

San Francisco City Design Group, Citywide Planning Division

Public Space, Public Life Research

In an effort to raise the profile of pedestrian needs, the San Francisco Public Life and Public Space Program collects use and satisfaction data of key neighborhood commercial streets, which then compliments the wealth of information already collected on vehicle use. This research evaluates how well various streetscape designs meet the activity needs of users, as well as establishes baseline pedestrian data for key routes that then can be used to track the success of future streetscape improvements.

Potential Locations

1. Market Street
2. Ferry Plaza

Methods

Counts of Street Users

Count the number of pedestrians at mid-block for 15 minutes on the hour, every hour. Walk the street the street to count the number of people engaged in stationary activities and note location and activity (10 minutes). Repeat on the opposite side of the street on the half-hour on high pedestrian volume streets, otherwise, move to next block and repeat.

The counts should occur both on a typical weekday and on Saturday. A typical weekday is Tuesday through Thursday, and the days are considered interchangeable. The counts can be divided into 4-hour segments to minimize fatigue. One possible sequence could be to divide the three time segments across three the three weekdays of the same week.

1. 8 AM to 10 PM profiles
 - a. Number of pedestrians
 - b. Number of people engaging in stationary activities
 - c. Number of cyclists

Behavior Mapping

Conduct more detailed mapping of how the space influences who uses it and how. This will entail watching people's behaviour and adducing the desired behaviour and how well the space is meeting their needs.

1. Group size
2. Gender
3. Length of stay
4. Crowding
5. Adapting spaces to other uses e.g., sitting on ground because of lack of seating, having to walk on street because sidewalk is crowded, etc.

Surveys

The surveys are meant to provide a generalizable user profile, as well as satisfaction with key streetscape conditions and priorities for improvements. They should be conducted at various times of the day, during the week and on the weekend. The goal should be approximately 100 surveys per street. The survey will be based on the survey instrument already developed for such studies.