WHAT ARE PUBLIC LIFE STUDIES?
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- Valencia / Leland 2007
- Irving / Castro 2008
- Fisherman’s Wharf 2008
- Market Street 2009
- Columbus Ave 2010
- Polk Street 2013
- Mission Street 2013
- Market Street 2014
- Parklet / Plaza 2014
- Annie Alley 2015
- Plazas 2015
- Un Plaza 2016
- Playland @ 43rd 2016
WHERE ARE THE PUBLIC LIFE STUDIES?

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WHY PUBLIC LIFE GEODATABASE?
WHY PUBLIC LIFE GEODATABASE?
Community Chest

GET OUT OF JAIL, DATA, FOR FREE
PLG: SUMMER

ANALYZE

SOCIAL MEDIA

TEST

TINA TIME

PLAYLAND

FILES?!?

NORMALIZE
PLG: OLD-STYLE ANALYSIS
NEW DATABASE ANALYSIS
WHY PUBLIC LIFE GEODATABASE?

PLG ↔ TransBASE ↔ American Community Survey
VISION ZERO AND PLG

BIKE SURVEY POINTS
NO HELMET / TOTAL
BIKE SURVEYED

- Less than 25%
- 25% to 50%
- 50% to 100%

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ACTIVITY SCAN SURVEY POINTS: PARKLETS FROM 2014 STUDY

ACS % of 65 y/o and over
- 28% - 55%
- 18% - 28%
- 13% - 18%
- 7% - 13%
- 0 - 7%

PLG AND PARKLETS

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AGE 65+ / TOTAL PEDESTRIANS AT ACTIVITY SCAN SURVEY POINTS

Up to 1%
Up to 4%
Up to 8%

PLG AND PARKLETS

ACS

% of 65 y/o and over
- 28% - 55%
- 18% - 28%
- 13% - 18%
- 7% - 13%
- 0 - 7%

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CONCLUSION: LIMITATIONS

- DATA ENTRY STILL LIMITED TO GOOGLE FORMS, NOT DIRECTLY TO MDB
- CAUSATION / CORRELATION: WEATHER/DAY CONDITIONS / UPDATES OF OTHER DATA VS. AGE OF SURVEY
- DATA VISUALIZATION: CARTOGRAPHIC REPRESENTATION / TOPOLOGY
- MORE LITERATURE REVIEW
**CONCLUSION: RECOMMENDATIONS**

- **GO**: Improve future data entry workflow
- **GO**: Apply new methodology to legacy public life studies
- **GO**: Revisit other surveys: Age + Gender
- **GO**: Publish PLG online: Web mapping layers on ArcGIS Online / CARTOdb / OpenData
CONCLUSION: RESEARCH

WHERE / WHAT WE SURVEY?
- Raise Awareness of Surveys Being Planned
- Update Questions
- Optimize Selection of Future Survey Points

PARKLET EQUITY
- Parklet Geographic vs Equity Prioritization
  - Which Census Tracts have 0 access to quality public space?
  - Within those Census Tracts:
    - Demographics
    - Who are Sponsoring Parklets?

PERCEPTION OF SAFETY + AESTHETICS
- Map Policies and Plans
- Relate to Public Space Elements: Trees, Furnishing, Materials
- Relate to Survey Response

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THANK YOU!

Chance
ADVANCE TO GO
(COLLECT DATA
AND $200...)

SF Planning Department
RACHELLE M. SARMIENTO
PUBLIC LIFE INTERN
SUMMER 2016
PUBLIC LIFE STUDIES: TOOLS