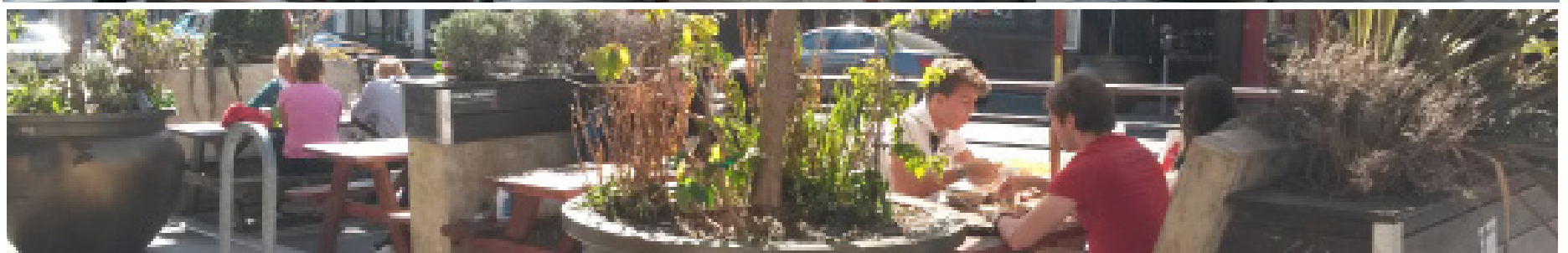
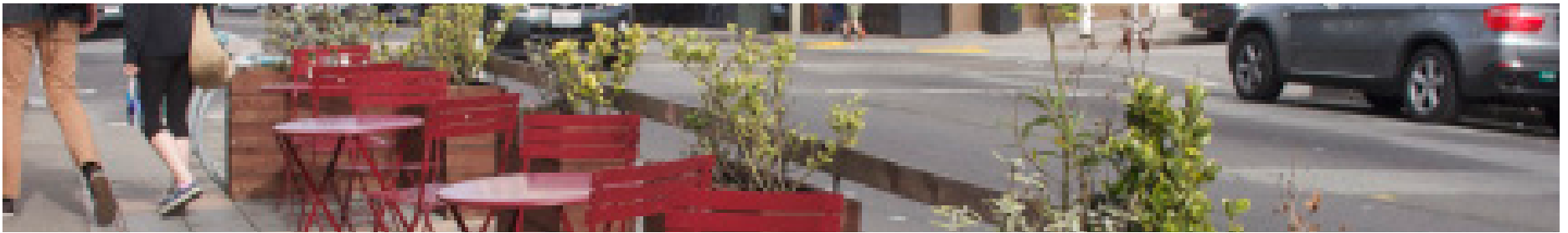


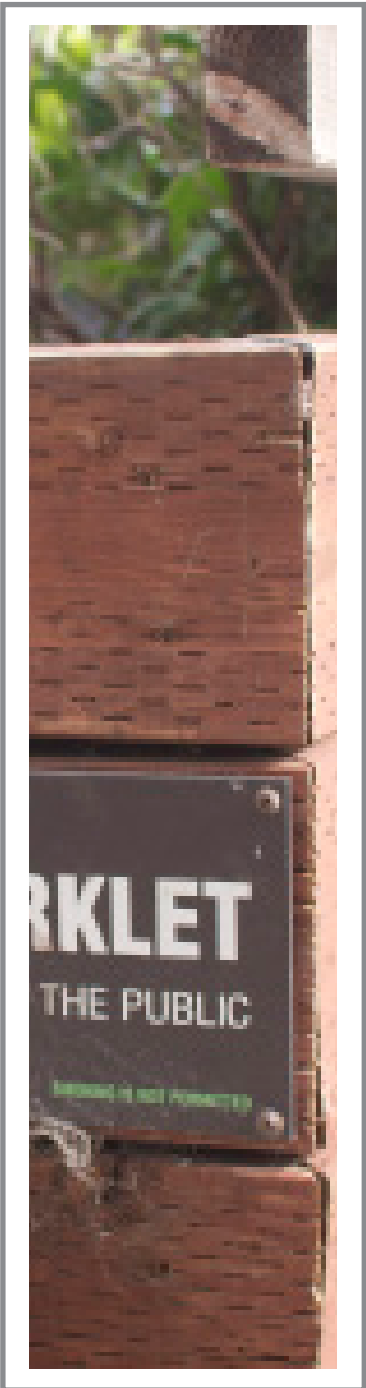
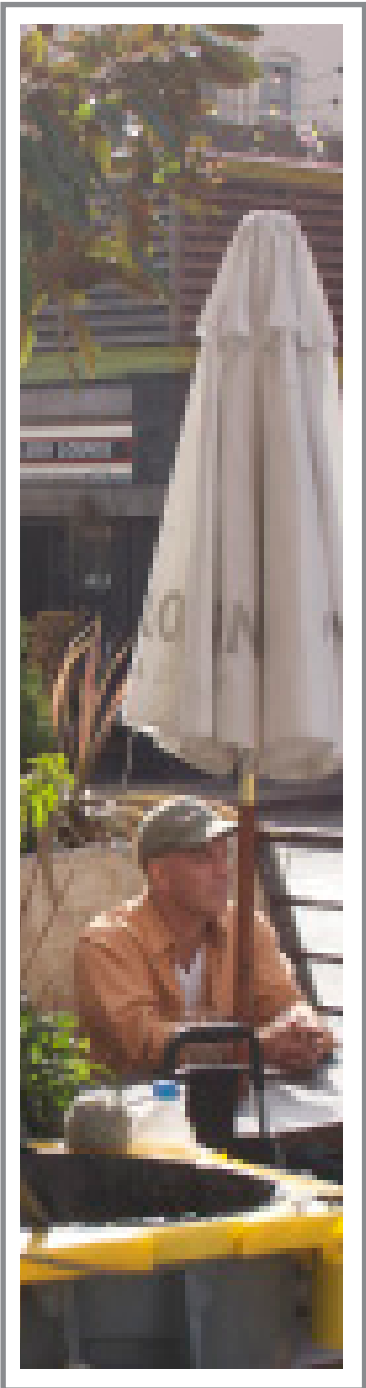
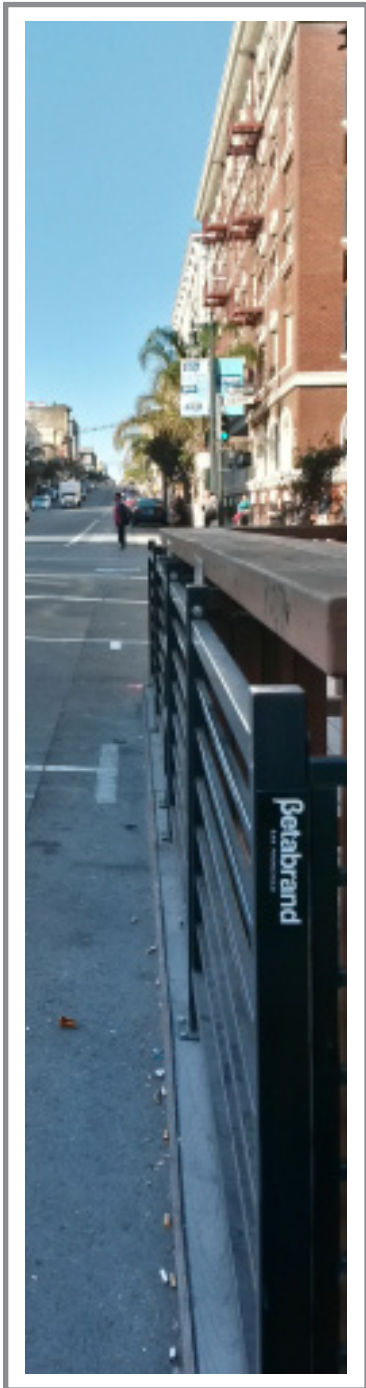
# ARE PARKLETS PUBLIC?

## PERCEPTIONS OF POLK STREET PARKLETS



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University of California, Berkeley | College of Environmental Design  
Research Methods in Environmental Design, Fall 2014



# INTRODUCTION

## “DO I NEED TO BUY A COFFEE TO SIT?”

Parklets are a relatively new concept within the spectrum of urban public spaces. By constructing patio-like sites on former parking spaces, these small parks can introduce an element of surprise to the regular journey down a sidewalk. They can also increase green and open space access in dense neighborhoods. On a broader scale, it is hoped that parklets can contribute to a more inviting and vital neighborhood.

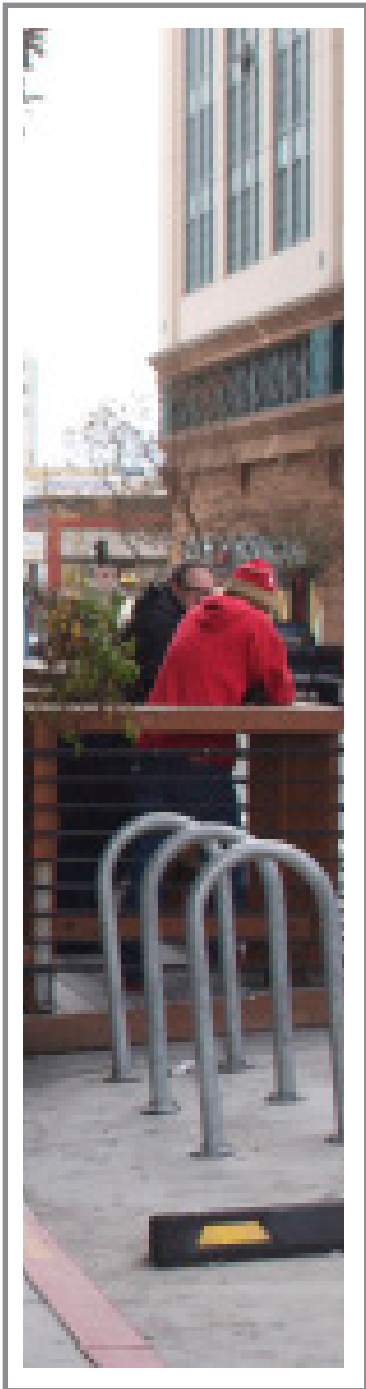
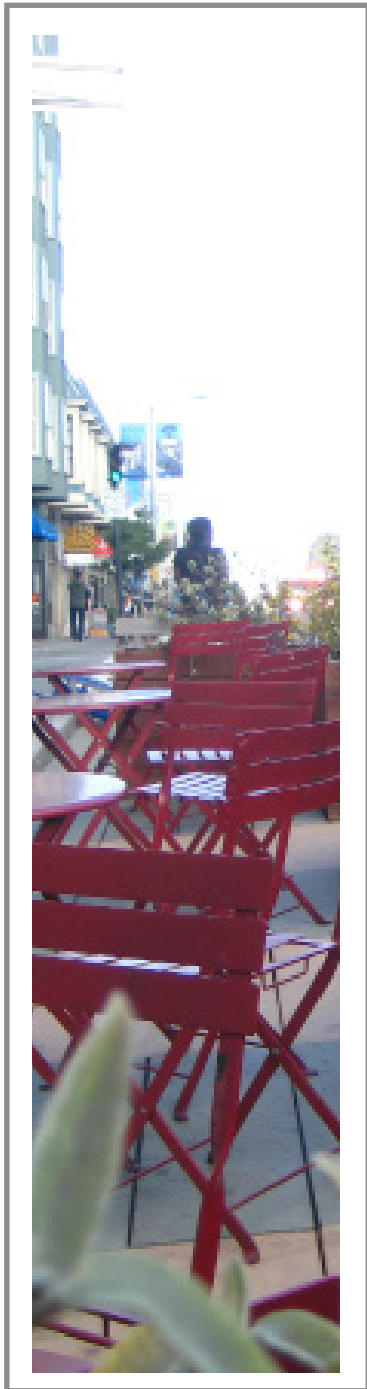
For the businesses, restaurants, and organizations sponsoring these sites from across the sidewalk, it is usually anticipated that a new parklet will increase their customer or user base. Yet, when a public space is not controlled by a public entity, an important question arises: does the public actually understand the function of this type of space?

Or, put another way, do people perceive parklets to be public spaces or sites reserved for patrons?

In the course of this four-month research project, we have used a variety of research methods to answer this key research question at parklets along Polk Street in San Francisco. In addition, we further examined how, depending on socioeconomic neighborhood composition, the answer to this question may potentially differ.

Our research revealed that a majority of survey respondents understand these spaces are public. Yet, over a third still believed parklets are reserved for patrons or, if they understand the site is public, still feel pressure to purchase an item from the sponsoring business before using the parklet. Further, certain factors—such as signage or parklet familiarity—were important for the “public” understanding, but neighborhood context did affect this understanding.

Given these findings, we end with a number of recommendations for both a similar study in the future, as well for the City of San Francisco’s Parklet program.

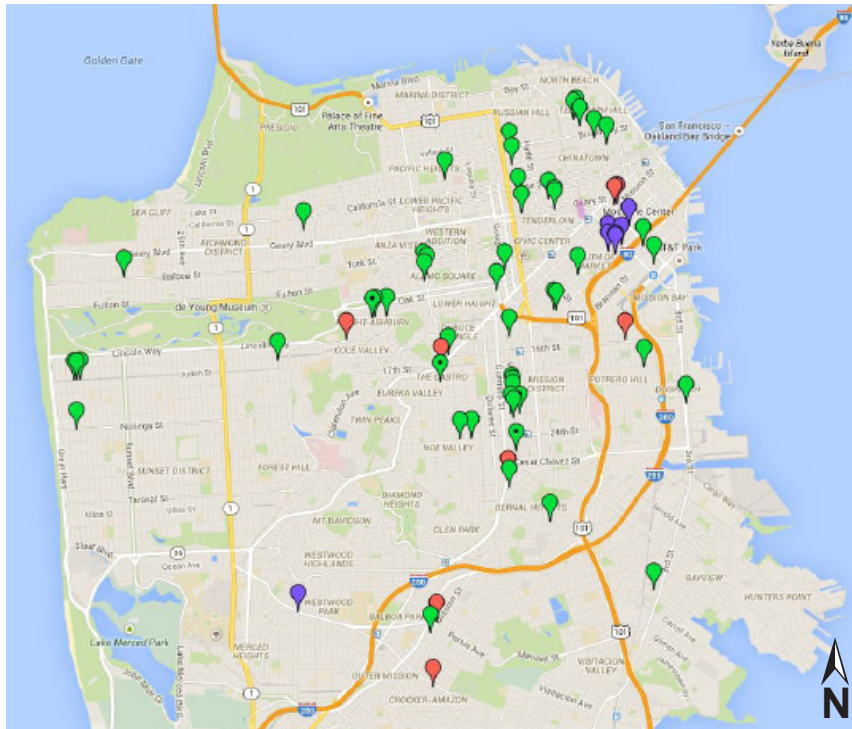


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# SAN FRANCISCO'S PARKLET PROGRAM

MAP OF PAVEMENT TO PARKS PARKLETS & PROJECTS AS OF DECEMBER 2014



## Legend

-  Parklets completed
-  Mobile Parklets
-  Plazas
-  Other Tactical Projects

SOURCE: PAVEMENTTOPARKS.SFPLANNING.ORG

In many ways, San Francisco is the spearhead of the parklet movement. Since installing the first parklet in 2010, the City and County of San Francisco developed Pavement to Parks, a formal program to oversee such conversions of underutilized spaces. The Pavement to Parks Program is a joint effort between San Francisco Planning Department, the Department of Public Works, and the Municipal Transportation Agency; through these various public agencies, it oversees parklet approvals and permitting while also guiding parklet development throughout the city.

The program started with 5 pilot parklets in 2010 and has grown tremendously since. In 2013, there were over 38 parklets installed, and today, there are over 50 parklets installed as well as 7 mobile parklets. There are plans for another round of parklet application approvals coming in early 2015.

In February 2013, Pavement to Parks published the first version of its “Parklet Manual,” an 86-page comprehensive guide for neighbors, community members, and businesses who wish to install a parklet. It explains what parklets are, program goals, permitting processes, maintenance factors, and design guidelines. Pavement to Parks also states that this manual can be used as a resource for other cities who aspire to have a parklet program as well.



## PUBLICNESS OF PARKLETS

The Parklet Manual emphasizes that parklets are public spaces, accessible to all. It explicitly states three times that members of the public do not have to patronize either the sponsoring or nearby businesses to use the parklet. This is a point that Pavement to Parks wants everyone to acknowledge, including both people who want to use the space and the people who host parklets.

The manual provides specific communication guidelines, covering both design and management, that the sponsor must follow in order to indicate that the parklet is a public space.

For design, the manual states the following:

**“No advertising. Logos, advertising, or other branding is prohibited. A small unobtrusive plaque recognizing project sponsors and material donors may be acceptable.**

**Include public parklet sign.** You are required to install two standard San Francisco “Public Parklet” signs which state that all seating must be publicly accessible at all times. Make sure to incorporate placement locations for these signs.”

(Pavement to Parks, 2013, 27)

Another key aspect in communicating that parklets are public is the management of the space. Pavement to Parks requires Parklet sponsors to sign a “Parklet Host Agreement Form,” which begins with the following terms:

### **“PARKLETS ARE PUBLIC**

I agree to keep my parklet free and open to all members of the public, regardless of whether or not they patronize my business. I will not provide table service at my parklet, nor will I place condiments or napkins on the parklet tables. My customers will pick-up their food and beverages inside at the counter. I will bus tables in the parklet to ensure it remains clean and well maintained.”

(Pavement to Parks, 2013, 77)



# PARKLET RESEARCH PROCESS

## RESEARCH QUESTION

Parklets may be perceived as spaces reserved for patrons because most are placed directly in front of a sponsoring business. This may occur even more so in front of restaurants and cafes, which are where the majority of parklets are currently located. This common mis-perception formed the basis of this research project:

Are parklets perceived as public spaces or reserved for patrons?

## HYPOTHESIS

On reflecting on what may influence perception, socioeconomic status was believed to be a significant factor. We wanted to understand: do people have a greater understanding of public spaces if they are in a wealthy neighborhood than in a low-income neighborhood?

We proposed the following hypothesis: Parklets in a high-income neighborhood will generally be perceived as public space, while parklets in a low-income neighborhood will generally be perceived as reserved for patrons.

## DEFINITIONS

In conducting this study, we adopted the following definitions:

**Parklet** - (n.) Public open space created by re-purposing part of the street (typically an on-street parking space)

**Patron** - (n.) A customer paying a business or operation for an item or service

**Perception** - (n.) A way of regarding, understanding, or interpreting something; a mental impression

**Public** - (adj.) Open to or shared by all the people of an area or community

**Socioeconomic Composition** - (n.) The common social and economic characteristics of a group of people, specifically in relation to income, education, and occupation

## VARIABLES

### INDEPENDENT VARIABLES:

In selecting which two neighborhoods to study, we chose to keep the following factors as independent variables:

**Parklet Design** - All parklets are similar in size, spanning 2 to 3 parking spaces. Each one is adjacent to restaurant or cafe and features a table/seating set-up.

**Major Corridor** - All parklets are located on a neighborhood thoroughfare, complete with two-way traffic and a bus line.

**Cluster** - Both neighborhoods have a cluster of three parklets within close proximity of one another. Having a cluster creates neighborhood awareness of parklets.

### DEPENDENT VARIABLES:

Our hypothesis rested on the dependent variable of **socioeconomic composition**. One group of parklets is located in a middle- or high-income neighborhood, while the other is in a low-income neighborhood.



## SITE SELECTION

We found two neighborhood corridors with a cluster of parklets that fit our criteria: Divisadero St. in Alamo Square and Polk St. in Tenderloin/Nob Hill. Specific parklet sites are shown below. The Divisadero St. parklets are located in Census Tracts 158.02 and 164, which have a median household income of \$85,484 and \$76,798 relatively. The Polk St. parklets are located in Census Tracts 110, 120, and 122.02, which have a median household income of \$61,250, \$37,037, and \$22,699 relatively. This study focuses on Polk St. parklets, while Divisadero parklets were studied by another team.

## METHODOLOGY

Several methods were used to study the site itself, the use of the parklets, and perceptions of publicness.

(1) Field observations of design; counts of users and their activities, street pedestrian and traffic volumes, and parking space utilization

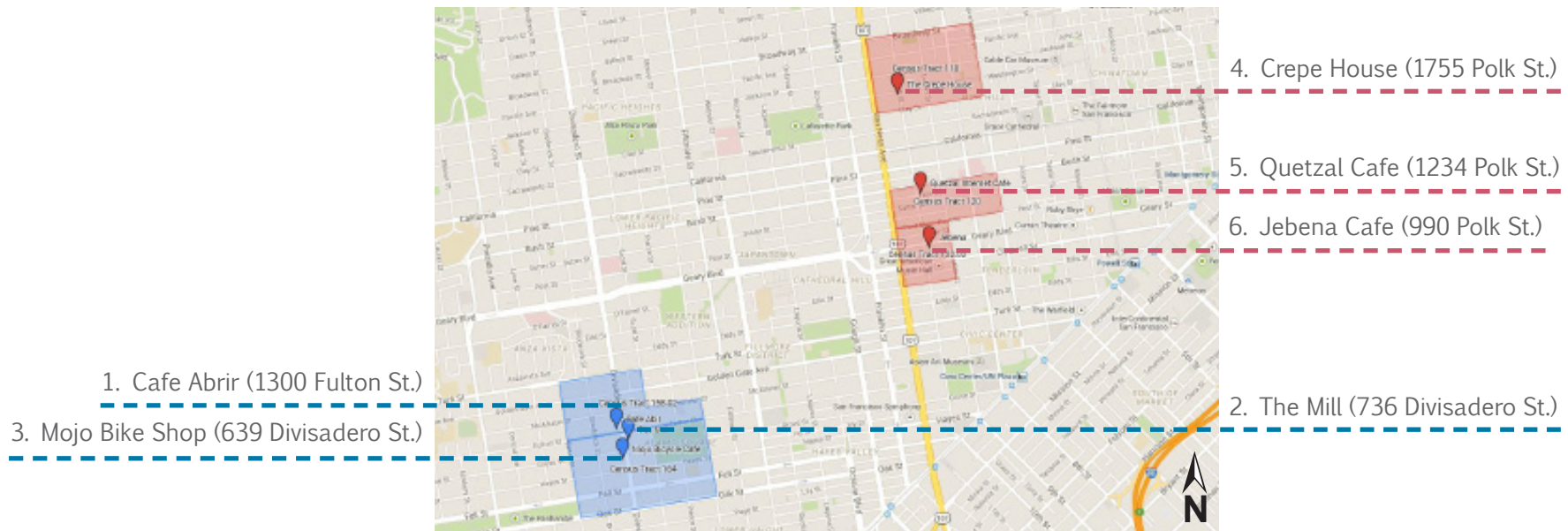
(2) Intercept surveys of pedestrian passerbys that ask if they ever stop at the parklet and about their perceptions of it being a public space

(3) Intercept surveys of parklet users that

ask how often they visit the parklet, if they visit other parklets, their consumer choices while visiting, and about their perceptions of it being a public space

Field observations and counts were conducted twice on a weekday and twice on a weekend in October 2014. Surveys were conducted in-person twice on a weekday and twice on a weekend in November 2014.

These results were then compared to those of Divisadero St. parklets to formulate main findings and conclusions.



MAP OF PARKLET STUDY AREAS

# NEIGHBORHOOD CONTEXT

Polk Street is a corridor with many faces and stories – it is a place with many different meanings for every person.

To start with the basics, in terms of layout and design, the street is one of the major corridors running north-south within the entire downtown area of San Francisco. It is therefore well-trafficked by both bicyclists and vehicles. The street features a variety of different restaurants, cafes, and small shops and businesses, and is easily accessible to a variety of larger businesses and civic institutions on nearby streets.

The study focus area of Polk Street runs through—depending one’s neighborhood definitions—the Tenderloin, Polk Gulch, TenderNob, and Nob Hill neighborhoods. Starting in the south, the Tenderloin has long had a negative reputation as a site for drug dealing and homelessness (SF Gate), but also provides an essential home for many low-income individuals in a variety of single-residency occupancy hotels (Hosking and Lybarger, 2014). As we move north towards the Polk Gulch, running from Eddy to California Street, the neighborhood begins to change character. Recently it was described as: “Once a grimy love-it-or-leave-it neighborhood of liquor stores and massage parlors, this strip of Polk is getting more polished by the minute” (Scatena, 2014). Finally, we reach Nob Hill, described as “one of San Francisco’s signature neighborhoods, renowned for its city landmarks” (SF Gate).







Bob's Donuts



Swan Oyster Depot



Trader Joe's

St. Francis Memorial Hospital



Mitchell Brothers O'Farrell Theatre



Great American Music Hall



Neighborhood Mural

Neighborhood Mural



# NEIGHBORHOOD CONTEXT

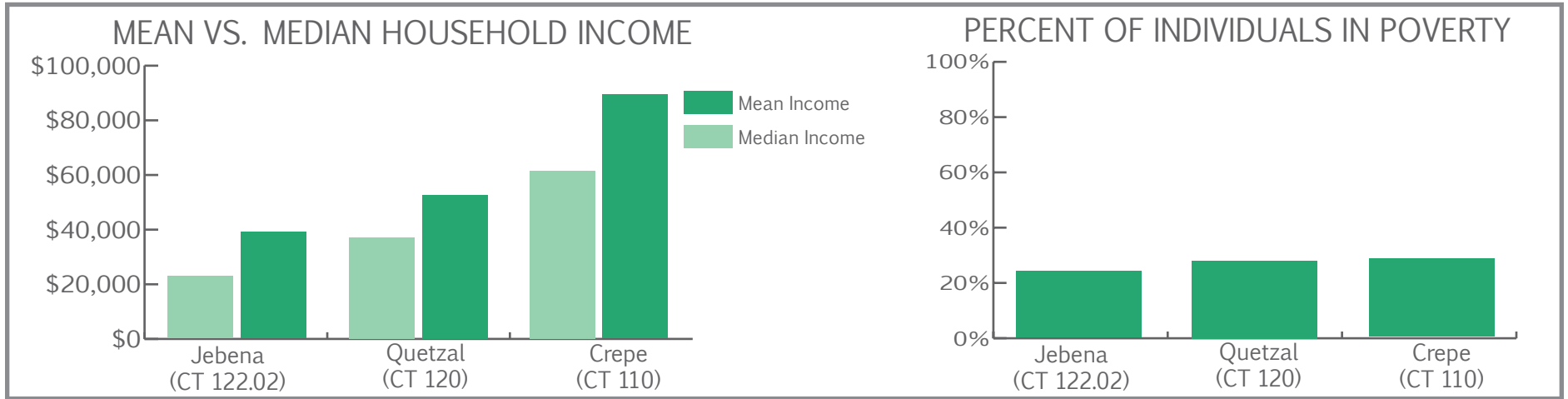
Crepe House Parklet, Quetzal Cafe Parklet, and Jebena Cafe Parklet are respectively set within Census Tracts 110, 120, and 122.02. In the charts below, we provide an overview of how these three different census tracts differ in terms of demographics, income, and housing characteristics. In general, the data shows that, moving south to north along Polk Street (from Jebena Cafe to Crepe House), the neighborhoods generally become younger, wealthier, less dense, and more expensive.

## DEMOGRAPHIC CHARACTERISTICS

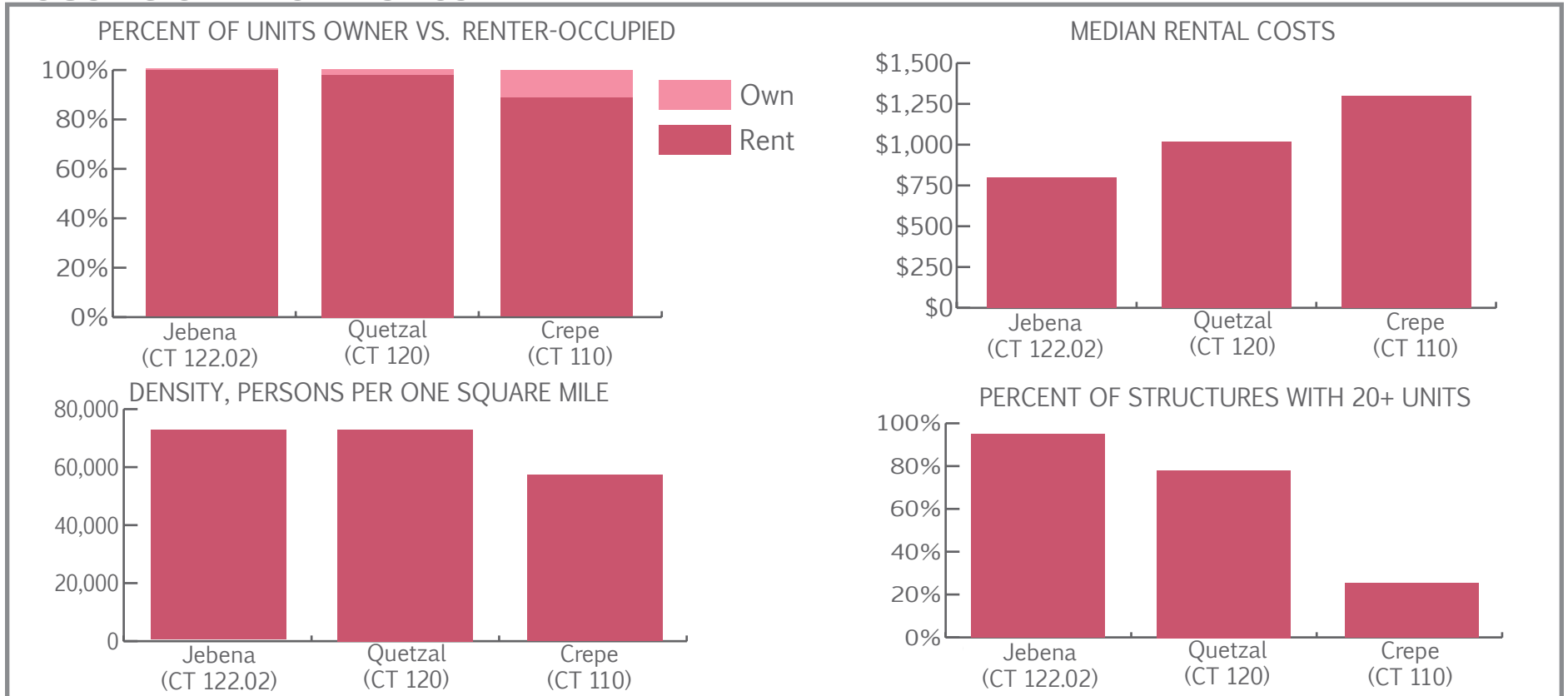


Please note: All data presented are from the 5-Year (2008-2012) American Community Survey; full data sets and margin of errors available at the end of this booklet.

## INCOME CHARACTERISTICS



## HOUSING CHARACTERISTICS

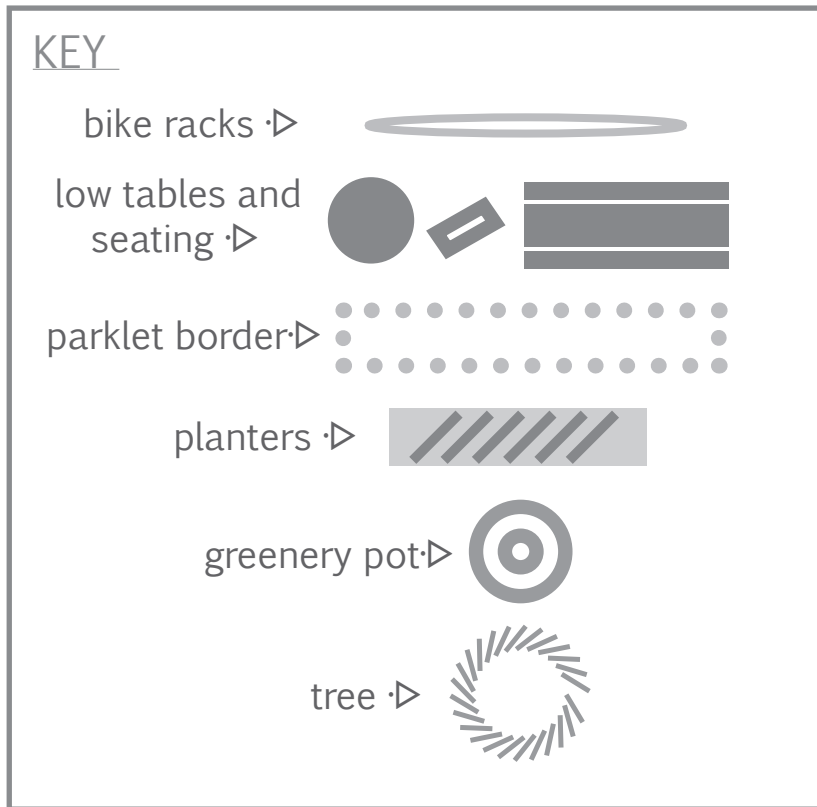




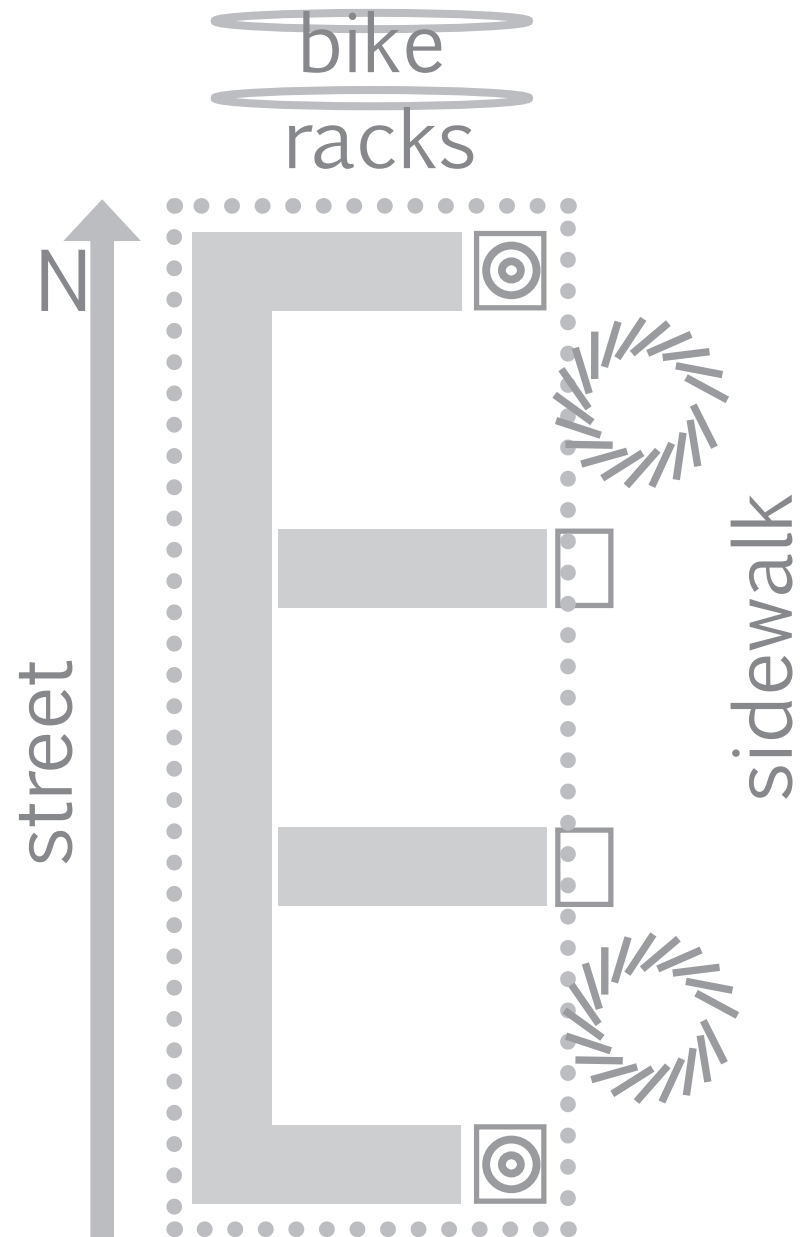
# SITE LAYOUT

The diagrams on the right provide an overview the design and specific components available at each parklet site.

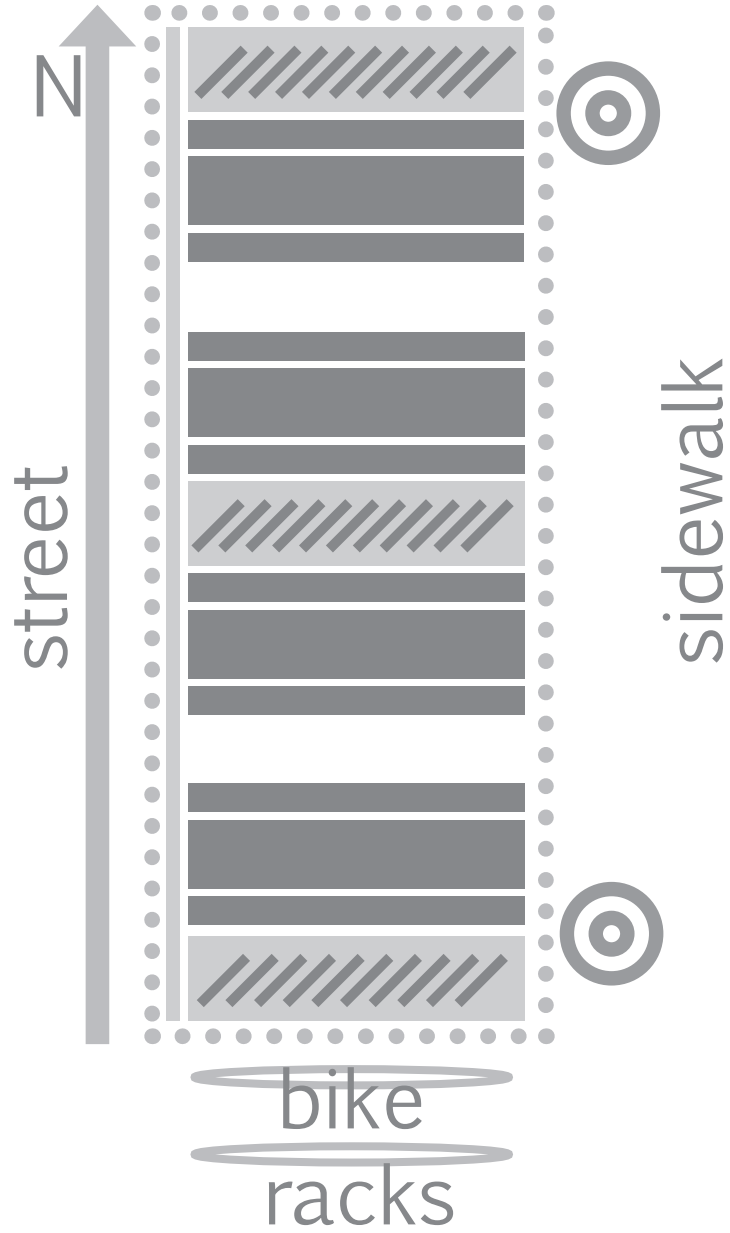
All three parklets are orientated with the longest side running from south to north. In addition, all three have bike racks , a variety of plants or trees, and wrap-around barrier or fencing to protect users from the streets. However, each differs slightly. For example, Crepe House Cafe has movable seating and chairs and Quetzal Cafe has picnic tables, but Jebena Cafe only offers standing -level surfaces to lean against or set a drink or meal upon.



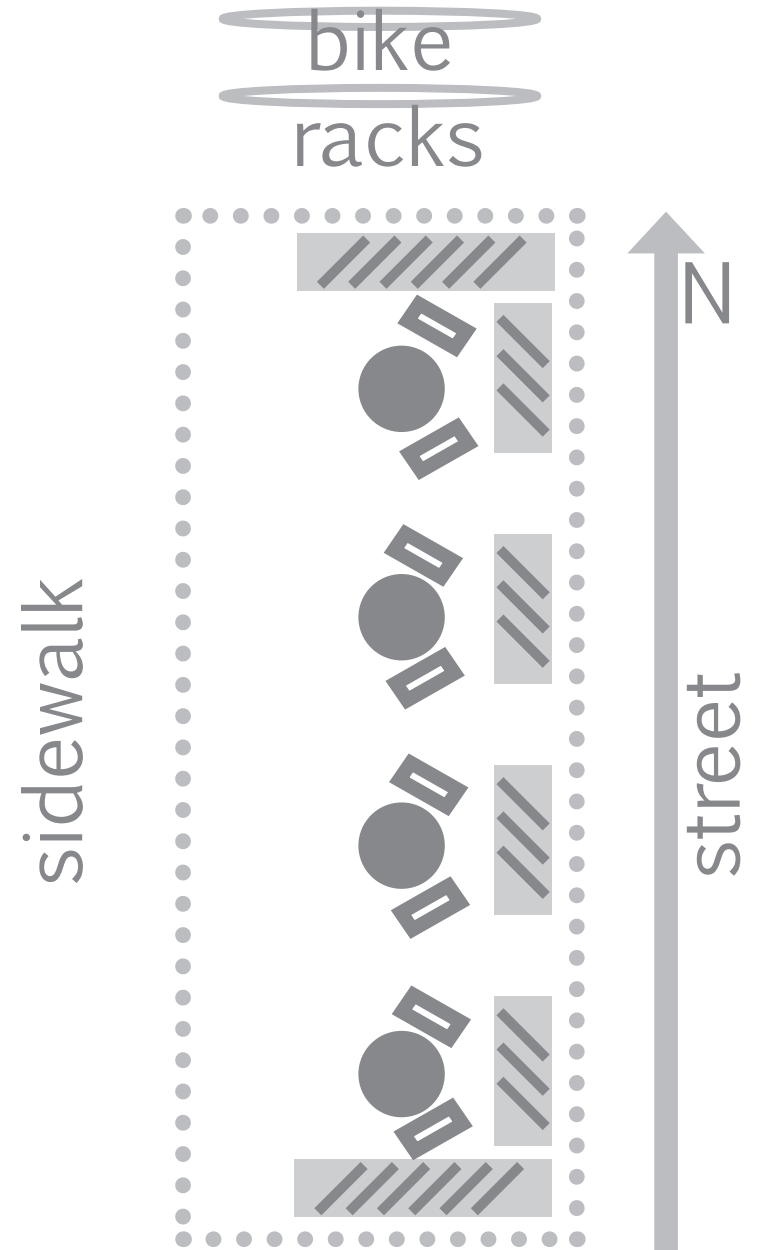
## JEBENA CAFE PARKLET



QUETZAL CAFE PARKLET



CREPE HOUSE PARKLET



# FIELD OBSERVATIONS

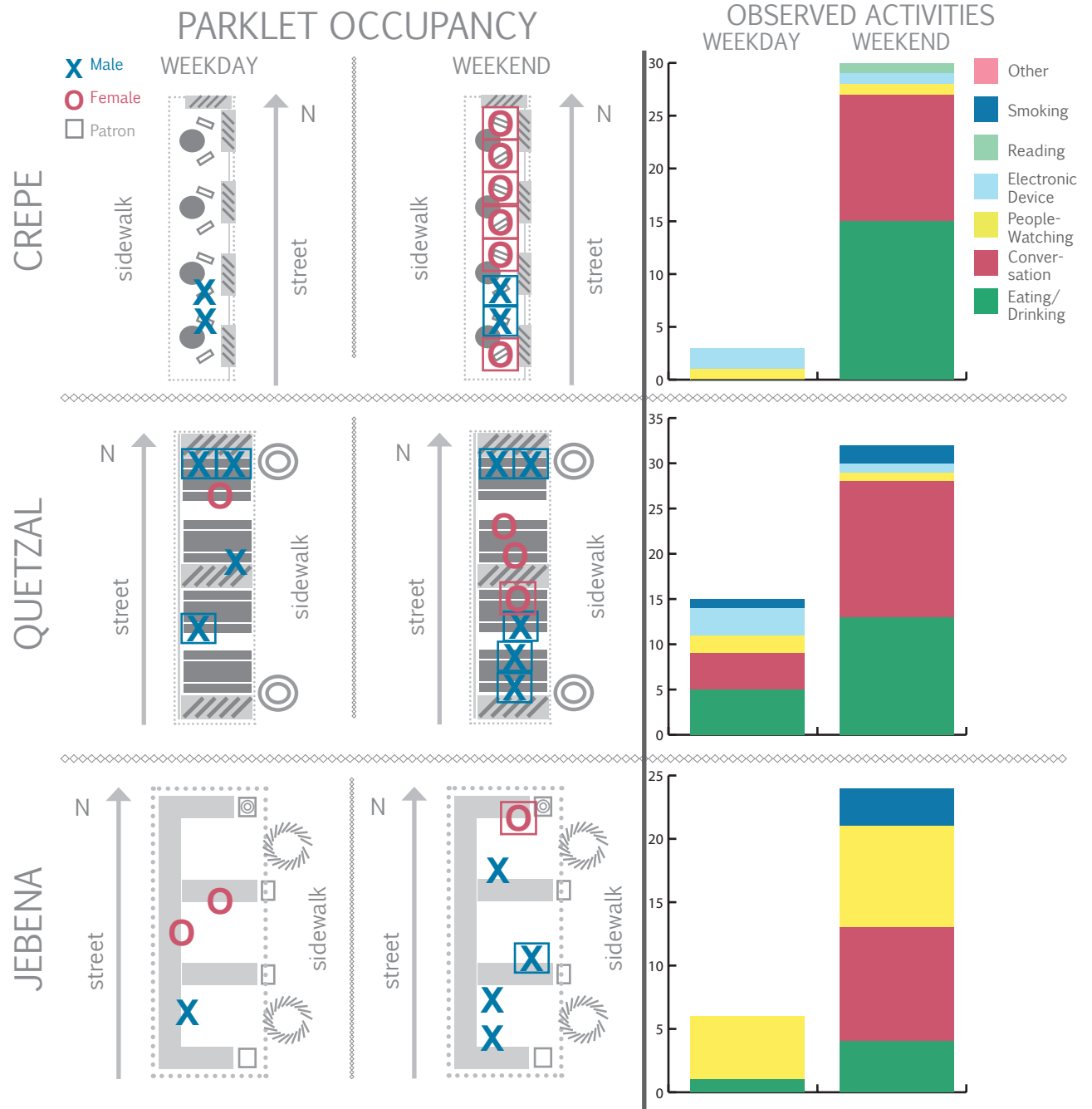
Field observations were conducted on 2 weekdays and 2 weekends in October 2014. Each observation period was 10 minutes long and done between 11 AM and 2 PM to control for mid-day use. Information about users, passerbys, and traffic were recorded and are presented in the next 4 pages.

## PARKLET OCCUPANCY

In a 10-minute observation period, there was an average of 3 users (0 being patrons) at Jebena Cafe on a weekday and 5 patrons (2 being patrons) on a weekend. At Quetzal Cafe, there was an average of 5 users (3 being patrons) on a weekday and 8 users (6 being patrons) on a weekend. At Crepe House, there was an average of 2 users (0 being patrons) on a weekday and 8 users (8 being patrons) on a weekend. All parklets had more weekend users than weekday users, as well as higher patronage on the weekends.

## OBSERVED ACTIVITIES

Eating/Drinking and Conversation were the most observed activities at all the parklets. In particular, users at Jebena were observed people-watching. Each parklet had more diverse activities on the weekends than on weekdays.

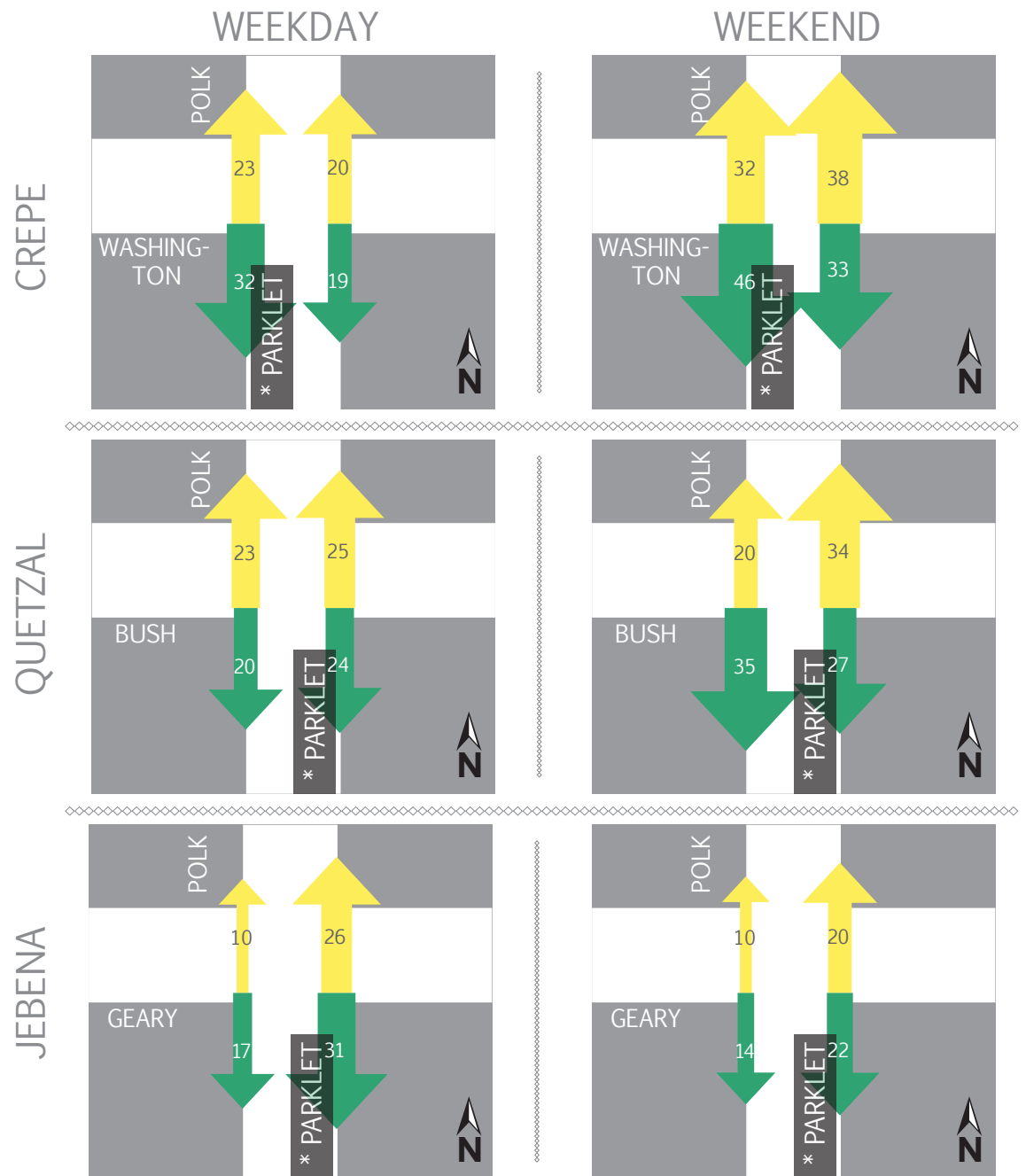


## PEDESTRIAN VOLUMES

Polk St. is a major thoroughfare for pedestrians, for it is one of the flatter north-south streets of San Francisco and connects northern neighborhoods such as Nob Hill, Russian Hill, and Marina District to downtown. The figures to the right show average pedestrian volumes in a 10-minute period, going north and south on each side of Polk St., on a weekday and weekend at each parklet.

Total pedestrian volumes increase as one moves north along Polk St. from Jebena Cafe to Crepe House, both on weekdays and weekends. On a weekday, there was an average of 84 pedestrians that crossed Jebena during a 10-minute period, 92 at Quetzal, and 94 at Crepe. On a weekend, there was an average of 66 pedestrians at Jebena, 116 at Quetzal, and 144 at Crepe. Both Quetzal and Crepe locations had higher pedestrian volumes on the weekend than weekday, while Jebena had a lower volume.

Parklets are thought to increase sidewalk use because they extend space for pedestrians and create an enjoyable environment. It seems that this assumption could be valid; each parklet site had a higher volume of pedestrians on the side of the street adjacent to the parklet. This is most apparent at Jebena Cafe, in which the parklet-side of the street saw nearly twice as many pedestrians than the opposite side of Polk.



# FIELD OBSERVATIONS

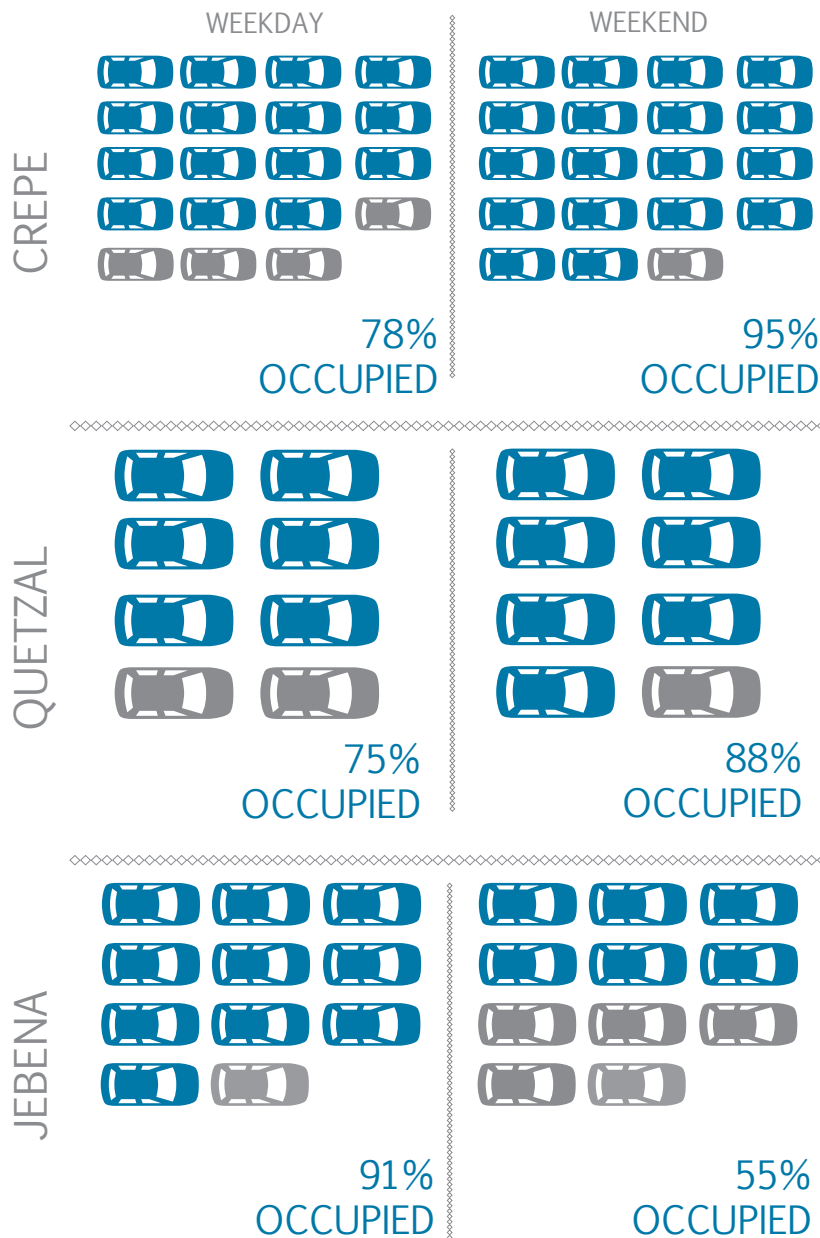
## PARKED SPACE OCCUPANCY

Parking space occupancy was also recorded at each parklet side and is shown to the right. There are 11 parallel parking spaces at Jebena's block of Polk St. (between O'Farrell and Geary), 8 spaces at Quetzal (between Fern and Bush), and 19 spaces (between Clay and Washington). Of these spaces, on average, 91% of Jebena's were occupied on weekdays and 55% on weekends. At Quetzal, 75% were occupied on weekdays and 88% on weekends. Of Crepe House's 19 spots, 78% were occupied on weekdays and 95% on weekends. None of the parklet blocks had 100% occupancy. This is important to note because a frequent complaint about parklets is that they take away needed parking spaces. These parklets along Polk St. may not have such a negative impact on parking.

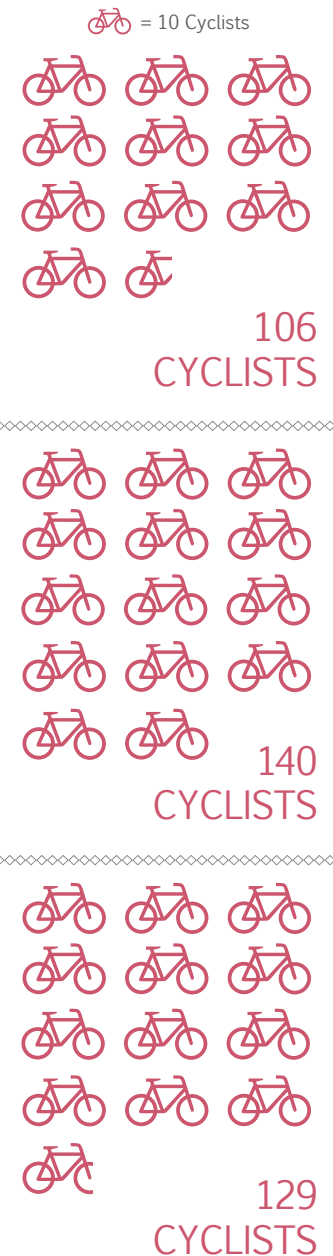
## CYCLIST COUNT

Polk St. is heavily used by cyclists. An average of 129 cyclists passed Jebena in a 10-minute period, 140 at Quetzal, and 106 at Crepe. The amount of cyclists could have an impact on parklet use, but in this case volumes were fairly similar across parklets.

## PARKING SPACE OCCUPANCY



## CYCLIST COUNT



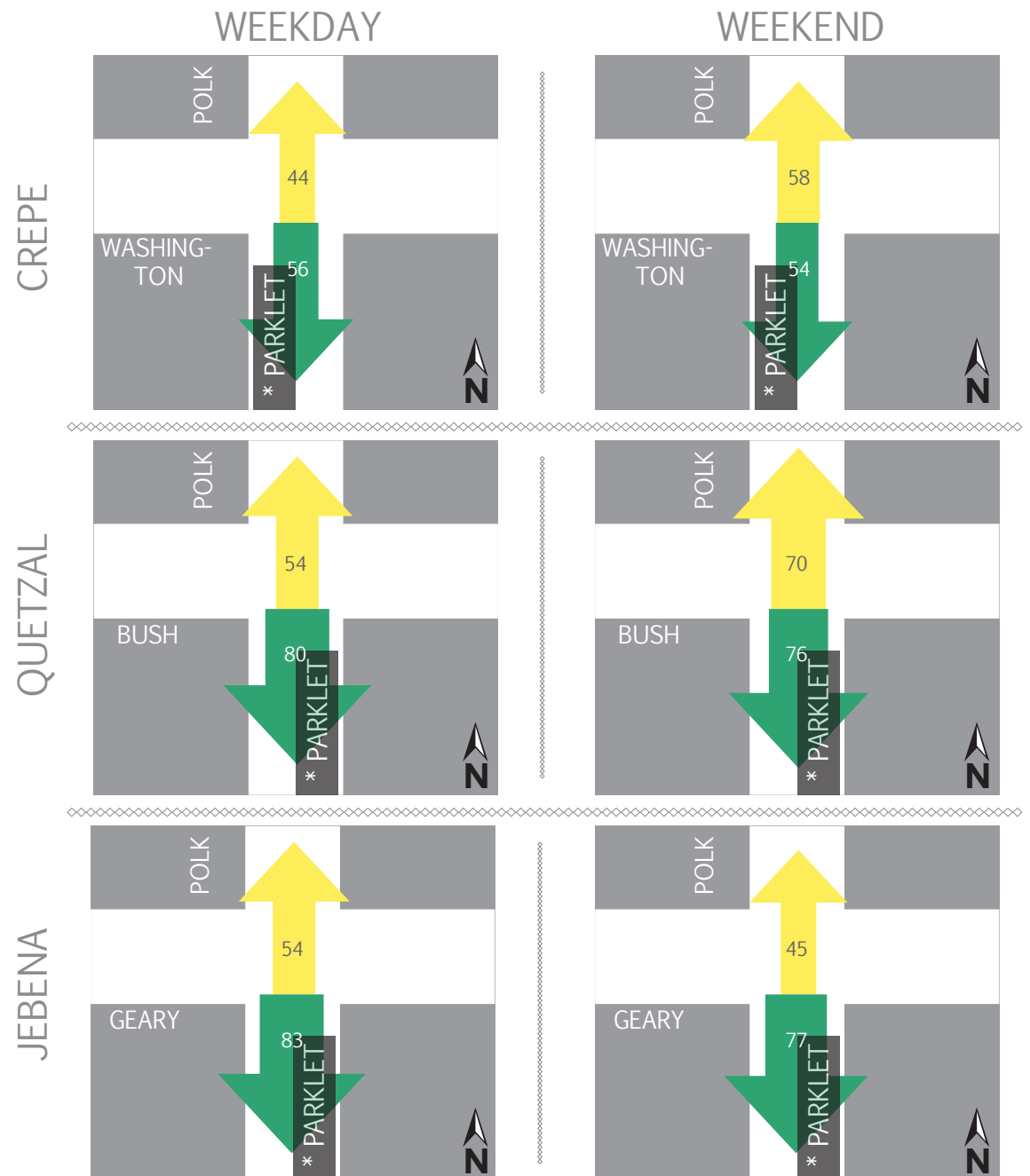


## VEHICLE VOLUMES

As stated earlier, Polk St. is a major connector street and thus heavily used by vehicles. The figures to the right show average vehicle volumes in a 10-minute period, going north and south on Polk St., on a weekday and weekend at each parklet. Types of vehicles included in this count are: passenger vehicles, trucks, buses, motorbikes, and bikes.

Jebena Cafe had an average of 137 vehicles pass in a 10-minute period on a weekday and 122 on a weekend. Quetzal Cafe had an average of 134 vehicles pass on a weekday and 146 on a weekend. Crepe House had an average of 100 vehicles pass on a weekday and 102 on a weekend. Jebena and Quetzal had similar volumes of traffic, while Crepe had a lower volume.

Overall, there are more vehicles moving south at each location. High vehicle volumes could have an impact on parklet use because it could create an undesirable amount of noise and smog as well as a lower perception of safety. For these parklets, the overall low utilization of Jebena may be attributable to traffic volumes.



# DESIGN + MANAGEMENT OBSERVATIONS

## PROCESS

In order to better understand the local Polk Street context, parklet design, and parklet management, a series of observation sessions were conducted - a total of 12 one-hour observation sessions, twice at each parklet on both the weekday and weekend.

During each observation session, notes were taken on conditions, specific design features, and owner management—such as general space upkeep and table service.

Through this effort, a few design and management patterns emerged at each Parklet. Crepe House Cafe has perhaps the best upkeep, and also had the most formal-looking connection between the parklet and cafe. Quetzal Cafe Parklet provides by far the most amount of seating, and a more informal atmosphere than the Crepe House Parklet. However, it does not have as high of upkeep. Finally, the Jebena Cafe Parklet provides an equally informal setting with wrap-around, standing tables, yet faces the most challenges in terms of maintenance.

## VIEW

CREPE



QUETZAL

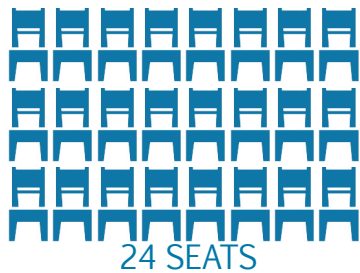


JEBENA



## SEATING + TABLES

Places to sit, eat, and meet



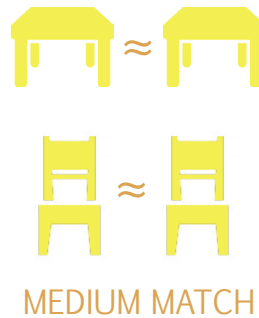
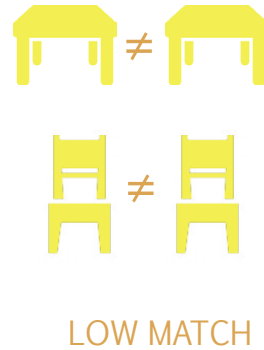
## GREENERY

Trees, Planters, and Pots



## MATCHING

Matching Between  
Parklet and Cafe



## SIGNAGE

2 "Public" Signs Required



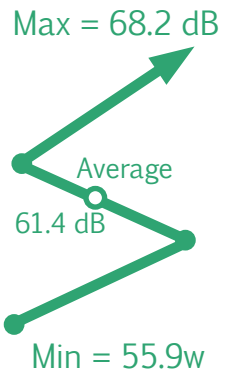
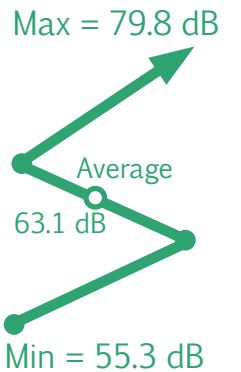
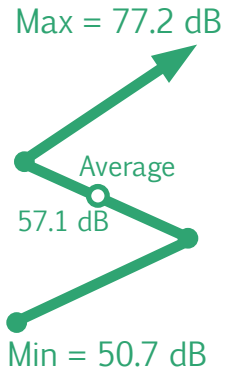
## TABLE SERVICE

Table Service  
Not Allowed



## NOISE

Noise Reading



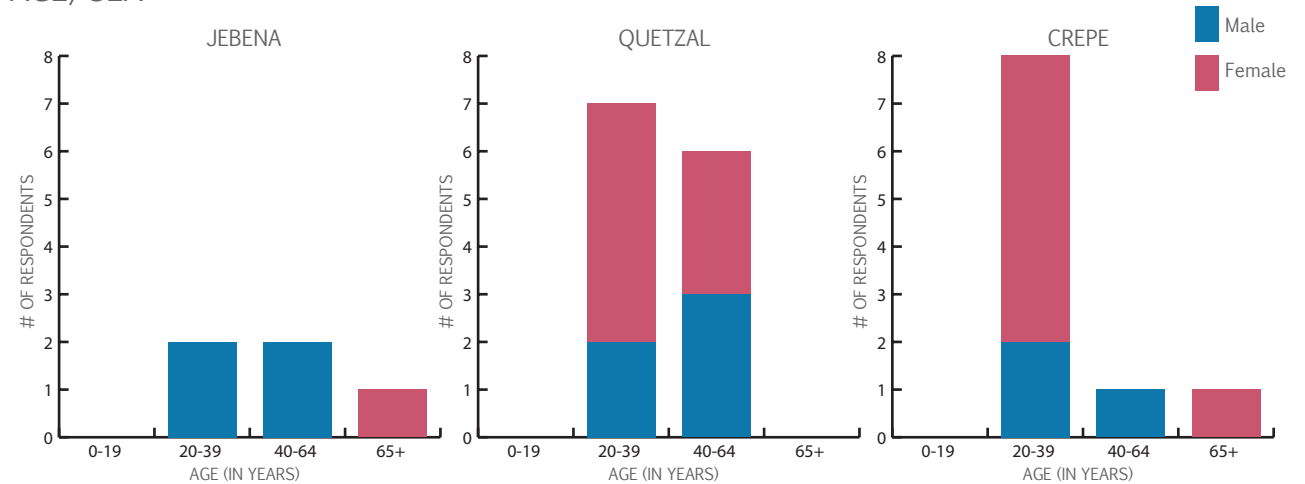
# USER SURVEY RESULTS

We conducted user-intercept surveys the same way we conducted our field observations (from 11 AM to 2 PM on 2 weekdays and 2 weekends). In total, we received 5 responses from Jebena cafe users, 13 responses from Quetzal Cafe, and 10 responses from Crepe House. The results are presented here.

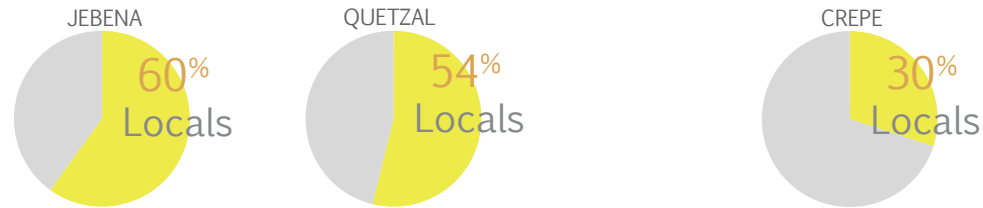
We had a higher number of females respondents, and the largest age category was 20-39 years old. The percentage of users who stated they live in the neighborhood decreases as one moves north up Polk St.

Jebena and Quetzal have some users who come daily, while Crepe House had none. In contrast, Crepe House had the highest percentage of users who visit “other places like this” (as in other parklets or urban open space). Most users across parklets come to eat/drink and chat. A very high percentage of user respondents bought something from the sponsoring business prior to occupying the parklet, but most did not feel that they needed to. The perception of the parklet being a public space decreases dramatically as one moves north on Polk St: 100% of Jebena users said the parklet is public, 84% at Quetzal, and 50% at Crepe.

## RESPONDENT PROFILE AGE/SEX

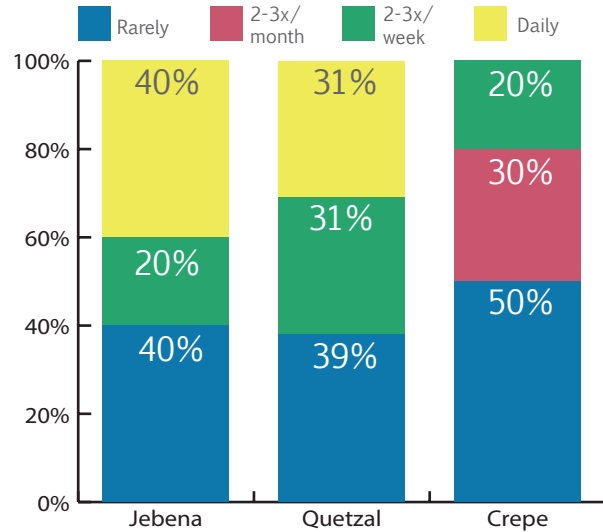


## RESIDENCY

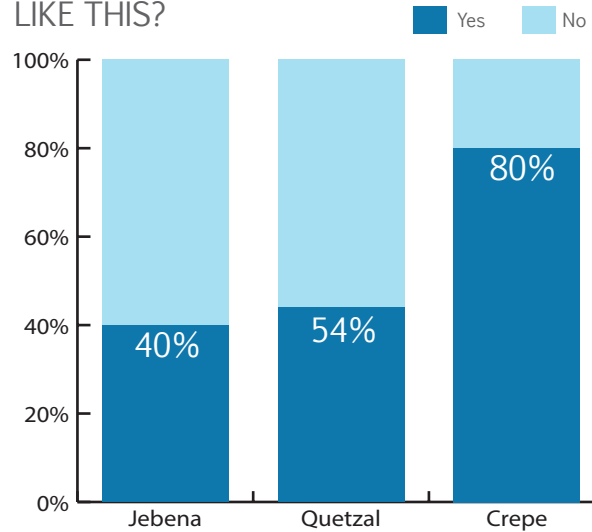


# SURVEY RESPONSES

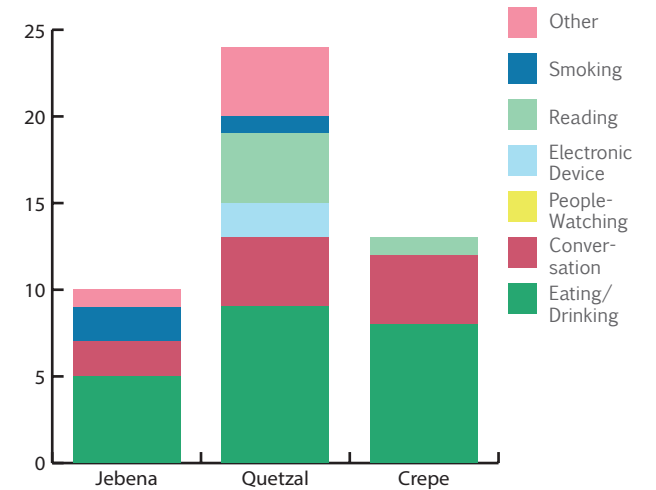
(1) HOW OFTEN DO YOU COME HERE?



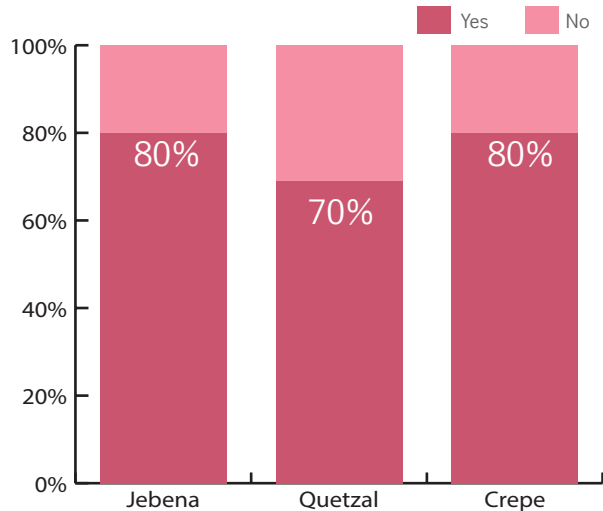
(2) DO YOU ALSO VISIT OTHER PLACES LIKE THIS?



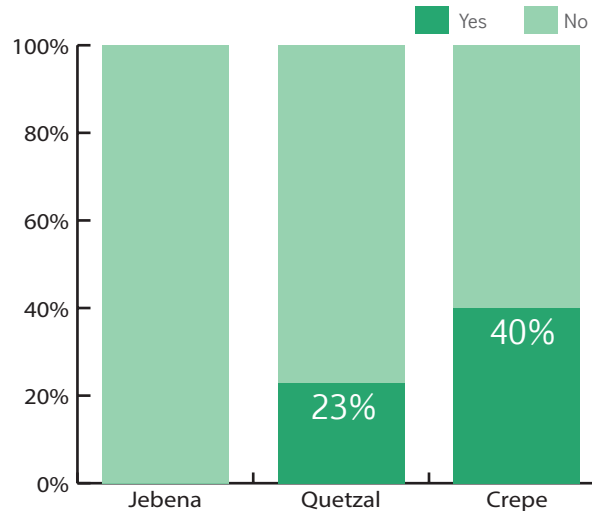
(3) WHAT DO YOU USUALLY DO IN THIS SPACE?



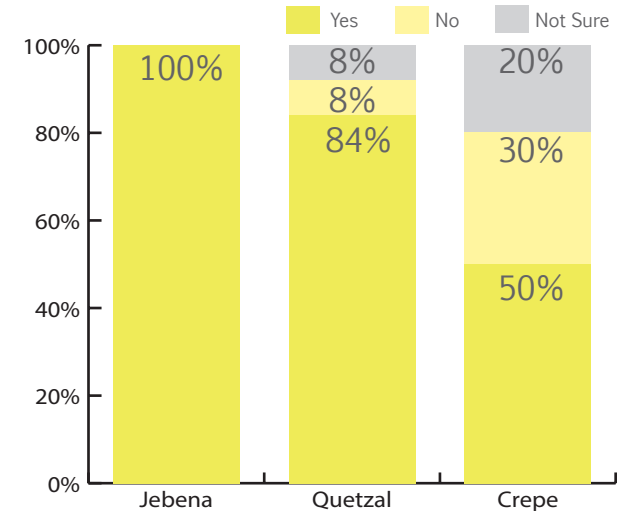
(4) WHEN YOU ARE SITTING HERE, DO YOU USUALLY BUY SOMETHING?



(5) DO YOU FEEL LIKE YOU HAVE TO BUY SOMETHING?



(6) IS THIS A PUBLIC SPACE?





# PASSERBY SURVEY RESULTS

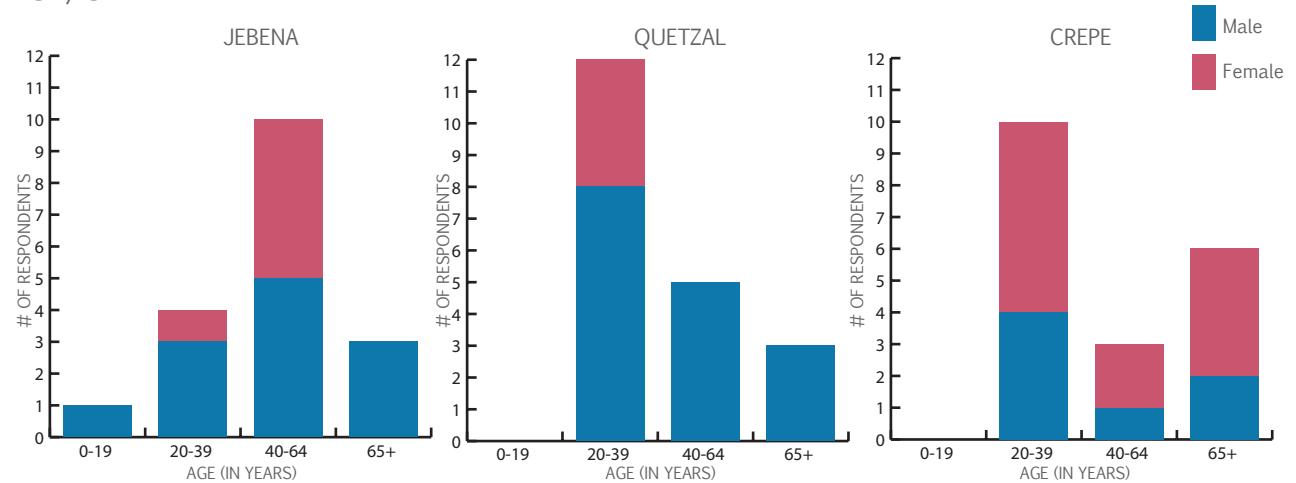
We conducted pedestrian-intercept surveys in conjunction with user-intercept surveys. In total, we received 18 responses from Jebena cafe passerbys, 20 responses from Quetzal Cafe, and 19 responses from Crepe House. The results are presented here.

We had a high number of male respondents, and, again, the largest age category was 20-39 years old. Each site's passerbys had a high percentage of locals, with the highest at Jebena.

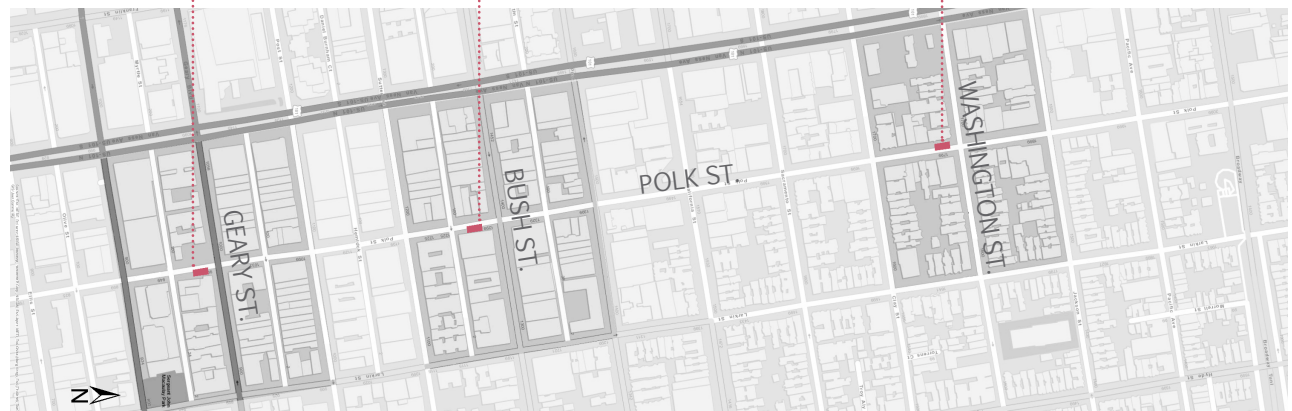
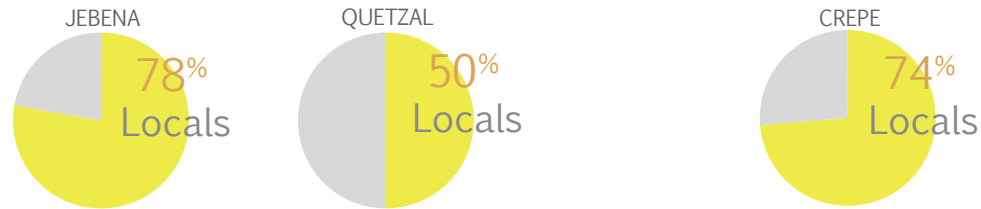
A majority of passerbys at each location were people who used Polk St. daily. In contrast, Crepe House had the highest percentage of users who visit "other places like this" (as in other parklets or urban open space). When asked if they ever visit the parklet, approximately half of respondents at Jebena and Crepe stated they do, while only 40% at Quetzal. About 50% of respondents at each site said they feel like they have to buy something when sitting there, or would feel like they do if they were to visit. The perception of the parklet being a public space varied: 78% of Jebena users said the parklet is public, 55% at Quetzal, and 74% at Crepe. Again, Jebena had the highest number of respondents who stated the parklet is public.

## RESPONDENT PROFILE

### AGE/SEX

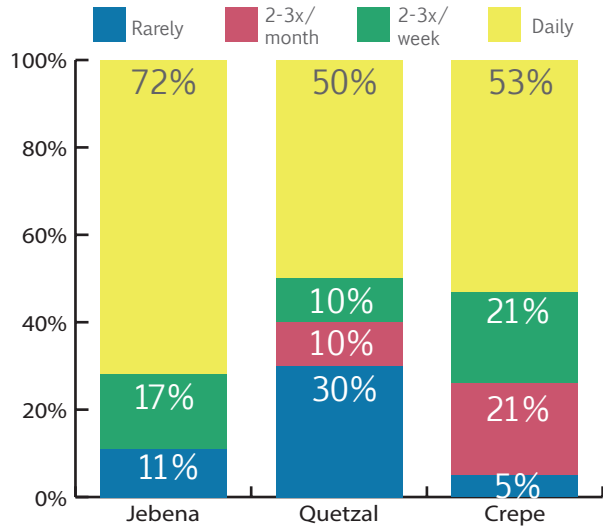


### RESIDENCY

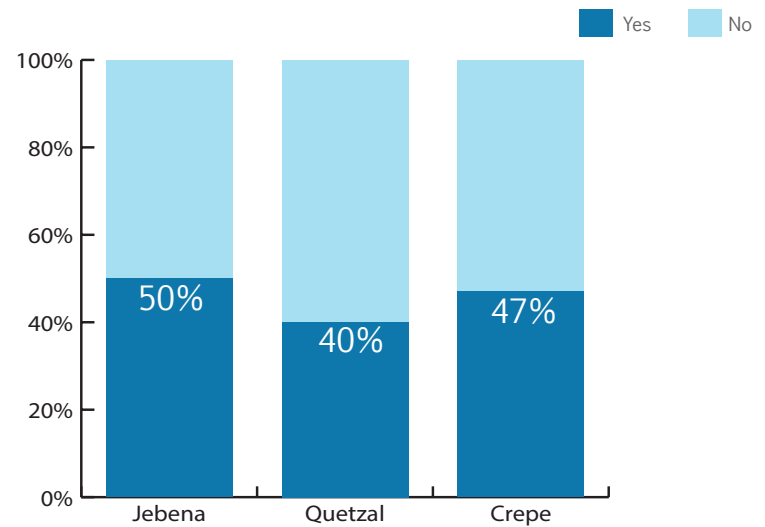


# SURVEY RESPONSES

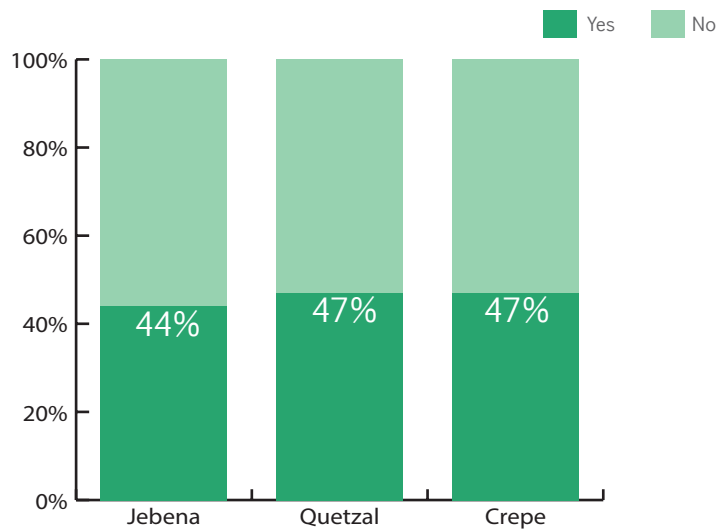
(1) HOW OFTEN DO YOU WALK ALONG THIS STREET?



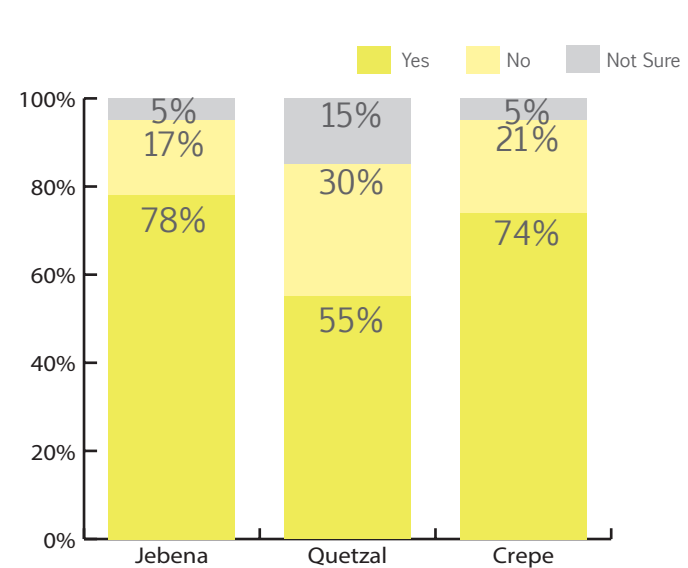
(2) DO YOU EVER STOP AND VISIT THIS PLACE?



(3) DO YOU FEEL LIKE YOU HAVE TO BUY SOMETHING IF/WHEN SITTING HERE?

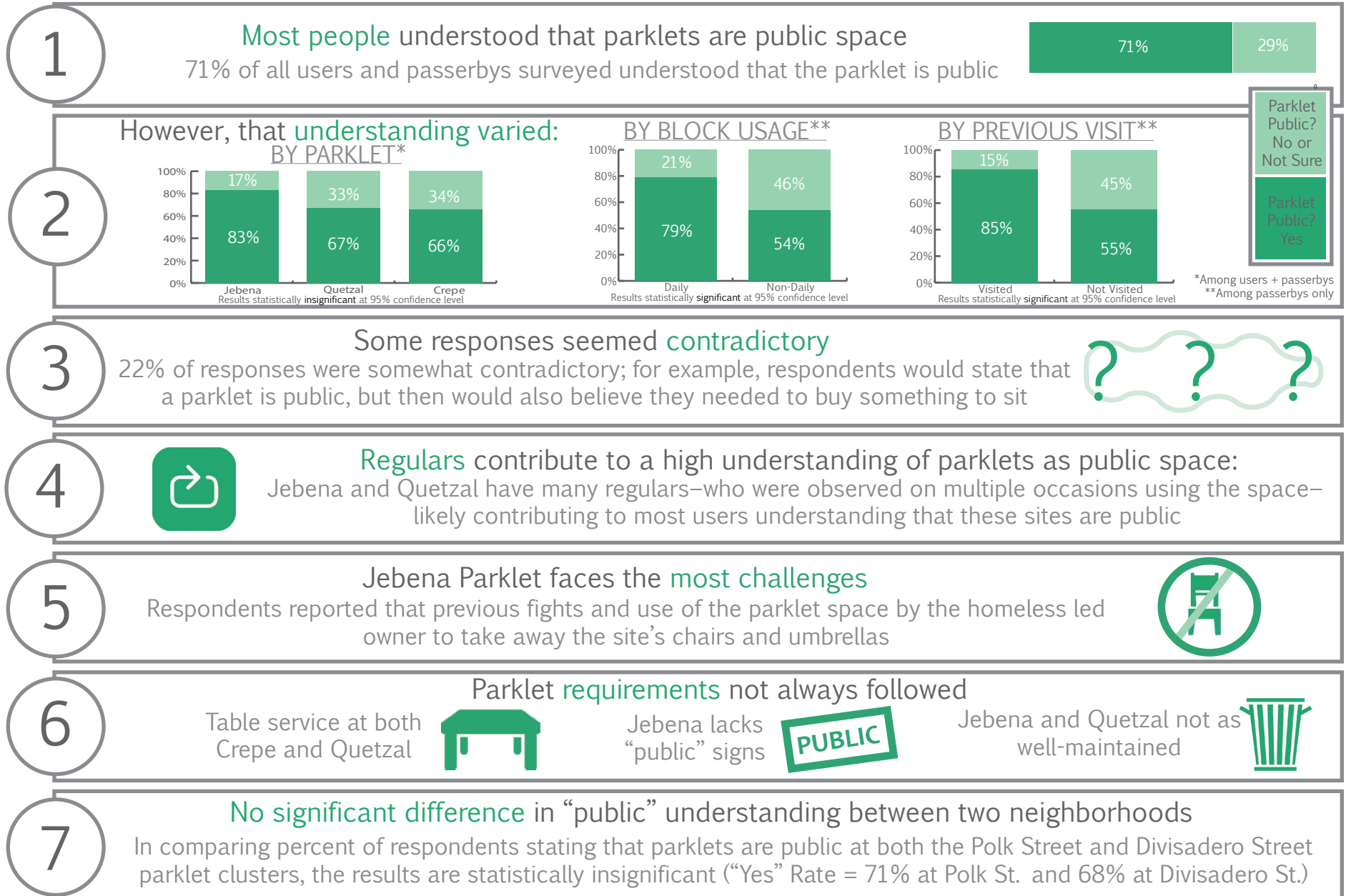


(4) IS THIS A PUBLIC SPACE?



# MAIN FINDINGS

After reviewing all the observations and data, patterns emerged to help us better understand our key question:  
**Are parklets perceived as public spaces or reserved for patrons?**



# CONCLUSIONS

The **more familiarity** with parklets—in terms of passing by often, visiting before, or visiting often—the **more a parklet is understood as a public space.**

In various cases, we found that familiarity with the parklet, or even the parklet program in general, was a key characteristic of respondents who understood that the parklets were public spaces. Users who were repeat visitors, as well as passerbys who walked by the parklet daily or who had visited the parklet at least once, were much more likely to understand that parklets are public space.

1

A **public space connected to a private establishment** is sometimes confusing.

The last two questions in both our user and passerby surveys were semi-repetitive and meant to confirm the respondent's understanding of a parklet as either public or private (i.e. Do you believe you have to buy something to sit here? Is this a public space?). Surprisingly, we had a sizable number of respondents (22%) with responses that seemed opposite and did not provide a confirmation. It's possible the wording of the questions was confusing; however, it's also quite possible many people understand the parklet space is public, but still feel pressure to buy something.

2

Despite **Jebena Parklet** being in the lowest income neighborhood, it is the **most understood as a public space** on various measures; however, it also faces the most challenges

Out of all three parklets, Jebena Cafe had the highest percent of both users and passerbys responding that the parklet was a public space. Although this is a positive result in terms of our main questions, we also heard anecdotes of how the site had faced problems with fights and homelessness, saw a lack of upkeep and “public” signage, and were unfortunately informed that a murder had occurred in the cafe around 2011 (Berton, 2011).

3

Overall conclusion:

**Neighborhood median income level does not influence parklet “public” perceptions**

In comparing the results from both the Polk Street and Divisadero Street parklet clusters, the percent of respondents (both users and passerbys) who stated that “yes, parklets are public space” is statistically insignificant (95% confidence level). Therefore, it is likely that our key independent variable—socioeconomic composition of neighborhoods—does not affect perception of parklets as either public or reserved for patrons.

4

# RECOMMENDATIONS

## FOR THE NEXT STUDY

1

### Control for **different variables**

The two main variables we controlled for in this study were neighborhood socioeconomic composition and street corridor. For a similar study in the future, we would suggest controlling only for socioeconomic status, and less on corridor. Or, a comparison could also be made between parklets at restaurants versus coffeeshops; eateries versus a non-eateries; or one, two, or three parking spaces.

2

### Repeat **street surveys**, with some modifications

We went through many revisions of our user and passerby surveys in order to ensure that the questions were sequenced correctly and well-phrased, and could be administered in under two minutes. Our final product was able to yield a high number of results, and we recommend that this survey tool be used again with certain modifications (with the user survey: rephrase certain questions to better accommodate for first-time users, and reduce the number of user activity options).

3

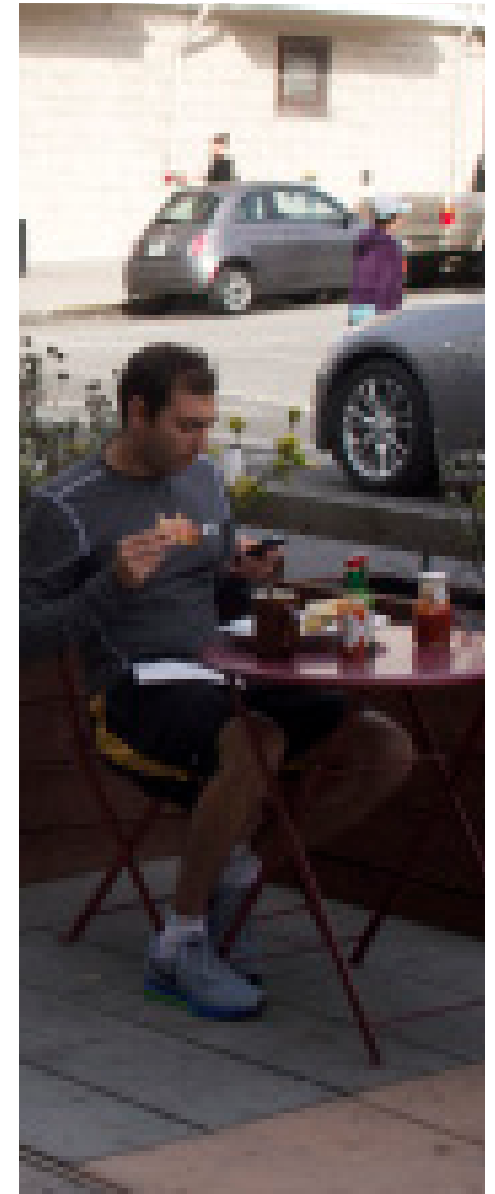
### Compare parklet use during **busy versus calm** periods

We observed in just a few instances that passerbys might be more hesitant to stop and use a parklet if it is a busy time and many users are consuming food from the adjacent restaurant—a sentiment we felt ourselves. Therefore, we recommend testing for the perception of parklets as “public”—as well as the action of passerbys to choose to stop—during both a busy and calm period at the parklet and restaurant.

4

### Ask **more questions** during the follow-up to the street survey

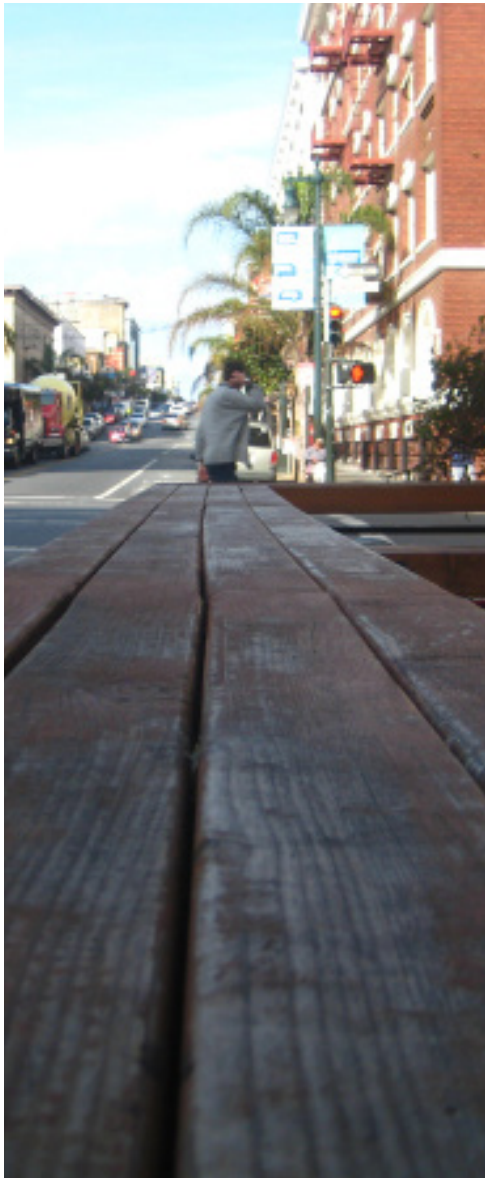
Following each of street surveys, we would often have respondents provide additional information, such as the reasons parklets were well-maintained or not, the changing character of the neighborhood, or their thoughts on the parklet program in general. In a future study, it would be beneficial to purposefully include in the street surveys a closing invitation to provide additional comments.





# RECOMMENDATIONS

## FOR THE CITY OF SAN FRANCISCO



### Consider **changing, enlarging, repositioning, and adding** signage

Certain modifications to the “public space” signs could be considered to better communicate to the neighborhood and passerbys that parklets are public. This includes: 1) change the phrasing on the signage to include a statement about not needing to patronize the restaurant in order to sit, 2) enlarge these signs so they are clearly visible, 3) reposition these signs so they are visible at eye level, and 4) add addition signs, perhaps on tables, to reinforce the public aspect.

1

### Conduct **inspections** before permit renewal

Each parklet displayed issues with adhering to certain key principles of the parklet program. This included not fully maintaining the site, not having “public” signs at the site, and serving food at the tables. Currently, a permit renewal is granted without inspection, except in the case where a complaint has been filed. However, to better ensure parklet tenants are adhered to, the city could consider requiring an unannounced inspection prior to granting the parklet permit renewal.

2

### Host city-wide **Parklet Day**

Our results demonstrated that daily passerbys and previous visitors were significantly more likely to understand that parklets are public space. Although this is not altogether a surprising result, we suggest that the parklet program host a city-wide day to celebrate these spaces and encourage a large number of first-time visitors in order to increase the “public” understanding. Parklets owners will probably not mind the extra business either.

3

### Provide **extra support** for parklets in challenging neighborhoods

Out of all three parklets, Jebena Cafe encountered the most difficulties with the management of their space. Likely, this is due to some challenging circumstances in the surrounding neighborhood, in terms of having a high poverty rate and visible signs of homelessness and mental illness among residents. The city should endeavor to provide parklets in these types of settings with additional support and strategies on how to best maintain a quality public space.

4



# SOURCES

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"San Francisco: Nob Hill." *SF Gate*. Accessed December 10, 2014. <http://www.sfgate.com/neighborhoods/sf/nobhill/>

San Francisco Planning Department, *San Francisco Parklet Manual*. Version 1 (San Francisco, CA: Feb. 2013), 27, 77. [http://pavementtoparks.sfplanning.org/docs/SF\\_P2P\\_Parklet\\_Manual\\_1.0\\_FULL.pdf](http://pavementtoparks.sfplanning.org/docs/SF_P2P_Parklet_Manual_1.0_FULL.pdf)

"San Francisco: Tenderloin." *SF Gate*. Accessed December 10, 2014. <http://www.sfgate.com/neighborhoods/sf/tenderloin/>

Scatena, Jenna. "Polk Gulch: For... Bustling Nightlife (Just Don't Call it the Next Valencia)." *San Francisco Magazine* (San Francisco, CA), Jan. 3, 2013

## PHOTO CREDITS

**Bob's Donuts:** [http://sharedappetite.com/wp-content/uploads/2013/07/IMG\\_9156-1.jpg](http://sharedappetite.com/wp-content/uploads/2013/07/IMG_9156-1.jpg)

**Great American Music Hall:** <http://www.slimspresents.com/wp-content/uploads/2011/06/Pedro-Paredes-28.jpg>

**Mitchell Brothers O'Farrell Theatre:** <http://s3-media4.fl.yelpcdn.com/bphoto/xr4Zg44C3NbOvkbz3YJodQ/l.jpg>

**Ocean Mural:** <http://graffitistf.com/galleries/Tenderloin-1.html>

**St. Francis Memorial Hospital:** <http://pics3.city-data.com/businesses/p/1/0/6/3/7871063.JPG>

**Swan's Oyster Depot:** <http://californiathroughmylens.com/wp-content/uploads/2012/11/Swan-Oyster-Depot-Line-640x426.jpg>

**Trader Joe's:** [http://cdn.cstatic.net/images/gridfs/50b7d3fef92ea1677e01b606/IMG\\_4744.JPG](http://cdn.cstatic.net/images/gridfs/50b7d3fef92ea1677e01b606/IMG_4744.JPG)

**Women Mural:** <http://media-cache-ec0.pinimg.com/736x/61/14/f4/6114f42938f23e942b043ab3a7168e7c.jpg>



# PASSERBY COUNT DATA SET

## ABERNA CAVE PARKLET STUDY - PASSENGERS - WEEKDAY

East Side of Park 3c (Parklet Side):

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	83	96	34	1	22	28	6	28	81	12	3
Study #2 Totals											
Average	53	62	24	1	22	28	6	28	31	12	3
Percent		57.88	42.12	1.72	34.68	48.12	10.33	45.81%	34.38%	21.09%	3.29%

## ABERNA CAVE PARKLET STUDY - PASSENGERS - WEEKEND

DATE/TIME:

Study #1: 10/11/2014 - 11:45

WEATHER CONDITION & TEMPERATURE:

Study #1:

Study #2: 10/19/2014 - 12:45

Study #2:

East Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	83	18	13	0	14	17	0	18	28	0	0
Study #2 Totals	50	35	16	4	31	13	3	21	30	20	0
Average	4.3	26.8	14.5	2	22.8	18	1.8	19.8	21.8	14	0
Percent		65%	35%	5%	52%	37%	4%	49%	52%	34%	0%
Percent (Totals/Total)		64.63	35.37	4.88	34.88	34.53	1.88%	47.84%	52.48%	34.18%	0.00%

## QUETZAL CAVE PARKLET STUDY - PASSENGERS - WEEKDAY

East Side of Park 3c (Parklet Side):

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	48	80	16	1	32	13	0	24	34	18	3
Study #2 Totals	50	29	21	0	30	15	5	26	24	18	0
Average	48	29.8	19.8	0.5	30	18	2.8	28	24	18	1.8
Percent		62%	38%	7%	62%	37%	5%	51%	48%	30%	3%

## QUETZAL CAVE PARKLET STUDY - PASSENGERS - WEEKEND

East Side of Park 3c (Parklet Side):

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	53	37	25	1	42	14	0	27	30	0	4
Study #2 Totals	68	86	26	2	48	18	2	41	34	14	18
Average	53	36.5	26.5	1.5	43.5	15	1	34	32	12	6.5
Percent		68%	32%	2%	73%	28%	2%	64%	48%	18%	14%

## CREPE HOUSE PARKLET STUDY - PASSENGERS - WEEKDAY

East Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	88	30	16	0	18	13	2	18	37	0	3
Study #2 Totals	43	21	20	0	28	15	8	21	21	18	0
Average	68	21	18	1.5	23.5	18	8	20	30	0	1.8
Percent		54%	46%	4%	50%	30%	13%	51%	48%	23%	4%

## CREPE HOUSE PARKLET STUDY - PASSENGERS - WEEKEND

East Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	43	21	23	4	28	11	0	25	18	12	17
Study #2 Totals	88	84	45	1	67	21	0	81	47	42	12
Average	79.5	39.5	37	2.5	47.5	18	4.5	53	32.5	27	24.5
Percent		62%	48%	4%	67%	23%	6%	64%	48%	30%	21%

West Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	27	17	10	0	11	14	2	10	17	2	0
Study #2 Totals											
Average	27	17	10	0	11	14	2	10	17	2	0
Percent		63%	37.04	0.00	40.74%	51.85%	7.41%	37.04%	63.96%	7.41%	0.00%

West Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	16	7	9	2	6	6	0	7	9	0	0
Study #2 Totals	36	18	14	2	14	11	3	12	18	0	0
Average	26	11.8	11.8	2	11	8.8	1.8	9.8	13.8	4	0
Percent		50%	50%	8%	49%	37%	7%	41%	50%	17%	1%

West Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	47	31	16	0	21	23	4	26	21	10	0
Study #2 Totals	37	24	13	0	22	16	0	29	18	2	0
Average	42	27.5	14.5	0	18.5	20	0.8	22.8	20.8	6	0
Percent		65%	35%	0%	44%	48%	1.5%	54%	48%	14%	0%

West Side of Park 3c:

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	63	38	25	0	52	30	3	37	48	20	10
Study #2 Totals	48	27	20	0	33	30	0	28	20	14	0
Average	54.5	32.5	22.5	0	43.5	30	3	30	34.5	17	5
Percent		60%	40%	0%	70%	18%	4%	37%	63%	31%	9%

West Side of Park 3c (Parklet Side):

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	48	28	20	1	28	24	3	27	21	18	0
Study #2 Totals	50	28	24	1	31	22	0	38	43	18	0
Average	68	28.8	21.8	1	30	24	0	32	32	17	0
Percent		57%	43%	2%	44%	35%	1.0%	48%	64%	25%	0%

West Side of Park 3c (Parklet Side):

	TOTAL #	GENDER		AGE			DIRECTION		GROUP		
		M	F	0-14	20-29	40-64	65+	North	South	Pair (2)	Group (3+)
Study #1 Totals	44	25	19	0	38	12	2	23	21	12	2
Study #2 Totals	113	78	43	28	67	38	3	41	70	28	28
Average	77.5	47.5	36	14	47.5	15	1.5	32	45.5	20	18
Percent		61%	39%	18%	61%	19%	2%	41%	60%	26%	23%



# TRAFFIC COUNT DATA SET

## JERENA CAFE PARKLET TRAFFIC STUDY WEEKDAY

DATE/TIME: Study #1 10/13/2014  
Study #2:

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		0	
Trucks		11	
Cars	Passenger Vehicles	38	
Motorbikes		1	
Bikes		4	
<b>TOTAL VEHICLES</b>		<b>54</b>	
Parked Vehicles on		5	
<b>Traffic Traveling South</b>			
Buses		2	
Trucks		20	
Cars	Passenger Vehicles	55	
Motorbikes		2	
Bikes		4	
<b>TOTAL VEHICLES</b>		<b>83</b>	
Parked Vehicles on		5	

## WEEKEND

DATE/TIME: Study #1 10/18/2014  
Study #2: 10/19/2014

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		0	0
Trucks		0	0
Cars	Passenger Vehicles	40	29
Motorbikes		5	0
Bikes		0	10
<b>TOTAL VEHICLES</b>		<b>51</b>	<b>39</b>
Parked Vehicles on			4
<b>Traffic Traveling South</b>			
Buses		0	2
Trucks		3	2
Cars	Passenger Vehicles	57	70
Motorbikes		2	1
Bikes		7	9
<b>TOTAL VEHICLES</b>		<b>69</b>	<b>84</b>
Parked Vehicles on			2

## QUETZAL CAFE PARKLET TRAFFIC STUDY WEEKDAY

DATE/TIME: Study #1 10/13/2014  
Study #2: 10/15/2014

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		2	
Trucks		8	
Cars	Passenger Vehicles	32	
Motorbikes		2	
Bikes		12	
<b>TOTAL VEHICLES</b>		<b>54</b>	
Parked Vehicles on East Side		2	
<b>Traffic Traveling South</b>			
Buses		1	
Trucks		14	
Cars	Passenger Vehicles	53	
Motorbikes		0	
Bikes		12	
<b>TOTAL VEHICLES</b>		<b>80</b>	
Parked Vehicles on West		4	

## WEEKEND

DATE/TIME: Study #1 10/11/2014  
Study #2: 10/19/2014

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		2	0
Trucks		0	2
Cars	Passenger Vehicles	70	31
Motorbikes		1	1
Bikes		24	8
<b>TOTAL VEHICLES</b>		<b>97</b>	<b>42</b>
Parked Vehicles on East Side		3	3
<b>Traffic Traveling South</b>			
Buses		4	1
Trucks		3	2
Cars	Passenger Vehicles	47	80
Motorbikes		0	4
Bikes		10	11
<b>TOTAL VEHICLES</b>		<b>64</b>	<b>87</b>
Parked Vehicles on West Side		5	4

CREPE HOUSE PARKLET TRAFFIC STUDY  
WEEKDAY

DATE/TIME: Study #1 10/13/2014  
Study #2: 10/15/2014

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		2	2
Trucks		3	5
Cars	Passenger Vehicles	32	27
	Motorbikes	1	0
Bikes		8	7
<b>TOTAL VEHICLES</b>		<b>46</b>	<b>41</b>
Parked Vehicles on East Side			9
<b>Traffic Traveling South</b>			
Buses		2	1
Trucks		3	8
Cars	Passenger Vehicles	40	49
	Motorbikes	0	1
Bikes		6	1
<b>TOTAL VEHICLES</b>		<b>51</b>	<b>60</b>
Parked Vehicles on West Side			5

WEEKEND

DATE/TIME: Study #1 10/11/2014  
Study #2: 10/19/2014

		Study #1 Totals	Study #2 Totals
<b>Traffic Traveling North</b>			
Buses		2	0
Trucks		0	2
Cars	Passenger Vehicles	65	18
	Motorbikes	0	0
Bikes		24	5
<b>TOTAL VEHICLES</b>		<b>91</b>	<b>25</b>
Parked Vehicles on East			9
<b>Traffic Traveling South</b>			
Buses		2	1
Trucks		0	1
Cars	Passenger Vehicles	57	27
	Motorbikes	0	1
Bikes		7	11
<b>TOTAL VEHICLES</b>		<b>66</b>	<b>41</b>
Parked Vehicles on West			9

# PASSERBY SURVEY DATA SET

Café	Weekday or Weekend?	Date	Time Period (roughly)	Response No.	(1) How often do you walk along this street?	(2) Do you live in this neighborhood?	If yes, what intersection is closest to your home	If no, then, are you a resident of San Francisco, Bay Area, or a tourist?	(3) Do you ever stop and visit this place?	If yes, when you visit this place, do you feel like you have to buy something?	If no, if you would stop to visit this place, do you feel like you would have to buy something?	Combined Perception	(4) Is this a public space?	Age:	Gender:
Jebena	Weekday	11/3/2014	11AM - 12PM	1	Daily	Yes	Polk + Geary		Yes	No		No	Yes	20 - 39	Male
Jebena	Weekday	11/3/2014	11AM - 12PM	2	Daily	Yes	Polk + Geary		No		Yes	Yes	No	20 - 39	Male
Jebena	Weekday	11/3/2014	11AM - 12PM	3	2-3x/week	No		Bay Area	Yes	No		No	Yes	20 - 39	Female
Jebena	Weekday	11/3/2014	11AM - 12PM	4	Daily	Yes	Polk + Geary		Yes	Yes		Yes	No	40 - 64	Female
Jebena	Weekday	11/14/2014	1PM - 2PM	5	Daily	Yes	Polk + Geary		No		No	No	Yes	65+	Male
Jebena	Weekday	11/14/2014	1PM - 2PM	6	2-3x/week	Yes	Larkin + Bush		No		No	No	Yes	40 - 64	Male
Jebena	Weekday	11/14/2014	1PM - 2PM	7	Rarely	Yes	On Polk		No		Yes	yes	Yes	40 - 64	Male
Jebena	Weekday	11/14/2014	1PM - 2PM	8	Daily	Yes	Polk + Ellis		Yes	Yes		yes	Yes	20 - 39	Male
Jebena	Weekday	11/14/2014	1PM - 2PM	9	Daily	Yes	Post + Polk		Yes	No		no	Yes	65+	Male
Jebena	Weekday	11/14/2014	1PM - 2PM	10	2-3x/week	No		San Francisco	Yes	No		no	Yes	40 - 64	Female
Jebena	WEEKEND	11/15/2014	11AM - 12PM	10	Daily	Yes	Post + Polk		No		Yes	yes	No	40 - 64	Male
Jebena	WEEKEND	11/15/2014	11AM - 12PM	11	Daily	Yes	On Polk		Yes	Yes		yes	Yes	40 - 64	Male
Jebena	WEEKEND	11/15/2014	11AM - 12PM	12	Rarely	No		San Francisco	No		No	no	Yes	40 - 64	Female
Jebena	WEEKEND	11/15/2014	11AM - 12PM	13	Daily	No		San Francisco	No		No	no	Yes	40 - 64	Male
Jebena	WEEKEND	11/15/2014	11AM - 12PM	14	Daily	Yes	Polk + Geary		Yes	Yes		yes	Yes	65+	Male
Jebena	WEEKEND	11/15/2014	11AM - 12PM	15	Daily	Yes	Hyde + O'Farrell		No		No	no	Not Sure	40 - 64	Male
Jebena	WEEKEND	11/16/2014	1 - 2PM	16	Daily	Yes	Polk + Geary		Yes	Yes		yes	Yes	0 - 19	Male
Jebena	WEEKEND	11/16/2014	1 - 2PM	17	Daily	Yes	Polk + Post		No		No	no	Yes	40 - 64	Male
Quetzal	Weekday	11/3/2014	12PM - 1PM	1	Daily	Yes	Polk + Geary		No		No	no	Yes	20 - 39	Female
Quetzal	Weekday	11/14/2014	12PM - 1PM	2	Daily	No		San Francisco	No		Yes	yes	Yes	40 - 64	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	3	Rarely	No		Tourist	No		Yes	yes	No	40 - 64	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	4	Daily	Yes	Bush + Larkin		Yes	No		no	Yes	20 - 39	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	5	Daily	No		Bay Area	Yes	Yes		yes	No	20 - 39	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	6	Rarely	No		San Francisco	No		Not Sure	not sure	Not Sure	65+	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	7	Daily	No		Bay Area	Yes	No		no	Yes	40 - 64	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	8	2-3x/month	Yes	Polk + Sutter		Yes	No		no	Yes	20 - 39	Male
Quetzal	Weekday	11/14/2014	12PM - 1PM	9	Daily	Yes	Post + Polk		No		Yes	yes	Yes	20 - 39	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	9	Daily	Yes	Pine + Leavenworth		No		No	no	Yes	20 - 39	Female
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	10	Daily	Yes	Bush + Polk		Yes	No		no	Yes	65+	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	11	Rarely	No		San Francisco	No		Yes	yes	Not Sure	20 - 39	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	12	Daily	Yes	N/A		Yes	No		no	Yes	40 - 64	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	13	2-3x/week	No		San Francisco	No		Yes	yes	No	20 - 39	Female
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	14	2-3x/month	Yes	Polk + Sutter		No		No	no	Not Sure	20 - 39	Female
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	15	2-3x/week	No		San Francisco	Yes	No		no	Yes	20 - 39	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	16	Rarely	No		Bay Area	No		Yes	yes	No	65+	Male
Quetzal	WEEKEND	11/15/2014	12PM - 1PM	17	Rarely	Yes	Polk + Sutter		No		Yes	yes	No	40 - 64	Male
Quetzal	WEEKEND	11/16/2014	12PM - 1PM	18	Daily	Yes	Polk + Post		Yes	No		no	Yes	20 - 39	Male
Quetzal	WEEKEND	11/16/2014	12PM - 1PM	19	Rarely	No		San Francisco	No		Yes	yes	No	20 - 39	Male

# PASSERBY SURVEY DATA SET

Café	Weekday or Weekend?	Date	Time Period (roughly)	Response No.	(1) How often do you walk along this street?	(2) Do you live in this neighborhood?	If yes, what intersection is closest to your home	If no, then, are you a resident of San Francisco, Bay Area, or a tourist?	(3) Do you ever stop and visit this place?	If yes, when you visit this place, do you feel like you have to buy something?	If no, if you would stop to visit this place, do you feel like you would have to buy something?	Combined Perception	(4) Is this a public space?	Age:	Gender:
Crepe	WEEKDAY	11/3/2014	11AM - 12PM	1	2-3x/month	No		San Francisco	Yes	Yes		yes	Yes	55+	Male
Crepe	WEEKDAY	11/3/2014	11AM - 12PM	2	Daily	Yes	Clay + Hyde		Yes	Yes		yes	Yes	20 - 39	Female
Crepe	WEEKDAY	11/3/2014	11AM - 12PM	3	2-3x/week	Yes	Larkin + Sutter		Yes	No		Yes	Yes	55+	Female
Crepe	WEEKDAY	11/14/2014	11AM - 12PM	4	Daily	No		San Francisco	No		No	No	Yes	20 - 39	Male
Crepe	WEEKDAY	11/14/2014	11AM - 12PM	5	2-3x/week	Yes	Post + Larkin		Yes	Yes		Yes	Not Sure	20 - 39	Female
Crepe	WEEKDAY	11/14/2014	11AM - 12PM	6	2-3x/week	Yes	Polk + Vallejo		No		No	No	No	55+	Female
Crepe	WEEKDAY	11/14/2014	11AM - 12PM	7	2-3x/week	Yes	Polk + Union		No		No	No	Yes	55+	Male
Crepe	WEEKDAY	11/14/2014	11AM - 12PM	8	Daily	Yes	Polk + Washington		Yes	No		No	Yes	40 - 64	Female
Crepe	WEEKEND	11/15/2014	1PM - 2PM	9	2-3x/month	Yes	Polk + Broadway		Yes	No		No	No	20 - 39	Male
Crepe	WEEKEND	11/15/2014	1PM - 2PM	10	Daily	Yes	Pacific Heights n'hood		No		Yes	Yes	Yes	20 - 39	Female
Crepe	WEEKEND	11/15/2014	1PM - 2PM	11	Rarely	No		San Francisco	No		No	No	Yes	40 - 64	Female
Crepe	WEEKEND	11/15/2014	1PM - 2PM	12	2-3x/month	No		Bay Area	Yes	No		No	Yes	55+	Female
Crepe	WEEKEND	11/15/2014	1PM - 2PM	13	Daily	Yes	Polk + Washington		No		No	No	Yes	20 - 39	Male
Crepe	WEEKEND	11/15/2014	1PM - 2PM	14	Daily	Yes	Clay + Van Ness		Yes	No		No	Yes	55+	Female
Crepe	WEEKEND	11/15/2014	1PM - 2PM	15	2-3x/month	No		San Francisco	No		No	No	Yes	20 - 39	Male
Crepe	WEEKEND	11/16/2014	11AM - 12PM	16	Daily	Yes	Polk + Washington		No		Yes	Yes	Yes	40 - 64	Male
Crepe	WEEKEND	11/16/2014	11AM - 12PM	17	Daily	Yes	Pacific Heights		No		Yes	Yes	No	20 - 39	Female
Crepe	WEEKEND	11/16/2014	11AM - 12PM	18	Daily	Yes	Polk + Sacramento		No		Yes	Yes	No	20 - 39	Female
Crepe	WEEKEND	11/16/2014	11AM - 12PM	19	Daily	Yes	Polk + Jackson		Yes	Yes		Yes	Yes	20 - 39	Female

# USER SURVEY DATA SET

Cell	Weekday or Weekend	Date	Time Period (roughly)	Response No.	(1) How often do you come here?	(2) Do you also visit other places like this?	If yes, which ones?	(3) Do you live in this neighborhood?	If yes, what intersection is closest to your home?	If no, then, are you a resident of San Francisco, the Bay Area, or a tourist?	(4) When you come here, what do you do in this space/what will you be doing in this space today (for first time user)?	(to insert additional activity if 2+ answers)	(5) When you are sitting here, do you usually buy something/while sitting here, did you buy something (for first time user)?	(6) Do you feel like you have to buy something?	(7) Is this a public space?	Age:	Gender:		
Delora	WEEKDAY	11/3/005	11AM - 12PM	3	Rarely	No		No		tourist	Eating/Drinking		Yes	No	Yes	20 - 29	Male		
Delora	WEEKDAY	11/3/005	11AM - 12PM	2	Rarely	No		No		tourist	Eating/Drinking		Yes	No	Yes	20 - 29	Male		
Delora	WEEKDAY	11/3/005	11AM - 12PM	3	1-2x/week	No		Yes	Polk + Geary		Eating/Drinking	Other	No	No	Yes	30+	Female		
Delora	WEEKEND	0000000	1 - 2PM	4	Daily	Yes	Castro (on Polk)	Yes	Polk + Geary		Eating/Drinking	Conversation	People-Watching	Smoking	Yes	No	Yes	40 - 44	Male
Delora	WEEKEND	0000000	1 - 2PM	5	Daily	Yes	Castro (on Polk)	Yes	Polk + Geary		Eating/Drinking	Conversation	People-Watching	Smoking	Yes	No	Yes	40 - 44	Male
Quetzal	WEEKDAY	11/3/005	11AM - 12PM	1	Daily	No		Yes	Divisadero + Larkin		Reading/Studyng		No	No	Yes	40 - 44	Female		
Quetzal	WEEKDAY	11/3/005	11AM - 12PM	2	Rarely	No		No		tourist	Eating/Drinking		Yes	No	Yes	40 - 44	Female		
Quetzal	WEEKDAY	11/3/005	11AM - 12PM	3	Daily	Yes		Yes	Polk + Post		Eating/Drinking	Conversation		Yes	No	Yes	40 - 44	Male	
Quetzal	WEEKDAY	0000000	12PM - 1PM	4	Daily	Yes	In the Mission	Yes	Polk + Sutter		Eating/Drinking	Reading/Studyng		Yes	No	Yes	20 - 29	Female	
Quetzal	WEEKDAY	0000000	12PM - 1PM	5	Rarely	Yes	Mejor on Divisadero	No		San Francisco	Eating/Drinking	Conversation	Reading/Studyng	No	No	Yes	20 - 29	Male	
Quetzal	WEEKDAY	0000000	12PM - 1PM	6	Rarely	No		Yes	Market + 6th		Conversation	Other	Exchange Clothing	Yes	Yes	No	20 - 29	Female	
Quetzal	WEEKDAY	0000000	12PM - 1PM	7	Daily	No		No		Bay Area	Electronic Device	Other	Snack Break	No	No	Yes	20 - 29	Male	
Quetzal	WEEKEND	0000000	12PM - 1PM	8	Rarely	Yes	"There are not many in the area where I've been"	No		San Francisco	Eating/Drinking	Conversation		Yes	Yes	Not Sure	20 - 29	Female	
Quetzal	WEEKEND	0000000	12PM - 1PM	9	1-2x/week	Yes	Parks and other places where I can sit outside	Yes	N/A		Smoking	Other	Seizing	No	No	Yes	40 - 44	Male	
Quetzal	WEEKEND	0000000	12PM - 1PM	10	1-2x/week	Yes	N/A	Yes	Geary + Polk		Reading/Studyng	Eating/Drinking	Electronic Device	Yes	No	Yes	40 - 44	Female	
Quetzal	WEEKEND	0000000	12PM - 1PM	11	1-2x/week	Yes	All over	Yes	Sutter + Market		Eating/Drinking		Yes	No	Yes	40 - 44	Male		
Quetzal	WEEKEND	0000000	12PM - 1PM	12	1-2x/week	No		No		Bay Area	Eating/Drinking		Yes	No	Yes	20 - 29	Female		
Quetzal	WEEKEND	0000000	12PM - 1PM	13	Rarely	No		No		tourist	Eating/Drinking	Other	Enjoying Outdoors	Yes	Yes	Yes	20 - 29	Female	
Cope	WEEKDAY	11/3/005	11AM - 12PM	1	1-2x/month	Yes	Castro parklets	Yes	Polk + Sacramento		Eating/Drinking	Reading	Yes	Yes	Yes	20 - 29	Female		
Cope	WEEKDAY	11/3/005	11AM - 12PM	2	Rarely	No		No		tourist	Eating/Drinking	Reading	Yes	Yes	No	20 - 29	Male		
Cope	WEEKEND	0000000	1 - 2PM	3	Rarely	Yes	In San Carlo and San Mateo	No		Bay Area	Eating/Drinking	Conversation		Yes	No	Yes	20 - 29	Female	
Cope	WEEKEND	0000000	1 - 2PM	4	1-2x/week	Yes	1) Valencia/21st, 2) Hyde + Geary, 3) North Beach	Yes	Cedar + Polk		Reading	Events/Cultural	[Writing]	No	No	Yes	30+	Female	
Cope	WEEKEND	0000000	1 - 2PM	5	Rarely	No		No		Bay Area	Conversation	People-Watching	No	No	Yes	20 - 29	Female		
Cope	WEEKEND	0000000	1 - 2PM	6	1-2x/week	Yes	Farm to Table	Yes	Larkin + Clay		Eating/Drinking		Yes	Yes	Not Sure	20 - 29	Female		
Cope	WEEKEND	0000000	1 - 2PM	7	1-2x/month	Yes	All over	No		San Francisco	Eating/Drinking	Conversation	Yes	No	No	20 - 29	Female		
Cope	WEEKEND	0000000	1 - 2PM	8	1-2x/month	Yes	All over	No		San Francisco	Eating/Drinking	Conversation	Yes	No	No	40 - 44	Male		
Cope	WEEKEND	0000000	1 - 2PM	9	Rarely	Yes	Hilmore + Hibernia	No		San Francisco	Eating/Drinking		Yes	Yes	Not Sure	20 - 29	Male		
Cope	WEEKEND	0000000	1 - 2PM	10	Rarely	Yes	Siriza (on Hilbert)	No		San Francisco	Eating/Drinking		Yes	Yes	Yes	20 - 29	Female		



# NEIGHBORHOOD CONTEXT DATA

Subject	Census Tract 110, San Francisco County				Census Tract 120, San Francisco County				Census Tract 122.02, San Francisco				Source	Data Table	
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error	Percent	Percent Margin of Error			
<b>TOTAL POPULATION</b>															
Total population	5,256	+/-429	(X)	(X)	3,902	+/-263	(X)	(X)	2,596	+/-396	(X)	(X)	ACS 2012 5-Year Estimate	DPO5: ACS DEMOGRAPHIC AND HOUSING ESTIMATES	
<b>SEX</b>															
Male	2,489	+/-345	47.40%	+/-5.6	2,027	+/-220	57.90%	+/-6.3	1,454	+/-270	56.00%	+/-6.7	ACS 2012 5-Year Estimate	DPO5: ACS DEMOGRAPHIC AND HOUSING ESTIMATES	
Female	2,767	+/-380	52.60%	+/-5.6	1,475	+/-279	42.10%	+/-6.3	1,144	+/-236	44.00%	+/-6.7	ACS 2012 5-Year Estimate		
<b>AGE</b>															
Under 5 years	194	+/-152	3.70%	+/-2.8	49	+/-60	1.40%	+/-1.7	64	+/-55	2.50%	+/-2.1	ACS 2012 5-Year Estimate	DPO5: ACS DEMOGRAPHIC AND HOUSING ESTIMATES	
5 to 9 years	24	+/-30	0.50%	+/-0.6	0	+/-13	0.00%	+/-1.1	137	+/-90	5.30%	+/-3.3	ACS 2012 5-Year Estimate		
10 to 14 years	129	+/-88	2.50%	+/-1.6	59	+/-63	1.70%	+/-1.8	0	+/-13	0.00%	+/-1.4	ACS 2012 5-Year Estimate		
15 to 19 years	95	+/-67	1.80%	+/-1.3	99	+/-64	2.80%	+/-1.8	63	+/-98	2.40%	+/-3.6	ACS 2012 5-Year Estimate		
20 to 24 years	595	+/-291	11.30%	+/-5.1	463	+/-375	13.20%	+/-4.9	452	+/-249	17.40%	+/-9.6	ACS 2012 5-Year Estimate		
25 to 34 years	1,577	+/-328	30.00%	+/-6.1	772	+/-257	22.00%	+/-6.9	393	+/-158	15.10%	+/-6.1	ACS 2012 5-Year Estimate		
35 to 44 years	701	+/-247	13.30%	+/-4.7	500	+/-314	14.30%	+/-4.0	246	+/-124	9.50%	+/-4.2	ACS 2012 5-Year Estimate		
45 to 54 years	700	+/-210	13.30%	+/-3.7	624	+/-211	17.80%	+/-5.6	650	+/-202	25.00%	+/-6.4	ACS 2012 5-Year Estimate		
55 to 59 years	253	+/-115	4.80%	+/-2.2	224	+/-120	6.40%	+/-3.5	123	+/-104	4.70%	+/-3.8	ACS 2012 5-Year Estimate		
60 to 64 years	242	+/-126	4.60%	+/-2.8	324	+/-140	9.30%	+/-3.9	271	+/-133	10.40%	+/-3.0	ACS 2012 5-Year Estimate		
65 to 74 years	327	+/-122	6.20%	+/-2.5	380	+/-83	4.60%	+/-2.3	125	+/-104	4.80%	+/-4.1	ACS 2012 5-Year Estimate		
75 to 84 years	306	+/-132	5.80%	+/-2.6	153	+/-97	4.40%	+/-2.8	49	+/-50	1.90%	+/-3.0	ACS 2012 5-Year Estimate		
85 years and over	113	+/-83	2.10%	+/-1.6	75	+/-33	2.10%	+/-1.5	25	+/-34	1.00%	+/-1.3	ACS 2012 5-Year Estimate		
<b>RACE &amp; ETHNICITY</b>															
Hispanic or Latino (of any race)	377	+/-209	7.20%	+/-3.8	365	+/-365	10.40%	+/-4.7	234	+/-158	9.00%	+/-5.7	ACS 2012 5-Year Estimate	DPO5: ACS DEMOGRAPHIC AND HOUSING ESTIMATES	
White alone	2,149	+/-373	40.90%	+/-5.7	1,624	+/-268	52.10%	+/-7.0	1,011	+/-199	38.90%	+/-7.9	ACS 2012 5-Year Estimate		
Black or African American alone	84	+/-86	1.60%	+/-1.6	221	+/-141	6.30%	+/-4.0	425	+/-249	16.40%	+/-8.7	ACS 2012 5-Year Estimate		
American Indian and Alaska Native alone	0	+/-18	0.00%	+/-0.7	0	+/-13	0.00%	+/-1.1	0	+/-13	0.00%	+/-1.4	ACS 2012 5-Year Estimate		
Asian alone	2,547	+/-294	48.50%	+/-5.4	886	+/-238	25.40%	+/-6.2	822	+/-239	31.60%	+/-6.7	ACS 2012 5-Year Estimate		
Native Hawaiian and Other Pacific Islander alone	0	+/-18	0.00%	+/-0.7	0	+/-13	0.00%	+/-1.1	0	+/-13	0.00%	+/-1.4	ACS 2012 5-Year Estimate		
Some other race alone	0	+/-18	0.00%	+/-0.7	63	+/-69	1.80%	+/-2.0	0	+/-13	0.00%	+/-1.4	ACS 2012 5-Year Estimate		
Two or more races	99	+/-76	1.90%	+/-1.5	141	+/-90	4.00%	+/-2.6	106	+/-85	4.10%	+/-3.2	ACS 2012 5-Year Estimate		
<b>MEDIAN VS. MEAN INCOME</b>															
Median household income (dollars)	61,250	+/-24,366	(X)	(X)	37,007	+/-6,530	(X)	(X)	22,699	+/-8,862	(X)	(X)	ACS 2012 5-Year Estimate	DPO3: SELECTED ECONOMIC CHARACTERISTICS	
Mean household income (dollars)	89,033	+/-13,016	(X)	(X)	52,481	+/-8,313	(X)	(X)	38,891	+/-9,024	(X)	(X)	ACS 2012 5-Year Estimate		
<b>20+ UNITS</b>															
20 or more units	690	+/-178	25.30%	+/-6.2	2,181	+/-363	78.20%	+/-5.7	1,533	+/-87	94.70%	+/-3.4	ACS 2012 5-Year Estimate	DPO4: SELECTED HOUSING CHARACTERISTICS	
<b>OWNER VS. RENTER</b>															
Owner-occupied	300	+/-129	11.20%	+/-4.7	52	+/-46	2.10%	+/-1.8	11	+/-37	0.70%	+/-1.1	ACS 2012 5-Year Estimate	DPO4: SELECTED HOUSING CHARACTERISTICS	
Renter-occupied	2,375	+/-341	88.80%	+/-4.7	2,474	+/-347	97.90%	+/-1.8	1,466	+/-120	89.30%	+/-1.1	ACS 2012 5-Year Estimate		
<b>MEDIAN RENTAL COSTS</b>															
Median (dollars)	1,295	+/-194	(X)	(X)	1,015	+/-91	(X)	(X)	799	+/-119	(X)	(X)	ACS 2012 5-Year Estimate	DPO4: SELECTED HOUSING CHARACTERISTICS	
<b>CENSUS TRACT SIZE</b>															
Size of Census Tract	0.092	(X)	(X)	(X)	0.048	(X)	(X)	(X)	0.096	(X)	(X)	(X)	US Census Bureau - Gazetteer	<a href="https://www2.census.gov/geographies/3014_SanFrancisco2014_ga_tracts_05.txt">https://www2.census.gov/geographies/3014_SanFrancisco2014_ga_tracts_05.txt</a>	
<b>FOREIGN BORN</b>															
Foreign born:	1,959	+/-336	(X)	(X)	1,195	+/-310	(X)	(X)	829	+/-204	(X)	(X)	ACS 2012 5-Year Estimate	B05002: PLACE OF BIRTH BY NATIVITY AND CITIZENSHIP STATUS - Universe: Total population	
<b>POVERTY STATUS</b>															
Poverty status for	27.60%	(X)	(X)	(X)	27.70%	(X)	(X)	(X)	24.10%	(X)	(X)	(X)	ACS 2012 5-Year Estimate	S1701: POVERTY STATUS IN THE PAST 12 MONTHS	

# USER + PASSERBY SURVEY



## USER Survey - Verbal Administration (Approx. 1 minute)

1. How often do you come here? (State the 4 options below)

Rarely      2-3 times a month      2-3 times a week      Daily

2. Do you also visit other places like this? (If necessary, explain briefly that "places like this" refer to mini parks/seating areas situated on the street)

Yes → If yes, which ones? (Ask for the parklet business names or locations)

No \_\_\_\_\_

3. Do you live in this neighborhood?

Yes → What intersection is closest to your home? \_\_\_\_\_

No → Then, are you a resident of San Francisco or the Bay Area? Or, are you a tourist?

San Francisco      Bay Area      Tourist

4. When you come here, what do you do in this space? \_\_\_\_\_

(Let them state, and then circle answer below.)

For a first-time user or tourist, state as: What will you be doing in this space today?

Eating/Drinking      Conversation      People-Watching      Electronic Device

Playing (i.e. with kids)      Events/Cultural      Business/Commerce      Other

Reading      Pet      Smoking      Sleeping

5. When you are sitting here, do you usually buy something?

(For a first-time user or tourist, state as: While sitting here, did you buy something?)

Yes      No

6. Do you feel like you have to buy something?

Yes      No

7. Is this a public space? (State the 3 options below)

Yes      No      Not Sure

### Fill out:

Age: 0-19    20-39    40-64    65+

Gender: Male    Female



## PASSERBY Survey - Verbal Administration (Approx. 30 seconds)

1. How often do you walk along this street?

Rarely      2-3 times a month      2-3 times a week      Daily

2. Do you live in this neighborhood?

Yes → What intersection is closest to your home? \_\_\_\_\_

No → Then, are you a resident of San Francisco or the Bay Area? Or, are you a tourist?

San Francisco      Bay Area      Tourist

3. Do you ever stop and visit this place? (point to study area)

Yes → When you visit this place, do you feel like you have to buy something?

Yes      No

No → If you would stop to visit this place, do you feel like you would have to buy something?

Yes      No

4. Is this a public space? (State the 3 options below)

Yes      No      Not Sure

### Fill out:

Age: 0-19    20-39    40-64    65+

Gender: Male    Female



