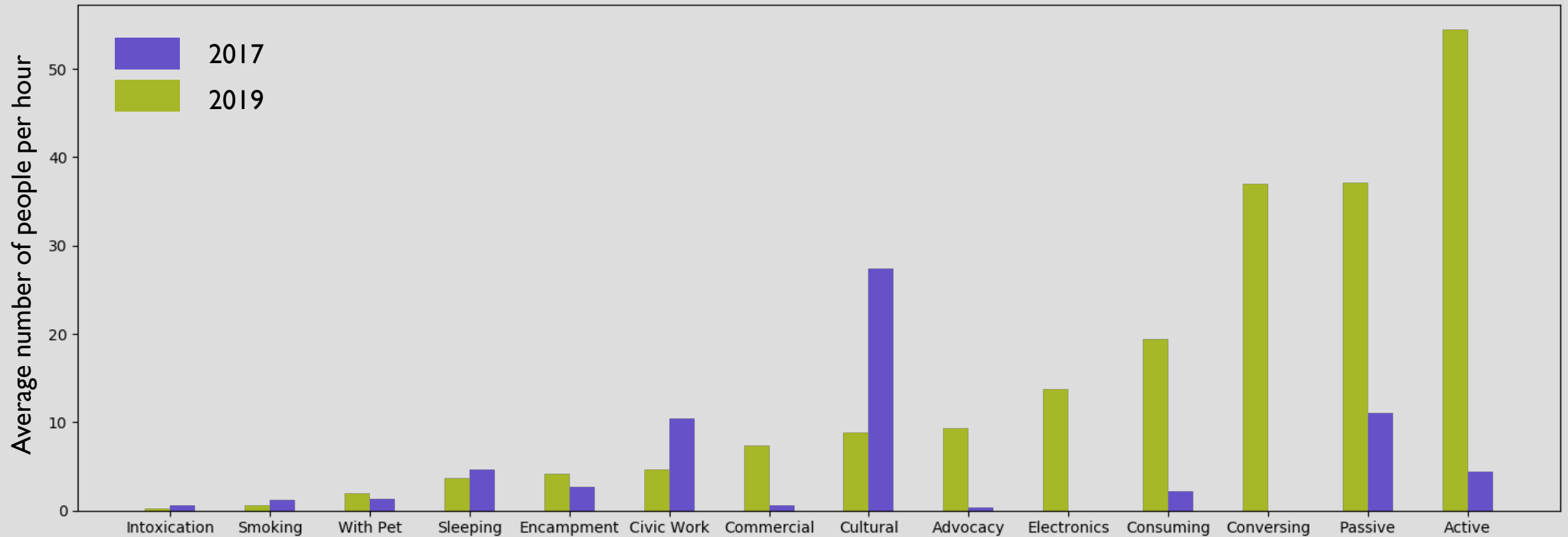
2017



2019



WEEKDAY ACTIVITIES IN CIVIC CENTER PLAZA

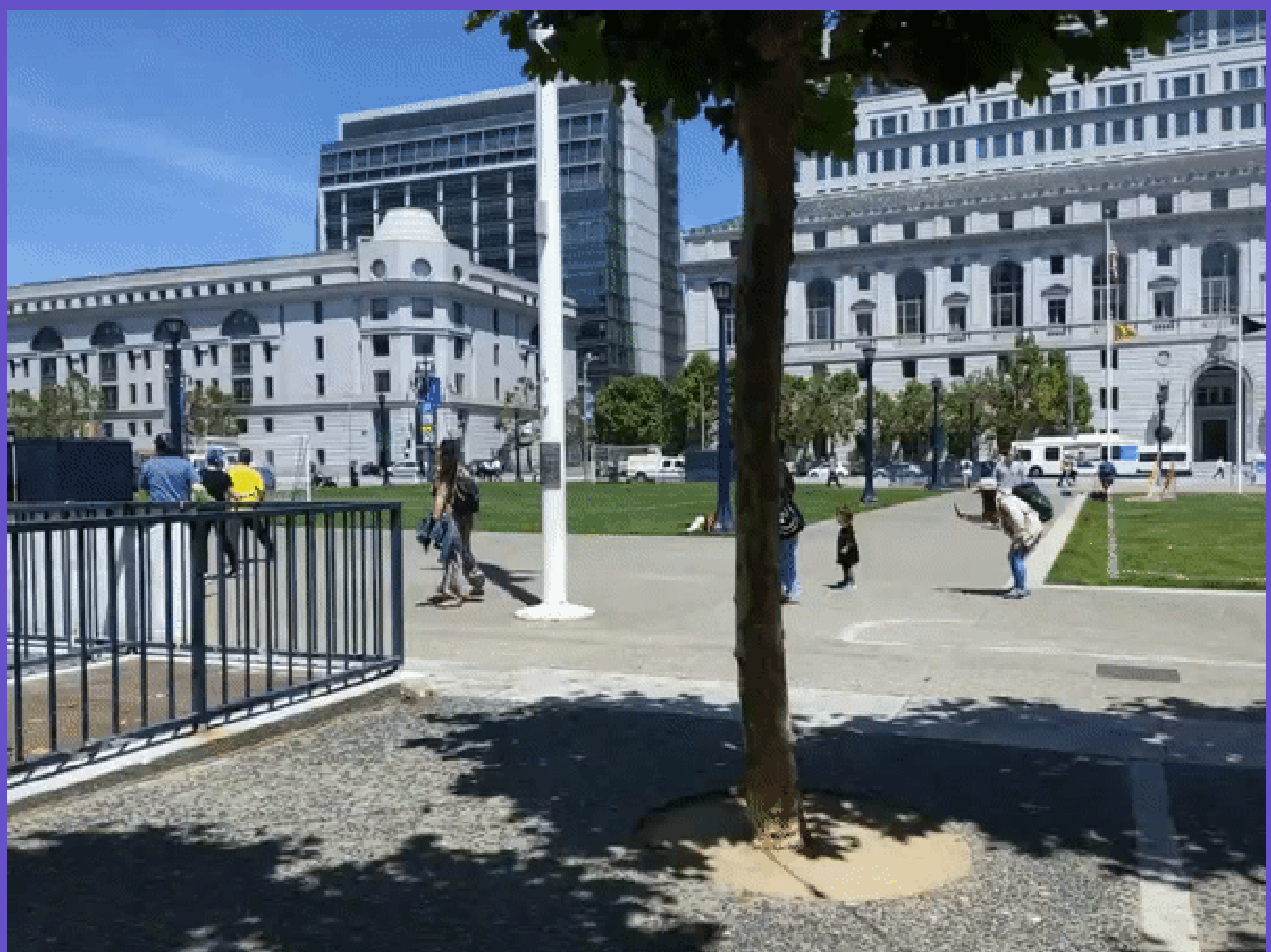


CIVIC CENTER PLAZA HAS BECOME A HUB FOR PHYSICAL ACTIVITY



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



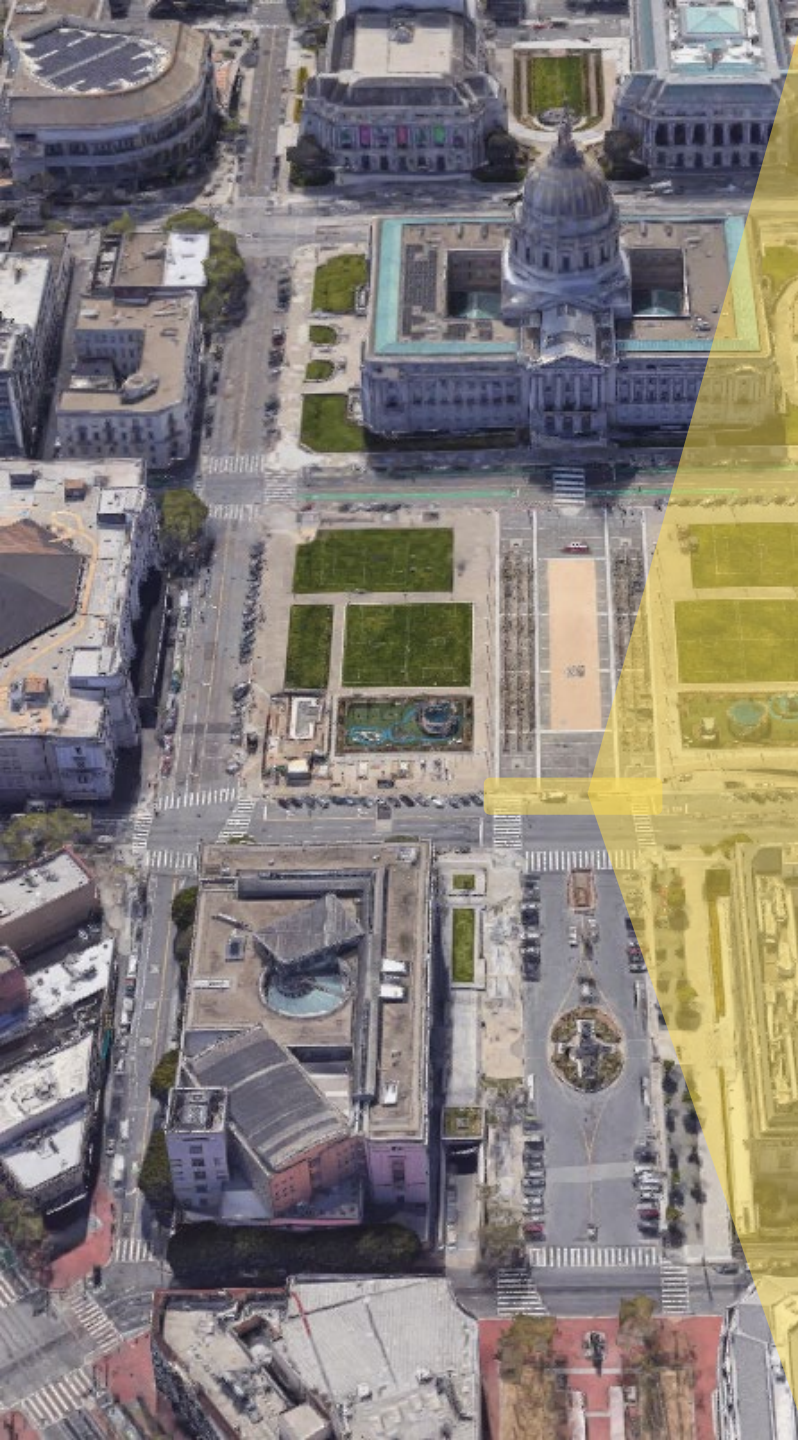
FALUN GONG
PARADE AND
RALLY
COMMEMORATING
TWENTY YEARS
OF PERSECUTION

PROTEST
AGAINST
FORMER
PUERTO
RICAN
GOVERNOR
RICARDO
ROSSELLÓ

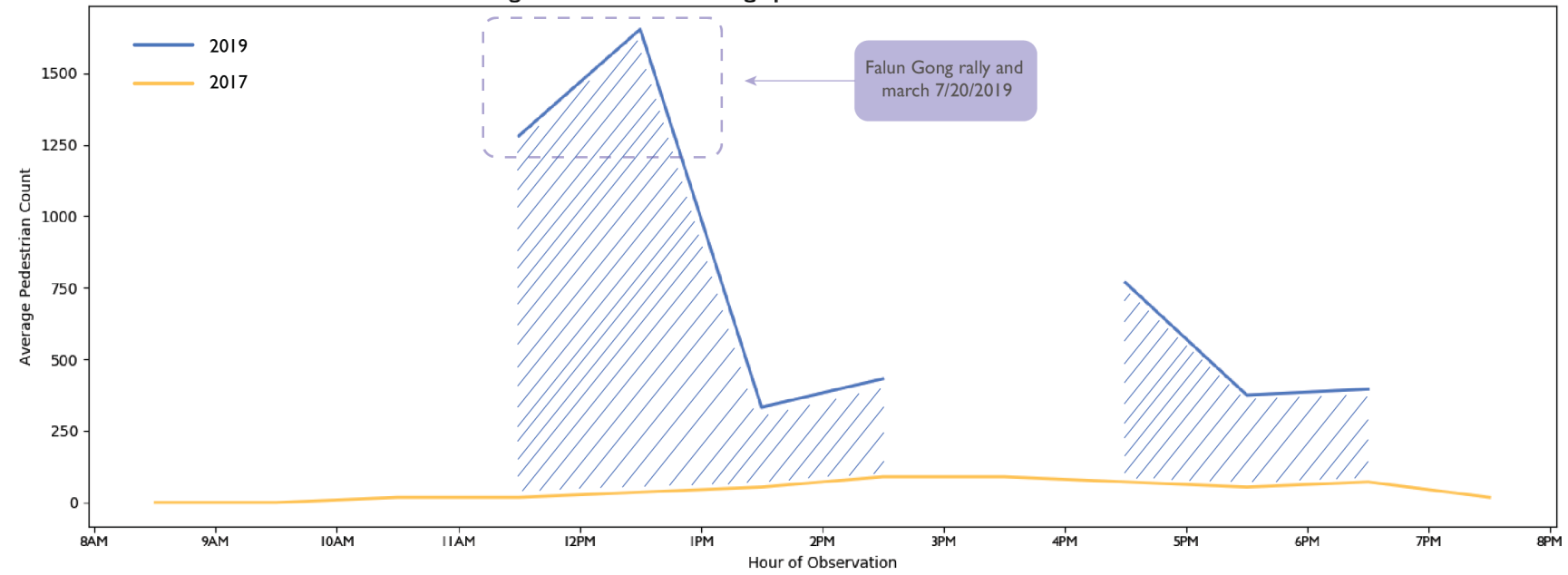


NEW ACTIVATIONS BUILD OFF OF
EACH OTHER, INVITING PEOPLE NOT
ONLY TO COME, BUT TO STAY.

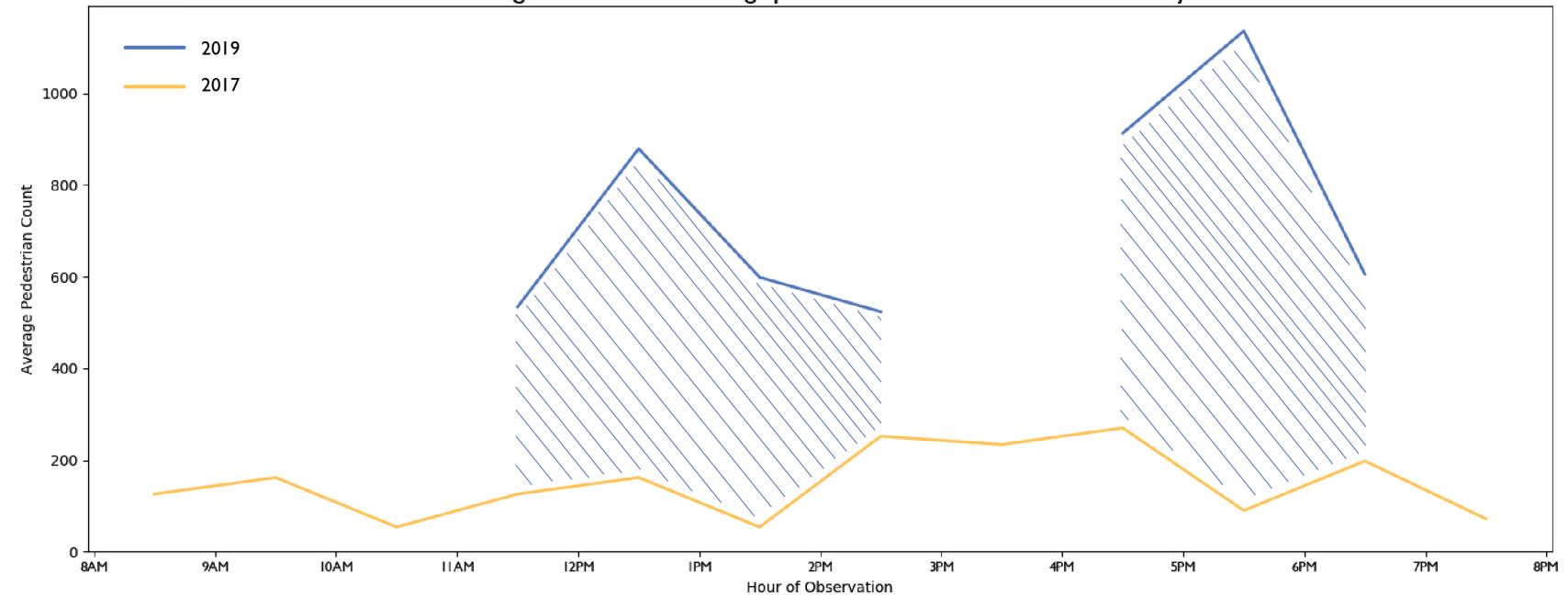
MORE PEOPLE ARE WALKING
THROUGH THE PLAZA DAILY.



Average Pedestrian Crossings per Hour Across Larkin on a Weekend

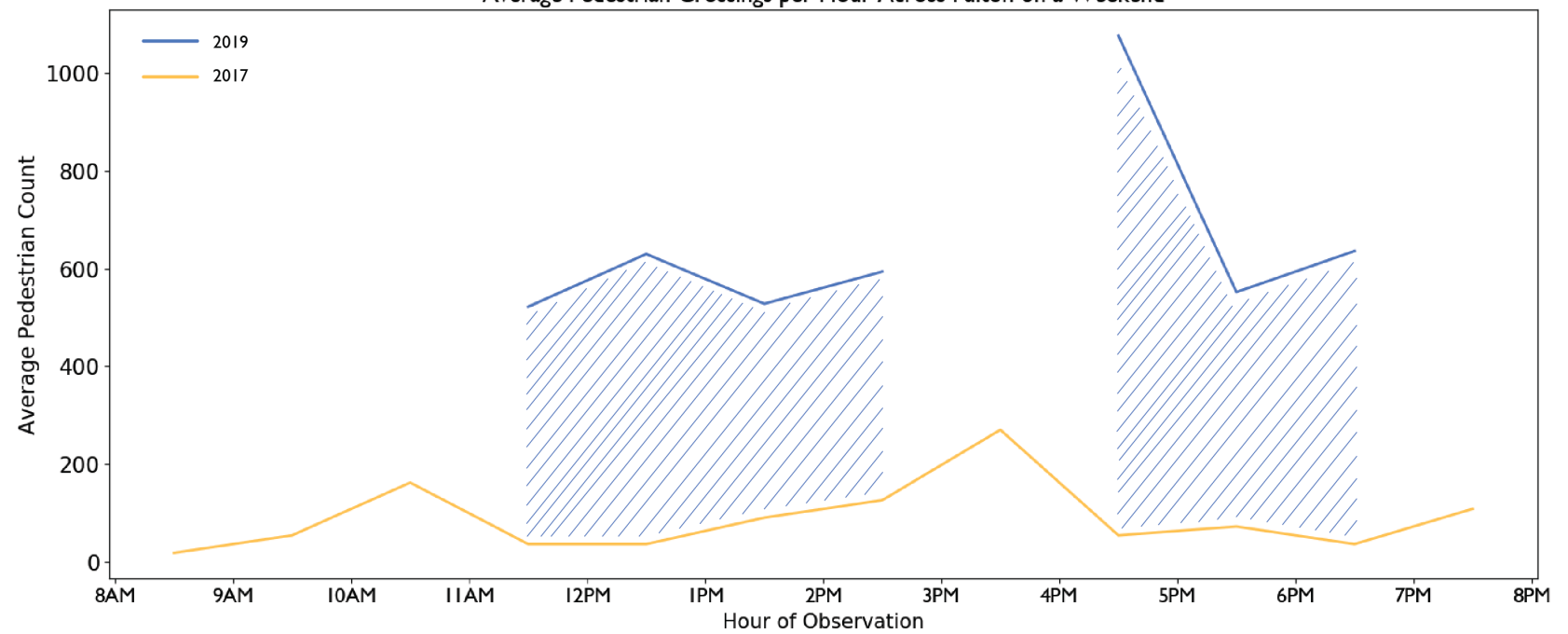


Average Pedestrian Crossings per Hour Across Larkin on a Weekday

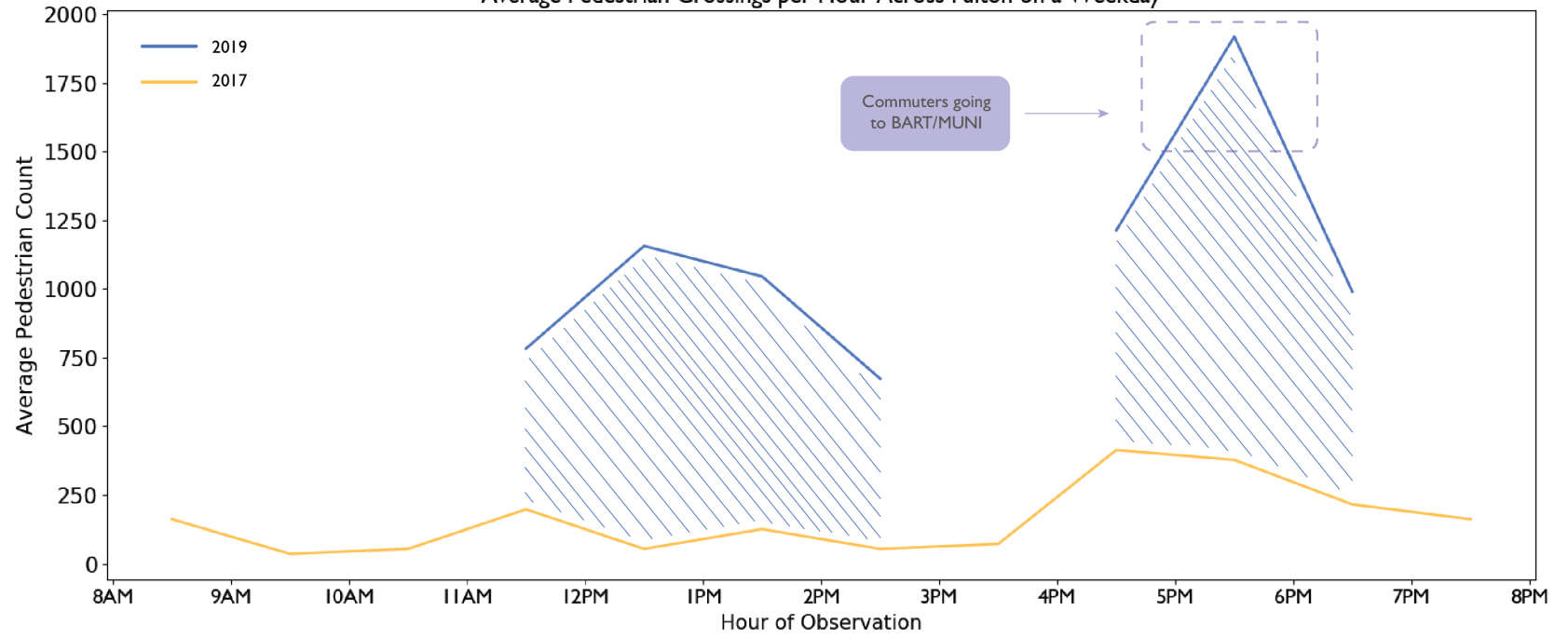




Average Pedestrian Crossings per Hour Across Fulton on a Weekend

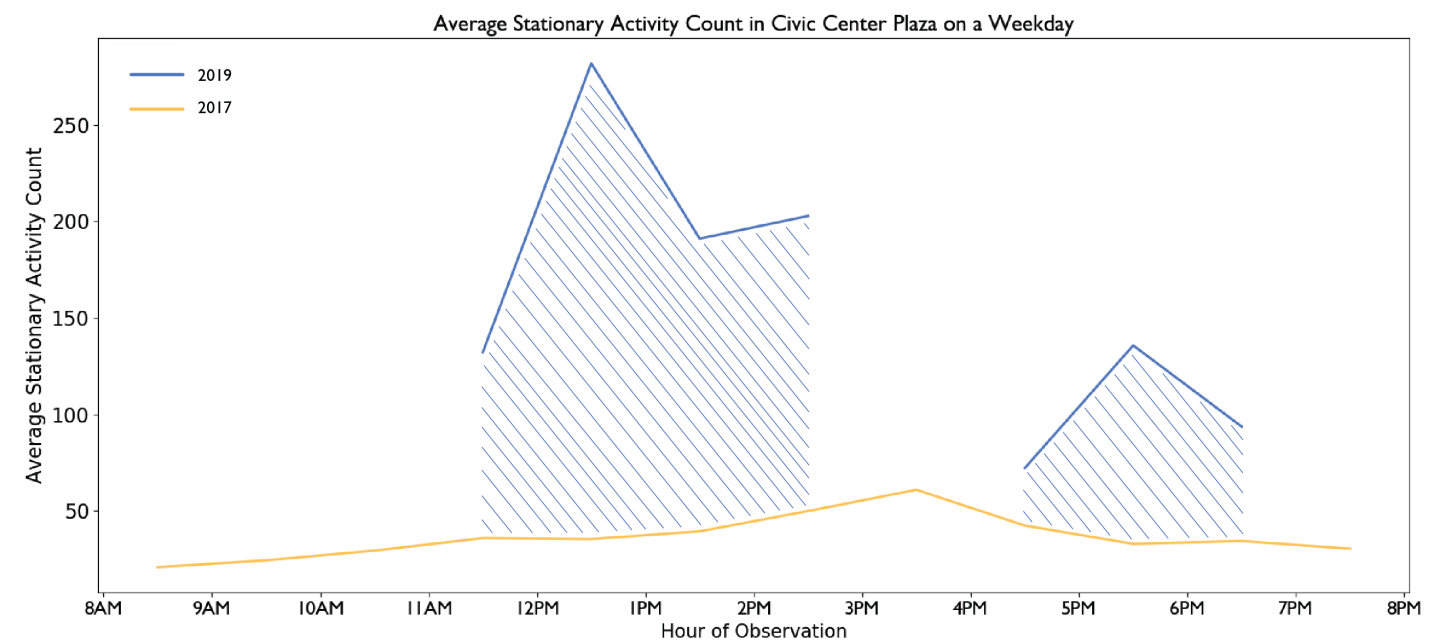
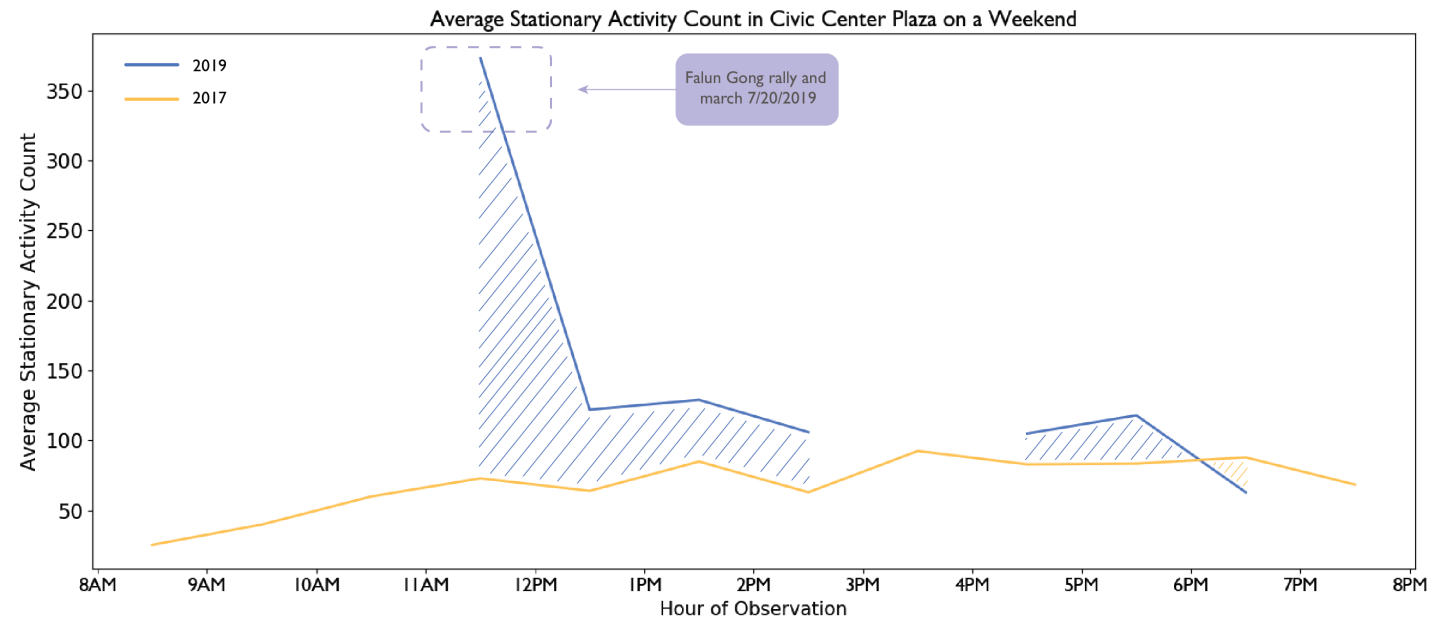


Average Pedestrian Crossings per Hour Across Fulton on a Weekday



MORE PEOPLE ARE ENGAGING
WITH THE PLAZA DAILY.

COMPARING
HOW MANY
PEOPLE WALK
THROUGH TO
HOW MANY
PEOPLE STAY IS
REFERRED TO AS
“STICKINESS”



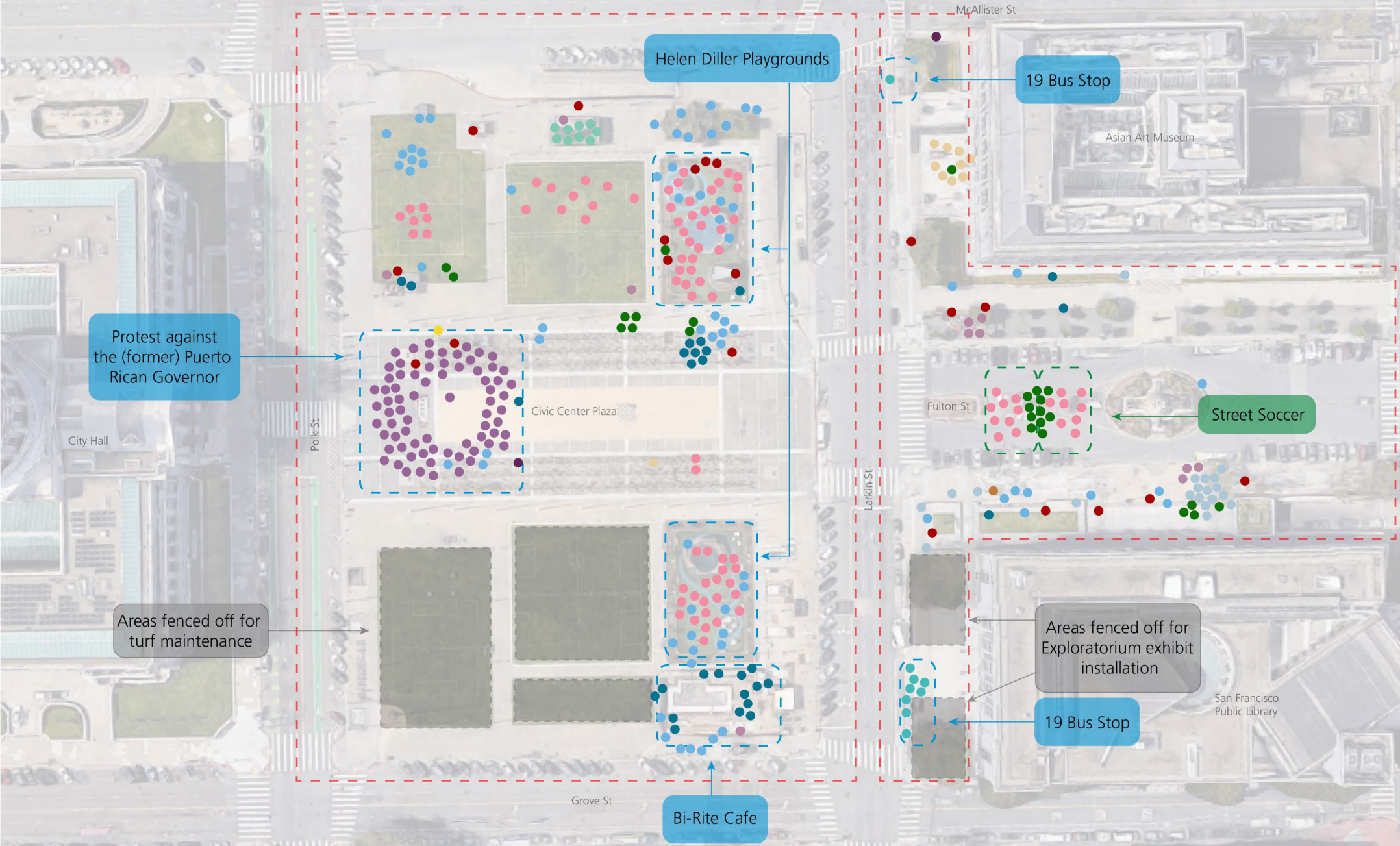
Stationary Activity Mapping

Wednesday, July 17th 2019
2PM

Activities

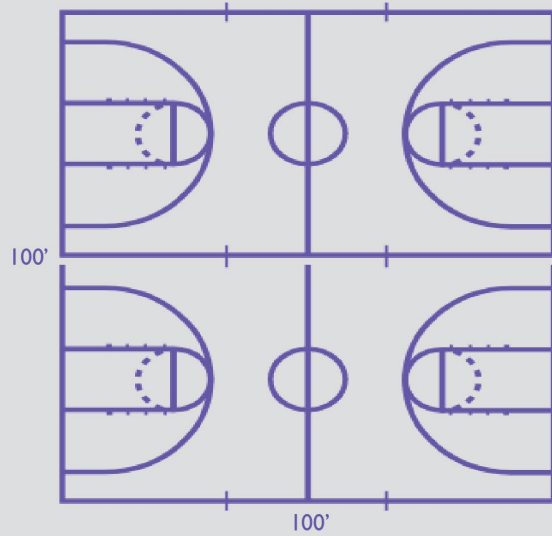
One dot =
One person

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

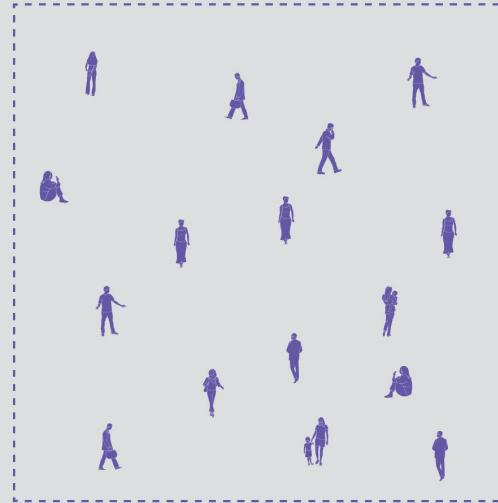


ACTIVATION EFFORTS HAVE HELPED
MAKE THE MASSIVE CIVIC CENTER
PLAZA FEEL BUSIER, BUT IT IS STILL
HAS CAPACITY TO GROW.

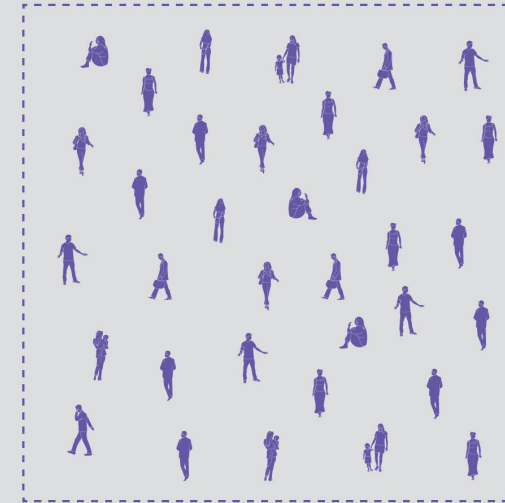
Scale: two basketball courts



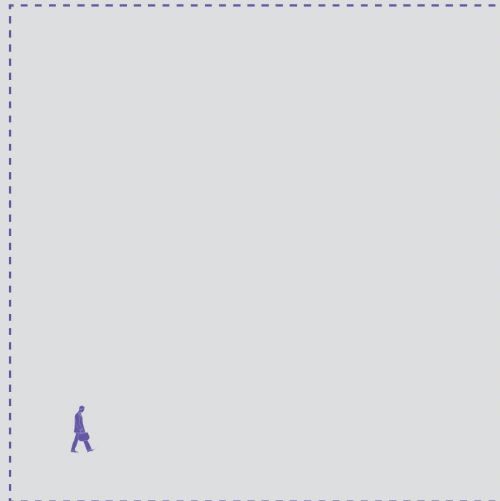
Patricia's Green
~18 people using the space per 10ksf



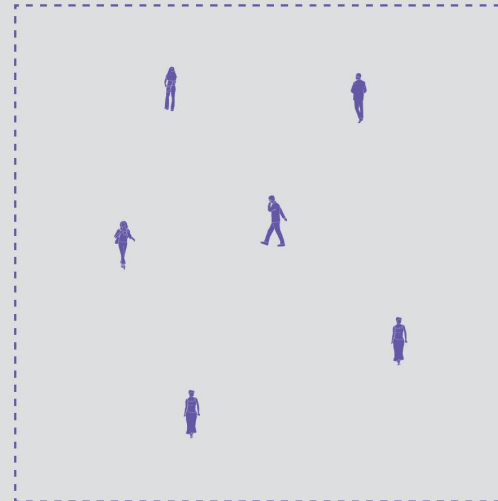
Trafalgar Square
~39 people using the space per 10ksf



Civic Center Plaza 2017
~1 person using the space per 10ksf



Civic Center Plaza 2019
~5 people using the space per 10ksf



Major Civic Event
~1,000 people using the space per 10ksf



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.