

PUBLIC LIFE STUDY:

STANDARDS MANUAL

SAN FRANCISCO PLANNING DEPARTMENT
VERSION THREE: 2019

ACKNOWLEDGEMENTS



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Chapter 1

PUBLIC LIFE STUDY OVERVIEW

OVERVIEW

WHY A PUBLIC LIFE STUDY?

Public Life Studies are critical to our understanding of how public spaces function. Through careful and systematic observation we are able to understand if public spaces serve the needs of people, including dimensions of comfort, safety, and ease of mobility for pedestrians. Typical Public Life Studies involve counting pedestrians and cyclists, and an inventory of stationary activities and behaviors. The findings of these surveys and observations inform strategies to change the public realm, as well as help us understand the impacts of changes.

Typical Public Life Study Phases (Figure 1.1) include the initial study design, the training and scheduling of individuals for data collection, the aggregation and validation of completed data, and the data analysis and visualization for final reports. The data gathered from studies provides insight into when, where, and why people are using public spaces. Understanding this basic information can lead to ideas about how the space can function better to support a lively atmosphere, and how to improve the quality of the space.

TYPICAL PUBLIC LIFE STUDY PHASES

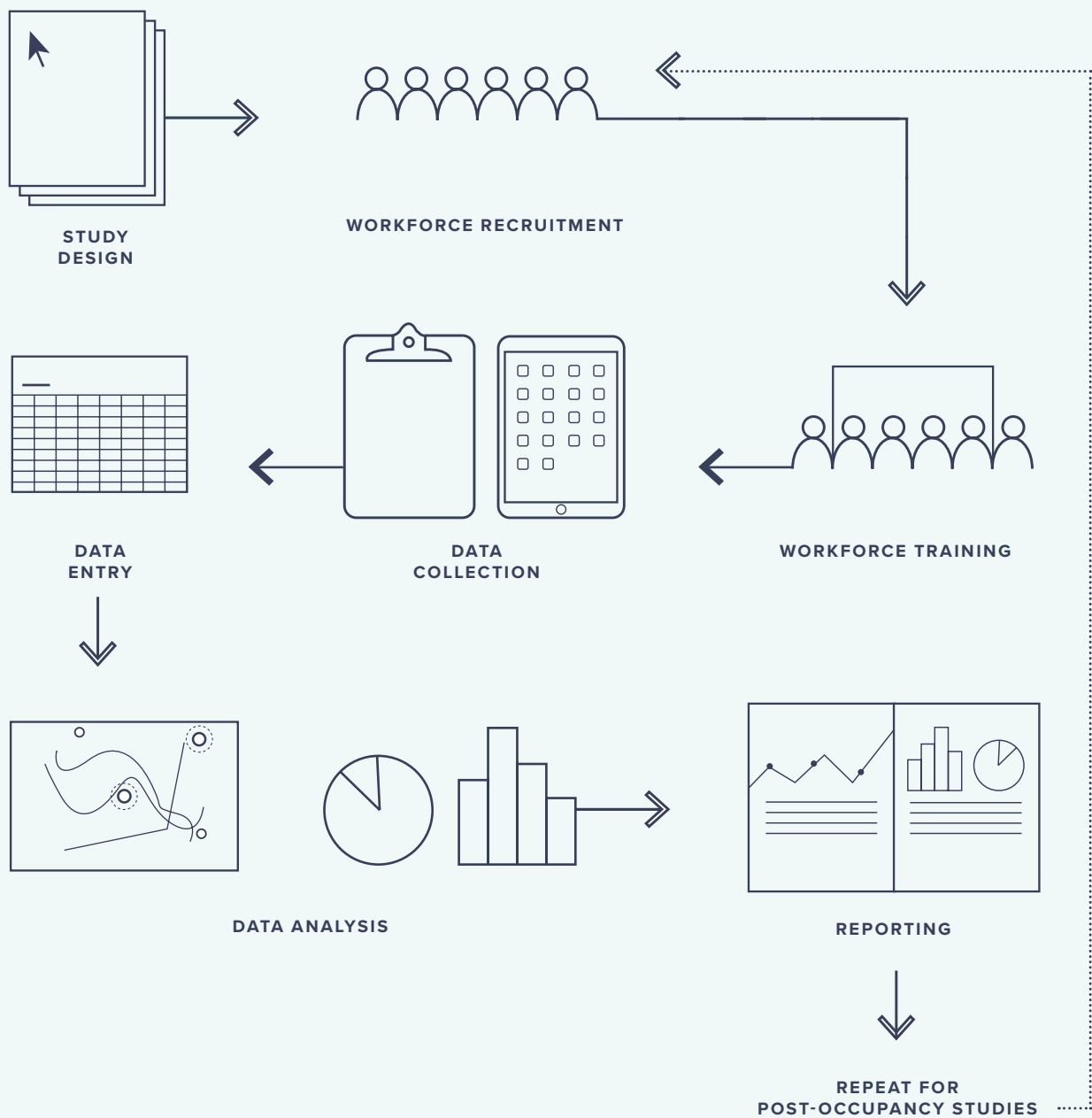
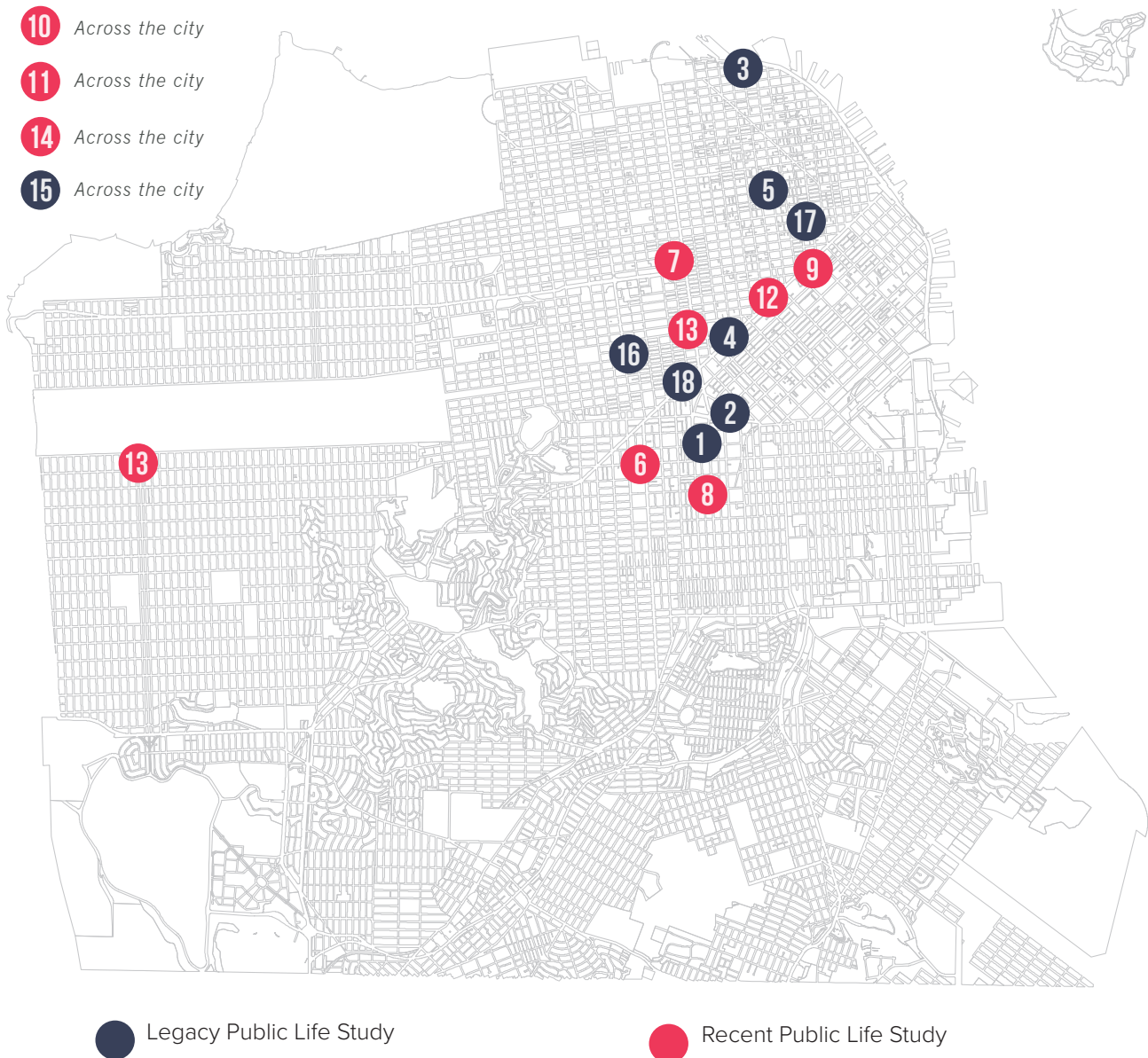


FIG. 1.1

PUBLIC LIFE STUDY AREAS

**Note:**

Legacy Public Life Studies are those conducted before 2012.

PAST PUBLIC LIFE STUDIES

In San Francisco, Public Life Studies began in 2007 at key commercial districts. More recent studies examine pedestrian life in public spaces and at temporary Pavement to Parks installations. Each study aims to help city staff understand whether current conditions in public spaces serve the needs of users. The following is a list of study areas and final reports for Public Life Studies conducted in San Francisco:

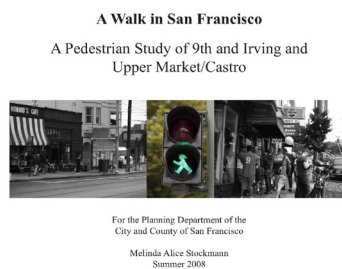
1



“A Walk in San Francisco: A Pedestrian Study of Valencia St. and Leland Ave.”

Pre-Occupancy Study
Chee F. Chan,
SF Planning, August 2007

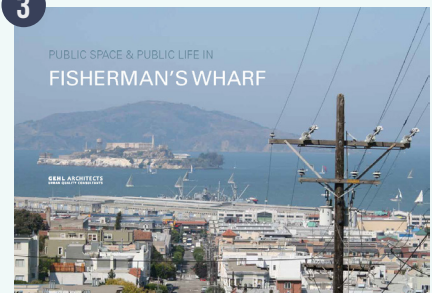
2



“A Walk in San Francisco: A Pedestrian Study of 9th and Irving and Upper Market/Castro”

Pre-Occupancy Study
Melinda Alice Stockman,
SF Planning, August 2008

3



“Public Space & Public Life in Fisherman's Wharf”

Pre-Occupancy Study
Gehl Architects for SF Planning,
April 2009

4



“Walking, Bicycling & Public Space On Market Street”

Pre-Occupancy Study
Adam Popper, SF Planning,
March 2010

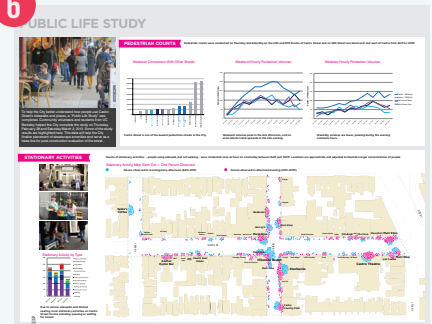
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“Columbus Avenue, North Beach: A Public Space and Public Life Study”

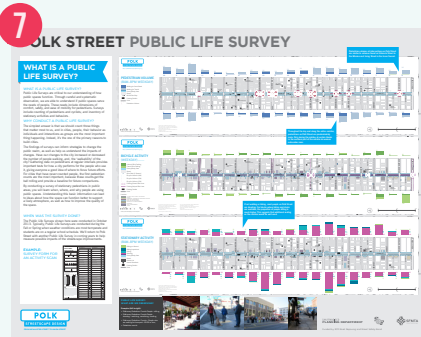
Pre-Occupancy Study
Alexandra Sweet, SF Planning,
September 2010

6



Castro Street Public Life Study (part of the Castro Street Design project)

Pre-Occupancy Study
Nicholas Perry, SF Planning,
May 2013



Polk Street (part of the Polk Streetscape Project)

Robin Abad Ocubillo,
SF Planning, March 2013



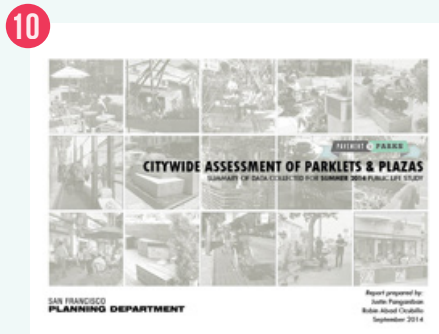
Mission St. Public Life Study (part of the Mission St. Public Realm Plan)

Pre-Occupancy
Robin Abad Ocubillo, SF Planning
2013-2014



“Makers on Market: Lessons from the Market Street Prototyping Festival”

Pre- and Post-Occupancy
Gehl Studio San Francisco,
for SF Planning, December 2015



“Citywide Assessment of Parklets & Plazas”

Pre- and Post-Occupancy
Justin Panganiban and Robin Abad Ocubillo, SF Planning, August 2014



“San Francisco Plazas Public Life Study”

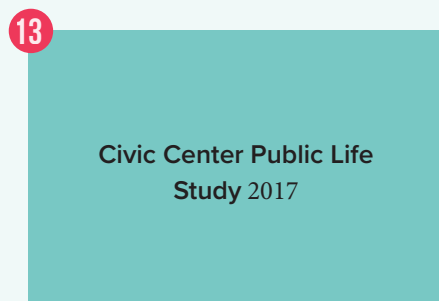
Post-Occupancy
Stella Kim, SF Planning, June 2016



“Market Street Prototyping Festival: 2016 Wrap-Up Report ”

Pre- and Post-Occupancy
SF Planning, June 2016

UPCOMING PUBLIC LIFE STUDY



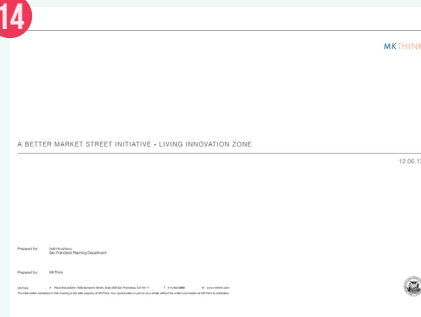
“Civic Center Public Life Study”

Pre- and Post-Occupancy
In Progress
Gehl Studio San Francisco for SF
Planning, June 2017

PAST PUBLIC LIFE STUDIES: OTHER ORGANIZATIONS

San Francisco Greatstreets, a project of the San Francisco Bicycle Coalition, organized the first ever impact studies of parklets between 2010 and 2012. Early studies included at the city's first parklet on Divisadero Street, and subsequent parklets in three different neighborhoods throughout San Francisco. The studies researched the influence of parklets on pedestrian traffic, behavior, and perception in San Francisco. San Francisco Greatstreets also studied the economic impacts of Powell Street Promenade in Union Square.

14



“Living Innovation Zone” Pilot Evaluation Study

Post-Occupancy
MKThink for SF Planning,
December 2013

15



Parklet Impact Study with Appendix

San Francisco Great Streets Project,
2011

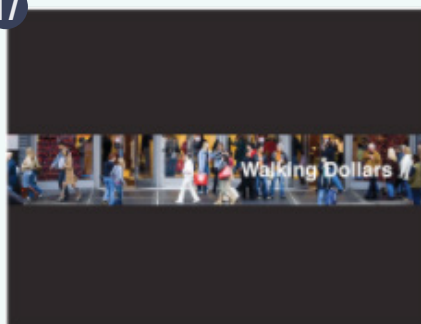
16



Divisadero Trial Parklet Impact Report

San Francisco Great Streets Project,
2010

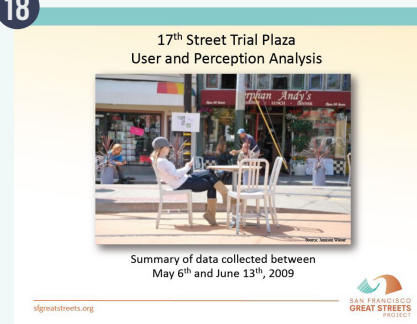
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Walking Dollars

Union Square BID, San Francisco
Great Streets Project, and Fehr &
Peers, 2010

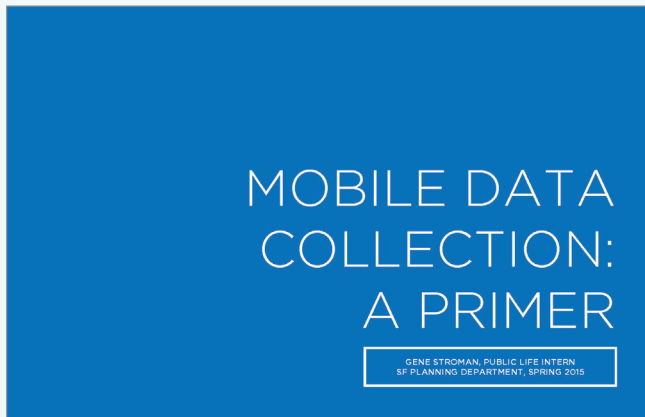
18



“17th Street Trial Plaza User Perception Analysis”

San Francisco Great Streets Project,
2009

OTHER RESOURCES

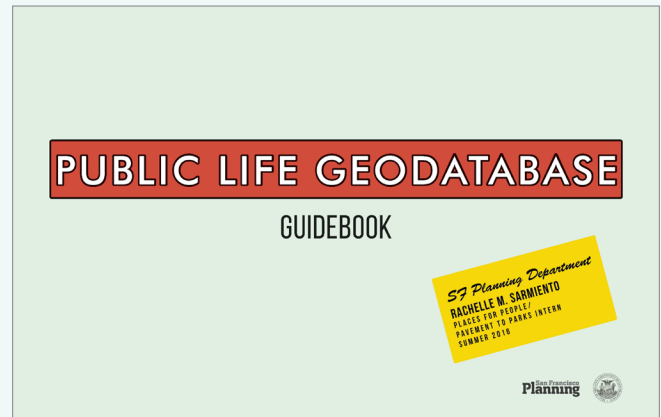


“Mobile Data Collection: A Primer”

Data Collection Methodology
Gene Stroman, SF Planning, May 2015

The Citywide division of the San Francisco Planning Department conducts a wide range of studies that could benefit from the added efficiency of a Mobile Data Collection platform. With potential to cut out the most time-consuming steps from the traditional “paper, pencil, and clipboard” workflow, the use of tablets and Esri collector seemed optimal to aid in the Public Life Studies that the department continues to perform on increasingly varied spaces across the City of San Francisco.

Switching to a Mobile Data Collection platform, the Department could save time on the data collection setup, allowing more time for analysis and production. With this in mind, Teresa Ojeda and Robin Abad Ocubillo applied for a Friends of City Planning grant in August 2014 to purchase nine iPads for the department. In December 2014, the funding was awarded.



“Public Life Geodatabase: A Guidebook”

Rachelle Sarmiento, SF Planning, August 2016

Public Life Studies provide assessments of pedestrian life and the quality of public spaces. These studies are conducted to collect data regarding pedestrian activity and to capture pedestrian satisfaction with streets and plazas. In San Francisco, Public Life Studies began in 2007 at key commercial districts. More recent studies examine pedestrian life in public spaces and at temporary Pavement to Parks installations.

Since the advent of Public Life Studies at SF Planning, however, data collection tools have evolved. The variations make it difficult for readers to cross-compare spatial data from different points in time and with other spatial datasets. The goal of the Public Life Geodatabase is to normalize and aggregate in a single resource the rich sets of data gathered from Public Life Studies. This geodatabase will provide staff, researchers, and the public a comprehensive collection of geographic datasets for assessing public spaces in the city.



“How to Use SQL Server for Public Life Studies”

Svetha Ambati, SF Planning, August 2017

Efficiently conducting data analysis for completed Public Life Studies depends heavily on the type of software or platform storing the Public Life data. The use of a SQL server to store data improves overall performance for data retrieval, data input, and compatibility with data visualization software.

The goal of using a SQL server as a platform for the new Public Life Study database is to provide scalability for future studies, improve efficiency and flexibility of a data querying interface, enable the use of data visualization software, and improve the data entry process by allowing the implementation of online forms. Using the Public Life Geodatabase created in 2016 as a baseline for data schema, the new SQL server database will provide a comprehensive and easily accessible collection of Public Life data along with the benefits of using a reliable, secure, and scalable relational database management system.

Chapter 2

METHODOLOGY

METHODOLOGY: FREQUENCY OF DATA COLLECTION

TIMES OF YEAR

Administer surveys and conduct observation during late spring or early fall in order to study public spaces when the weather is best and children are in a normal school routine. The best months are usually March to May for spring or August to October for fall. When conducting studies over a period of multiple years, visit each space during the same time of year as previous studies.



FIG. 2.1

DAYS OF THE WEEK

Collect data for Public Life Studies on various days of the week. Tuesdays and Wednesdays are best for weekday surveys, and Saturdays are best for weekend surveys. Avoid collecting data on weekdays or weekends that fall on, or are adjacent to, holidays.

For variety, collect data on at least one weekday and at least one weekend day per site. Ideally, collect data on two weekdays and one weekend day per site. When conducting surveys before and after changes to the public space, administer surveys and collect data on the same days of the week during both studies.



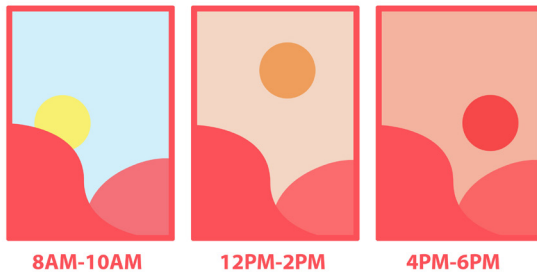
FIG. 2.2

TIMES OF DAY

During the weekday, collect data for a continuous eleven hours. On the weekend, collect data for a continuous seven hours. Make sure to conduct all methods of observation and surveying during peak hours, which are 8-10 am, 12-2pm, and 4-6pm during the weekdays. During the weekend, peak hours are defined as 12-2pm, 2-4pm, and 4-6pm.

If conducting observations and surveying during off-peak hours, administer only activity scans and pedestrian or user questionnaires. In order to gather valuable data, it is best to administer additional activity scans and pedestrian or user questionnaires during the later evening hours (6-9pm) on weekdays and/or weekends, or during weekend mornings (7-11am).

WEEKDAY PEAK HOURS



WEEKEND PEAK HOURS

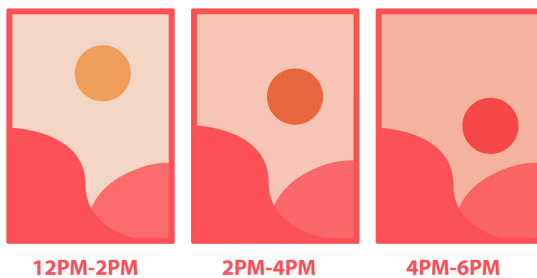


FIG. 2.3

METHODOLOGY: GEOGRAPHIC UNITS FOR DATA COLLECTION

STUDY AREAS

The Study Area is the entire geographic extent of the Public Life Study. This may be an entire Neighborhood or district; a corridor comprised of several blocks; a collection of small parklets or installations; or a single parklet or plaza. Study Areas break down into smaller geographic units for data collection called Activity Zones.



FIG. 2.4

The neighborhood study area encompasses an entire neighborhood or a portion of a neighborhood.

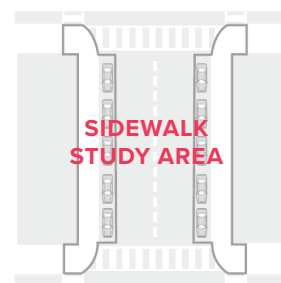


FIG. 2.5

The sidewalk study area selects a portion of a corridor, such a section of a block or both sides of the street in a block, and may include parklets.



FIG. 2.6

The corridor study area is comprised of a number of contiguous blocks.

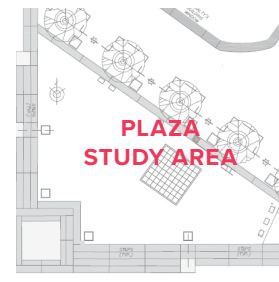


FIG. 2.7

A plaza is a public square, marketplace, or similar open space in a built-up area. A plaza study area is comprised of the plaza and may also include any directly adjacent paths or streets.

ACTIVITY ZONES

Activity Zones are smaller geographic units for data collection. Human uses and activities are recorded by Activity Zone. Every data collection tool (Public Life Study Form) is designed for data collection in a specific Activity Zone.



FIG. 2.8

The sidewalk activity zone is the sidewalk and/or directly facing sidewalks on which a study is conducted.



FIG. 2.9

The sidewalk screenline count zone is the sidewalk and/or directly facing sidewalks on which pedestrian and bicycle counts are conducted.



FIG. 2.10

The plaza activity zone consists of the plaza in which the study is conducted, and may or may not include directly adjacent sidewalks or streets.

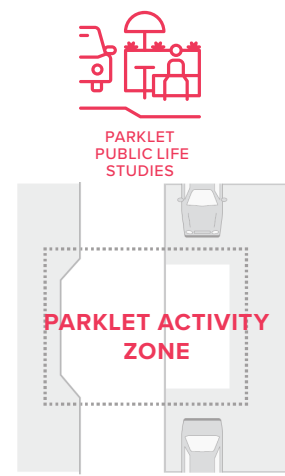


FIG. 2.11

The parklet activity zone includes the parklet and the entire sidewalk or portion of the sidewalk on which the parklet is situated.

METHODOLOGY: DATA COLLECTION TECHNIQUES

PASSIVE TECHNIQUES:

Observation: Recording the location, attributes, and behaviors of people in public space.

Recording the frequency and volume of people, activities, and other aspects of public life.

Recording the physical conditions of the built environment.

PASSIVE TECHNIQUES

PEDESTRIAN AND BICYCLE SCREENLINE COUNT

SCREENLINE COUNT LOCATION (Sketch map)

DATE: ☐ WEEKDAY ☐ WEEKEND

YOUR NAME: _____

WEATHER CONDITIONS: ☐ SUN ☐ CLOUD ☐ RAIN ☐ WIND ☐ OTHER

TEMPERATURE: _____

TIME IN: _____ TIME OUT: _____

ENTER DATA AT: ☐ TRAVEL, COUNT UP BY AGE GROUP

SAMPLE STREET BLOCK

15 YEARS OLD AND UNDER: _____

OVER 15 YEARS OLD: _____

COUNTS: _____

ON SIDEWALK: _____

NO HELMET: _____

NOTES: _____

Planning

simplified PEDESTRIAN SCREENLINE COUNT

SCREENLINE COUNT LOCATION (Sketch map)

DATE: ☐ WEEKDAY ☐ WEEKEND

YOUR NAME: _____

WEATHER CONDITIONS: ☐ SUN ☐ CLOUD ☐ RAIN ☐ WIND ☐ OTHER

TEMPERATURE: _____

TIME IN: _____ TIME OUT: _____

ENTER DATA AT: ☐ TRAVEL, COUNT UP BY AGE GROUP

SAMPLE STREET BLOCK

15 YEARS OLD AND UNDER: _____

OVER 15 YEARS OLD: _____

RUNNING/ JOGGING: _____

SKATEBOARD, ROLLERBLADES, ETC: _____

WHEELCHAIR/ SPECIAL NEEDS: _____

NOTES: _____

Planning

SIDEWALK ACTIVITY COUNT

STREET NAME: _____

ADDRESS RANGE: ☐ 100' ☐ 200' ☐ 300' ☐ 400' ☐ 500'

CROSS-STREET: _____

YOUR NAME: _____

DATE: _____

DAY OF WEEK: ☐ WEEKDAY ☐ WEEKEND

TIME IN: _____ TIME OUT: _____

ENTER DATA AT: ☐ TRAVEL, COUNT UP BY AGE GROUP

SAMPLE STREET BLOCK

15 YEARS OLD AND UNDER: _____

OVER 15 YEARS OLD: _____

RUNNING/ JOGGING: _____

SKATEBOARD, ROLLERBLADES, ETC: _____

WHEELCHAIR/ SPECIAL NEEDS: _____

NOTES: _____

Planning

PLAZA ACTIVITY MAPPING

YOUR NAME: _____

DATE: _____

DAY OF WEEK: ☐ WEEKDAY ☐ WEEKEND

TIME IN: _____ TIME OUT: _____

ENTER DATA AT: ☐ TRAVEL, COUNT UP BY AGE GROUP

SAMPLE STREET BLOCK

15 YEARS OLD AND UNDER: _____

OVER 15 YEARS OLD: _____

RUNNING/ JOGGING: _____

SKATEBOARD, ROLLERBLADES, ETC: _____

WHEELCHAIR/ SPECIAL NEEDS: _____

NOTES: _____

Planning

SIDEWALK & FACADE CONDITIONS RATING & RECORDING SHEET

STREET NAME: _____

ADDRESS RANGE: ☐ 100' ☐ 200' ☐ 300' ☐ 400' ☐ 500'

CROSS-STREET: _____

YOUR NAME: _____

DATE: _____

DAY OF WEEK: ☐ WEEKDAY ☐ WEEKEND

TIME IN: _____ TIME OUT: _____

ENTER DATA AT: ☐ TRAVEL, COUNT UP BY AGE GROUP

SAMPLE STREET BLOCK

15 YEARS OLD AND UNDER: _____

OVER 15 YEARS OLD: _____

RUNNING/ JOGGING: _____

SKATEBOARD, ROLLERBLADES, ETC: _____

WHEELCHAIR/ SPECIAL NEEDS: _____

NOTES: _____

Planning

| | | | | | |
|--|---|--|----------------------|--|----------------------|
| BUSINESS OPERATOR QUESTIONNAIRE | | | | | |
| STREET NAME _____ | | SURVEYOR NAME _____ | | | |
| ADDRESS RANGE _____ | | SHEET NO _____ | | OF TOTAL SHEETS _____ | |
| GATE _____ | DAY OF WEEK <input checked="" type="checkbox"/> MONDAY <input type="checkbox"/> TUESDAY <input type="checkbox"/> WEDNESDAY <input type="checkbox"/> THURSDAY <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY | TIME IN <input type="text"/> | <input type="text"/> | TIME OUT <input type="text"/> | <input type="text"/> |
| NOTE: IF YOU HAVE MORE THAN ONE BUSINESS AT THIS LOCATION, PLEASE PRINT EACH BUSINESS' NAMES. | | | | | |
| BUSINESS CONTACT NAME _____ | | | | | |
| A) TERMINATE CONTACT NAME _____ | | PHONE NUMBER _____ | | | |
| BUSINESS SA NAME _____ | | BUSINESS ADDRESS _____ | | | |
| BUSINESS TYPE <input checked="" type="checkbox"/> RESTAURANT | | <input type="checkbox"/> OFFICE | | <input type="checkbox"/> RETAIL <input type="checkbox"/> OTHER _____ | |
| WHAT KINDS OF PRODUCTS AND/or SERVICES DOES YOUR BUSINESS PROVIDE? _____ _____ _____ | | <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> SOLE PROPRIETORSHIP <input type="checkbox"/> LIMITED LIABILITY CORPORATION <input type="checkbox"/> COOPERATIVE <input type="checkbox"/> JOINT VENTURE <input type="checkbox"/> CORPORATION <input type="checkbox"/> LOW-BUYOUT | | | |
| WHICH OF THE FOLLOWING DESCRIBES YOUR BUSINESS? | | | | | |
| DO YOU RENT OR OWN THIS STORE SPACE? _____ | | | | | |
| WHAT YEAR DID THIS ESTABLISHMENT BEGIN OPERATING AT THIS LOCATION? _____ | | | | | |
| LOCATION | | | | | |
| WHAT NEIGHBORHOOD IS YOUR BUSINESS LOCATED BY? _____ | | | | | |
| WHAT ARE THE BOUNDARIES OF THIS NEIGHBORHOOD? _____ _____ | | | | | |
| WHY DO YOU CHOOSE TO LOCATE YOUR BUSINESS IN THIS NEIGHBORHOOD? _____ _____ | | | | | |
| SINCE OPENING, HAVE ANY OTHER ADVANTAGES ARISEN AT THIS LOCATION? _____ | | | | | |
| BUSINESS PROFILE | | | | | |
| WHAT KIND OF CHANGE DO YOU EXPECT IN THE FOLLOWING ASPECTS OF YOUR BUSINESS OVER THE NEXT 12 MONTHS? | | | | | |
| CIRCLE ONE OPTION BELOW: | | | | | PLEASE EXPLAIN |
| EMPLOYMENTS/TAFF | INCREASE | NO CHANGE | DECREASE | | |
| NUMBER OF CUSTOMERS | INCREASE | NO CHANGE | DECREASE | | |
| DEBT | INCREASE | NO CHANGE | DECREASE | | |
| REVENUE | INCREASE | NO CHANGE | DECREASE | | |
| PROFITS | INCREASE | NO CHANGE | DECREASE | | |

INVASIVE TECHNIQUES:

4 WALK PEDESTRIAN INTERCEPT SURVEY

NOTE: THIS SURVEY IS DESIGNED TO BE COMPLETED BY A PEDESTRIAN WHO IS WALKING ALONG A STREET OR PATHWAY. IT IS NOT TO BE COMPLETED BY A DRIVER OR PASSENGER IN A VEHICLE.

DATE: TIME: LOCATION:

HOW DO YOU GET TO TODAY?

HOW DID YOU CHOOSE THESE PEOPLE?

HOW LONG DID IT TAKE YOU TO ASSESS?

HOW OFTEN DO YOU VISIT?

WHAT IS THE SEASON FOR YOUR VISIT?

WHERE DO YOU LIVE?

HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING?

Planning

WHICH STREET IN SAN FRANCISCO IS THE BEST TO WALK ALONG?

HOW WOULD YOU RATE THIS STREET?

UNSATISFIED - 1 2 3 4 5 - SATISFIED

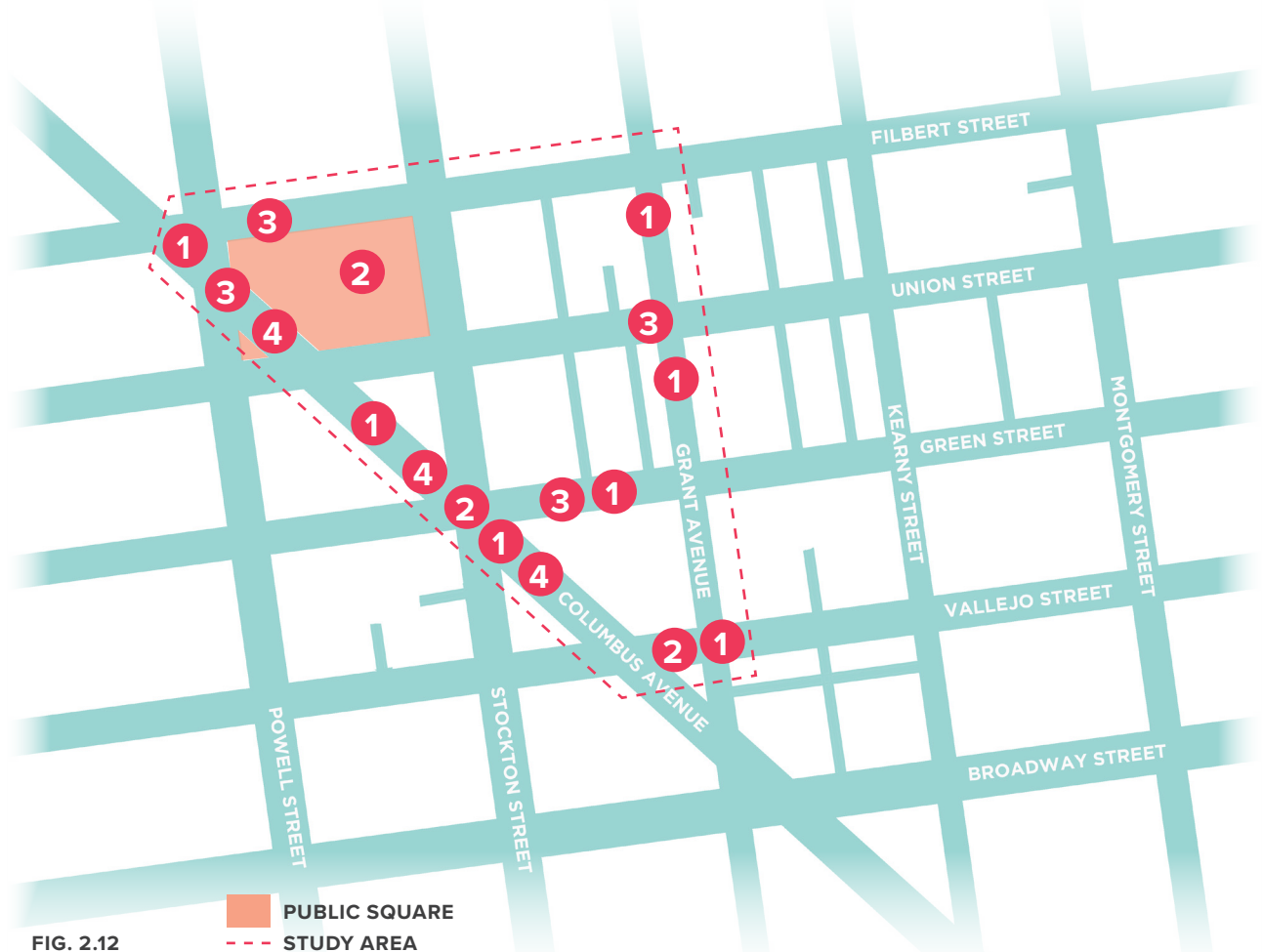
PEDESTRIAN INTERCEPT SURVEY

THE PEDESTRIAN INTERCEPT SURVEY FORMS ARE USED TO GAIN FURTHER INSIGHT INTO THE REASONS WHY PEOPLE VISIT THE SPACE AND WHAT THEIR THOUGHTS ARE ON THE STUDY AREA. THIS SURVEY WAS ADMINISTERED DURING THE HOURS OF 8AM-10PM ON VARYING DAYS OF THE WEEK OVER A PERIOD OF THREE WEEKS. A RANDOM SAMPLE WAS ACHIEVED BY ASKING EVERY PERSON WHO WALKED BY TO TAKE THE SURVEY. THERE WAS A 10 PERCENT RESPONSE RATE.

PEDESTRIAN INTERCEPT SURVEY

The Pedestrian Intercept Survey forms are used to gain further insight into the reasons why people visit the space and what their thoughts are on the study area. This survey was administered during the hours of 8am-10pm on varying days of the week over a period of three weeks. A random sample was achieved by asking every person who walked by to take the survey. There was a 10 percent response rate.

MAP OF STUDY AREA: NORTH BEACH



Chapter 3

HOW TO USE PUBLIC LIFE STUDY FORMS

PEDESTRIAN & BICYCLE SCREENLINE COUNT FORM

Before the start of the data collection interval:

1. Position yourself at the designated screenline count location with your back against the property line. Imagine a line between you and the street centerline directly ahead. You will count anyone walking or riding a bicycle that crosses the screenline.
2. Fill in the designated screenline count location. This is likely to be a single street address.
3. Mark if the screenline was conducted on one of the sides of the street.
{In some cases, you may be assigned to count with a screenline that crosses the entire street, instead of a screenline extending to the center of the street. In this case, mark the box for "BOTH."}
4. Fill in the date and time the Screenline Count was conducted onsite. Fill in your own name.

During the data collection interval:

5. Count pedestrians and bicyclists for a precise 10 minute interval at the top of every hour. Record your start and end time.
{If designated by the Study, you may also need to conduct the 10 minute count at the half hour.}
6. Record individuals by making tickmarks in the appropriate fields.
7. Record other attributes and behaviors of pedestrians and bicyclists crossing the screenline.
8. Take additional notes on anything you think is worth noting.

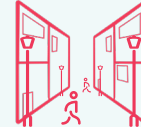
At the end of the data collection shift:

9. Tally subtotals and record those on the sheet as whole numbers.
10. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

THIS FORM IS USED IN:



NEIGHBORHOOD
PUBLIC LIFE
STUDIES



CORRIDOR
PUBLIC LIFE
STUDIES



SIDEWALK
PUBLIC LIFE
STUDIES

THIS FORM IS USED:

- In areas where pedestrian volumes are relatively low
- On the sidewalk geographic unit
- At the top of each hour for a 10 minute interval
OR
- At the top of each hour and at the half hour for a 10 minute interval

THIS FORM IS USED WITH:

- Sidewalk Activity Count Form and/or
- Parklet Activity Count Form or
- Plaza Activity Count Form

PEDESTRIAN AND BICYCLE SCREENLINE COUNT

SCREENLINE COUNT LOCATION

STREET ADDRESS **444 Castro St**

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

DATE ☒ WEEKDAY ☐ WEEKEND
August 3, 2016

YOUR NAME
Tom Sawyer

WEATHER CONDITION



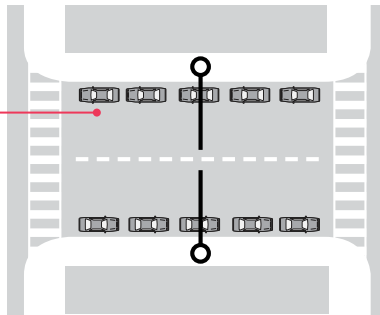
TEMPERATURE
65 Degrees F

TIME IN **11:02 AM** TIME OUT **11:17 AM**
(FOR EXACTLY 10 MINS)

DATE ENTERED **9/03/16** INITIALS **SA**

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

SAMPLE STREET BLOCK



— SCREENLINE: COUNT PEDESTRIANS AND BIKES CROSSING THIS LINE

○ STAND FOR 10 MINUTES AT EACH SPOT, SOMEWHERE IN THE MIDDLE OF THE BLOCK

NOTES

Some construction at the corner, a few orange cones blocking sidewalk northbound. One male bicyclist riding against traffic on sidewalk.

| PEDESTRIANS | | | | SUBTOTAL | TOTAL |
|-------------------------------------|--------|-------------|-------------|-----------|-----------|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | |
| DIRECTION OF TRAVEL* | MALE | | | 20 | 11 |
| | FEMALE | | | 7 | 8 |
| 15 YEARS OLD AND UNDER | | | | | 5 |
| OVER 65 YEARS OLD | | | | | 3 |
| RUNNING/ JOGGING | | | | | 1 |
| SKATEBOARDS, ROLLERBLADES, ETC. | | | | | 1 |
| WHEELCHAIR/ SPECIAL NEEDS | | | | | 2 |

| CYCLISTS | | | | SUBTOTAL | TOTAL |
|-------------------------------------|--------|-------------|----------|----------|----------|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | |
| DIRECTION OF TRAVEL* | MALE | | 1 | 5 | 1 |
| | FEMALE | | | 2 | 2 |
| 15 YEARS OLD AND UNDER | | | | | 1 |
| OVER 65 YEARS OLD | | | | | 3 |
| COUNTER-TRAFFIC | | | | | 1 |
| ON SIDEWALK | | | | | 1 |
| NO HELMET | | | | | 1 |

*MUST ADD UP TO 100% OF SAMPLE

SIMPLIFIED PEDESTRIAN SCREENLINE COUNT FORM

Before the start of the data collection interval:

1. Fill in the designated screenline count location. This is likely to be a single street address.
2. Position yourself at the designated screenline count location with your back against the property line. Imagine a line between you and the street centerline directly ahead. You will be counting anyone walking that crosses the screenline.
3. Mark if the screenline was conducted on one of the sides of the street.
{In some cases, you may be assigned to count with a screenline that crosses the entire street, instead of a screenline extending to the center of the street. In this case, mark the box for "BOTH."}
4. Fill in your own name and the date the Count was conducted onsite.

During the data collection interval:

5. Count pedestrians for a precise 10 minute interval at the top of every hour. Record your start and end time.
{If designated by the Study, you may also need to conduct the 10 minute count at the half hour.}
6. Record individuals by making tickmarks in the appropriate fields.
7. Record other attributes and behaviors of pedestrians and bicyclists crossing the screenline.
8. Take additional notes on anything you think is worth noting.

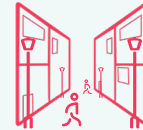
At the end of the data collection shift:

9. Tally subtotals and record those on the sheet as whole numbers.
10. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

THIS FORM IS USED IN:



NEIGHBORHOOD
PUBLIC LIFE
STUDIES



CORRIDOR
PUBLIC LIFE
STUDIES



SIDEWALK
PUBLIC LIFE
STUDIES

THIS FORM IS USED:

- In areas where pedestrian volumes are higher
- On the sidewalk geographic unit
- At the top of each hour for a 10 minute interval
OR
- At the top of each hour and at the half hour for a 10 minute interval

THIS FORM IS USED WITH:

- Sidewalk Activity Count Form and/or
- Parklet Activity Count Form or
- Plaza Activity Count Form

simplified PEDESTRIAN SCREENLINE COUNT

SCREENLINE COUNT LOCATION

STREET ADDRESS
1101 Laguna Street

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

DATE ☒ WEEKDAY ☐ WEEKEND

August 3, 2015

YOUR NAME

Mike May

WEATHER CONDITIONS



TEMPERATURE

54 Degrees F

TIME IN

TIME OUT



(FOR EXACTLY 10 MINS)

DATE ENTERED

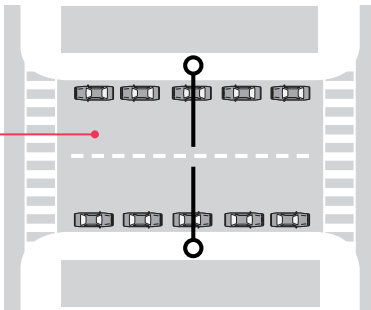
12/28/15

INITIALS

JM

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

PEDESTRIANS

SUBTOTAL

TOTAL

LEFT TO RIGHT → ← RIGHT TO LEFT → ←

DIRECTION OF TRAVEL*

MALE

FEMALE

15 YEARS OLD AND UNDER

OVER 65 YEARS OLD

RUNNING/ JOGGING

SKATEBOARDS, ROLLERBLADES, ETC.

WHEELCHAIR/ SPECIAL NEEDS

1

11

11

11

11

11

11

1111

1111

1111

1111

1111

1111

1111

1

1

1

1

1

1

1

8

8

8

8

8

8

8

9

8

3

2

0

0

0

NOTES

Cold morning, no retail stores open yet

SIMPLIFIED CYCLIST SCREENLINE COUNT FORM

Before the start of the data collection interval:

1. Fill in the designated screenline count location. This is likely to be a single street address.
2. Position yourself at the designated screenline count location with your back against the property line. Imagine a line between you and the street centerline directly ahead. You will be counting anyone cycling that crosses the screenline.
3. Mark if the screenline was conducted on one of the sides of the street.
{In some cases, you may be assigned to count with a screenline that crosses the entire street, instead of a screenline extending to the center of the street. In this case, mark the box for "BOTH."}
4. Fill in your own name and the date the Count was conducted onsite.

During the data collection interval:

5. Count cyclists for a precise 10 minute interval at the top of every hour. Record your start and end time.
{If designated by the Study, you may also need to conduct the 10 minute count at the half hour, and if so, use different forms for each separate time.}
6. Record individual cyclists by making tickmarks in the appropriate fields.
7. Record other attributes and behaviors of cyclists crossing the screenline.
8. Take additional notes on anything you think is worth noting.

At the end of the data collection shift:

9. Tally subtotals and record those on the sheet as whole numbers.
10. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

THIS FORM IS USED IN:



THIS FORM IS USED:

- In areas where cyclist volumes are higher
- On the sidewalk geographic unit
- At the top of each hour for a 10 minute interval
OR
- At the top of each hour and at the half hour for a 10 minute interval

THIS FORM IS USED WITH:

- Sidewalk Activity Count Form and/or
- Parklet Activity Count Form or
- Plaza Activity Count Form

simplified CYCLIST SCREENLINE COUNT

SCREENLINE COUNT LOCATION

STREET ADDRESS

950 Market Street

SIDE OF STREET: ☐ ODD ONLY ☐ EVEN ONLY ☒ BOTHDATE ☒ WEEKDAY ☐ WEEKEND

August 6, 2015

YOUR NAME

Rohan Jain

WEATHER CONDITION



TEMPERATURE

75 Degrees F

TIME IN

TIME OUT



11:05 AM



11:15 AM

(FOR EXACTLY 10 MINS)

DATE ENTERED

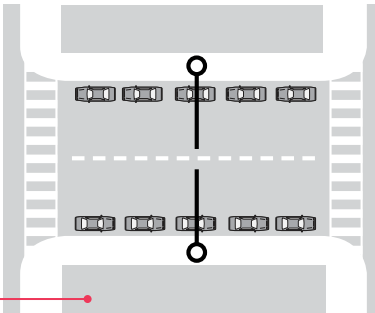
10/30/15

INITIALS

RA

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

CYCLISTS

SUBTOTAL

TOTAL

LEFT TO RIGHT → ← RIGHT TO LEFT → ←

| DIRECTION OF TRAVEL* | | LEFT TO RIGHT → | ← RIGHT TO LEFT | → | ← | TOTAL |
|------------------------|--|-----------------|-----------------------|---|---|-------|
| | | | | | | |
| MALE | | | 3 | 9 | | 12 |
| | | | | | | |
| FEMALE | | | | | | 9 |
| | | | | | | 0 |
| 15 YEARS OLD AND UNDER | | | | | | ≤15 3 |
| OVER 65 YEARS OLD | | | | | | 65+ 4 |
| COUNTER-TRAFFIC | | | | | | 0 |
| ON SIDEWALK | | | | | | 8 |
| NO HELMET | | | | | | 2 |

*MUST ADD UP TO 100% OF SAMPLE

NOTES

Pretty warm day, lots of clouds overhead for shade

SIDEWALK ACTIVITY COUNT FORM

Before the start of the data collection interval:

1. Fill in the designated activity count location. This is likely to be an address range on a street.
2. Position yourself in a discrete location to conduct the Activity Count. If you cannot see the entire Study Zone from one position, begin the Activity Mapping at one end of the Study Zone and walk slowly to the other end. Pause as needed to record people, attributes, and activities within your immediate field of vision.
3. Scan one sidewalk length at a time. Record each side of the street on a separate form. Mark if the activity count was conducted on an odd or even side of the street.
4. Fill in your own name and the date the activity count was conducted onsite.

During the data collection interval:

5. Record your start and end time. This is not a timed activity. Take only as long as you need to record each person once. *{Conduct the Activity Count once per hour. If designated by the Study, you may need to conduct the Activity Count multiple times per hour, and if so, use a separate forms for each time. }*
6. Count and record each stationary person once. Do not record people who are walking, skating, or riding a bike through the Study Zone. Record individuals and associated attributes by making tickmarks in the appropriate fields. If there are groups, record each individual person and then circle the numbers associated in a group.
7. Record other attributes, such as number of bikes or double-parked vehicles, in the appropriate fields.
8. Take notes on anything you think is worth noting.

At the end of the data collection shift:

9. Tally subtotals and record those on the sheet as whole numbers.
10. Tally the total of wheelchairs and strollers from the

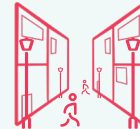
THIS FORM IS USED IN:



NEIGHBORHOOD
PUBLIC LIFE
STUDIES



PARKLET
PUBLIC LIFE
STUDIES



CORRIDOR
PUBLIC LIFE
STUDIES



SIDEWALK
PUBLIC LIFE
STUDIES

THIS FORM IS USED:

- On the Sidewalk geographic unit
- At least one per hour in each Study Zone AND/OR
- Multiple times per hour in each Study Zone

THIS FORM IS USED WITH:

- Parklet Activity Count Form or
- Plaza Activity Count Form

posture section of the activity count sheet.

11. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

* THE SIDEWALK ACTIVITY COUNT FORM CONTINUES ONTO THE REVERSE SIDE OF THE SHEET IN CASE IT IS NEEDED. PLEASE VISIT THE APPENDIX TO VIEW THE WHOLE FORM.

SIDEWALK ACTIVITY COUNT

NOTES

Trash and litter
near store
entrance

DATE ENTERED

8/2/17

INITIALS

JA

INPUT DATA AT: TINYURL.COM/SF-SIDEWALK-ACT-SCAN

STREET NAME

Mission

ADDRESS RANGE
(4 E. "400'S")

2400

SIDE OF ST.

☐ ODD
☒ EVEN

CROSS-STREET

20th

CROSS-STREET

21st

YOUR NAME

Eliza Blane

DATE

07/31/17

DAY OF WK

☐ WEEKDAY
☒ WEEKEND

TIME IN

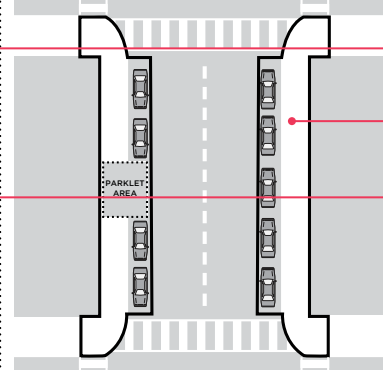
1:00 PM

TIME OUT

1:23 PM

(NOT A TIMED ACTIVITY)

SCAN ONE SIDEWALK LENGTH AT A TIME. RECORD EACH SIDE OF STREET ON DIFFERENT SIDES OF THIS FORM. RECORD PARKLET AREA ON SEPARATE FORM.



SIDEWALK ACTIVITY SCAN AREAS

| PERSON OR OBJECT | GENDER | | AGE | | | POSTURE | | | GROUP | | | ACTIVITIES | | | | | OTHER ACTIVITIES | | | NUISANCES | | | | | | | | |
|------------------|--------|--------|---------------|-----------------|---------------|----------|--------------------|--------------------------|--------------------------|-------|----------------------|------------|-------------------|--------------------------|-----------------|-------------------|------------------|------------------------|---------------------|-------------------|-----------------------|---------|--------------|----------|-------------|------------------|-----------------|---------------------------|
| | MALE | FEMALE | <10 YEARS OLD | 10-15 YEARS OLD | 65+ YEARS OLD | STANDING | STANDING - LEANING | SITTING - PUBLIC SEATING | SITTING - PRIVATE / CAFE | LYING | SITTING - IMPROVISED | GROUP 3 | EATING / DRINKING | TALKING WITH ONE ANOTHER | PEOPLE-WATCHING | ELECTRONIC DEVICE | CHILDREN PLAYING | PERFORMANCE / CULTURAL | WAITING FOR TRANSIT | COMMERCE (FORMAL) | ACCOMPANIED BY PET(S) | SMOKING | INTOXICATION | SLEEPING | PANHANDLING | URINE/DEFECATION | LITTER / DEBRIS | |
| 1 | | X | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | X | | | X | X | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | | | X | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | X | | | X | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | | X | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | X | | X | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | | X | | X | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | X | | X | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | | X | | X | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | | X | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | X | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | X | | X | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | | X | | X | | | | | | | | | | | | | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALS | 10 | 9 | 3 | 6 | 7 | 12 | 4 | 1 | 2 | 0 | 0 | 4 | 0 | 4 | 4 | 0 | 5 | 2 | 3 | 1 | 3 | 2 | 1 | 1 | 3 | 0 | 3 | 3 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # VEHICLES PARKED AT CURB |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # VEHICLES DOUBLE-PARKED |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # EMPTY PARKING SPACES |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # BIKES ON SIDEWALK RACKS |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # BIKES ON OTHER FIXTURES |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | # EMPTY BIKE RACKS |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |

San Francisco
Planning

W
S

V2017
ROBIN.ABAD@SFGOV.ORG

| | |
|---------------------------|---|
| # VEHICLES PARKED AT CURB | 1 |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |
| 11 | |
| 12 | |
| 13 | |
| 14 | |
| 15 | |
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| 18 | |
| 19 | |
| 20 | |
| 21 | |
| 22 | |
| 23 | |
| 24 | |
| 25 | |
| 26 | |
| 27 | |
| 28 | |
| 29 | |
| 30 | |

10

0

0

2

2

0

PARKLET ACTIVITY COUNT FORM

Before the start of the data collection interval:

1. Fill in the designated Activity Count study zone. This is likely to be a street address associated with the Parklet.
2. Position yourself in a discrete location to conduct the Activity Count. If you cannot see the entire Study Zone from one position, begin the Activity Mapping at one end of the Study Zone and walk slowly to the other end. Pause as needed to record people, attributes, and activities within your immediate field of vision.
3. Fill in your own name and the date the Count was conducted onsite.

During the data collection interval:

4. Record your start and end time. This is not a timed activity. Take only as long as you need to record each person once. *[Conduct the Activity Count once per hour. If designated by the Study, you may need to conduct the Activity Count multiple times per hour, and if so, use a separate form for each time.]*
5. Count and record each stationary person once. Do not record people who are walking, skating, or riding a bike through the Study Zone. Record the people, their attributes and activities within the Parklet and immediate sidewalk vicinity by making tickmarks in the appropriate fields. Feel free to add notes on the same line if necessary. If there are groups, record each individual person and then circle the numbers associated in a group.
6. Record other attributes, such as number of bikes or double-parked vehicles, in the appropriate fields.
7. Take notes on anything you think is worth noting.

At the end of the data collection shift:

8. Tally subtotals and record those on the sheet as whole numbers.
9. Tally the total of wheelchairs and strollers from the posture section of the activity count sheet.

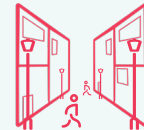
THIS FORM IS USED IN:



NEIGHBORHOOD
PUBLIC LIFE
STUDIES



PARKLET
PUBLIC LIFE
STUDIES



CORRIDOR
PUBLIC LIFE
STUDIES

THIS FORM IS USED:

- At the Parklet geographic unit
- At least one per hour in each Study Zone for a 10 minute interval AND/OR
- Multiple times per hour in each Study Zone

THIS FORM IS USED WITH:

- Sidewalk Activity Count Form AND/OR
- Plaza Activity Count Form

10. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

*** THE PARKLET ACTIVITY COUNT FORM CONTINUES ONTO THE REVERSE SIDE OF THE SHEET IN CASE IT IS NEEDED. PLEASE VISIT THE APPENDIX TO VIEW THE WHOLE FORM.**

PARKLET ACTIVITY COUNT

NOTES

Kids loved
reading the
plaques

DATE ENTERED 8/3/17 INITIALS JR

INPUT DATA AT: TINYURL.COM/SF-PARKLET-ACT-SCAN

PARKLET HOST STREET ADDRESS

945 Valencia St

PARKLET HOST NAME

Neo Cafe

YOUR NAME

Jen Ran

DATE

8/3/17

DAY OF WEEK

☐ WEEKDAY

☒ WEEKEND

TIME IN



6:00 PM

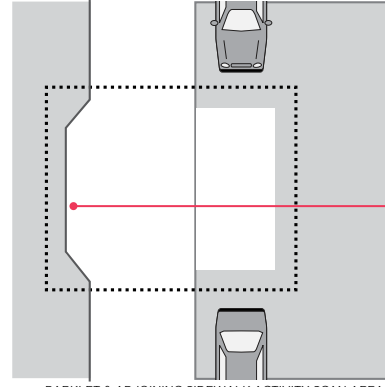
TIME OUT



6:17 PM

(NOT A TIMED ACTIVITY)

SCAN THE PARKLET AREA TWO TIMES: ONCE AT THE BEGINNING AND AGAIN AT THE MIDDLE OF THE HOUR. RECORD EACH SCAN ON DIFFERENT SIDES OF THIS FORM.



PARKLET & ADJOINING SIDEWALK ACTIVITY SCAN AREA

| PERSON OR OBJECT | GENDER | | AGE | | | POSTURE | | | GROUP | | | ACTIVITIES | | | | | | | OTHER ACTIVITIES | | NUISANCES | | | | | | | |
|------------------|--------|--------|--------------|-----------------|---------------|----------|--------------------|---|---|-------|---------|------------|-------------------|--------------------|-----------------|-------------------|------------------|------------------------|---------------------|------------------------|-----------------------|---------|--------------|----------|-------------|------------------|-----------------|----|
| | MALE | FEMALE | 30 YEARS OLD | 10-15 YEARS OLD | 65+ YEARS OLD | STANDING | STANDING - LEANING | SITTING - PUBLIC SEATING (W/ CHAIR - STROLLER) | SITTING - PRIVATE / CAFE (W/ CHAIR - STROLLER) | LYING | PAIR 22 | GROUP 23 | EATING / DRINKING | TALKING / DRINKING | PEOPLE-WATCHING | ELECTRONIC DEVICE | CHILDREN PLAYING | PERFORMANCE / CULTURAL | WAITING FOR TRANSIT | COMMERCE (W/ INFORMAL) | ACCOMPANIED BY PET(S) | SMOKING | INTOXICATION | SLEEPING | PANHANDLING | URINE/DEFECATION | LITTER / DEBRIS | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 |
| 2 | | X | | | | X | X | | | | | | | | | X | | | | | | | | | | | | 2 |
| 3 | X | | | X | | | | | | | X | | | | | X | | | | | | | | | | | | 3 |
| 4 | X | X | | X | | | | X | X | | | | | X | X | | | | | | | | | | | | | 4 |
| 5 | X | | X | X | | | | X | X | | | | | X | X | | | | | | | | | | | | | 5 |
| 6 | X | | X | X | | X | | | X | | | X | | | | | | | | | | | | | | | | 6 |
| 7 | X | X | | | | | | X | X | | X | X | | | | | | | | | | | | | | | | 7 |
| 8 | | X | | | | | | | X | | | | | | | | | | | | | | | | | | | 8 |
| 9 | X | | | X | | | | X | | | | | | | | X | | | | | | | | | X | | | 9 |
| 10 | | X | | | | X | | X | X | | | | X | X | | X | | | | | | X | X | | | | | 10 |
| 11 | | X | | | | X | | X | X | | | | X | | | | | | | | | X | X | | | | | 11 |
| 12 | | X | | | | X | | X | | | | | X | | | | | | | | | X | X | | | | | 12 |
| 13 | | X | | | | X | | | X | | | | | | | X | | | | | | | | | | | | 13 |
| 14 | X | | | | X | | | X | | | | | | X | | | | | | | | X | | | | | | 14 |
| 15 | X | | | | X | | X | | | | | | | X | | | | | | | X | | | | | | | 15 |
| 16 | | X | | | | | | | | | X | | | | | | | | | X | | | | | | X | | 16 |
| 17 | | X | | | | | | | | | | | | X | | | | | | | | | | | | | | 17 |
| 18 | | X | | | | | | | | | | | | | X | | | | | | | | | X | | | | 18 |
| 19 | | X | | | X | | | X | | | | | | | | | X | | | | | | | | | | | 19 |
| 20 | | X | | | X | | | X | | | | X | | | | | | X | | | X | | | | | | | 20 |
| 21 | | X | | | X | | | X | | | | X | | | | | | | | | X | | | | | | | 21 |
| 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 22 |
| 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 23 |
| 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 24 |
| 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 25 |
| 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 26 |
| 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 27 |
| 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 28 |
| 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 29 |
| 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 30 |
| TOTALS | 7 | 12 | 3 | 5 | 9 | 5 | 3 | 5 | 5 | 1 | 2 | 2 | 1 | 3 | 5 | 1 | 4 | 2 | 0 | 1 | 0 | 5 | 0 | 1 | 2 | 1 | 1 | |

BIKES ON SIDEWALK RACKS

5

BIKES ON OTHER FIXTURES

3

BIKES ON PARKLET RACKS

1

EMPTY PARKLET RACKS

1

EMPTY BIKE RACKS

0

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W 0
S 1

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BIKES ON SIDEWALK RACKS

5

BIKES ON OTHER FIXTURES

3

BIKES ON PARKLET RACKS

1

EMPTY PARKLET RACKS

1

EMPTY BIKE RACKS

0

PLAZA ACTIVITY MAPPING FORM

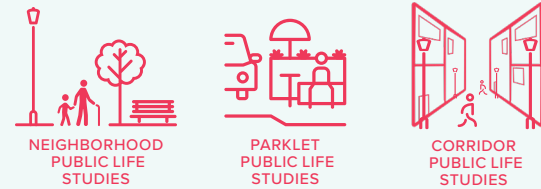
Before the start of the data collection interval:

1. Fill in the designated Activity Mapping study zone.
This is likely to be the name of the Plaza.
{Note! Larger Plazas will be divided into smaller study zones – each study zone will have a separate Plaza Activity Mapping Form.}
2. Position yourself in a discrete location. If you cannot see the entire Study Zone from one position, begin the Activity Mapping at one end of the Study Zone and walk to the other end. Walk slowly and pause as needed to record the people, their attributes, and activities within your immediate field of vision.
3. Fill in your name and the date the Mapping was conducted onsite.

During the data collection interval:

4. Only record stationary people, their attributes and activities. Do not record people who are walking, skating, or riding a bike through the Study Zone.
{Note! Record each person one time only.}
5. Map plaza users for a minimum 10 minute interval. Use more time in order to map every user at least once. Record your start and end time. This is not a timed activity. Take only as long as you need to record each person once.
6. Record the location of each stationary person on the map with a dot and associated number. Use a leader line to place the numerical notation outside the habitable area of the plaza.
7. Fill in attributes and activities for each person on their corresponding row, including any notes worth noting. If there are groups, record each individual person and then circle the numbers associated in a group.
8. Record other attributes, such as number of bikes or double-parked vehicles, in the appropriate fields.
9. Conduct the Activity Mapping once per hour in each study zone. If designated by the Study, you may also need to conduct Activity Mapping multiple

THIS FORM IS USED IN:



THIS FORM IS USED:

- In the Plaza geographic unit - larger plazas may be subdivided into smaller Study Zones, each with a separate form
- At least one per hour in each Study Zone AND/OR
- Multiple times per hour in each Study Zone

times per hour.

At the end of the data collection shift:

10. Subtotal all of the attribute columns at the bottom of the form.
11. Tally the total of wheelchairs and strollers from the posture section of the activity count sheet.
12. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

PLAZA ACTIVITY COUNT

PLAZA ACTIVITY COUNT overflow page

* THE PLAZA ACTIVITY MAPPING FORM CONTINUES ONTO THE REVERSE SIDE OF THE SHEET IN CASE IT IS NEEDED. PLEASE VISIT THE APPENDIX TO VIEW THE WHOLE FORM.

PLAZA ACTIVITY MAPPING

YOUR NAME **John Doe**

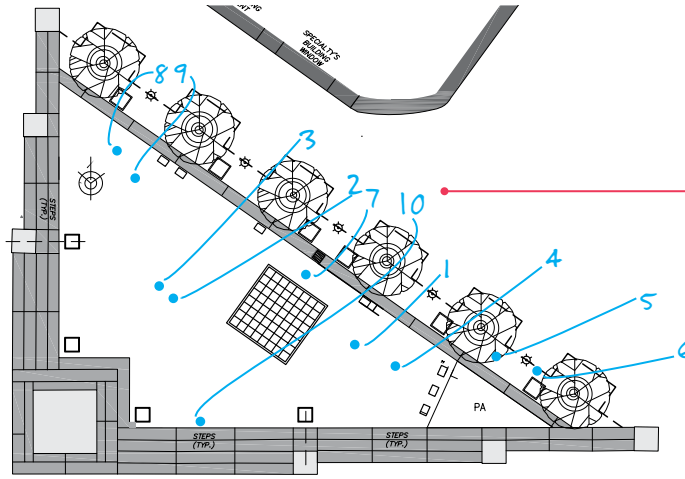
DATE **August 8, 2017**

DAY OF WEEK ☒ WEEKDAY ☐ WEEKEND

TIME IN **10:02 AM** TIME OUT **10:32 AM**
(NOT A TIMED ACTIVITY)

DATE ENTERED **8/8/17** INITIALS **MS**

INPUT DATA AT: TINYURL.COM/SF-PLAZA-ACT-MAP



| PERSON OR OBJECT | PERSON OR OBJECT | | | | | | | | | | ACTIVITIES | OTHER ACTIVITIES | NUISANCES | | | | | | | | | | | | | | |
|------------------|------------------|-----|---------|-------|------------|------------------|-----------|---|---|---|------------|------------------|-----------|----|----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| | GENDER | AGE | POSTURE | GROUP | ACTIVITIES | OTHER ACTIVITIES | NUISANCES | | | | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | 1 | # BIKES ON RACKS | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | 2 | 0 | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | 3 | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | | 4 | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | | 5 | # BIKES ON OTHER FIXTURES | | | | | | | | | | | | |
| 6 | | | | | | | | | | | | | | 6 | | | | | | | | | | | | | |
| 7 | | | | | | | | | | | | | | 7 | 1 | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | 8 | | | | | | | | | | | | | |
| 9 | | | | | | | | | | | | | | 9 | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | 10 | # EMPTY BIKE RACKS | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | | 11 | 0 | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | | 12 | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | | 13 | | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | | | 14 | | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | | | 15 | (M) # MOTO/SCOOTERS PARKED | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | | | 16 | 2 | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | | | 17 | | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | | | 18 | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | | 19 | (C) # CARS PARKED | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | | 20 | 0 | | | | | | | | | | | | |
| 21 | | | | | | | | | | | | | | 21 | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | 22 | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | | 23 | | | | | | | | | | | | | |
| 24 | | | | | | | | | | | | | | 24 | (V) # VANS PARKED | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | 25 | 0 | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | | 26 | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | 27 | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | | 28 | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | | 29 | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | 30 | (T) # TRUCKS PARKED | | | | | | | | | | | | |
| TOTALS | 4 | 6 | 1 | 4 | 4 | 5 | 4 | 0 | 3 | 0 | 1 | 2 | 0 | 3 | 3 | 0 | 3 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 1 | 1 |

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BIKES ON RACKS
0

BIKES ON OTHER FIXTURES
1

EMPTY BIKE RACKS
0

(M) # MOTO/SCOOTERS PARKED
2

(C) # CARS PARKED
0

(V) # VANS PARKED
0

(T) # TRUCKS PARKED
0

PLAZA ACTIVITY COUNT FORM

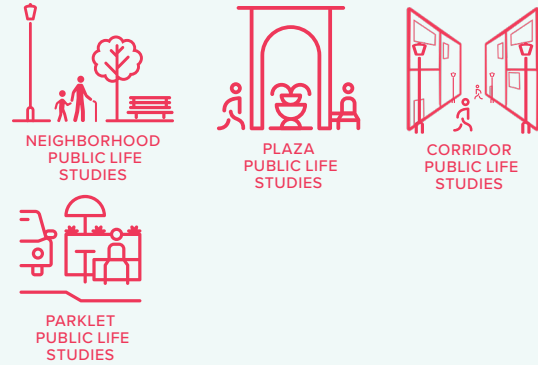
Before the start of the data collection interval:

1. Fill in the designated Activity Count study zone. This is likely to be the name of the Plaza.
{Note! Larger Plazas will be divided into smaller study zones. Depending on the Study, each Plaza study zone may have a dedicated Form.}
2. Position yourself in a discrete location to conduct the Activity Count. If you cannot see the entire Study Zone from one position, begin the Activity Count at one end of the Study Zone and walk slowly to the other end. Walk slowly and pause as needed to record the people, their attributes and activities within your immediate field of vision.
3. Fill in your own name and the date the Count was conducted onsite.

During the data collection interval:

4. Only record each stationary person once, and their attributes and activities. Do not record people who are walking, skating, or riding a bike through the Study Zone.
{Note! Record each person one time only. You do not need to fill in their location on the map.}
5. Conduct the Activity Count once per hour in each study zone. If designated by the Study, you may also need to Conduct the Activity Mapping multiple times per hour.
6. Count plaza users for a minimum 10 minute interval. Use more time in order to map every user at least once. Record your start and end time. This is not a timed activity. Take only as long as you need to record each person once.
7. Fill in attributes and activities for each person on their corresponding row, including any notes worth noting. If there are groups, record each individual person and then circle the numbers associated in a group.
8. Record other attributes, such as number of bikes or double-parked vehicles, in the appropriate fields.

THIS FORM IS USED IN:



THIS FORM IS USED:

- In the Plaza geographic unit - larger plazas may be subdivided into smaller Study Zones
- At least once per hour in each Study Zone AND/OR
- Multiple times per hour in each Study Zone

At the end of the data collection shift:

9. At the end of the data collection shift, subtotal all of the attribute columns at the bottom of the form.
10. Tally the total of wheelchairs and strollers from the posture section of the activity count sheet.
11. At the end of the data collection shift, input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

* THE PLAZA ACTIVITY COUNT FORM CONTINUES ONTO THE REVERSE SIDE OF THE SHEET IN CASE IT IS NEEDED. PLEASE VISIT THE APPENDIX TO VIEW THE WHOLE FORM.

SIDEWALK PEDESTRIAN INTERCEPT QUESTIONNAIRE

Before the start of the data collection interval:

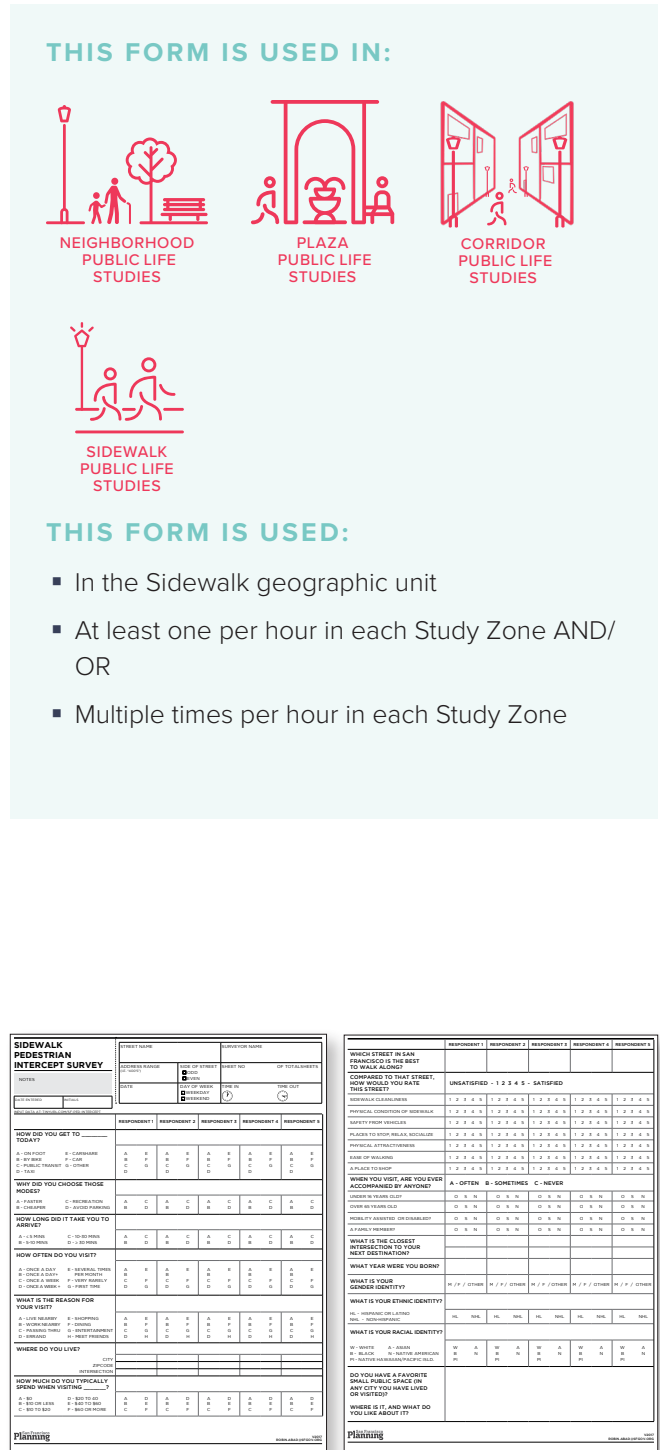
1. Fill in the designated study zone. This is likely to be a street address range.
2. Feel free to ask questions in any order that feels best for you. Just be sure to fill out all the questions.
3. Mark if the questionnaires were administered on odd or even sides of the street.
4. Fill in your own name and the date the Questionnaire is to be conducted onsite.

During the data collection interval:

5. Approach every third or fifth person that you see to participate in the questionnaire.
6. Administer the questionnaire to the minimum number of people in the study zone per hour. The minimum number of respondents will be designated by the Study.
7. Up to five separate respondents may be recorded on a single sheet. *[Note! Questions are on both sides of the sheet]*
8. Take additional notes on anything you think is worth noting.
9. Fill in the time that you started conducting the first questionnaire, and the time you ended conducting the last questionnaire on the form.

At the end of the data collection shift:

10. Number each separate survey sheet you complete while onsite.
11. At the end of the data collection shift, input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.



* THE SIDEWALK PEDESTRIAN INTERCEPT QUESTIONNAIRE IS TWO PAGES IN LENGTH. PLEASE VISIT THE APPENDIX TO VIEW ALL RELEVANT PAGES FOR THIS STUDY.

PROJECT USER INTERCEPT QUESTIONNAIRE

Before the start of the data collection interval:

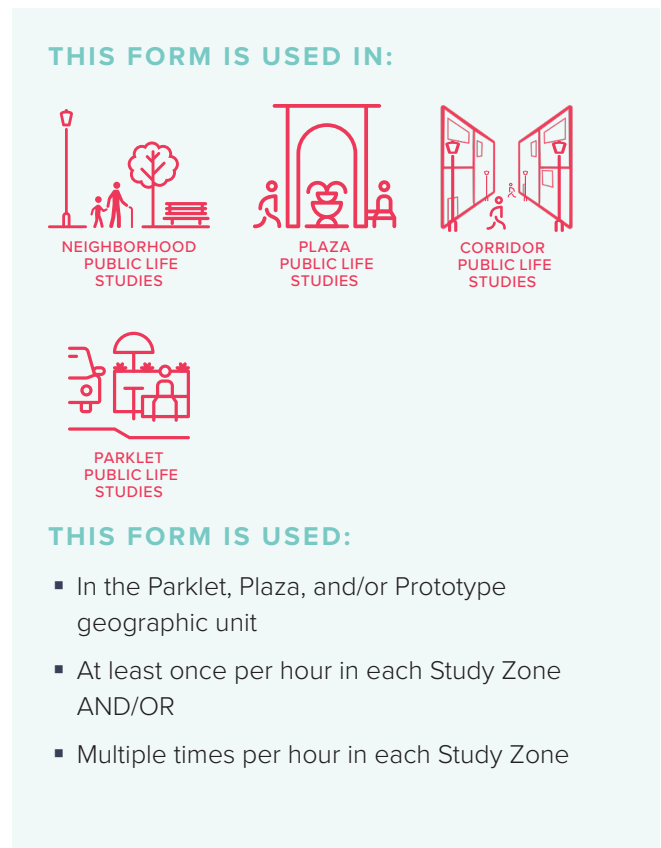
1. Fill in the designated study zone. This is likely to be a place name associated with the plaza, a street address or place name associated with the parklet, or a street address or place-name associated with the prototype. The example to the right is collecting information for a Parklet Activity Zone, so the Parklet User Intercept Form is utilized. Please visit the Appendix to review the Plaza User Intercept Form and the Prototype User Intercept Form.
2. Feel free to ask questions in any order that feels best for you. Just be sure to fill out all the questions.
3. Fill in your own name and the date the Questionnaire is to be conducted onsite.

During the data collection interval:

4. Approach every person that you see to participate in the questionnaire.
5. Administer the questionnaire to the minimum number of people in the study zone per hour. The minimum number of respondents will be designated by the Study.
6. Up to five separate respondents may be recorded on a single sheet. *[Note! Questions are on both sides of the sheet]*
7. Take additional notes on anything you think is worth noting.
8. Fill in the time that you started conducting the first questionnaire, and the time you ended conducting the last questionnaire on the form.

At the end of the data collection shift:

9. Number each separate survey sheet you complete while onsite.
10. At the end of the data collection shift, input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

[illegible]

* THE PROJECT USER INTERCEPT QUESTIONNAIRE IS TWO PAGES IN LENGTH. PLEASE VISIT THE APPENDIX TO VIEW ALL RELEVANT PAGES FOR THIS STUDY.

PARKLET USER INTERCEPT SURVEY

NOTES

Shop so crowded

DATE ENTERED
5/25/16INITIALS
SA

INPUT DATA AT: TINYURL.COM/SF-PED-INTERCEPT

PROTOTYPE NAME

260 Divisadero

SURVEYOR NAME

Mike Mill

PROTOTYPE IDENTIFICATION NUMBER

11456

SHEET NO

1

OF TOTAL SHEETS

5

DATE

5/24/16

DAY OF WEEK

☐ WEEKDAY
☒ WEEKEND

TIME IN

11:15AM

TIME OUT

12:01PM

RESPONDENT 1

RESPONDENT 2

RESPONDENT 3

RESPONDENT 4

RESPONDENT 5

HOW DID YOU GET TO TODAY? parklet

A - ON FOOT E - CARSHARE
 B - BY BIKE F - CAR
 C - PUBLIC TRANSIT G - OTHER
 D - TAXI

A
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
G

WHY DID YOU CHOOSE THOSE MODES?

A - FASTER C - RECREATION
 B - CHEAPER D - AVOID PARKING

A
BC
DA
BC
DA
BC
DA
BC
DA
BC
D

HOW LONG DID IT TAKE YOU TO ARRIVE?

A - ≤ 5 MINS C - 10-30 MINS
 B - 5-10 MINS D - ≥ 30 MINS

A
BC
DA
BC
DA
BC
DA
BC
DA
BC
D

HOW OFTEN DO YOU VISIT?

A - ONCE A DAY E - SEVERAL TIMES
 B - ONCE A DAY+ PER MONTH
 C - ONCE A WEEK F - VERY RARELY
 D - ONCE A WEEK+ G - FIRST TIME

A
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
GA
B
C
DE
F
G

WHAT IS THE REASON FOR YOUR VISIT?

A - LIVE NEARBY E - SHOPPING
 B - WORK NEARBY F - DINING
 C - PASSING THRU G - ENTERTAINMENT
 D - ERRAND H - MEET FRIENDS

A
B
C
DE
F
G
HA
B
C
DE
F
G
HA
B
C
DE
F
G
HA
B
C
DE
F
G
HA
B
C
DE
F
G
H

WHERE DO YOU LIVE?

CITY
 ZIPCODE
 INTERSECTION

SF
 94103
 14th+Valencia

SF
 94110
 Mission & 24th

SF
 94117
 17 & Cole

SF
 94121

SF
 94117
 Divis & Fulton

HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING parklet?

A - \$0 D - \$20 TO 40
 B - \$10 OR LESS E - \$40 TO \$60
 C - \$10 TO \$20 F - \$60 OR MORE

A
B
CD
E
FA
B
CD
E
FA
B
CD
E
FA
B
CD
E
FA
B
CD
E
F

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SIMPLIFIED PROJECT USER INTERCEPT QUESTIONNAIRE

Before the start of the data collection interval:

1. Fill in the designated study zone. This is likely to be a place name associated with the plaza, a street address or place name associated with the parklet, or a street address or place-name associated with the prototype.
2. Feel free to ask questions in any order that feels best for you. Just be sure to fill out all the questions.
3. Fill in your own name and the date the Questionnaire is to be conducted onsite.

During the data collection interval:

4. Approach every person that you see to participate in the questionnaire.
5. Administer the questionnaire to the minimum number of people in the study zone per hour. The minimum number of respondents will be designated by the Study.
6. Up to five separate respondents may be recorded on a single sheet. *{Note! Questions are on both sides of the sheet}*
7. Take additional notes on anything you think is worth noting.
8. Fill in the time that you started conducting the first questionnaire, and the time you ended conducting the last questionnaire on the form.
9. Number each separate survey sheet you complete while onsite.

At the end of the data collection shift:

10. At the end of the data collection shift, input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

THIS FORM IS USED IN:



THIS FORM IS USED:

- In areas where pedestrian volumes are higher
- In the Plaza, Parklet, and/or Prototype geographic unit
- At least once per hour in each Study Zone AND/OR
- Multiple times per hour in each Study Zone

SIMPLIFIED PROJECT USER INTERCEPT SURVEY

NOTES

DATE ENTERED

1/5/18

INITIALS

MJ

INPUT DATA AT: TINURL.COM/SF-PED-INTERCEPT

PROJECT CROSS STREETS

Larkin & Grove

SURVEYOR NAME

Elsa Johnson

PROJECT NAME

UN Plaza

SHEET NO

1

OF TOTAL SHEETS

1

DATE

9/1/17

DAY OF WEEK

☐ WEEKDAY☒ WEEKEND

TIME IN

1PM

TIME OUT

1:30PM

RESPONDENT 1

RESPONDENT 2

RESPONDENT 3

RESPONDENT 4

RESPONDENT 5

HOW DID YOU GET TO
UN Plaza TODAY?

A - ON FOOT
B - BY BIKE
C - TRANSIT
D - TAXI

E - CARSHARE
F - CAR
G - OTHER

A
B
C
D

E
F
G

A
B
C
D

E
F
G

A
B
C
D

A
B
C
D

E
F
G

A
B
C
D

E
F
G

HOW OFTEN DO YOU VISIT?

A - ONCE A DAY
B - ONCE A DAY+
C - ONCE A WEEK
D - ONCE A WEEK +

E - SEVERAL TIMES
PER MONTH
F - VERY RARELY
G - FIRST TIME

A
B
C
D

E
F
G

A
B
C
D

E
F
G

A
B
C
D

E
F
G

A
B
C
D

E
F
G

A
B
C
D

WHAT IS THE REASON FOR
YOUR VISIT?

A - LIVE NEARBY
B - WORK NEARBY
C - PASSING THRU
D - ERRAND

E - SHOPPING
F - DINING
G - ENTERTAINMENT
H - MEET FRIENDS

A
B
C
D

E
F
G
H

A
B
C
D

E
F
G
H

A
B
C
D

E
F
G
H

A
B
C
D

E
F
G
H

A
B
C
D

WHERE DO YOU LIVE?

CITY
ZIPCODE
INTERSECTION

SF

SF

SF

SF

SF

94117

94117

94117

94117

94117

Julian+15th

Mission & 24th

Clayton

17th+Ord

Annie and Miss

WHAT DO YOU THINK OF
UN Plaza?

UNSATISFIED - 1 2 3 4 5 - SATISFIED

PROJECT CLEANLINESS

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

PROJECT MAINTENANCE

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

SAFE FROM VEHICLES

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

EASY TO TALK OTHERS I DON'T KNOW

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

WHAT DO YOU LIKE MOST ABOUT
UN Plaza AND
PROGRAMS?

I like to eat
my lunch
here

Good events
and safe for
kids

Nice to
stop and
explore

Nothing,
it's too
noisy

Easy to
access and
clean

WHAT YEAR WERE YOU BORN?

1979

1989

2001

1954

1984

WHAT IS YOUR GENDER I.D.?

M / F / OTHER

M / F / OTHER

M / F / OTHER

M / F / OTHER

M / F / OTHER

BUSINESS OPERATOR QUESTIONNAIRE

Before the start of the interview:

1. Fill in the street name and address range. You will survey businesses associated with the Study Area.
2. Use a separate questionnaire for each business in the Study Area. If multiple questionnaires are being conducted for the same business over a period of time, only fill out the sheet starting at the “Location” section for subsequent questionnaires.
3. Fill in your own name and the date the Questionnaire is to be conducted onsite.

During the interview:

4. The questionnaire should be administered directly to the business’ owner or manager. Note the respondents’ full name, title, phone number, and email address.
5. Fill in the time the Questionnaire was conducted at the business.
6. Note the questions on both sides of the sheet.

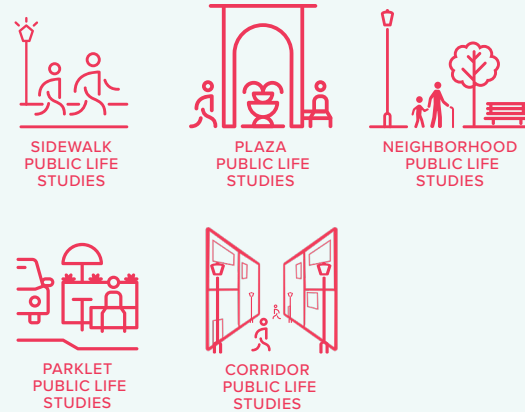
Note! The “Impacts” section greyed out on the second page of the questionnaire is used for post-occupancy studies only.

7. Feel free to ask questions in any order that feels best for you. Just be sure to fill out all the questions.
8. Take additional notes on anything you think is worth noting.
9. At the end of the interview, make sure the respondent signs the confidentiality agreement.

At the end of the interview:

10. Number each separate survey sheet you complete while onsite.
11. Input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

THIS FORM IS USED IN:



THIS FORM IS USED:

- With business operators associated with the Study Area
- At least once with each business operator

The form is divided into two main sections: **BUSINESS OPERATOR QUESTIONNAIRE** (Page 1) and **IMPACTS OF PROJECT: POST-OCCUPANCY SURVEY** (Page 2).

Page 1: BUSINESS OPERATOR QUESTIONNAIRE

- Business Information:** Includes fields for Business Name, Address Range, and Contact Information (Phone, Email).
- Location:** Includes fields for Street Name, Address Range, and a map of the Study Area.
- Business Profile:** Includes sections for Employment (Full-time, Part-time, Seasonal), Revenue (Gross, Net), and Profits (Gross, Net).
- Clientele:** Includes sections for Clientele Type (Individual, Corporate, Government, etc.) and Clientele Size (Number of Clients, Average Client Size).
- Impacts of Project:** Includes sections for Impacts of Project (Positive, Negative, Mixed) and Impacts of Project (Social, Economic, Environmental).

Page 2: IMPACTS OF PROJECT: POST-OCCUPANCY SURVEY (ONLY FILL OUT IF APPLICABLE)

- Impacts of Project:** Includes sections for Impacts of Project (Positive, Negative, Mixed) and Impacts of Project (Social, Economic, Environmental).
- Planning:** Includes sections for Planning (Short-term, Long-term) and Planning (Strategic, Tactical).

*** THE BUSINESS OPERATOR QUESTIONNAIRE IS TWO PAGES IN LENGTH. PLEASE VISIT THE APPENDIX TO VIEW ALL RELEVANT PAGES FOR THIS STUDY.**

| BUSINESS OPERATOR QUESTIONNAIRE | | STREET NAME <i>Valencia</i> | | SURVEYOR NAME <i>Carl Saga</i> | |
|---|--|---|--|--|---------------------------|
| NOTES <i>lots of holiday returns</i> | | ADDRESS RANGE <i>1500-1549</i> | | SHEET NO <i>2</i> OF TOTAL SHEETS <i>3</i> | |
| | | DATE <i>1/3/16</i> | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input checked="" type="checkbox"/> WEEKEND | TIME IN <i>12PM</i> | TIME OUT <i>1:30PM</i> |
| DATE ENTERED <i>1/5/16</i> INITIALS <i>CS</i> <small>INPUT DATA AT: TINYURL.COM/SF-BIZ-OP-Q</small> | | <small>* FILL OUT THE FOLLOWING BUSINESS INFORMATION SECTION (ABOVE LOCATION) ONLY ONCE PER BUSINESS EVEN IF CONDUCTING BOTH PRE-OCCUPANCY AND POST-OCCUPANCY SURVEYS.</small> | | | |
| BUSINESS CONTACT NAME <i>Leslie Star</i> | | PHONE NUMBER <i>415-000-0000</i> | | | |
| ALTERNATE CONTACT NAME | | PHONE NUMBER | | | |
| BUSINESS NAME <i>Little Moon Pizza</i> | | BUSINESS ADDRESS <i>1585 Valencia St, SF</i> | | | |
| BUSINESS TYPE <input checked="" type="checkbox"/> RESTAURANT <input type="checkbox"/> OFFICE <input type="checkbox"/> RETAIL <input type="checkbox"/> OTHER | | | | | |
| WHAT KINDS OF PRODUCTS AND/OR SERVICES DOES YOUR BUSINESS PROVIDE? | | <i>Food - deep dish pizza and beer or wine</i> | | | |
| WHICH OF THE FOLLOWING DESCRIBES YOUR BUSINESS? | | <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> COOPERATIVE <input checked="" type="checkbox"/> SOLE PROPRIETORSHIP <input checked="" type="checkbox"/> FRANCHISE <input type="checkbox"/> LIMITED LIABILITY CORPORATION <input type="checkbox"/> CORPORATION <input type="checkbox"/> NON-PROFIT | | | |
| DO YOU RENT OR OWN THIS STORE SPACE? | | <i>Rent</i> | | | |
| WHAT YEAR DID THIS ESTABLISHMENT BEGIN OPERATING AT THIS LOCATION? | | <i>1994</i> | | | |

LOCATION

| | |
|---|--|
| WHAT NEIGHBORHOOD IS YOUR BUSINESS LOCATED IN? | <i>Inner Mission</i> |
| WHAT ARE THE BOUNDARIES OF THIS NEIGHBORHOOD? | <i>Duboce, Harrison, Cesar Chavez, & Dolores</i> |
| WHY DID YOU CHOOSE TO LOCATE YOUR BUSINESS IN THIS NEIGHBORHOOD? | <i>Great neighborhood with lively atmosphere</i> |
| SINCE OPENING, HAVE ANY OTHER ADVANTAGES ARISEN AT THIS LOCATION? | <i>Bike lanes and bike parking on Valencia</i> |

BUSINESS PROFILE

| WHAT KIND OF CHANGE DO YOU EXPECT IN THE FOLLOWING ASPECTS OF YOUR BUSINESS OVER THE NEXT 12 MONTHS? | | | | |
|--|--------------------------|-----------|-----------------|-------------------------------------|
| | CIRCLE ONE OPTION BELOW: | | | PLEASE EXPLAIN |
| EMPLOYEES/STAFF | <u>INCREASE</u> | NO CHANGE | DECREASE | <i>Downsizing kitchen staff</i> |
| NUMBER OF CUSTOMERS | <u>INCREASE</u> | NO CHANGE | DECREASE | <i>More seating in restaurant</i> |
| DEBT | INCREASE | NO CHANGE | <u>DECREASE</u> | <i>More profits to pay off debt</i> |
| REVENUE | <u>INCREASE</u> | NO CHANGE | DECREASE | <i>More space so more revenue</i> |
| PROFITS | <u>INCREASE</u> | NO CHANGE | DECREASE | <i>Less debt so more profits</i> |

FACADE AND SIDEWALK CONDITIONS RATING AND RECORDING SHEET

Before the start of the data collection interval:

1. Fill in the street name and address range. You will rate conditions for locations associated within the Study Area.
2. Scan one block-face at a time. Mark if the rating was conducted on an odd or even side of the street. Record each side of the street on different forms.
3. Rate each address or storefront in a separate row. *[NOTE! Refer to the Rating Rubric for examples of how to rate conditions]*
4. Fill in your own name and the date the recording of ratings is to be conducted onsite.

During the data collection interval:

5. Fill in the street address number associated with the ground floor use. You may add notes on this line. *[NOTE! There may be multiple street addresses or storefronts within with the same building.]*
6. Circle the language used on the location's signage. You may circle more than one language. The languages listed on the form may change dependent on the neighborhoods being surveyed.
7. Rate the physical condition of the overall building facade.
8. Rate the transparency of the groundfloor facade.
9. Rate the physical condition for the fronting sidewalk.
10. Rate the cleanliness condition for the fronting sidewalk.
11. Rate the condition of sidewalk merchandising for the fronting sidewalk.
12. Take notes on things you think are worth noting.

At the end of the data collection shift:

13. Fill in the time that you started conducting the first rating, and the time you ended conducting the last rating on the form.

THIS FORM IS USED IN:



SIDEWALK
PUBLIC LIFE
STUDIES



PLAZA
PUBLIC LIFE
STUDIES



NEIGHBORHOOD
PUBLIC LIFE
STUDIES



PARKLET
PUBLIC LIFE
STUDIES



CORRIDOR
PUBLIC LIFE
STUDIES

THIS FORM IS USED:

- At each address or storefront within the Study Area
- At least once per Public Life Study

14. Number each separate survey sheet you complete while onsite.
15. At the end of the data collection shift, input data from your sheet into the designated webform. Initial and date the sheet after you have entered the data online.

| BUILDING FACADE MAINTENANCE: RATINGS SHEET | |
|--|--|
| RATINGS 1-4 | |
| 1 VERY POOR CONDITION | <p>Grime or soot on building Shedding material in poor condition Peeling paint or paint is in poor condition Boarded windows</p> |
| 2 POOR CONDITION | <p>Some grime or soot on building Paint in OK condition Awaiting repair but dirty</p> |
| 3 GOOD CONDITION | <p>Everything is in good condition But needs minor alterations from temporary alterations</p> |
| 4 VERY GOOD CONDITION | <p>Shedding material in good condition Paint in good condition Clean windows</p> |

| STOREFRONT TRANSPARENCY: RATINGS SHEET | |
|--|--|
| RATINGS 1-4 | |
| 1 POOR TRANSPARENCY | <p>No potential for transparency without major structural work Boarded up or fully blocked storefront No visibility or blank wall</p> |
| 2 POTENTIAL FOR TRANSPARENCY | <p>Potential for transparency "Hard" obstructions - visibility blocked by structural elements such as blocks, appliances, display cases, or grilles with less than 75% transparency</p> |
| 3 POTENTIAL FOR BETTER TRANSPARENCY | <p>Potential for better transparency "Soft" obstructions - visibility blocked by temporary and easily removed items such as posters, signage, or window film</p> |
| 4 GOOD TRANSPARENCY | <p>Transparent - Interior of storefront is visible from sidewalk Window signs are less than or equal to 25% of window space (includes display of store-related products or activities)</p> |

* THE FACADE AND SIDEWALK CONDITIONS RATING AND RECORDING SHEET CONTINUES ONTO THE REVERSE SIDE OF THE SHEET IN CASE IT IS NEEDED. THERE IS AN ACCOMPANYING FIVE-PAGE RUBRIC TO DESCRIBE THE SCALE USED FOR EACH RATING. PLEASE VISIT THE APPENDIX TO VIEW THE ADDITIONAL PAGES.

Chapter 4

APPENDICES

PUBLIC LIFE STUDY FORMS

PEDESTRIAN AND BICYCLE SCREENLINE COUNT

SCREENLINE COUNT LOCATION


STREET ADDRESS


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


DATE ☐ WEEKDAY ☐ WEEKEND


YOUR NAME


WEATHER CONDITIONS


☐

☐


☐


☐

☐

☐

TEMPERATURE

TIME IN 

TIME OUT 

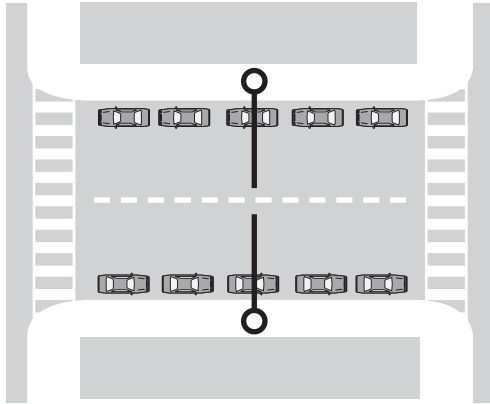
(FOR EXACTLY 10 MINS)

DATE ENTERED

INITIALS




ENTER DATA AT: [TINYURL.COM/SF-ST-PED-COUNTS](https://tinyurl.com/sf-st-ped-counts)




SAMPLE STREET BLOCK



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

NOTES

| PEDESTRIANS | | | | SUBTOTAL | | TOTAL |
|---|--------|--|--|----------|--|---|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | | |
| DIRECTION OF TRAVEL* | MALE | | | | | |
| | FEMALE | | | | | |
| 15 YEARS OLD AND UNDER | | | | | | ≤15 |
| OVER 65 YEARS OLD | | | | | | 65+ |
| RUNNING/ JOGGING | | | | | |  |
| SKATEBOARDS, ROLLERBLADES, ETC. | | | | | |  |
| WHEELCHAIR/ SPECIAL NEEDS | | | | | |  |

| CYCLISTS | | | | SUBTOTAL | | TOTAL |
|---|--------|--|--|----------|--|---|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | | |
| DIRECTION OF TRAVEL* | MALE | | | | | |
| | FEMALE | | | | | |
| 15 YEARS OLD AND UNDER | | | | | | ≤15 |
| OVER 65 YEARS OLD | | | | | | 65+ |
| COUNTER-TRAFFIC | | | | | |  |
| ON SIDEWALK | | | | | |  |
| NO HELMET | | | | | |  |

*MUST ADD UP TO 100% OF SAMPLE

simplified PEDESTRIAN SCREENLINE COUNT

SCREENLINE COUNT LOCATION


STREET ADDRESS


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


DATE ☐ WEEKDAY ☐ WEEKEND


YOUR NAME


WEATHER CONDITIONS



☐


☐



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TEMPERATURE

TIME IN 

TIME OUT 

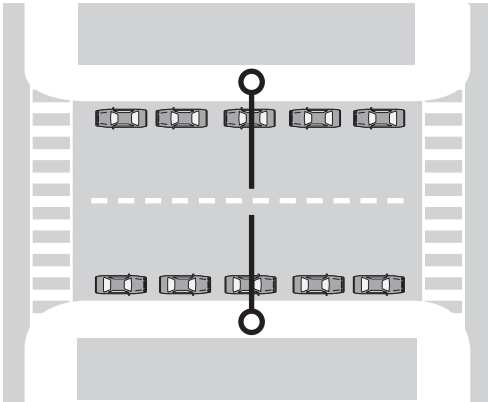
(FOR EXACTLY 10 MINS)

DATE ENTERED

INITIALS






ENTER DATA AT: [TINYURL.COM/SF-ST-PED-COUNTS](https://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 |
|---|--------|--|--|----------|---|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | |
| DIRECTION OF TRAVEL* | MALE | | | |  |
| | FEMALE | | | |  |
| 15 YEARS OLD AND UNDER | | | | | ≤15 |
| OVER 65 YEARS OLD | | | | | 65+ |
| RUNNING/ JOGGING | | | | |  |
| SKATEBOARDS, ROLLERBLADES, ETC. | | | | |  |
| WHEELCHAIR/ SPECIAL NEEDS | | | | |  |

*MUST ADD UP TO 100% OF SAMPLE

simplified CYCLIST SCREENLINE COUNT

SCREENLINE COUNT LOCATION


STREET ADDRESS


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


DATE ☐ WEEKDAY ☐ WEEKEND


YOUR NAME


WEATHER CONDITIONS



☐


☐



☐



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TEMPERATURE

TIME IN 

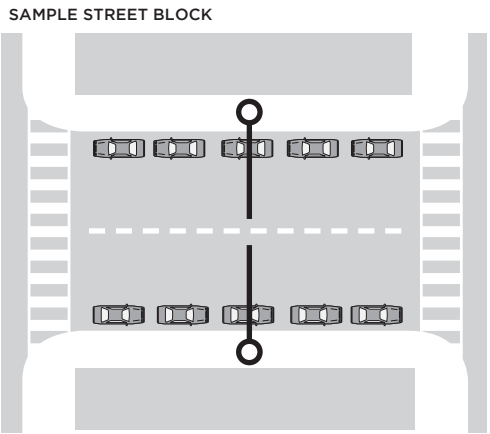
TIME OUT 

(FOR EXACTLY 10 MINS)

DATE ENTERED






INITIALS

ENTER DATA AT: [TINYURL.COM/SF-ST-PED-COUNTS](https://tinyurl.com/sf-st-ped-counts)



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

NOTES

| CYCLISTS | | | | | SUBTOTAL | TOTAL |
|---|--------|--|--|--|----------|---|
| LEFT TO RIGHT → ← RIGHT TO LEFT → ← | | | | | | |
| DIRECTION OF TRAVEL* | MALE | | | | |  |
| | FEMALE | | | | |  |
| 15 YEARS OLD AND UNDER | | | | | | ≤15 |
| OVER 65 YEARS OLD | | | | | | 65+ |
| COUNTER-TRAFFIC | | | | | |  |
| ON SIDEWALK | | | | | |  |
| NO HELMET | | | | | |  |

*MUST ADD UP TO 100% OF SAMPLE

SIDEWALK ACTIVITY COUNT

NOTES

DATE ENTERED

INITIALS

INPUT DATA AT: [TINYURL.COM/SF-SIDEWALK-ACT-SCAN](https://tinyurl.com/sf-sidewalk-act-scan)

STREET NAME

ADDRESS RANGE
(I.E. "400'S")

SIDE OF ST.
☐ ODD
☐ EVEN


CROSS-STREET


CROSS-STREET

YOUR NAME

DATE

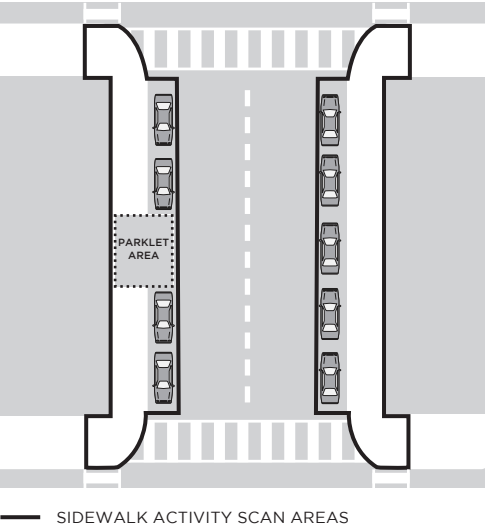
DAY OF WK
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☐ WEEKEND

TIME IN


TIME OUT


(NOT A TIMED ACTIVITY)

SCAN ONE SIDEWALK LENGTH AT A TIME. RECORD EACH SIDE OF STREET ON DIFFERENT SIDES OF THIS FORM. RECORD PARKLET AREA ON SEPARATE FORM.



| PERSON OR OBJECT | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|--|--------|-----|---------|--|-------|--|------------|--|--|--|------------------|--|-----------|--|--|--|--|--|--|--|--|--|----------------------------------|--|
| | | GENDER | AGE | POSTURE | | GROUP | | ACTIVITIES | | | | OTHER ACTIVITIES | | NUISANCES | | | | | | | | | | | |
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| 11 | | | | | | | | | | | | | | | | | | | | | | | | # EMPTY PARKING SPACES | |
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| 16 | | | | | | | | | | | | | | | | | | | | | | | | # BIKES ON SIDEWALK RACKS | |
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| 18 | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 26 | | | | | | | | | | | | | | | | | | | | | | | | # EMPTY BIKE RACKS | |
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| TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | |

SIDEWALK ACTIVITY COUNT

overflow page

| | PERSON OR OBJECT | | AGE | POSTURE | GROUP | ACTIVITIES | OTHER ACTIVITIES | NUISANCES | |
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ROBIN.ABAD@SFGOV.ORG

PARKLET ACTIVITY COUNT

NOTES

PARKLET HOST STREET ADDRESS

PARKLET HOST NAME

YOUR NAME _____

DATE _____

DAY OF WEEK

☐ WEEKDAY☐ WEEKEND

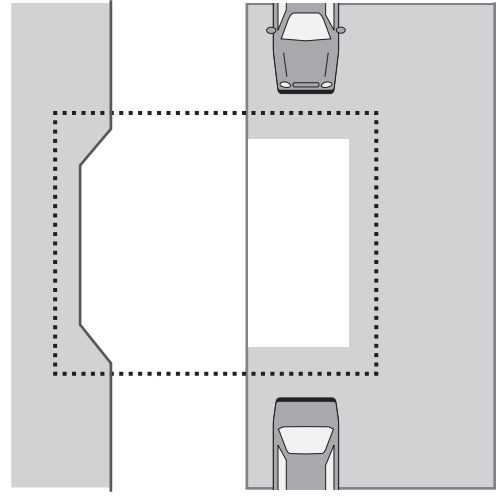
TIME IN

TIME OUT



(NOT A TIMED ACTIVITY)

SCAN THE PARKLET AREA TWO TIMES: ONCE AT THE BEGINNING AND AGAIN AT THE MIDDLE OF THE HOUR. RECORD EACH SCAN ON DIFFERENT SIDES OF THIS FORM.



■■■■ PARKLET & ADJOINING SIDEWALK ACTIVITY SCAN AREA

INPUT DATA AT: [TINYURL.COM/SF-PARKLET-ACT-SCAN](https://tinyurl.com/sf-parklet-act-scan)

[illegible]

PARKLET ACTIVITY COUNT

overflow page

| | PERSON OR OBJECT | | AGE | POSTURE | GROUP | ACTIVITIES | OTHER ACTIVITIES | NUISANCES | |
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| | MALE | FEMALE | | | | | | | |
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| TOTALS | | | | | | | | | |

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PLAZA ACTIVITY COUNT

YOUR NAME

DATE

DAY OF WEEK ☐ WEEKDAY ☐ WEEKEND

TIME IN

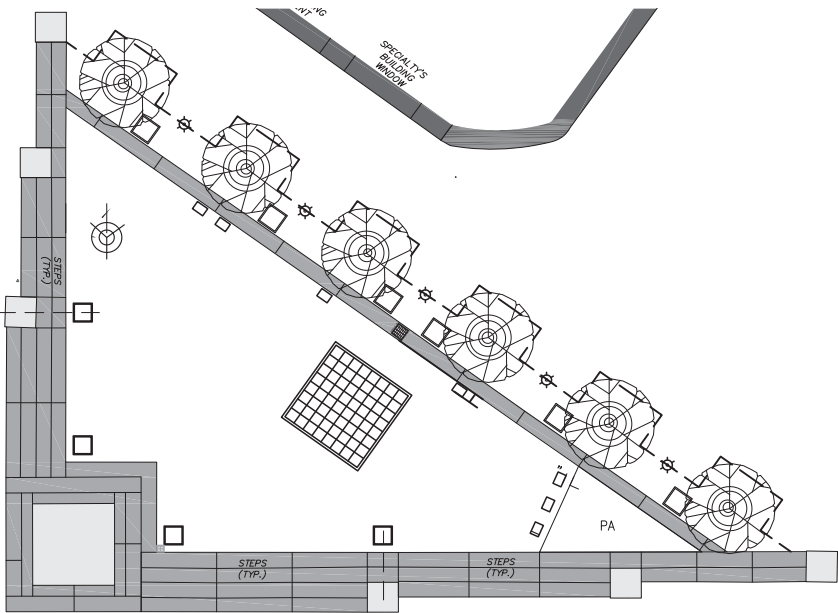
TIME OUT

(NOT A TIMED ACTIVITY)

DATE ENTERED

INITIALS

INPUT DATA AT: [TINYURL.COM/SF-PLAZA-ACT-MAP](https://tinyurl.com/sf-plaza-act-map)



| PERSON OR OBJECT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|--|--------|--------|---------------|---------|-----------------|---------------|----------|--------------------|--------------------------|---------------------------|-------|----------------------|----------|----------|-------------------|--------------------------|-----------------|-------------------|------------------|------------------------|-------------------|------------------------|-----------------------|---------|--------------|----------|-------------|------------------|-----------------|----|---------------------------|
| | | MALE | FEMALE | ≤10 YEARS OLD | | 10-15 YEARS OLD | 65+ YEARS OLD | STANDING | STANDING - LEANING | SITTING - PUBLIC - FIXED | SITTING - PUBLIC - MOBILE | LYING | SITTING - IMPROVISED | GROUP ≥2 | GROUP ≥3 | EATING / DRINKING | TALKING WITH ONE ANOTHER | PEOPLE-WATCHING | ELECTRONIC DEVICE | CHILDREN PLAYING | PERFORMANCE / CULTURAL | PHYSICAL EXERCISE | COMMERCE (*# INFORMAL) | ACCOMPANIED BY PET(S) | SMOKING | INTOXICATION | SLEEPING | PANHANDLING | URINE/DEFECATION | LITTER / DEBRIS | | |
| | | GENDER | AGE | | POSTURE | | GROUP | | ACTIVITIES | | | | | | | | | | OTHER ACTIVITIES | | | NUISANCES | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | # BIKES ON RACKS |
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| 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3 | |
| 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | |
| 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 5 | # BIKES ON OTHER FIXTURES |
| 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | |
| 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 7 | |
| 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 8 | |
| 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 9 | |
| 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | # EMPTY BIKE RACKS |
| 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 11 | |
| 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 12 | |
| 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 13 | |
| 14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 14 | |
| 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 15 | # MOTO/SCOOTERS PARKED |
| 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 16 | |
| 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 17 | |
| 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 18 | |
| 19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 19 | # CARS PARKED |
| 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 20 | |
| 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 21 | |
| 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 22 | |
| 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 23 | # VANS PARKED |
| 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 24 | |
| 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 25 | |
| 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 26 | |
| 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 27 | |
| 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 28 | # TRUCKS PARKED |
| 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 29 | |
| 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 30 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PLAZA ACTIVITY COUNT

overflow page

| | PERSON OR OBJECT | | AGE | POSTURE | GROUP | ACTIVITIES | OTHER ACTIVITIES | NUISANCES | |
|--------|------------------|--------|-----|---------|-------|------------|------------------|-----------|----|
| | MALE | FEMALE | | | | | | | |
| 31 | | | | | | | | | 31 |
| 32 | | | | | | | | | 32 |
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| 72 | | | | | | | | | 72 |
| 73 | | | | | | | | | 73 |
| 74 | | | | | | | | | 74 |
| 75 | | | | | | | | | 75 |
| TOTALS | | | | | | | | | |

San Francisco

Planning

| | |
|---|---|
| W | W |
| S | S |

V2019
ROBIN.ABAD@SFGOV.ORG

PLAZA ACTIVITY MAPPING

YOUR NAME

DATE


DAY OF WEEK ☐ WEEKDAY ☐ WEEKEND


TIME IN

TIME OUT

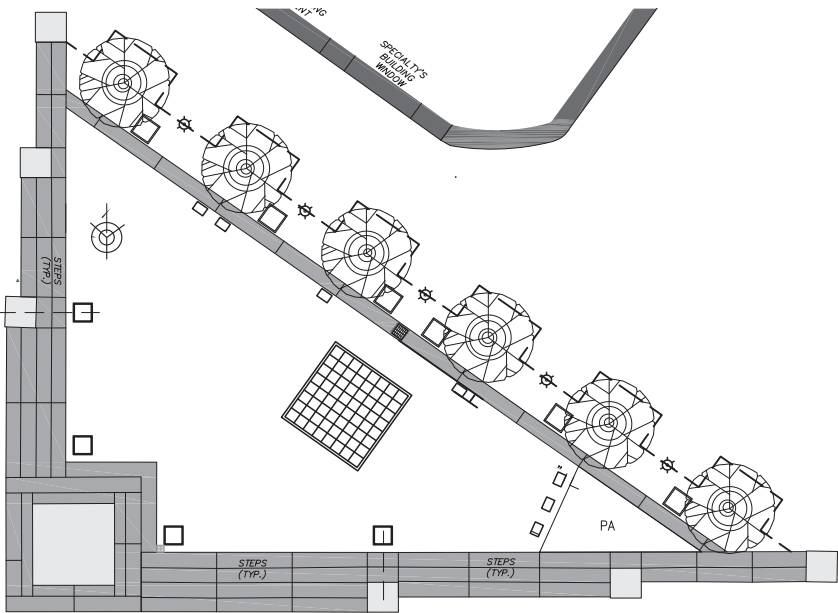
DATE ENTERED

INITIALS


(NOT A TIMED ACTIVITY)



INPUT DATA AT: [TINYURL.COM/SF-PLAZA-ACT-MAP](https://tinyurl.com/sf-plaza-act-map)



| PERSON OR OBJECT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------|--|--------|--------|---------------|--|-----------------|---------------|----------|---|--|--|--|-------|----------------------|------------|----------|-------------------|--------------------------|-----------------|-------------------|------------------|------------------------|-------------------|--------------------------------------|-----------------------|-----------|--------------|----------|-------------|------------------|-----------------|----------------------------|
| | | MALE | FEMALE | ≤10 YEARS OLD | | 10-15 YEARS OLD | 65+ YEARS OLD | STANDING | SITTING - LEANING (¹ W/ WHEEL CHAIR, ¹⁵ S STROLLER) | | SITTING - PUBLIC - FIXED (¹ W/ WHEEL CHAIR, ¹⁵ S STROLLER) | | LYING | SITTING - IMPROVISED | PAIR ≥2 | GROUP ≥3 | EATING / DRINKING | TALKING WITH ONE ANOTHER | PEOPLE-WATCHING | ELECTRONIC DEVICE | CHILDREN PLAYING | PERFORMANCE / CULTURAL | PHYSICAL EXERCISE | COMMERCE (¹ W/ INFORMAL) | ACCOMPANIED BY PET(S) | SMOKING | INTOXICATION | SLEEPING | PANHANDLING | URINE/DEFECATION | LITTER / DEBRIS | |
| | | GENDER | AGE | | | | | POSTURE | | | | | GROUP | | ACTIVITIES | | | | | | | | OTHER ACTIVITIES | | | NUISANCES | | | | | | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | # BIKES ON RACKS |
| 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | |
| 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3 | |
| 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | |
| 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 5 | # BIKES ON OTHER FIXTURES |
| 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | |
| 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 7 | |
| 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 8 | |
| 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 9 | |
| 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | # EMPTY BIKE RACKS |
| 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 11 | |
| 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 12 | |
| 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 13 | |
| 14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 14 | |
| 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 15 | (M) # MOTO/SCOOTERS PARKED |
| 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 16 | |
| 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 17 | |
| 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 18 | |
| 19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 19 | (C) # CARS PARKED |
| 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 20 | |
| 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 21 | |
| 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 22 | |
| 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 23 | (V) # VANS PARKED |
| 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 24 | |
| 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 25 | |
| 26 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 26 | |
| 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 27 | |
| 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 28 | (T) # TRUCKS PARKED |
| 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 29 | |
| 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 30 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

San Francisco Planning



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|---|---|
| W | W |
| S | S |

SIDEWALK
PEDESTRIAN
INTERCEPT SURVEY

NOTES

DATE ENTERED INITIALS

INPUT DATA AT: TINURL.COM/SF-PED-INTERCEPT

| | | | |
|---------------------------------|---|--|---|
| STREET NAME | | SURVEYOR NAME | |
| ADDRESS RANGE (I.E. "400'S") | SIDE OF STREET <input type="checkbox"/> ODD <input type="checkbox"/> EVEN | SHEET NO | OF TOTALSHEETS |
| DATE | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND | TIME IN  | TIME OUT  |



| | | | | | |
|---|------------------|------------------|------------------|------------------|------------------|
| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
| HOW DID YOU GET TO _____ TODAY? | | | | | |
| A - ON FOOT B - BY BIKE C - PUBLIC TRANSIT D - TAXI E - CARSHARE F - CAR G - OTHER | A B C D | E F G | A B C D | E F G | A B C D |
| WHY DID YOU CHOOSE THOSE MODES? | | | | | |
| A - FASTER B - CHEAPER C - RECREATION D - AVOID PARKING | A B | C D | A B | C D | A B |
| HOW LONG DID IT TAKE YOU TO ARRIVE? | | | | | |
| A - ≤ 5 MINS B - 5-10 MINS C - 10-30 MINS D - ≥ 30 MINS | A B | C D | A B | C D | A B |
| HOW OFTEN DO YOU VISIT? | | | | | |
| A - ONCE A DAY B - ONCE A DAY+ C - ONCE A WEEK D - ONCE A WEEK + E - SEVERAL TIMES PER MONTH F - VERY RARELY G - FIRST TIME | A B C D | E F G | A B C D | E F G | A B C D |
| WHAT IS THE REASON FOR YOUR VISIT? | | | | | |
| A - LIVE NEARBY B - WORK NEARBY C - PASSING THRU D - ERRAND E - SHOPPING F - DINING G - ENTERTAINMENT H - MEET FRIENDS | A B C D | E F G H | A B C D | E F G H | A B C D |
| WHERE DO YOU LIVE? | | | | | |
| CITY | | | | | |
| ZIPCODE | | | | | |
| INTERSECTION | | | | | |
| HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING _____? | | | | | |
| A - \$0 B - \$10 OR LESS C - \$10 TO \$20 D - \$20 TO 40 E - \$40 TO \$60 F - \$60 OR MORE | A B C | D E F | A B C | D E F | A B C |

| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
|--|--|------------------------------|------------------------------|------------------------------|------------------------------|
| WHICH STREET IN SAN FRANCISCO IS THE BEST TO WALK ALONG? | | | | | |
| COMPARED TO THAT STREET, HOW WOULD YOU RATE THIS STREET? | UNSATISFIED - 1 2 3 4 5 - SATISFIED | | | | |
| SIDEWALK CLEANLINESS | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PHYSICAL CONDITION OF SIDEWALK | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| SAFETY FROM VEHICLES | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PLACES TO STOP, RELAX, SOCIALIZE | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PHYSICAL ATTRACTIVENESS | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| EASE OF WALKING | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| A PLACE TO SHOP | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| WHEN YOU VISIT, ARE YOU EVER ACCOMPANIED BY ANYONE? | A - OFTEN B - SOMETIMES C - NEVER | | | | |
| UNDER 16 YEARS OLD? | O S N | O S N | O S N | O S N | O S N |
| OVER 65 YEARS OLD | O S N | O S N | O S N | O S N | O S N |
| MOBILITY ASSISTED OR DISABLED? | O S N | O S N | O S N | O S N | O S N |
| A FAMILY MEMBER? | O S N | O S N | O S N | O S N | O S N |
| WHAT IS THE CLOSEST INTERSECTION TO YOUR NEXT DESTINATION? | | | | | |
| WHAT YEAR WERE YOU BORN? | | | | | |
| WHAT IS YOUR GENDER IDENTITY? | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER |
| WHAT IS YOUR ETHNIC IDENTITY? | | | | | |
| HL - HISPANIC OR LATINO NHL - NON-HISPANIC | HL NHL | HL NHL | HL NHL | HL NHL | HL NHL |
| WHAT IS YOUR RACIAL IDENTITY? | | | | | |
| W - WHITE A - ASIAN B - BLACK N - NATIVE AMERICAN PI - NATIVE HAWAIIAN/PACIFIC ISLD. | W A B N PI | W A B N PI | W A B N PI | W A B N PI | W A B N PI |
| DO YOU HAVE A FAVORITE SMALL PUBLIC SPACE (IN ANY CITY YOU HAVE LIVED OR VISITED)? | | | | | |
| WHERE IS IT, AND WHAT DO YOU LIKE ABOUT IT? | | | | | |

PARKLET USER INTERCEPT SURVEY

| NOTES | |
|--------------|----------|
| DATE ENTERED | INITIALS |

INPUT DATA AT: [TINYURL.COM/SF-PED-INTERCEPT](https://tinyurl.com/sf-ped-intercept)

| | | | |
|---------------------------------|---|--|---|
| PROTOTYPE NAME | | SURVEYOR NAME | |
| PROTOTYPE IDENTIFICATION NUMBER | | SHEET NO OF TOTAL SHEETS | |
| DATE | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND | TIME IN  | TIME OUT  |

| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
|---|---|--------------|--------------|--------------|--------------|
| HOW DID YOU GET TO _____ TODAY? | | | | | |
| A - ON FOOT B - BY BIKE C - PUBLIC TRANSIT D - TAXI | E - CARSHARE F - CAR G - OTHER | | | | |
| WHY DID YOU CHOOSE THOSE MODES? | | | | | |
| A - FASTER B - CHEAPER | C - RECREATION D - AVOID PARKING | | | | |
| HOW LONG DID IT TAKE YOU TO ARRIVE? | | | | | |
| A - ≤ 5 MINS B - 5-10 MINS | C - 10-30 MINS D - ≥ 30 MINS | | | | |
| HOW OFTEN DO YOU VISIT? | | | | | |
| A - ONCE A DAY B - ONCE A DAY+ C - ONCE A WEEK D - ONCE A WEEK + | E - SEVERAL TIMES PER MONTH F - VERY RARELY G - FIRST TIME | | | | |
| WHAT IS THE REASON FOR YOUR VISIT? | | | | | |
| A - LIVE NEARBY B - WORK NEARBY C - PASSING THRU D - ERRAND | E - SHOPPING F - DINING G - ENTERTAINMENT H - MEET FRIENDS | | | | |
| WHERE DO YOU LIVE? | | | | | |
| CITY | | | | | |
| ZIPCODE | | | | | |
| INTERSECTION | | | | | |
| HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING _____? | | | | | |
| A - \$0 B - \$10 OR LESS C - \$10 TO \$20 | D - \$20 TO 40 E - \$40 TO \$60 F - \$60 OR MORE | | | | |

| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
|--|--|------------------|------------------|------------------|------------------|
| WHAT DO YOU THINK OF THIS PARKLET? | UNSATISFIED - 1 2 3 4 5 - SATISFIED | | | | |
| PARKLET CLEANLINESS | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PARKLET MAINTENANCE | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| SAFE FROM VEHICLES | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PROTECTED FROM WEATHER | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| EASY TO TALK OTHERS I DON'T KNOW | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| WHEN YOU VISIT, ARE YOU EVER ACCOMPANIED BY ANYONE? | A - OFTEN B - SOMETIMES C - NEVER | | | | |
| UNDER 16 YEARS OLD? | O S N | O S N | O S N | O S N | O S N |
| OVER 65 YEARS OLD | O S N | O S N | O S N | O S N | O S N |
| MOBILITY ASSISTED OR DISABLED? | O S N | O S N | O S N | O S N | O S N |
| A FAMILY MEMBER? | O S N | O S N | O S N | O S N | O S N |
| WHAT DO YOU LIKE MOST ABOUT THIS BLOCK? | | | | | |
| DO YOU HAVE A FAVORITE SMALL PUBLIC SPACE (IN ANY CITY YOU HAVE LIVED OR VISITED)? | | | | | |
| WHERE IS IT, AND WHAT DO YOU LIKE ABOUT IT? | | | | | |
| WHAT IS THE CLOSEST INTERSECTION TO YOUR NEXT DESTINATION? | | | | | |
| WHAT YEAR WERE YOU BORN? | | | | | |
| WHAT IS YOUR GENDER IDENTITY? | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER |
| WHAT IS YOUR ETHNIC IDENTITY? | | | | | |
| HL - HISPANIC OR LATINO NHL - NON-HISPANIC | HL NHL | HL NHL | HL NHL | HL NHL | HL NHL |
| WHAT IS YOUR RACIAL IDENTITY? | | | | | |
| W - WHITE A - ASIAN B - BLACK N - NATIVE AMERICAN PI - NATIVE HAWAIIAN/PACIFIC ISLD. | W A B N PI | W A B N PI | W A B N PI | W A B N PI | W A B N PI |



SIMPLIFIED PROJECT USER INTERCEPT SURVEY

NOTES

DATE ENTERED

INITIALS

INPUT DATA AT: [TINURL.COM/SF-PED-INTERCEPT](https://tinurl.com/sf-ped-intercept)

| | | | |
|-----------------------|---|--|---|
| PROJECT CROSS STREETS | | SURVEYOR NAME | |
| PROJECT NAME | | SHEET NO | OF TOTALSHEETS |
| DATE | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND | TIME IN  | TIME OUT  |

| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
|--|--|------------------|------------------|------------------|------------------|
| HOW DID YOU GET TO _____ TODAY? | | | | | |
| A - ON FOOT B - BY BIKE C - TRANSIT D - TAXI E - CARSHARE F - CAR G - OTHER | A B C D | E F G | A B C D | E F G | A B C D |
| HOW OFTEN DO YOU VISIT? | | | | | |
| A - ONCE A DAY B - ONCE A DAY+ C - ONCE A WEEK D - ONCE A WEEK + E - SEVERAL TIMES PER MONTH F - VERY RARELY G - FIRST TIME | A B C D | E F G | A B C D | E F G | A B C D |
| WHAT IS THE REASON FOR YOUR VISIT? | | | | | |
| A - LIVE NEARBY B - WORK NEARBY C - PASSING THRU D - ERRAND E - SHOPPING F - DINING G - ENTERTAINMENT H - MEET FRIENDS | A B C D | E F G H | A B C D | E F G H | A B C D |
| WHERE DO YOU LIVE? | | | | | |
| CITY | | | | | |
| ZIPCODE | | | | | |
| INTERSECTION | | | | | |
| WHAT DO YOU THINK OF _____? | UNSATISFIED - 1 2 3 4 5 - SATISFIED | | | | |
| PROJECT CLEANLINESS | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PROJECT MAINTENANCE | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| SAFE FROM VEHICLES | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| EASY TO TALK OTHERS I DON'T KNOW | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| WHAT DO YOU LIKE MOST ABOUT _____ AND PROGRAMS? | | | | | |
| WHAT YEAR WERE YOU BORN? | | | | | |
| WHAT IS YOUR GENDER I.D.? | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER |

PROTOTYPE USER
INTERCEPT SURVEY

NOTES

DATE ENTERED

INITIALS

PLAZA CROSS STREETS

PLAZA NAME

DATE

DAY OF WEEK
☐ WEEKDAY
☐ WEEKEND

SURVEYOR NAME

SHEET NO OF TOTALSHEETS

TIME IN

TIME OUT

INPUT DATA AT: TINYURL.COM/SF-PED-INTERCEPT

| | | | | | |
|---|------------------|------------------|------------------|------------------|------------------|
| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
| HOW DID YOU GET TO _____ TODAY? | | | | | |
| A - ON FOOT B - BY BIKE C - TRANSIT D - TAXI | A B C D | E F G | A B C D | E F G | A B C D |
| WHY DID YOU CHOOSE THOSE MODES? | | | | | |
| A - FASTER B - CHEAPER | A B | C D | A B | C D | A B |
| C - RECREATION D - AVOID PARKING | | | | | C D |
| HOW LONG DID IT TAKE YOU TO ARRIVE? | | | | | |
| A - ≤ 5 MINS B - 5-10 MINS | A B | C D | A B | C D | A B |
| C - 10-30 MINS D - ≥ 30 MINS | | | | | C D |
| HOW OFTEN DO YOU VISIT? | | | | | |
| A - ONCE A DAY B - ONCE A DAY+ C - ONCE A WEEK D - ONCE A WEEK + | A B C D | E F G | A B C D | E F G | A B C D |
| E - SEVERAL TIMES PER MONTH F - VERY RARELY G - FIRST TIME | | | | | E F G |
| WHAT IS THE REASON FOR YOUR VISIT? | | | | | |
| A - LIVE NEARBY B - WORK NEARBY C - PASSING THRU D - ERRAND | A B C D | E F G H | A B C D | E F G H | A B C D |
| E - SHOPPING F - DINING G - ENTERTAINMENT H - MEET FRIENDS | | | | | E F G H |
| WHERE DO YOU LIVE? | | | | | |
| CITY | | | | | |
| ZIPCODE | | | | | |
| INTERSECTION | | | | | |
| HOW MUCH DO YOU TYPICALLY SPEND WHEN VISITING _____? | | | | | |
| A - \$0 B - \$10 OR LESS C - \$10 TO \$20 | A B C | D E F | A B C | D E F | A B C |
| D - \$20 TO 40 E - \$40 TO \$60 F - \$60 OR MORE | | | | | D E F |



| | RESPONDENT 1 | RESPONDENT 2 | RESPONDENT 3 | RESPONDENT 4 | RESPONDENT 5 |
|--|--|------------------|------------------|------------------|------------------|
| WHAT DO YOU THINK OF THIS PROTOTYPE? | UNSATISFIED - 1 2 3 4 5 - SATISFIED | | | | |
| PROTOTYPE CLEANLINESS | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PROTOTYPE MAINTENANCE | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| SAFE FROM VEHICLES | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| PROTECTED FROM WEATHER | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| EASY TO TALK OTHERS I DON'T KNOW | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 | 1 2 3 4 5 |
| WHEN YOU VISIT, ARE YOU EVER ACCOMPANIED BY ANYONE? | A - OFTEN B - SOMETIMES C - NEVER | | | | |
| UNDER 16 YEARS OLD? | O S N | O S N | O S N | O S N | O S N |
| OVER 65 YEARS OLD | O S N | O S N | O S N | O S N | O S N |
| MOBILITY ASSISTED OR DISABLED? | O S N | O S N | O S N | O S N | O S N |
| A FAMILY MEMBER? | O S N | O S N | O S N | O S N | O S N |
| WHAT DO YOU LIKE MOST ABOUT THIS BLOCK? | | | | | |
| DO YOU HAVE A FAVORITE SMALL PUBLIC SPACE (IN ANY CITY YOU HAVE LIVED OR VISITED)? | | | | | |
| WHERE IS IT, AND WHAT DO YOU LIKE ABOUT IT? | | | | | |
| WHAT IS THE CLOSEST INTERSECTION TO YOUR NEXT DESTINATION? | | | | | |
| WHAT YEAR WERE YOU BORN? | | | | | |
| WHAT IS YOUR GENDER IDENTITY? | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER | M / F / OTHER |
| WHAT IS YOUR ETHNIC IDENTITY? | | | | | |
| HL - HISPANIC OR LATINO NHL - NON-HISPANIC | HL NHL | HL NHL | HL NHL | HL NHL | HL NHL |
| WHAT IS YOUR RACIAL IDENTITY? | | | | | |
| W - WHITE A - ASIAN B - BLACK N - NATIVE AMERICAN PI - NATIVE HAWAIIAN/PACIFIC ISLD. | W A B N PI | W A B N PI | W A B N PI | W A B N PI | W A B N PI |

BUSINESS OPERATOR QUESTIONNAIRE

NOTES

| | |
|--------------|----------|
| DATE ENTERED | INITIALS |
|--------------|----------|

INPUT DATA AT: [TINYURL.COM/SF-BIZ-OP-Q](https://tinyurl.com/sf-biz-op-q)

| | | | |
|---------------|---|--|---|
| STREET NAME | | SURVEYOR NAME | |
| ADDRESS RANGE | | SHEET NO OF TOTALSHEETS | |
| DATE | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND | TIME IN  | TIME OUT  |

* FILL OUT THE FOLLOWING BUSINESS INFORMATION SECTION (ABOVE LOCATION) ONLY ONCE PER BUSINESS EVEN IF CONDUCTING BOTH PRE-OCCUPANCY AND POST-OCCUPANCY SURVEYS.

| | |
|------------------------|------------------|
| BUSINESS CONTACT NAME | PHONE NUMBER |
| ALTERNATE CONTACT NAME | PHONE NUMBER |
| BUSINESS NAME | BUSINESS ADDRESS |

| | | | | |
|--|--|--|--|-------------------------------------|
| BUSINESS TYPE | <input type="checkbox"/> RESTAURANT | <input type="checkbox"/> OFFICE | <input type="checkbox"/> RETAIL | <input type="checkbox"/> OTHER |
| WHAT KINDS OF PRODUCTS AND/OR SERVICES DOES YOUR BUSINESS PROVIDE? | | | | |
| WHICH OF THE FOLLOWING DESCRIBES YOUR BUSINESS? | <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> COOPERATIVE | <input type="checkbox"/> SOLE PROPRIETORSHIP <input type="checkbox"/> FRANCHISE | <input type="checkbox"/> LIMITED LIABILITY CORPORATION <input type="checkbox"/> CORPORATION | <input type="checkbox"/> NON-PROFIT |
| DO YOU RENT OR OWN THIS STORE SPACE? | | | | |
| WHAT YEAR DID THIS ESTABLISHMENT BEGIN OPERATING AT THIS LOCATION? | | | | |

LOCATION

| | |
|---|--|
| WHAT NEIGHBORHOOD IS YOUR BUSINESS LOCATED IN? | |
| WHAT ARE THE BOUNDARIES OF THIS NEIGHBORHOOD? | |
| WHY DID YOU CHOOSE TO LOCATE YOUR BUSINESS IN THIS NEIGHBORHOOD? | |
| SINCE OPENING, HAVE ANY OTHER ADVANTAGES ARISEN AT THIS LOCATION? | |

BUSINESS PROFILE

| | | | | |
|--|--------------------------|-----------|----------|----------------|
| WHAT KIND OF CHANGE DO YOU EXPECT IN THE FOLLOWING ASPECTS OF YOUR BUSINESS OVER THE NEXT 12 MONTHS? | | | | |
| | CIRCLE ONE OPTION BELOW: | | | PLEASE EXPLAIN |
| EMPLOYEES/STAFF | INCREASE | NO CHANGE | DECREASE | |
| NUMBER OF CUSTOMERS | INCREASE | NO CHANGE | DECREASE | |
| DEBT | INCREASE | NO CHANGE | DECREASE | |
| REVENUE | INCREASE | NO CHANGE | DECREASE | |
| PROFITS | INCREASE | NO CHANGE | DECREASE | |

| | | | |
|---|---|------------|-----------------------|
| HOW MANY EMPLOYEES WORK IN YOUR BUSINESS AT THIS TIME? (EXCLUDING OWNERS) | FULL-TIME: | PART-TIME: | TOTAL: |
| WHAT ARE YOUR AVERAGE GROSS SALES ON A: | WEEKDAY: \$ _____ | | WEEKEND DAY: \$ _____ |
| WHICH OF THE FOLLOWING DESCRIBES YOUR ANNUAL GROSS SALES? | <input type="checkbox"/> LESS THAN \$49,999 <input type="checkbox"/> \$50,000-\$99,999 <input type="checkbox"/> \$100,000-\$299,999 <input type="checkbox"/> \$300,000-\$499,999 <input type="checkbox"/> \$500,000-\$1,000,000 <input type="checkbox"/> MORE THAN \$1,000,000 | | |
| WHERE DOES DELIVERY/PICK UP OF SUPPLIES/PRODUCTS TAKE PLACE? | <input type="checkbox"/> CURBSIDE LOADING ZONE <input type="checkbox"/> ALLEY/SIDESTREET <input type="checkbox"/> ANYWHERE IN THE STREET THAT WORKS AT THAT TIME | | |

CLIENTELE

| | | | | |
|---|--|--|---|--|
| HOW MANY EMPLOYEES WORK IN YOUR BUSINESS AT THIS TIME? (EXCLUDING OWNERS) | <input type="checkbox"/> FOOT <input type="checkbox"/> CAR | <input type="checkbox"/> BIKE <input type="checkbox"/> TAXI | <input type="checkbox"/> BUS <input type="checkbox"/> SCOOTER/MOTORCYCLE | <input type="checkbox"/> TRAIN <input type="checkbox"/> OTHER |
| IF BY CAR, WHERE DO THE CUSTOMERS PARK? | | | | |
| WHAT IS THE AVERAGE TIME CUSTOMER SPEND AT YOUR BUSINESS? | <input type="checkbox"/> LESS THAN 10 MINUTES <input type="checkbox"/> 30 MINUTES TO AN HOUR <input type="checkbox"/> TEN TO 30 MINUTES <input type="checkbox"/> MORE THAN ONE HOUR | | | |
| WHAT PERCENT OF YOUR CLIENTS ARE "RETURN CUSTOMERS?" | _____ % LOCALS/ RESIDENTS | | _____ % COMMUTERS/ NON-RESIDENTS | |
| HOW MUCH DOES A TYPICAL CLIENT SPEND IN YOUR ESTABLISHMENT DURING PEAK HOURS? | \$ _____ | | | |



IMPACTS OF PROJECT: FILL THIS OUT DURING POST-OCCUPANCY SURVEY ONLY

| | | | | | | |
|---|------------|---|---|---|---|--------------|
| WOULD YOU RECOMMEND _____ TO MERCHANTS IN OTHER DISTRICTS? | | | | | | |
| WOULD YOU BE INTERESTED IN _____ IN FRONT OF YOUR BUSINESS? | | | | | | |
| IN THE LAST MONTH, _____ HAVE CAUSED: | INCREASE - | 1 | 2 | 3 | 4 | 5 - DECREASE |
| FOOT TRAFFIC | | 1 | 2 | 3 | 4 | 5 |
| SALES/BUSINESS VOLUME FOR MY BUSINESS | | 1 | 2 | 3 | 4 | 5 |
| SALES/BUSINESS VOLUME FOR THE AREA | | 1 | 2 | 3 | 4 | 5 |
| OTHER: | | 1 | 2 | 3 | 4 | 5 |

WHAT IS YOUR PERCEPTION OF THE PROJECT IN TERMS OF:

| | | | | | | | |
|--|-------------------|---|---|---|---|--------------------|-----------------------|
| PEOPLE PRESENT IN THE PROJECT | VERY OFTEN - | 1 | 2 | 3 | 4 | 5 - NEVER | DON'T KNOW/NO OPINION |
| VARIETY OF HUMAN ACTIVITIES IN THE PROJECT | LOTS OF VARIETY - | 1 | 2 | 3 | 4 | 5 - NO VARIETY | DON'T KNOW/NO OPINION |
| SAFETY POTENTIAL RISK OF BODILY INJURY OR HARM | VERY SAFE - | 1 | 2 | 3 | 4 | 5 - VERY UNSAFE | DON'T KNOW/NO OPINION |
| MAINTENANCE OF THE PROJECT | WELL-MAINTAINED - | 1 | 2 | 3 | 4 | 5 - NOT MAINTAINED | DON'T KNOW/NO OPINION |
| CLEANLINESS OF THE PROJECT | VERY CLEAN - | 1 | 2 | 3 | 4 | 5 - VERY UNCLEAR | DON'T KNOW/NO OPINION |

SIDEWALK & FACADE CONDITIONS RATING & RECORDING SHEET

| | | | | | |
|--------------|----------|---------------|---|--|---|
| NOTES | | STREET NAME | | SURVEYOR NAME | |
| | | ADDRESS RANGE | SIDE OF STREET <input type="checkbox"/> ODD <input type="checkbox"/> BOTH <input type="checkbox"/> EVEN | SHEET NO | OF TOTALSHEETS |
| DATE ENTERED | INITIALS | DATE | DAY OF WEEK <input type="checkbox"/> WEEKDAY <input type="checkbox"/> WEEKEND | TIME IN  | TIME OUT  |

INPUT DATA AT: [TINYURL.COM/SF-SWFC-RRS](https://tinyurl.com/SF-SWFC-RRS)

[illegible]

SIDEWALK & FACADE CONDITIONS RATING & RECORDING SHEET

overflow page

[illegible]

BUILDING FACADE MAINTENANCE: RATINGS SHEET

RATINGS 1-4

1 VERY POOR CONDITION



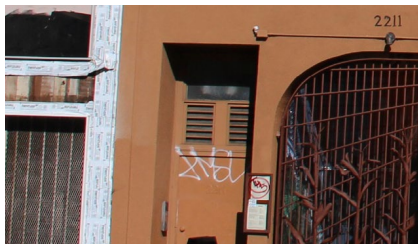
Grime or soot on building
Sheathing material in poor condition
Peeling paint or paint is in poor condition
Ripped awning

2 POOR CONDITION



Some grime or soot on building
Paint in OK condition
Awning intact but dirty

3 GOOD CONDITION



Everything is in good condition
but needs minor alterations from
temporary disruptions

4 VERY GOOD CONDITION



Sheathing material in good condition
Paint in good condition
Clean windows

STOREFRONT TRANSPARENCY: RATINGS SHEET

RATINGS 1-4

1 POOR TRANSPARENCY

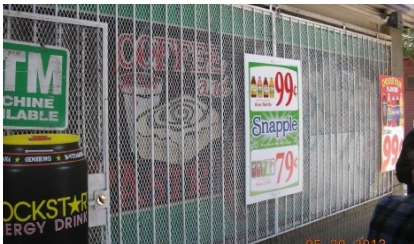


No potential for transparency without major structural work

Boarded up or fully blocked storefront

No visibility or blank wall

2 POTENTIAL FOR TRANSPARENCY



Potential for transparency

“Hard” blockage - visibility blocked by structural elements such as blinds, appliances, display cases, or grilles with less than 75% transparency

3 POTENTIAL FOR BETTER TRANSPARENCY



Potential for better transparency

“Soft” blockage - visibility blocked by temporary and easily removed items such as posters, signboard, or window film

4 GOOD TRANSPARENCY



Transparent - Interior of storefront is visible from sidewalk

Window signs are less than or equal to 1/3rd of window space (includes display of store-related products or activities)

SIDEWALK MAINTENANCE: RATINGS SHEET

RATINGS 1-4

1 VERY POOR CONDITION



Cracked or missing tiles or flags
Upheaval and/or impediment to
ADA access
Seemingly empty tree wells

2 POOR CONDITION



Cracked or missing tiles or flags
Open areas impeding ADA access
Patchwork of different paving
materials

3 GOOD CONDITION



Relatively level surface
May have differing paving materials
without impediment to ADA access
Trees in place but may have missing
grates or surfacing materials

4 VERY GOOD CONDITION



Fresh or uninterrupted surface
Uniform paving materials
Tree grates or surfacing materials in
place

SIDEWALK CLEANLINESS: RATINGS SHEET

RATINGS 1-4

1 VERY POOR CONDITION



Soot

Residues dried or caked on sidewalk

Long-term sitting sludge

2 POOR CONDITION



Fresh defecation, urine, or other residues

Unswept garbage or litter

3 GOOD CONDITION



Unswept garbage or litter only

Litter or garbage that is easy to pickup

4 VERY GOOD CONDITION



Appears to be power-washed or swept regularly

SIDEWALK MERCHANDISING: RATINGS SHEET

RATINGS 1-4

1 NO MERCHANDISE DISPLAY



No merchandise displayed and/
or no possibility of displaying
merchandise

2 OUTDOOR MERCHANDISING



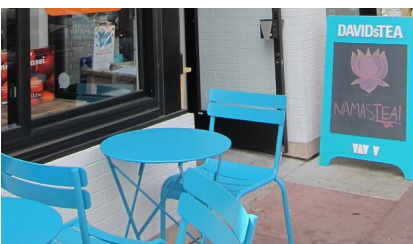
Sandwich boards
Marketing or store advertising
affixed to wall
Awning with printed signage and/or
sign affixed to facade over sidewalk

3 POOR TRANSPARENCY, GOOD MERCHANDISING



(Possibly in addition to above)
Merchandise displayed on tables or
fixtures on the sidewalk that covers
up or blocks visibility to the interior
of the storefront

4 GOOD TRANSPARENCY, GOOD MERCHANDISING



(Possibly in addition to rating 2)
Merchandise displayed on tables or
fixtures on the sidewalk that does
not block visibility to the interior
Tables and chairs

GLOSSARY OF TERMS

Activity Zone

The specific area to which a Study Area is broken down into smaller geographic units for data collection.

Corridor

A belt of contiguous street blocks.

Data Collection Tool

A Public Life Study form designed for data collection in a specific Activity Zone.

Neighborhood

An identified district within a city.

Parklet

A sidewalk extension that usually extends into the street and takes the place of several parking spaces.

Plaza

A plaza is a public square, marketplace, or similar open space in a built-up area.

Public

Of or concerning the people as a whole; open to or shared by all the people of an area or country.

Public Realm

Social processes between city inhabitants occurring in public spaces.

Public Life Studies

An architectural and sociological discipline that attempts to understand how public spaces function through systematic observational surveys.

Sidewalk

A paved path for pedestrians adjacent to a street.

Study Area

The entire geographic extent of the Public Life Study.

COMMONSPACE DEPLOYMENT GUIDE FOR SF

PREPARE AND SUBMIT A COMMONSPACE DEPLOYMENT REQUEST

CommonSpace is an open source application developed by Sidewalk Labs in collaboration with Gehl Institute and Park People. It is based on the Public Life Data Protocol created jointly by Gehl Institute, Gehl, the San Francisco Planning Department, City of Copenhagen, and Seattle Department of Transportation.

The San Francisco Planning Department administers the deployment of CommonSpace in San Francisco.

If you are a public agency or public-interest nonprofit in San Francisco and would like to deploy CommonSpace, please prepare the information specified in Steps 1 - 4 below and submit it to SF Planning at CommonSpace Deployment Request Form: tinyurl.com/sf-commonspace-deployment

STEP 1: IDENTIFY STUDY AREA AND ACTIVITY ZONES

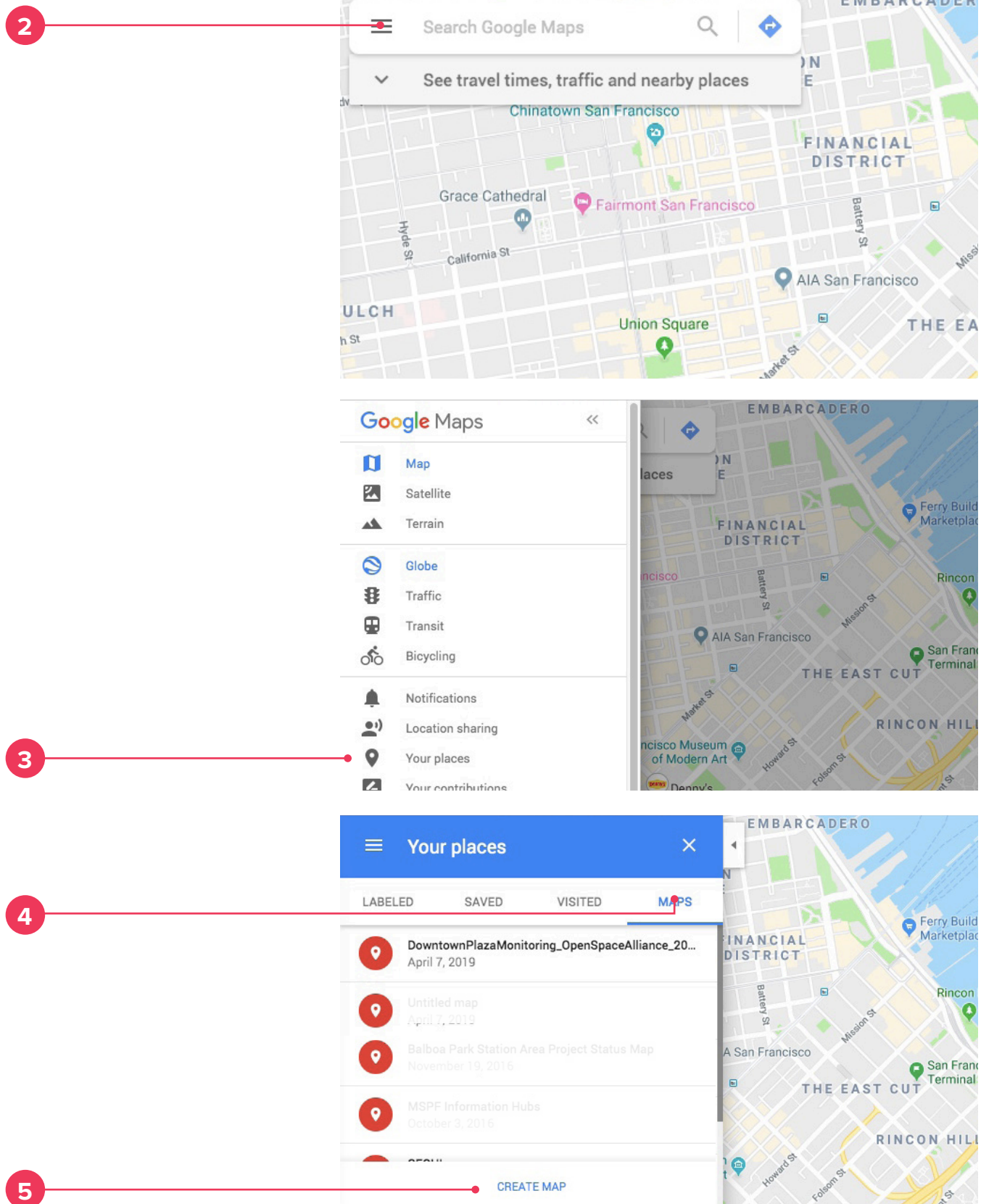
For examples of Study Areas and Activity Zones, refer to pages 18 - 19 of this Standards Manual.

A. Create a map to define the extents of the Study Area and Survey Areas

1. **Open Google Maps** in your web browser. www.google.com/maps
2. **Open the Menu drawer** by clicking on the icon with three horizontal stripes in the upper left of the browser window.
3. **Select 'My Places'** in the Menu drawer. This will open the 'Your Places' drawer.
4. **Select the 'Maps' tab** in the 'Your Places.'
5. **Select 'CREATE MAP'** at the bottom of the 'Your Places' drawer.
This will open a new browser tab.
6. **Select 'Untitled Map'** in control pane in the upper left hand of the browser window.
7. **Title your map** with the same title as your Public Life Study:

"[StudyName]_[YourOrganization'sName]_[YYYY.MM study begins]"

"DowntownPlazaMonitoring_OpenSpaceAlliance_2019.03"
8. **Select 'Save'** in the map title dialog box



B. DEFINE EXTENTS OF STUDY AREAS

9. **Zoom to the site** you wish to Study

TIP to change the base map background to a satellite image, select “Base Map” at the bottom of the control panel and select ‘Satellite’ in the dropdown

10. **Select ‘Untitled Layer’** in the control pane.

11. **Title this layer ‘Study Areas’**

12. **Select the ‘Draw a line’ icon** under the search bar in the upper left-center of the browser window

13. **Select ‘Add a line or shape’** in the dropdown menu

14. **Draw a closed polygon around the Study Area** in your Public Life Study

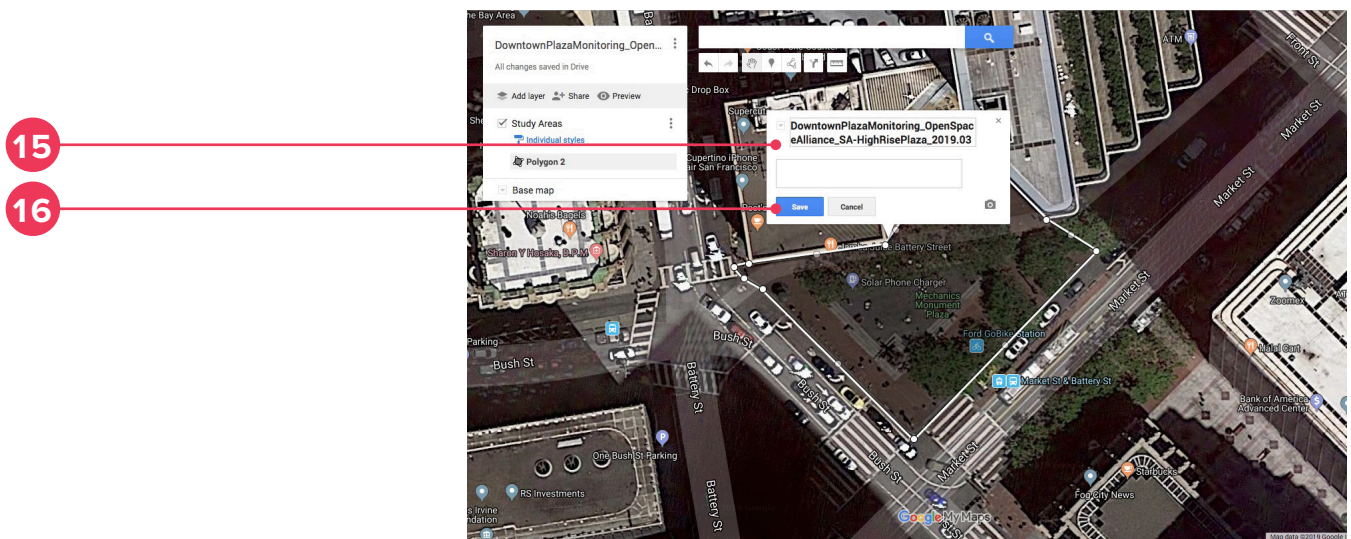
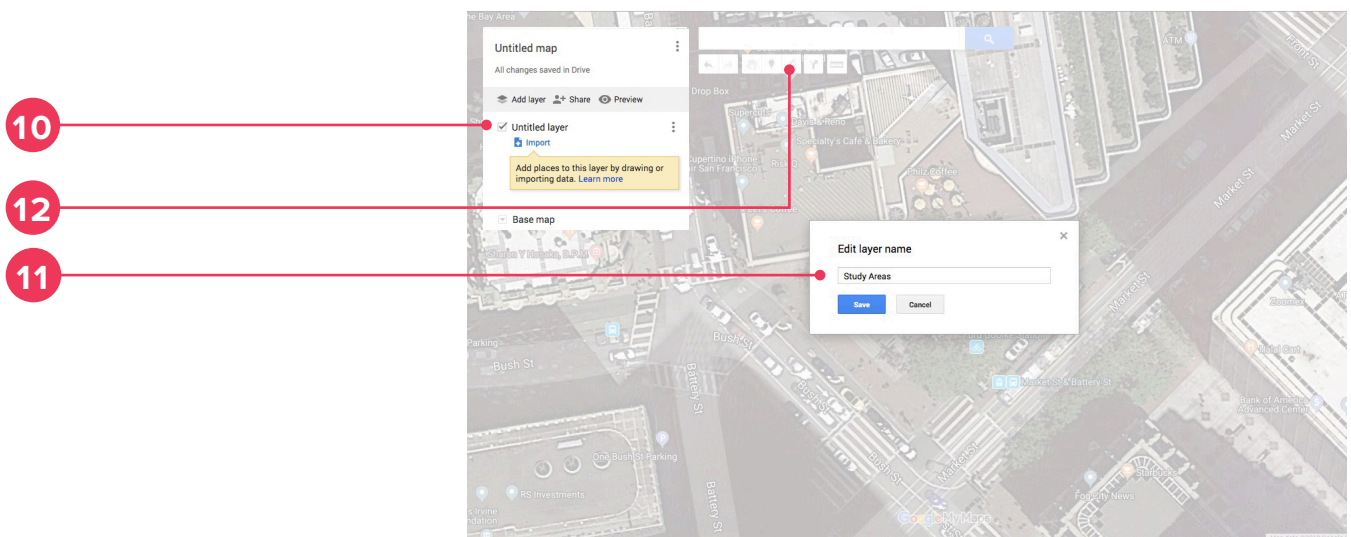
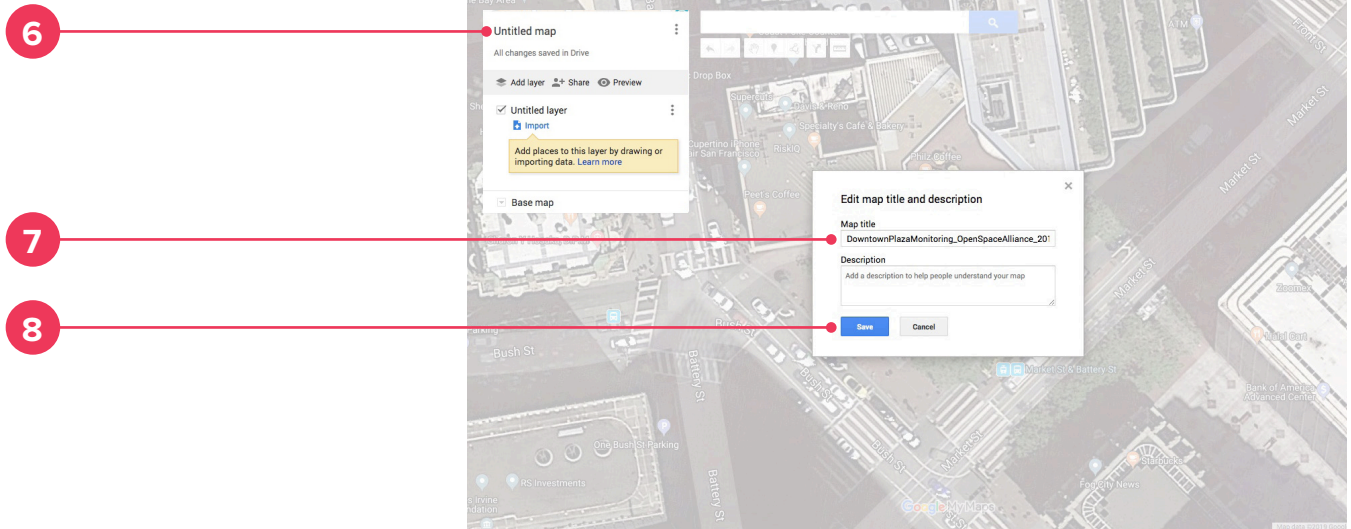
15. **Name the polygon** in the pop-up dialog box using the following convention:

“[StudyName]_[YourOrganization’sName]_SA-[StudyAreaName]_[YYYY.MM studybegins]”

“DowntownPlazaMonitoring_OpenSpaceAlliance_SA-HighRisePlaza_2019.03”

16. **Select ‘Save’** in the polygon name dialog box

17. **Draw additional polygons around other Study Areas** in your Public Life Study and name them each appropriately



C. DEFINE THE EXTENTS OF ACTIVITY ZONES WITHIN THE STUDY AREAS

18. Create a new layer in your map by selecting ‘Add layer’ in the control pane.

This will create a new ‘Untitled Layer’

19. Title the Activity Zone layer by clicking on ‘Untitled Layer’ in the control pane.

20. Title this layer ‘Activity Zones’ by typing that in the ‘Edit layer name’ dialog box.

Click ‘Save’

21. Select the ‘Draw a line’ icon under the search bar in the upper center of the browser window

22. Select ‘Add a line or shape’ in the dropdown menu

23. Draw a closed polygon around the Activity Zones in your Public Life Study

24. Name the polygon in the pop-up dialog box using the following convention:

“[StudyName]_[Organization’sName]_AZ-[ActivityZoneName]_[YYYY.MM study begins]”

“DowntownPlazaMonitoring_OpenSpaceAlliance_AZ-Playground_2019.03”

25. Draw additional polygons around other Activity Zones in your Public Life Study and name them each appropriately

D. SAVE AND SHARE YOUR MAP

26. Select the ‘Share’ in the control pane

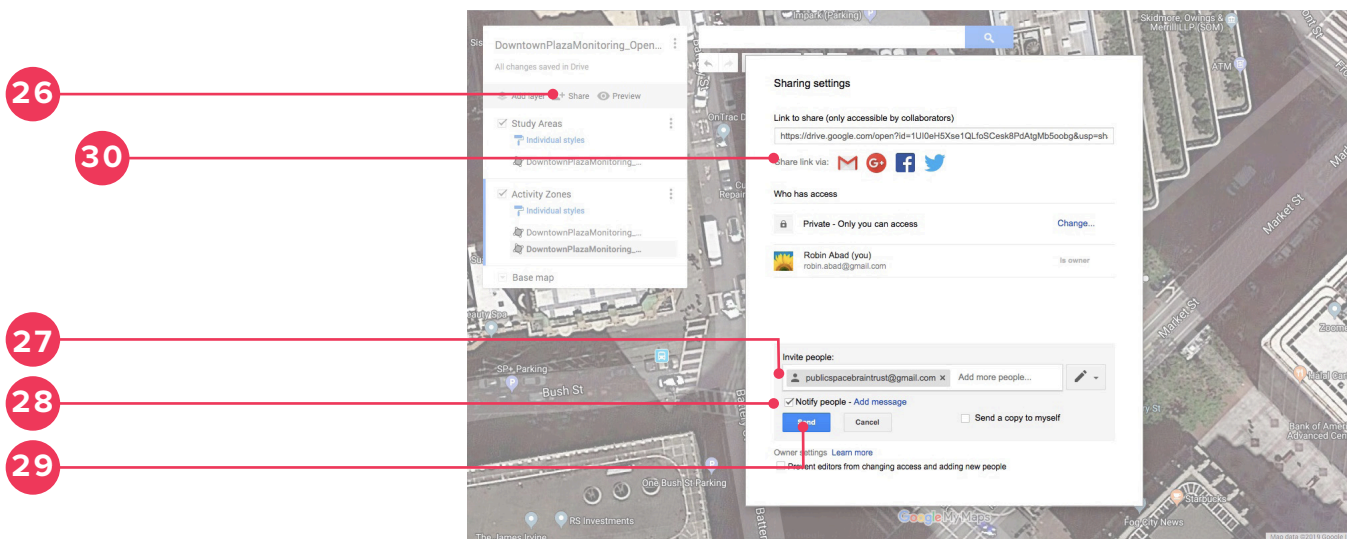
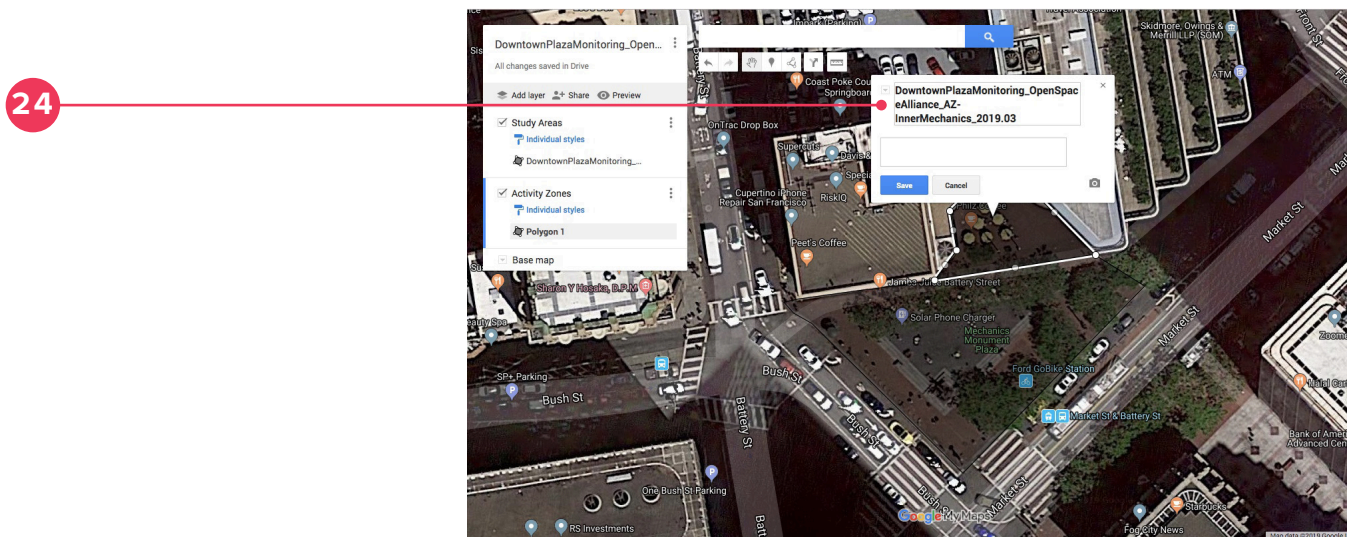
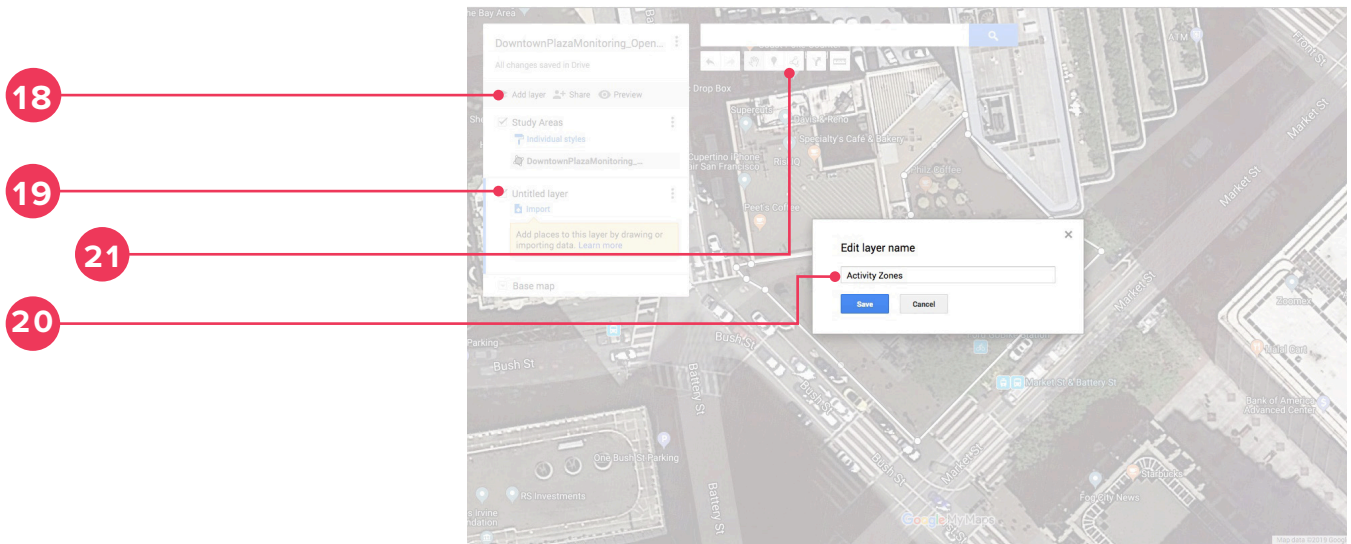
27. Add ‘PublicSpaceBraintrust@gmail.com’ in the ‘Invite People’ field

28. Check ‘Notify people’ and ‘Send copy to myself’

29. Select ‘Send’

30. Copy the ‘Link to share’ in the top of the dialog box

31. Paste this link into the [CommonSpace Deployment Request Form for SF](#)



STEP 2: IDENTIFY SURVEY DATES AND TIMES

- 28. Determine which days and times** of day you want to collect data in each Study Area and Activity Zone.

For guidance on optimal days and times to collect data, refer to pages 16 - 17 of this Standards Manual.

STEP 3: IDENTIFY SHIFTS WITHIN THE SURVEY DATES AND TIMES. ASSIGN SHIFTS TO INDIVIDUALS.

Shifts are blocks of time when an individual is assigned to collect data within a specific Activity Zone.

- 29. Download** the CommonSpace Deployment Worksheet from [Tinyurl.com/Sf-Commonspace-Worksheet](https://tinyurl.com/Sf-Commonspace-Worksheet)
- 30. Fill out** the CommonSpace Deployment Worksheet
- 30. Submit this as an .xlsx file** with the following filename:
- “[StudyName]_[OrganizationName]_[year and month study begins].xlsx”
“CPSI_Pilots_SFPA_2019.03.12.xlsx”

STEP 4: SUBMIT THIS INFORMATION AT [TINYURL.COM/SF-COMMONSPACE-DEPLOYMENT](https://tinyurl.com/Sf-Commonspace-Deployment)

29

CommonSpace Deployment Worksheet for SF

Submit completed worksheet with other required materials to SF Planning at tinyurl.com/SF-COMMONSPACE-DEPLOYMENT

| STUDY NAME: <i>Citywide Public Plaza Monitoring</i> | | | | | |
|--|----------------------|--|---------------|---|-----------------------|
| STUDY START DATE: <i>Mon, 2019/04/08</i> | | COORDINATOR NAME: <i>John Doe</i> | | COORDINATOR PHONE: <i>555-555-5555</i> | |
| STUDY END DATE: <i>Sun, 2019/06/30</i> | | COORDINATOR ORG: <i>Alliance for Public Space</i> | | COORDINATOR EMAIL: <i>Joe@AlliancePS.org</i> | |
| STUDY AREA | ACTIVITY ZONE (NAME) | DATE | TIME INTERVAL | ASSIGNED TO (NAME) | ASSIGNED TO (EMAIL) |
| Wendell Plaza | West End | Tue, 2019/04/09 | 08:00 - 08:15 | Jane Jacobs | Jane@PublicSpaces.org |
| Wendell Plaza | West End | Wed, 2019/04/10 | 08:00 - 08:15 | Mark Hennon | Joe@AlliancePS.org |
| Wendell Plaza | West End | Sat, 2019/04/13 | 08:00 - 08:15 | William Whyte | Holly@PublicSpace.org |
| Wendell Plaza | Main Square | Tue, 2019/04/09 | 09:00 - 09:15 | Jane Jacobs | Jane@PublicSpaces.org |
| Wendell Plaza | Main Square | Sat, 2019/04/13 | 09:00 - 09:15 | Mark Hennon | Joe@AlliancePS.org |
| Wendell Plaza | Main Square | Sat, 2019/04/13 | 09:00 - 09:15 | William Whyte | Holly@PublicSpace.org |

